



What is the New England Carbon Challenge (NECC)?

The New England Carbon Challenge (NECC) is your road map to energy reduction. A joint initiative of the University of New Hampshire (UNH) and Clean Air-Cool Planet (CA-CP), the NECC couples innovative web-based tools with effective community outreach strategies, knitting together a broad coalition of households, businesses, schools, civic organizations and faith-based groups in a sustained effort to systematically reduce residential energy consumption across the region.

The Carbon-Energy Connection

Carbon Dioxide (CO₂) is generated whenever we extract and burn fossil fuels to generate energy. When we use less energy, we release less CO₂ into the atmosphere. This reduces our collective carbon footprint, strengthens and stabilizes our economy, preserves the basic integrity of our environment, and enhances the quality of our lives.

As energy costs continue to soar and resources continue to dwindle, the foundation of our society and the fabric of our planet are increasingly threatened. Roughly half of all greenhouse gas emissions emitted in the United States come from you and me -- through the electricity we use to power our lights and gadgets, and through the fuel we use to heat our homes and run our motor vehicles. Through the Carbon Challenge you will gain valuable insight into how your household uses and sometimes wastes energy -- and how you can adopt simple measures to reduce your carbon foot print at home.

The Road to Energy Independence Starts with You

Since 2006 thousands of New Englanders – in partnership with local schools, libraries, faith-based organizations, local energy committees, municipalities and chambers of commerce – have taken the Carbon Challenge. With several exciting projects on the horizon, there has never been a better time to get involved.

Step 1: Visit us at NECARBONCHALLENGE.ORG. Use the FREE New England Carbon Estimator™ to determine your residential carbon footprint. Then pledge to take actions that will reduce it.

Step 2: Link your reductions to your community. Does a Community Challenge like this exist for you? If not, maybe you should start one. Contact us to learn how.

Step 3: Implement your plan! Have a family meeting and get everyone on board.

Step 4: Spread the good word! Tell your friends and neighbors that you lost 10,000 pounds (of carbon dioxide, that is). Ask them to take the Challenge!

Step 5: Use your Challenge as a road map to greater reductions. Through a personalized user account that you create, you will gain access to a host of tools that will aid you in the future.

The average household in New England is saving \$800 a year using the New England Carbon Challenge.

So start your journey today - necarbonchallenge.org.

The New England Carbon Challenge™
Helping New England Households Meet the Challenge of Our Changing Climate