

COG Climate, Energy and Environment Policy Committee

Wednesday March 24, 2010

Item 4- Climate/ Energy Outreach and Education

1- Resources on Climate Change Communication: public opinion surveys, reports and analysis

GMU – Center for Climate Change Communication

http://www.climatechangecommunication.org/resources_reports.cfm



- The Climate Change Generation? Survey Analysis of the Perceptions and Beliefs of Young Americans, AU-GMU-Yale, March 2010
- Global Warming's "Six Americas" update report, GMU-Yale , January 2010
- Americans' Action to Conserve Energy, Reduce Waste, and Limit Global Warming, GMU-Yale, January 2010
- Climate Change in the American Mind : Public Support for Climate and Energy Policies, GMU- Yale, January 2010
- Climate Change in the American Mind: Americans' Global Warming Beliefs and Attitudes, GMU- Yale, January 2010.
- Saving Energy is a Value Shared by All Americans: Results of a Global Warming Audience Segmentation Analysis, Maibach et al, to be published.
- Saving Energy at Home and on the Road, GMU-Yale, 2009

2-Using social marketing, challenge and competition to foster sustainable behaviors: examples of programs inside and outside the region

Program	Description	Website
<i>Metropolitan Washington Region</i>		
Cool Capital Challenge - Washington Parks and People	On-line pledge and competition to reduce individual CO2 emissions	www.coolcapitalchallenge.org
Energy Star Pledge – Clean Air Partners	On-line pledge to reduce CO2 and energy use at home	http://www.energystar.gov/index.cfm?fuseaction=join_change_the_world.showPledgeDriverDetails&cpd_id=17665
Repower at Home – Alliance for Climate Protection	Peer- driven home energy efficiency campaign (house parties, online pledge, group commitment)	http://www.mwcog.org/uploads/committee-documents/al5aWFpd20100108075424.pdf
Home Energy Makeover Contest – ABC7 WJLA	Media-sponsored contest to win a full home energy retrofit	http://homeenergymakeover.org/nationalcapital.htm
Earth Aid DC	Web-based tool to track energy consumption and get financial rewards (coupons) for demonstrated savings on energy bills	http://www.earthaid.net/
Green Neighborhood Effect Challenge - Clean Current	Green power purchase neighborhood challenge. As an incentive to switch to green power, Clean Currents donates \$10 per household signing-up to be used for a community greening project.	http://www.cleancurrents.com/index.php/Green-Neighborhood-Effect
<i>Other regions</i>		
Baltimore Neighborhood Energy Challenge	Neighborhood competition for home energy improvement. Website with interactive map of completed projects, and connection with local contractors.	https://baltimoreenergychallenge.org/systems/energy
Denver Energy Challenge	Similar to Clean Current program (see above) but money is donated to public schools for energy education projects.	http://www.denverenergy.org/

Retrofit Philly Coolest Block Contest	City-wide contest to win cool roofs and energy efficient products for an entire block (funded by business sponsor).	http://www.retrofitphilly.com/
Chicago \$800 Savings Challenge	Online pledge to save energy and money at home and on the road. Organizations can register teams and compete for biggest savings + official recognition.	http://www.chicagoclimateaction.org/pages/savings_challenge/39.php
Massachusetts Energy Smackdown program	Web-based and community-supported challenge: Participants from the same town collaborate to form a community team, which then competes with other community teams to reduce their emissions and energy consumption.	http://www.energysmackdown.com/index.php?page=faq