

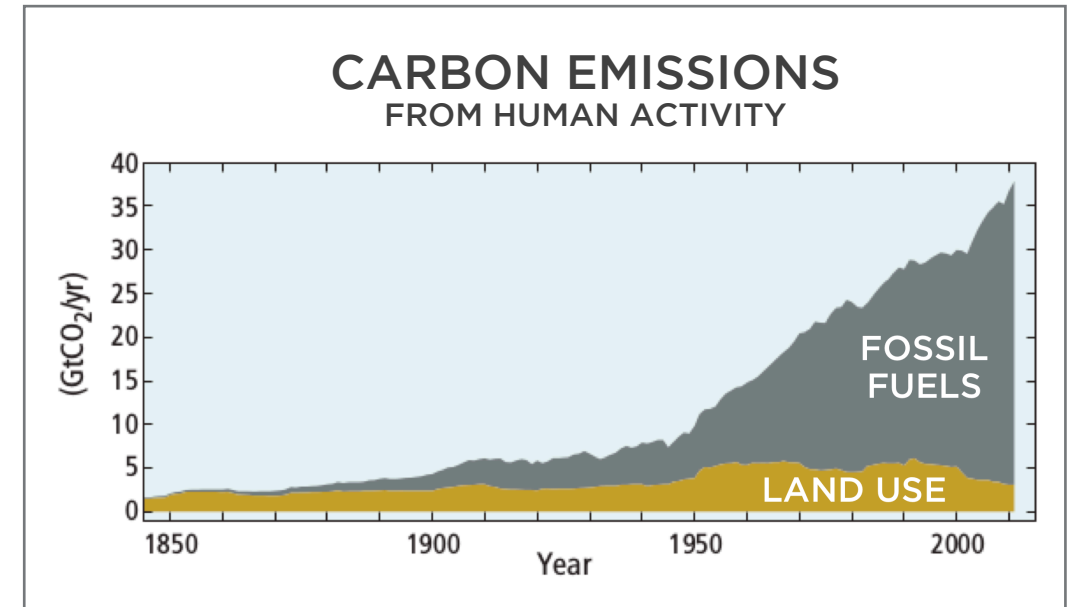


**OUR GENERATION IS  
CHANGING ENERGY**

# We Have a Problem...



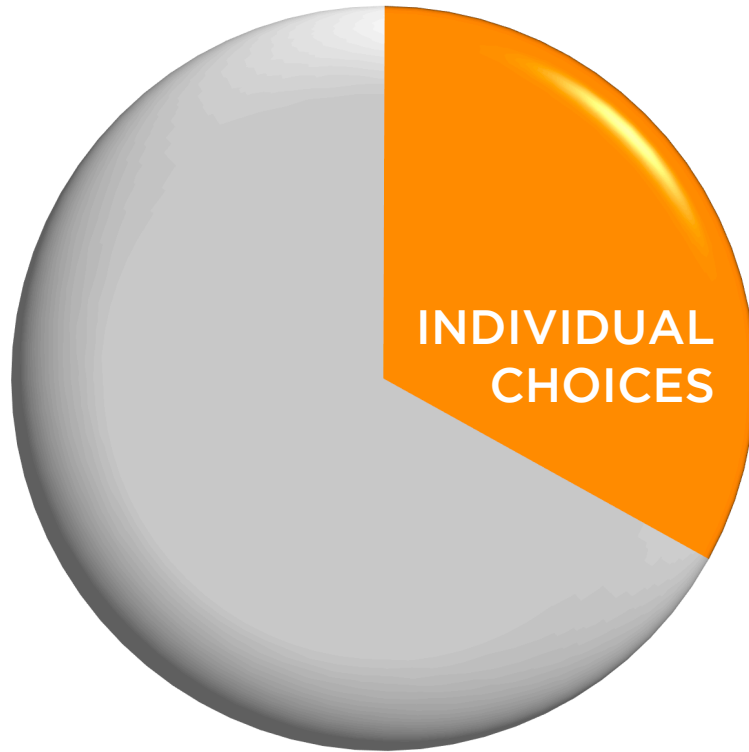
Our use of fossil fuels is affecting the health & quality of our lives.



Climate change threatens a secure, healthy future for everyone.



# Why Energy Awareness Matters...



**CARBON DIOXIDE EMISSIONS**  
in the United States

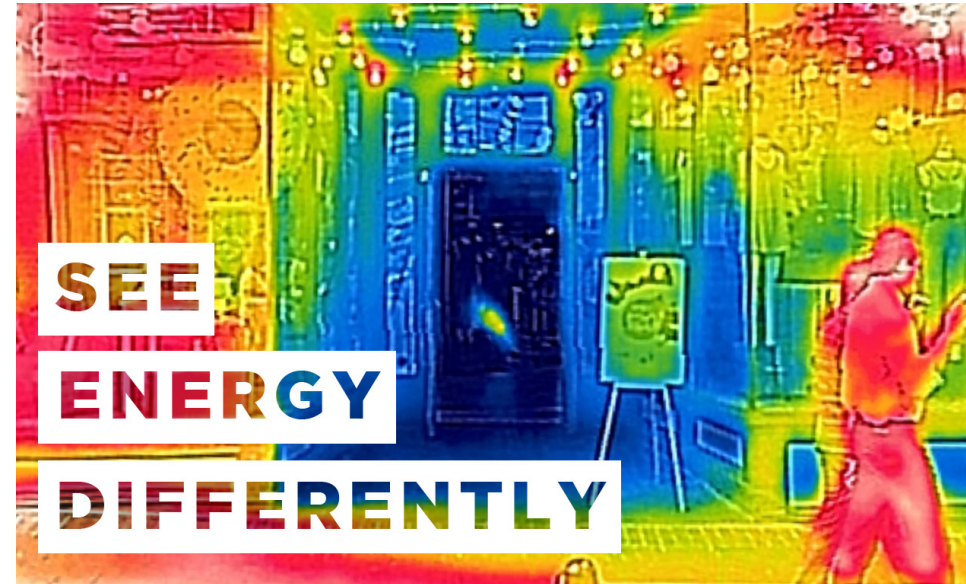
**OUR CHOICES**  
CONTROL OVER ONE-THIRD  
OF CARBON DIOXIDE EMISSIONS  
(mostly electricity, transportation and food).

# Energy Awareness has Become a Movement

**WE HAVE A NEW PERSPECTIVE  
AND BETTER CHOICES.**

We're changing the food we consume, the things we buy, and the energy we use.

We're securing a healthier future.



Thermal image: an open door spills cool air and wastes energy

# Energy Awareness is a Cultural Shift



A change in *perspective* among many individuals—a cultural shift—is a powerful leverage point to transform an entire system: economies, politics, businesses, and societies.

So what exactly is the goal of the Energy Awareness Movement?

