



A joint initiative of the University of NH and Clean Air-Cool Planet

Implementing a Trade/Business Group Carbon Challenge

Our Climate Is Changing

Pick up a newspaper, scan the Internet, or turn on TV and you're bound to find something on climate change. Indicators that our climate is changing are all around us: in reports of Arctic glaciers melting, rising sea levels, record heat waves and droughts, endangered species and more extreme and frequent storms. Faced with such a global problem, it's easy to feel overwhelmed and powerless.

What can households do about climate change?

Roughly half of all US greenhouse gas emissions come from households through their energy consumption for motor vehicles, home heating, and electricity. Moderate reductions in energy consumption by all of us can have a significant impact on reducing the risk of climate change and can save us money! By taking the Carbon Challenge, your community's residents will gain valuable insight into how their families use energy and will learn how simple actions they can take in their homes can reduce their energy consumption and their environmental impact.

How can the New England Carbon Challenge help?

Our New England Carbon Estimator™ (<http://carbonchallenge.sr.unh.edu/calculator.jsp>) will help residents understand how they use energy, assess their current household emissions (their "carbon footprint") and map out a strategy to reduce their energy consumption, costs, and environmental impact.

Plus, we can "link" households together to show the impact of residents in your community taking action. Having one household take the Challenge is terrific, but having 100 homes take the Challenge together can reduce annual emissions by a million pounds or more! Imagine if residents knew that they were responsible for keeping a million pounds of CO₂ out of the atmosphere every year... that's like taking 80 cars off the road every day of the year!

We can also put your trade group, chamber or rotary "on the map" as taking action to address climate change and give members the recognition they deserve. They might even want to challenge another group to a little friendly competition!

Households that have taken the Carbon Challenge have reduced their energy consumption by an average of 17% and are saving over \$800 a year.

Why not join them?



The New England Carbon Challenge™

Helping New England Households Meet the Challenge of Our Changing Climate

Suggested Framework for Implementing a Carbon Challenge™ Through a Trade Group, Rotary or Chamber

- 1. Take the Challenge YOURSELF!** If you're interested in using the Carbon Challenge to help members and residents in your community reduce their energy costs and environmental impact, the place to begin is by taking the Carbon Challenge personally (it only takes 15 to 20 minutes). It will give you a "soup to nuts" overview of our program and what to expect and will likely answer most of your questions. Taking the challenge personally is step one and the "leadership by example" that marks a successful Challenge. necarbonchallenge.org (click on "Take Challenge" on navigation bar)
- 2. Determine your Carbon Challenge Leadership Team** – it will only require a few people willing to work as points of contact and connectors. The NECC tools are designed to be "plug & play", requiring reasonable time commitments from the organizers. Utilizing our program will save you countless hours and costs in designing a climate change/energy residential outreach program, while providing an integrated system.
Suggestion: Choose members who are both concerned about energy issues and well connected in the community.
- 3. Review our nominal fee structure at:** necarbonchallenge.org (click on "Businesses" on navigation bar)
Determine the desired level of services to contract with the NHCC.
- 4. Contact the NECC to discuss your plan, launch dates, trainings and service needs.**
603-422-6464, ext. 115 or info@necarbonchallenge.org
- 5. Determine the scope and length of your Challenge**
Suggestions: Set a timeline. People tend to take action with a deadline.
- Are there events such as Earth Day or Election Day that could be leveraged for public visibility?
- 6. List and contact key members** and welcome them to a brainstorming meeting to design YOUR Challenge.
Suggestion: Reach out to your member businesses and encourage their participation. Would they ask staff and patrons to join the Challenge? Will they help publicize?
Note: The efficacy of your Challenge will have everything to do with the partners you enlist. The most creative ideas will come from these partners.
- 7. Identify your incentive plan to encourage individuals to take the Challenge.**
Suggestion: Would members donate raffle prizes or recognize participants of the Challenge?
- 8. Determine your publicity plan.**
Suggestion: Utilize the "10 Strategies for Publicizing a Carbon Challenge" in your Implementation Guide
- Draft a press release using one of our sample releases
-**Suggestion:** Utilize community newsletters, websites, posting boards, school newsletters, church bulletins to get the word out.
- 9. Set up training through NECC electronic resources or teleconference calls for Challenge leaders**
- 10. Determine your launch date, publicize and watch your Challenge take form! Give us feedback.** We look forward to hearing about your successes, creative strategies and lessons learned.

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