



BRING THE ENERGY STAR CHALLENGE TO YOUR COMMUNITY

U.S. Environmental Protection Agency



- Introduction
- Show Leadership
- Lead by Example
- Plan an ENERGY STAR Challenge in Your Community
- Support Community Energy Efficiency Initiatives
- Recognize Success Along the Way

Plan an ENERGY STAR Challenge in Your Community

There are a variety of ways to promote your involvement in the ENERGY STAR Challenge and involve others in your efforts. Promotional activities are an important way to educate the community about energy efficiency and to reward outstanding efforts to save energy, money, and help prevent climate change.

A great way to get started is to plan ENERGY STAR kick-off meetings in your community to announce your participation, and motivate other area leaders to join in improving energy efficiency and fighting global warming.

What You Can Do

- ✔ Learn more about [sample event ideas and promotional items](#) (3.91MB) in EPA's collection of promotional best practices from ENERGY STAR partners.
- ✔ Consider these helpful planning tips when hosting or organizing an ENERGY STAR Challenge event:
 - Define the size of your event and who will attend ((local/state/federal officials, local business leaders, media/photographers, and ENERGY STAR Challenge participants from the community)
 - Plan the details (date/time, venue, invitations, agenda, talking points, slides, guest speakers)
- ✔ Use the [ENERGY STAR Challenge Toolkit](#) (Statistics and factoids on energy use; brochures, fact sheets, and posters)
- ✔ [Bring Your Green to Work](#)

ENERGY STAR Resources & Templates

- ✔ [Plan an ENERGY STAR Challenge in Your Community](#)
 - ✦ [ENERGY STAR Challenge Toolkit](#)
 - ✦ [Bring Your Green to Work](#)
 - ✦ [Sample ENERGY STAR Event Ideas](#) (3.91MB)

Louisville, Kentucky

Follow Along With Louisville

Plan an ENERGY STAR Challenge in Your Community

Louisville Mayor Jerry E. Abramson and the city's staff launched their effort in December 2007. During two days of kick-off meetings, they announced the city's partnership with ENERGY STAR and motivated area business leaders to join the Challenge.



Mayor Jerry E. Abramson meets with city business leaders to bring the ENERGY STAR Challenge to Louisville.

The first meeting was held with city leaders and managers of city-operated facilities to explore how to use ENERGY STAR tools and resources to reduce energy waste in city buildings and publicize successes along the way.

At the second meeting, Mayor Abramson announced his commitment to launch a community energy efficiency campaign to more than 50 of the city's business leaders. At the meeting, attendees were provided with background information on the ENERGY STAR program for buildings, and best practices for achieving energy efficiency improvements with ENERGY STAR were shared. Representatives from the city's key industries attended the meeting to gain an understanding of their roles in helping the city meet its energy efficiency and climate protection

 [See all resources and templates](#)

goals. Attendees also had the opportunity to provide Mayor Abramson and city staff direct input on the necessary elements for a successful energy efficiency campaign in Louisville.

The city then reached out to private sector building owners and operators, and important local businesses such as Louisville Gas and Electric (an E.ON Company), Papa John's Pizza, and RML Property Management have joined ENERGY STAR as a result.

Resources

- Key invitees for ENERGY STAR Kick-off meetings:
 - * [City staff](#)  (13KB)
 - * [Private sector](#)  (13KB)
- Invitation Letter from Mayor Abramson
 - * [Invitation Letter](#)  (19KB)
- Kick-off Meeting Agendas
 - * [Metro Staff Kick-off Agenda](#)  (72KB)
 - * [Private Sector Kick-off Agenda](#)  (37KB)
- Kick-off Presentation slides:
 - * [Metro Staff Kick-off](#)  (2.46MB)
 - * [Private Sector Kick-off](#)  (1.95MB)

 [See all resources and templates](#)