**THE**  
**FIVE**  
**TRENDS**  
**ADVANCING THE**  
**ENERGY AWARE MOVEMENT**



THE RIGHT  
DIRECTION

FROM THIS...

OVER 70%

of air pollutants come from  
power and transportation.<sup>1</sup>



ABOUT 50%

of our water is drawn by  
thermal energy generation.<sup>2</sup>



...TO THIS



**ZERO**  
air pollution or  
water consumed by  
solar and wind power

we'll breathe  
easier and  
save water



THE RIGHT  
DIRECTION

FROM THIS...



...TO THIS



**ZERO**  
Fuel required

we're  
replacing fuel  
with technology



THE RIGHT  
DIRECTION

POPULAR  
SUPPORT

GLOBAL  
AGREEMENT



**WE ARE  
STILL IN**

SOCIAL  
MOMENTUM



MORAL  
BASIS

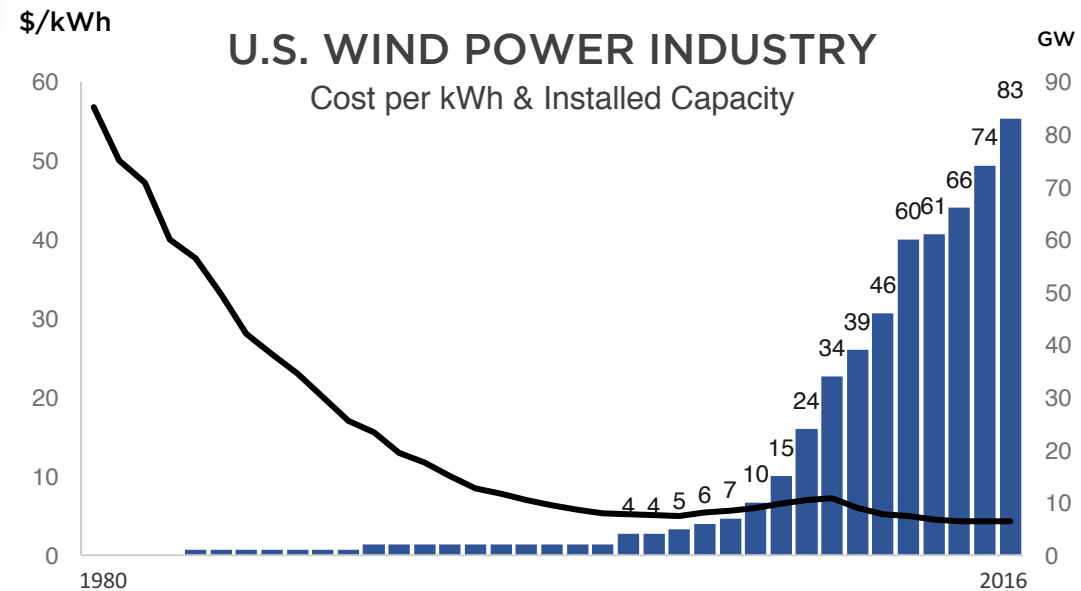
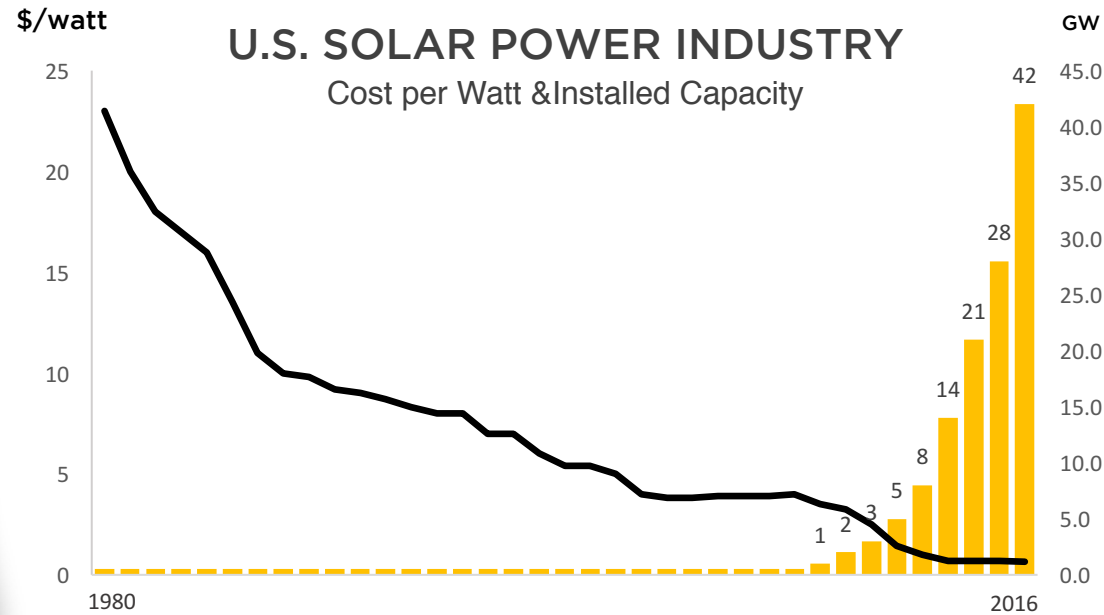


cultural  
momentum  
is building

THE RIGHT  
DIRECTION

POPULAR  
SUPPORT

FAVORABLE  
TRENDS IN  
THE POWER  
INDUSTRY



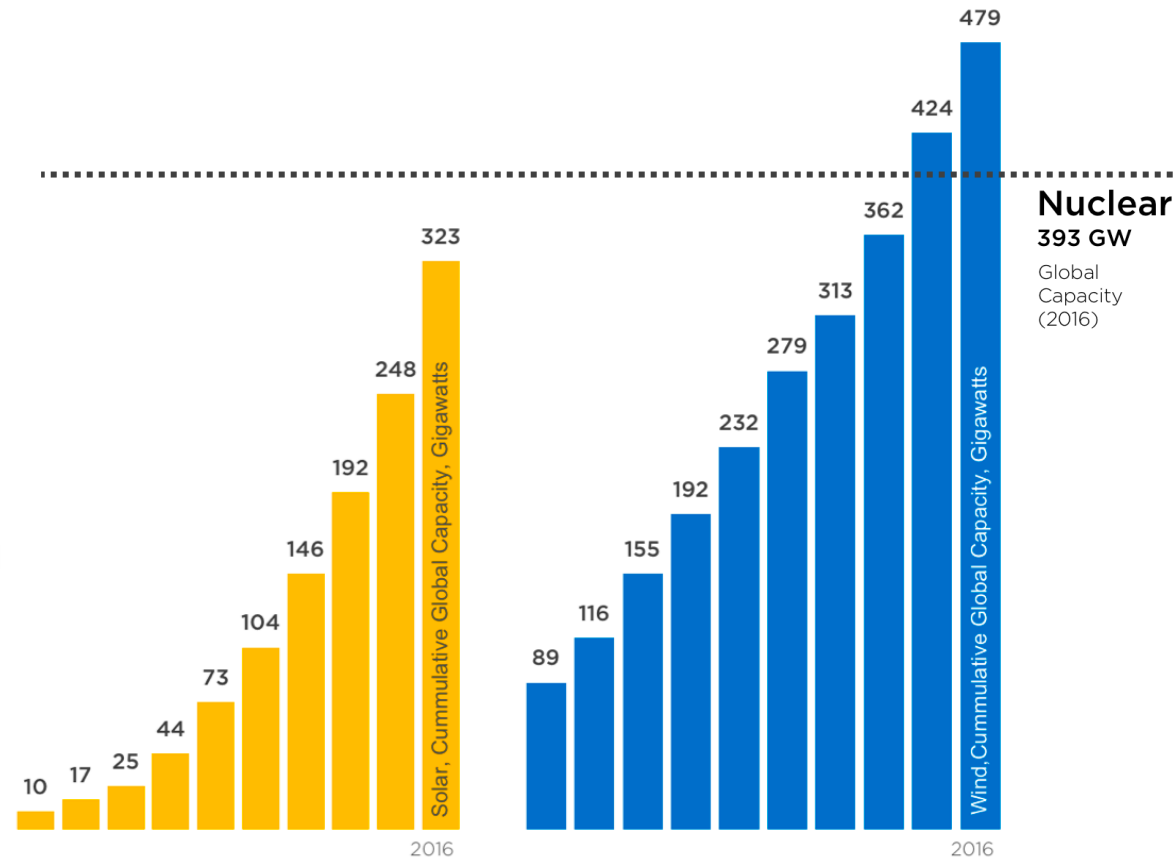
we  
can  
do this



THE RIGHT  
DIRECTION

POPULAR  
SUPPORT

FAVORABLE  
TRENDS IN  
THE POWER  
INDUSTRY



## SOLAR AND WIND POWER

Global Generation Capacity

The world's fastest-growing sources of energy,  
the lowest cost energy in most markets

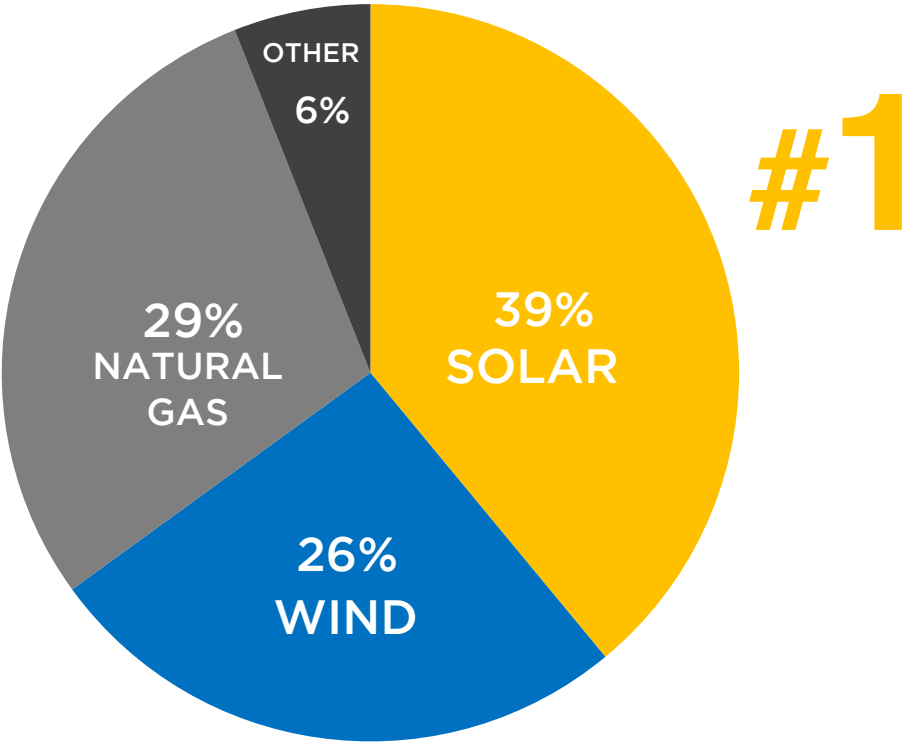


we  
can  
do this

THE RIGHT  
DIRECTION

POPULAR  
SUPPORT

FAVORABLE  
TRENDS IN  
THE POWER  
INDUSTRY



NEW CAPACITY ADDITIONS  
United States, 2016

Solar added 14 GW of new capacity last year,  
around \$30 billion of investment in energy infrastructure



achieving  
milestones

THE RIGHT  
DIRECTION

POPULAR  
SUPPORT

FAVORABLE  
TRENDS IN  
THE POWER  
INDUSTRY



WIND POWER



HYDROPOWER

WIND POWER IS THE LEADING SOURCE  
OF RENEWABLE ENERGY

United States



another  
milestone

THE RIGHT  
DIRECTION

POPULAR  
SUPPORT

FAVORABLE  
TRENDS IN  
THE POWER  
INDUSTRY



**EMPLOYMENT**  
Electricity Sector, 2016

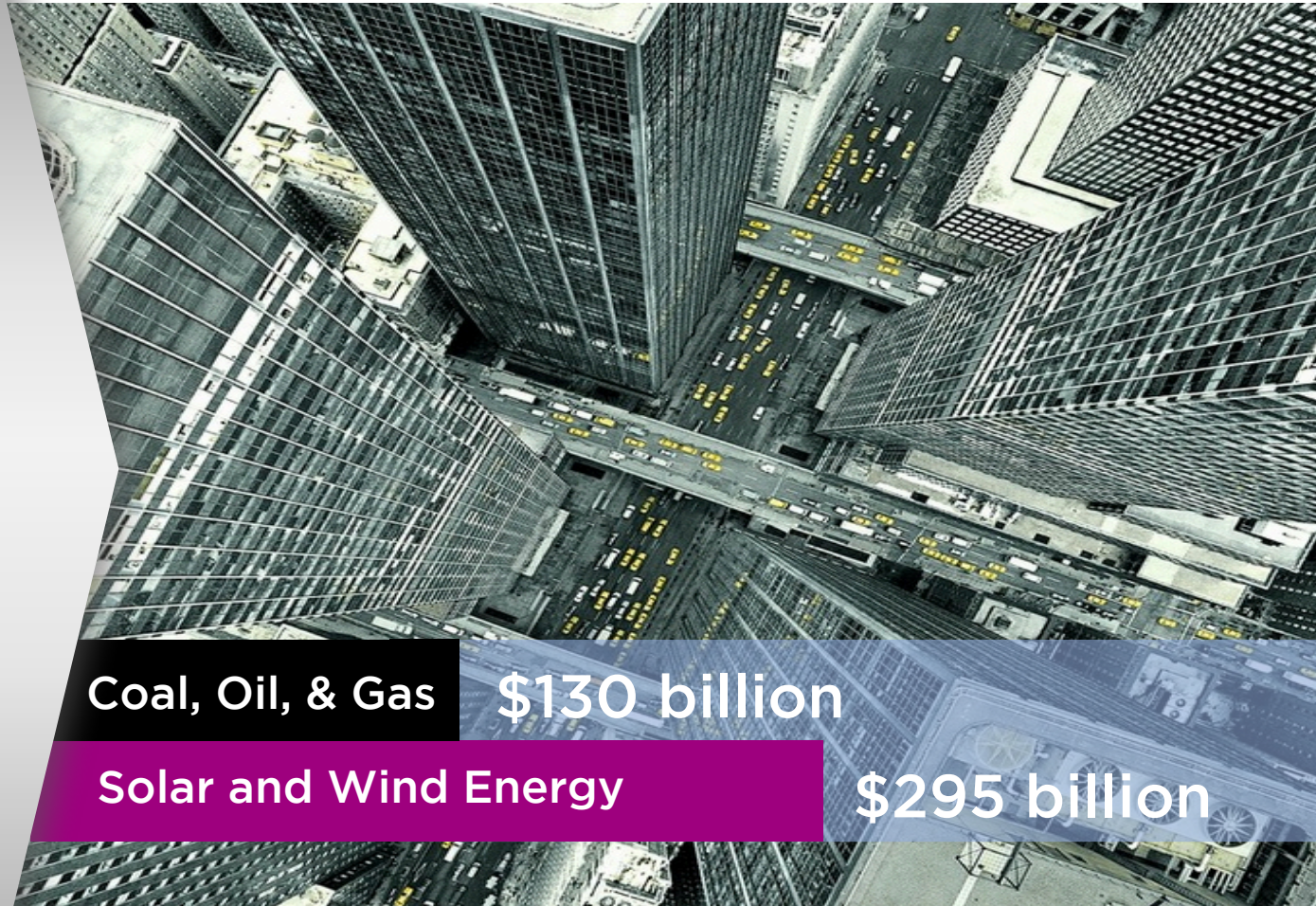
more  
jobs in  
clean energy



THE RIGHT  
DIRECTION

POPULAR  
SUPPORT

FAVORABLE  
TRENDS IN  
THE POWER  
INDUSTRY



GLOBAL INVESTMENT  
Electricity Sector, 2016

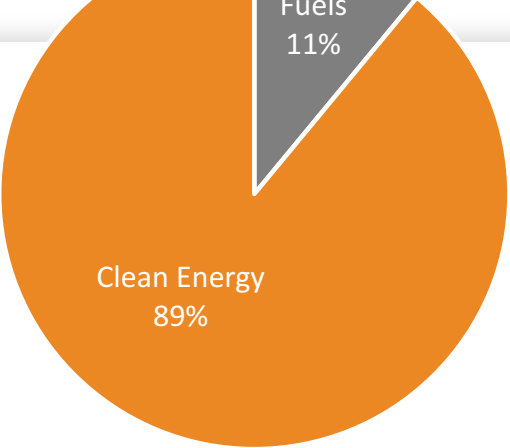


more  
investment in  
clean energy

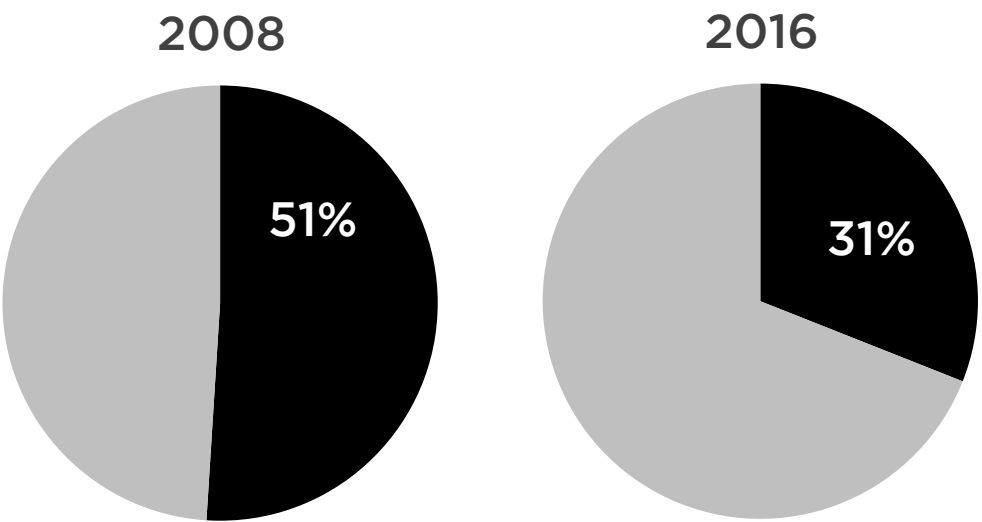
THE RIGHT  
DIRECTION

POPULAR  
SUPPORT

FAVORABLE  
TRENDS IN  
THE POWER  
INDUSTRY



SHARE OF U.S. NET CAPACITY ADDITIONS  
2008–2015



COAL MARKET SHARE  
United States



we're  
moving  
beyond coal

THE RIGHT  
DIRECTION

POPULAR  
SUPPORT

FAVORABLE  
TRENDS IN  
THE POWER  
INDUSTRY

BUSINESSES  
BUYING  
CLEAN  
ENERGY



going  
mainstream

THE RIGHT  
DIRECTION

POPULAR  
SUPPORT

FAVORABLE  
TRENDS IN  
THE POWER  
INDUSTRY

BUSINESSES  
BUYING  
CLEAN  
ENERGY

NEW AND  
BETTER  
CHOICES



## PRODUCT INNOVATION

- ✓ Better performance
- ✓ More convenience
- ✓ More value



## MARKET OPPORTUNITY

Businesses are pursuing new opportunities to capture market share



consumer  
preference,  
market  
opportunity

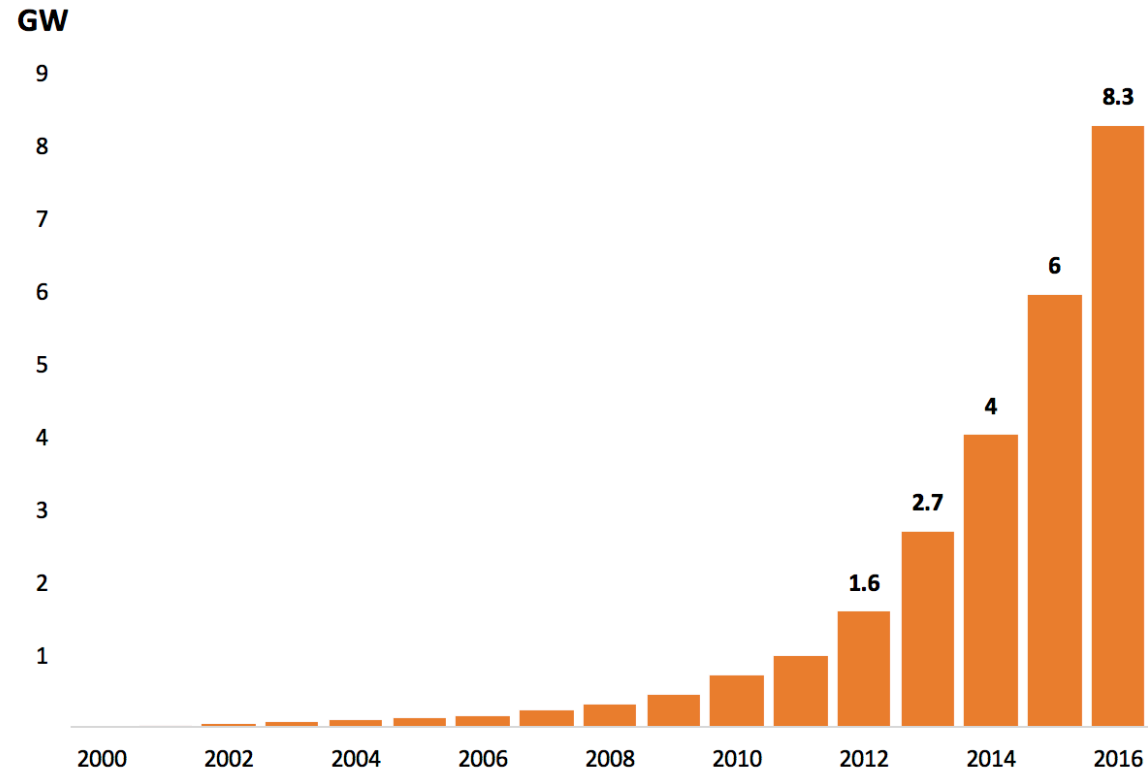


# THE **EVIDENCE**

**PEOPLE ARE  
EMBRACING CLEAN ENERGY**



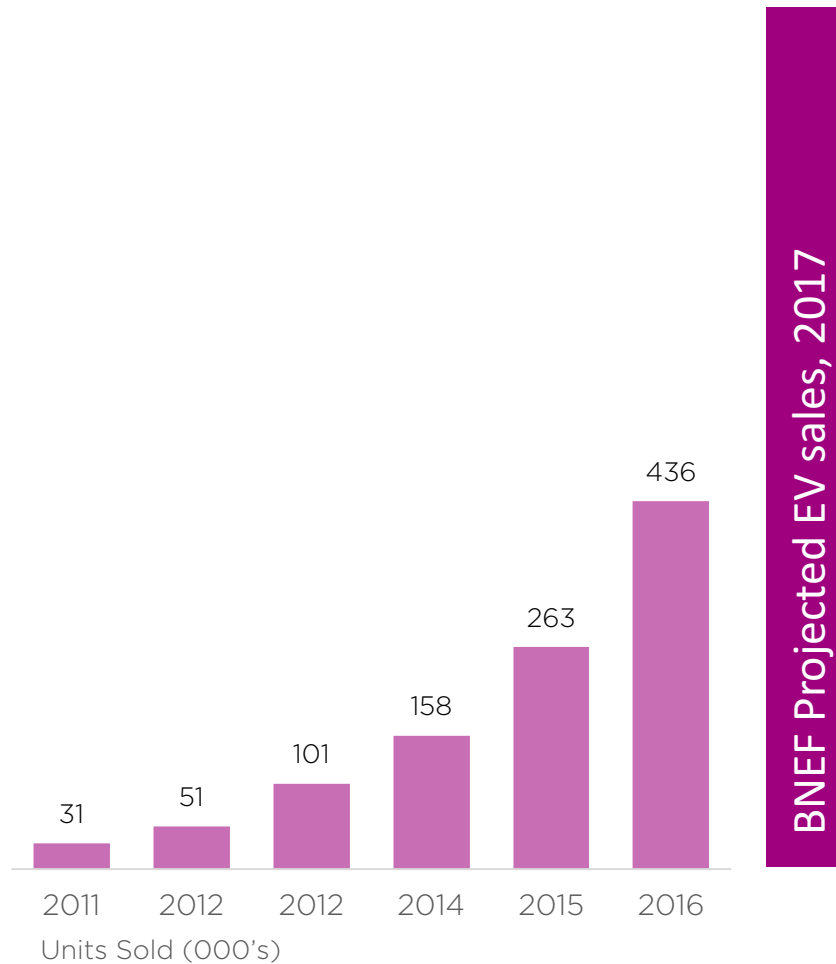
# U.S. Residential Solar Capacity



Every two minutes another home or business goes solar in the U.S.

it's  
working

# Global EV Sales



**2 Million**  
EV's Worldwide  
Expected by  
year-end...

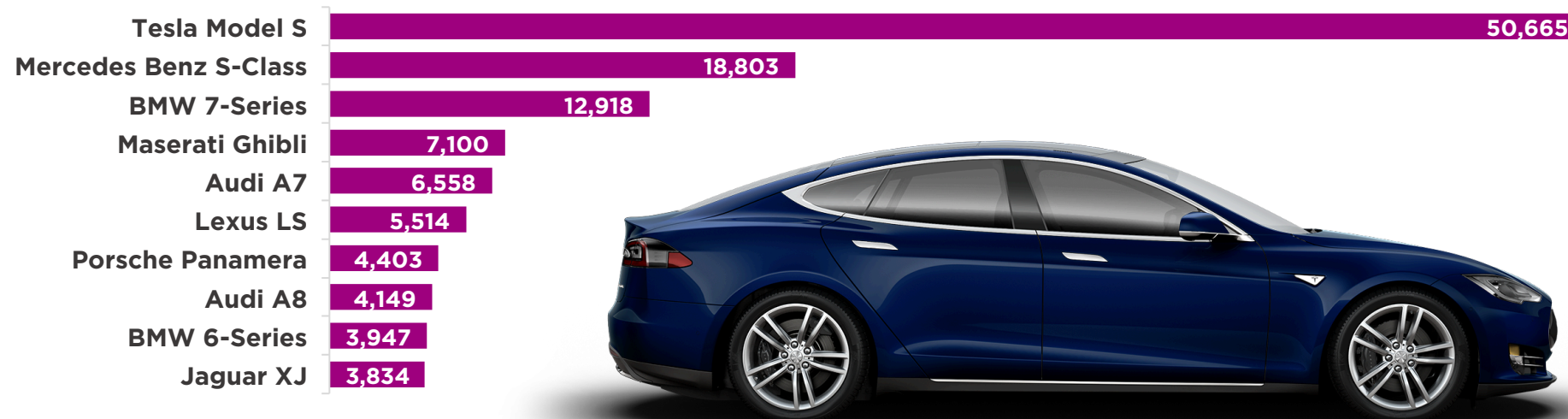


exponential  
growth

# The Top Selling Luxury Sedan is Electric

The threat to incumbents is real

## U.S. Large Luxury Sedans Sales, 2016



Tesla sold more than Mercedes, BMW, Porsche, Jaguar and Lexus, Combined.

innovate  
or lose

# Chevy Bolt – 2017 Car of the Year

Chevy, Ford, Volkswagen, Volvo, Mercedes, Honda, Toyota  
All the major brands are bringing electric cars to market

AWARD WINNING



MSRP from \$35,6000

innovate  
or lose

# Electrifying Everything





# Electrify Municipal Fleets

**Zero**  
Tailpipe Emissions

**26%**  
Quieter than Diesel Buses



**\$50,000**  
Annual savings in diesel  
costs per bus  
NYC has approx. 4,000 bus...accounts for  
\$200,000,000 in annual savings in NYC alone

**\$237,000**  
Savings in maintenance costs  
over the life of the vehicle  
No oil changes, 75% fewer brake repairs

# LED Streetlights

**\$8,000,000**

**Annual savings**

When Los Angeles replaced  
150,000 bulbs,

**63%**

**Energy savings**

When Los Angeles replaced high  
pressure sodium lights





The  
**THESIS**  
HOW AND WHY  
ENERGY AWARENESS  
HAS BECOME A MOVEMENT



THE RIGHT  
DIRECTION

POPULAR  
SUPPORT \*

FAVORABLE  
TRENDS IN  
THE POWER  
INDUSTRY \*

BUSINESSES  
BUYING  
CLEAN  
ENERGY \*

NEW AND  
BETTER  
CHOICES \*

# THE TIPPING POINT

TRENDS ARE  
CONVERGING

PEOPLE ARE  
EMBRACING  
CLEAN ENERGY

ENERGY AWARENESS  
IS AN IDEA WHOSE  
TIME HAS COME

EXPLOSIVE  
GROWTH



GET  
ENERGY  
AWARE

\*relatively new factors;  
within the last few years

# The New Energy Narrative

FROM THE OLD SCRIPT... TO A NEW ONE - THAT LAUNCHED THE ENERGY AWARE MOVEMENT

WE ARE  
DEPENDENT

PROBLEM IS  
TOO BIG

FUTURE IS GRIM

CLEAN ENERGY  
MYTHS

CLIMATE  
DENIAL

CLIMATE DOOM  
AND GLOOM

WE'RE MAKING  
PROGRESS

THERE ARE  
SOLUTIONS

BROAD PUBLIC  
SUPPORT

TRENDS ARE  
FAVORABLE

THE ENERGY  
TRANSITION IS  
HAPPENING

***My choices matter***

*I can be part of the solution  
Better, more affordable  
Sign me up*

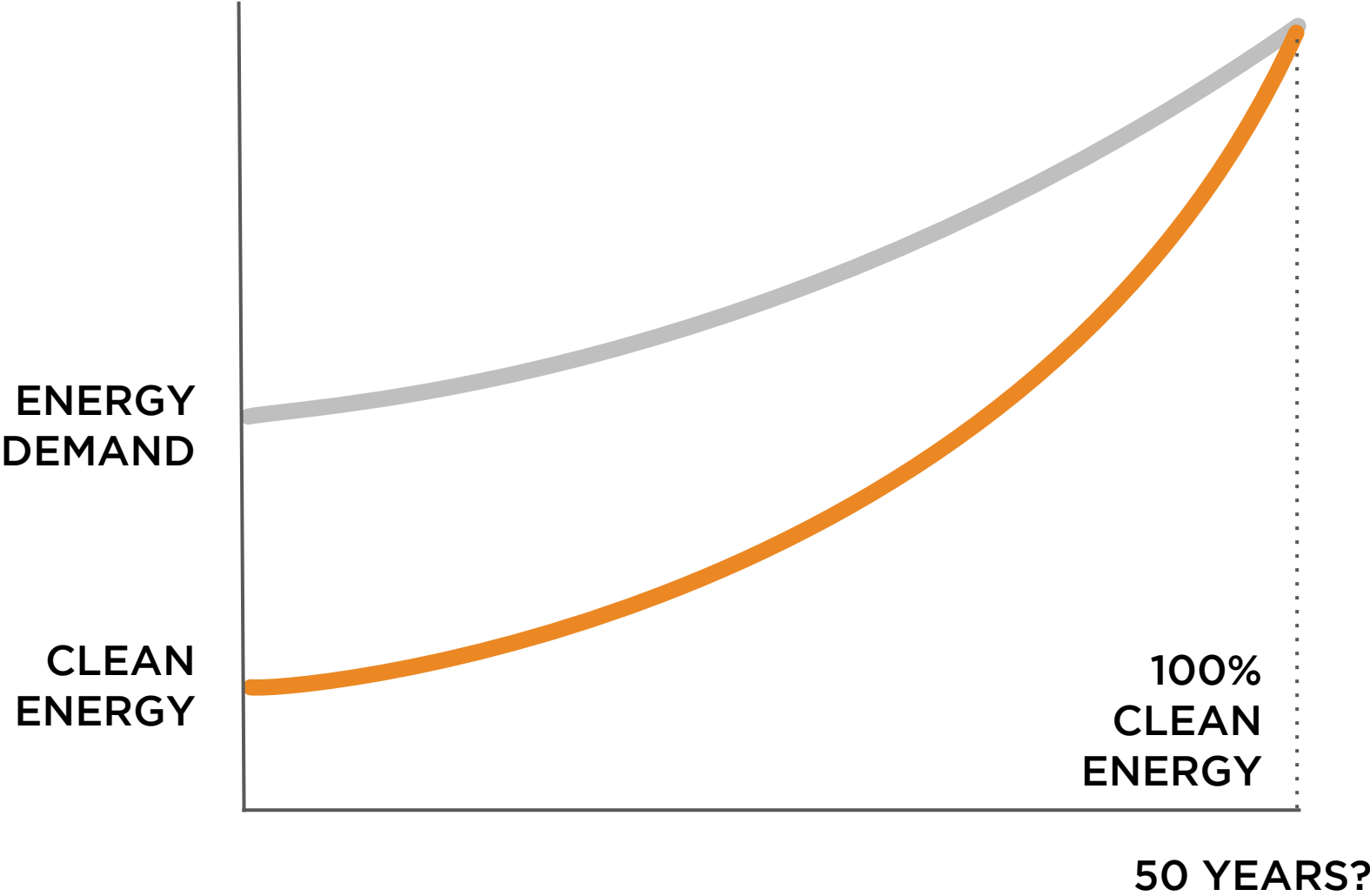
***I'm a believer***

*Hopeful  
More confident future  
Let's all do our part*

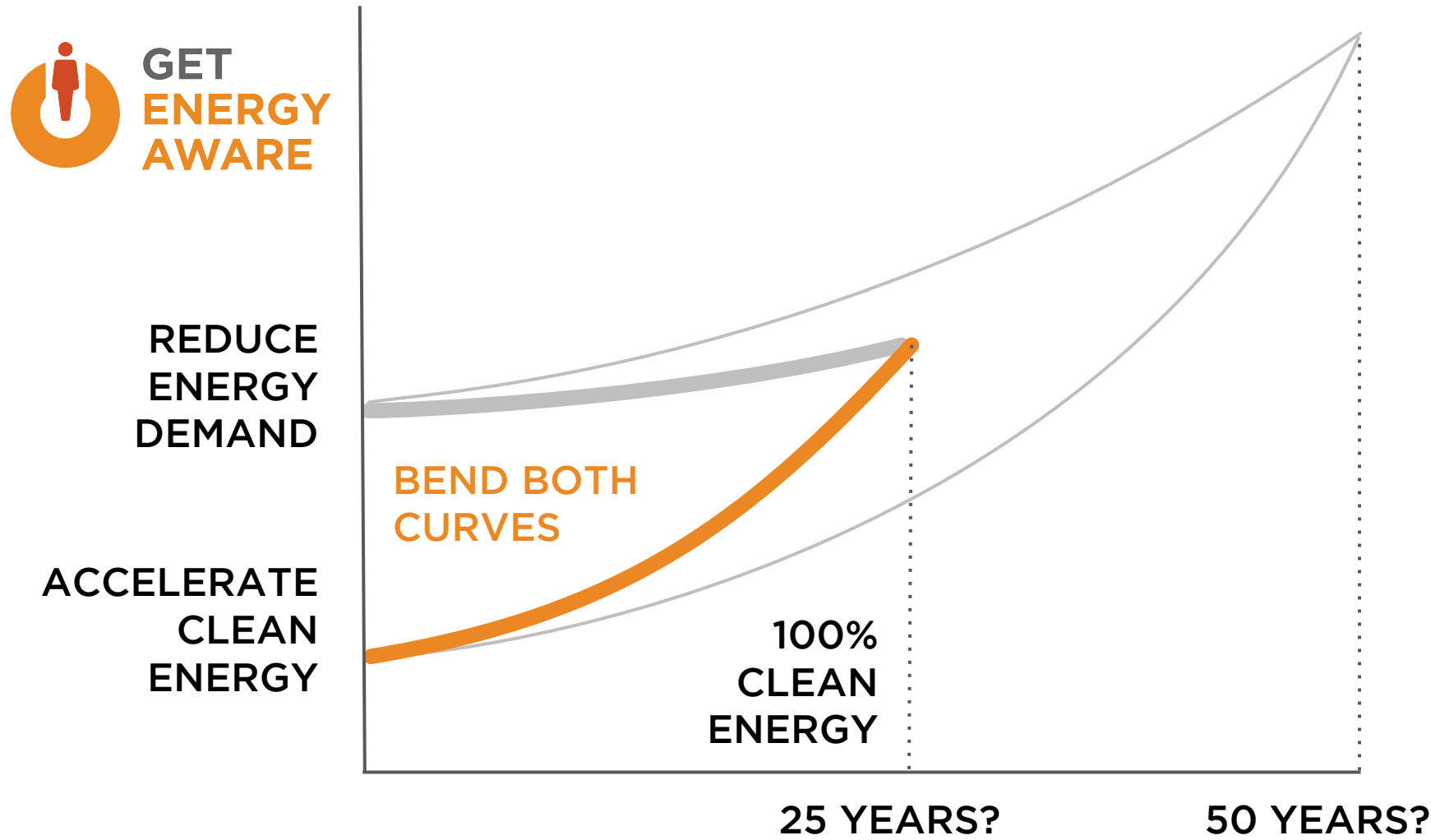


**THE**  
**OBJECTIVE**  
**OF THE ENERGY AWARE MOVEMENT**

# Getting to 100% Clean Energy



# Getting to 100% Clean Energy... Faster



**THE**  
**MOVEMENT**  
**AND HOW TO ENGAGE**

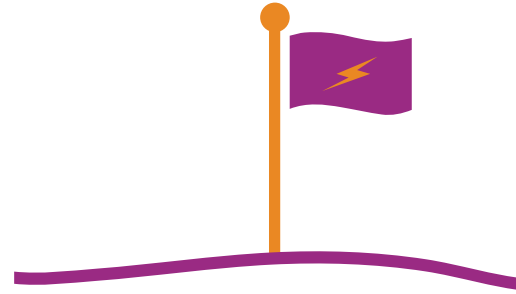
# Our Call to Action



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BE ENERGY AWARE

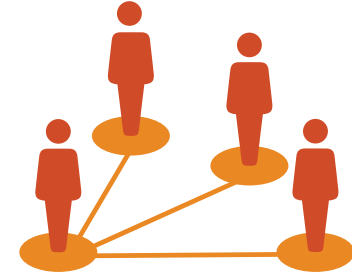
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TAKE LOCAL ACTION

---



---

SPREAD THE WORD

---





BE ENERGY AWARE

“How each person thinks and perceives his or her role and responsibility in the world is the first step in any transformation – the base upon which all change depends”.

*Paul Hawken, Drawdown*

# Energy Aware Basics...

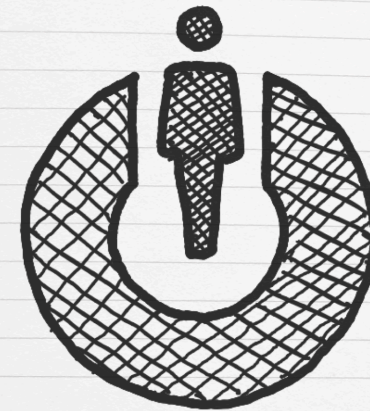
## THE ENERGY AWARE PERSON:

UNDERSTANDS  
THE TRANSITION TO CLEAN  
ENERGY IS HAPPENING

IS EMPOWERED  
BY NEW CHOICES

IS DETERMINED  
TO TAKE ACTION

## THE LOGO:



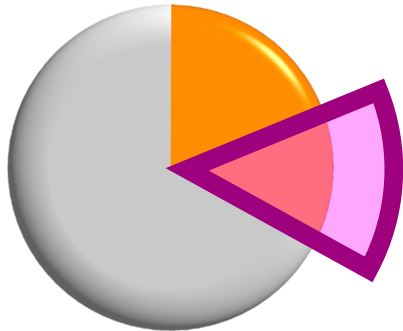
THE  
PERSON  
REPRESENTS  
OUR SOCIETY

THE  
CIRCLE  
REPRESENTS  
ENERGY AWARENESS

POWER BUTTON DESIGN  
SYMBOLIZES OUR ABILITY TO  
SECURE A HEALTHY FUTURE

# THE TOP 3

ways to lower your emissions

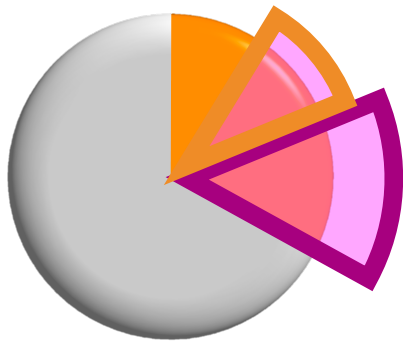


THESE ARE THE THREE BIGGEST STEPS YOU CAN TAKE  
Reduce your carbon emissions by 50% or more for most people

		Estimated Savings
<b>CLEAN ENERGY</b>	Go local with solar on your roof. If you rent or are in a shaded area, look for a community solar or utility clean energy program	<b>\$1,180</b> Average annual savings with an average solar installation
<b>TRANSPORTATION</b>	Electric cars, bikes, mopeds, and motorcycles will save you money, or just walk more.	<b>\$1,017</b> Average annual gas savings with an EV
<b>PLANT RICH DIET</b>	A plant rich diet is healthier and less expensive. Eat less meat, especially beef.	<b>\$420</b> Average annual savings for low carbon diet

# THE Next 2

ways to lower your emissions

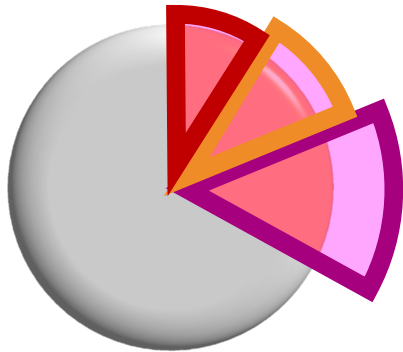


FLYING IS UNAVOIDABLE SOMETIMES  
especially for work, but you can explore  
alternatives like taking a train or video conferencing

		Estimated Savings
FLY LESS	Air travel is very carbon-intensive. One flight across the U.S. can equal a year’s worth of driving.	<b>\$350</b> Average savings for an avoided domestic flight
SEALING LEAKS AND INSULATION	Stop energy waste in your home by insulating and sealing the leaks. A thermal camera can help locate the spots that need attention.	<b>\$155</b> Average annual savings from air sealing/insulation

# EVEN MORE

ways to lower your emissions  
that add up quickly.



**BE  
SMART**

12-20% Energy savings  
More comfort, less waste, more savings

Estimated  
Savings

**\$50**

Average annual  
savings per  
household

**SAVE  
POWER**

12% Energy savings  
“Vampire loads” are devices  
that draw power even when  
they are turned off.

**\$70**

Average annual  
savings per  
household

**GET  
MORE**

75% Energy savings  
Compared to a conventional  
light bulb, a great investment.

**\$88**

Average annual  
savings from  
replacing 15  
incandescents

**USE  
YOUR  
SWITCH**

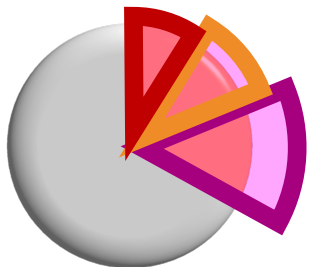
Lights out when you leave a  
room. **It's a daily reminder to be  
energy aware - it's how we win.**

Data too  
variable to be  
determined

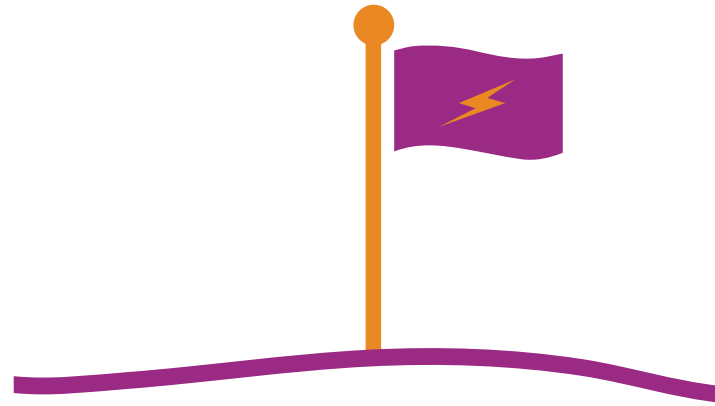
# Make a Personal Energy Action Plan

EVEN  
MORE

ways to lower your emissions that add up quickly.



START AT HOME			Estimated home electricity usage
Over half of the average home’s electricity usage goes to technology and appliances that can be made or used more efficiently			
APPLIANCES AND DEVICES	<ul style="list-style-type: none"><li>• Replace appliances and electronics with energy-efficient ones, like ENERGY STAR products</li><li>• Prevent “vampire devices” from wasting energy in your home by unplugging devices, turning off power strips, and using devices with efficient standby mode</li></ul>		26%
HEATING AND COOLING	<ul style="list-style-type: none"><li>• Ensure your home is properly insulated and air sealed to prevent energy waste</li><li>• Use your home heating/cooling system efficiently with a smart thermostat or by turning the thermostat up a few degrees on cooling days and down a few degrees on heating days</li></ul>		25%
LIGHTING	<ul style="list-style-type: none"><li>• Change the light bulbs in your home to LEDs, especially the ones you use the most</li></ul>		9%
HEATED WATER	<ul style="list-style-type: none"><li>• Conserve hot water use by washing laundry in cold water, using the dishwasher efficiently, or taking shorter showers</li><li>• Install a solar or tankless water heater and water-efficient toilets, faucets, showerheads and washers, like WaterSense products</li></ul>		9%



TAKE LOCAL ACTION

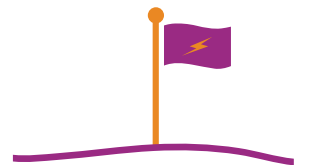


# Volunteers Lead Our Campaigns

## IT'S TIME TO RALLY.

Take local action to spread energy awareness and clean energy adoption.

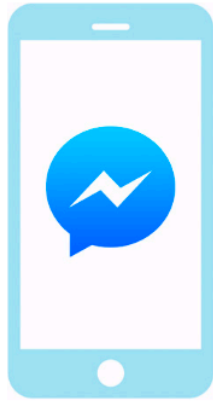
Support local schools going solar, encourage businesses to stop energy waste, and deliver Energy Aware Workshops.



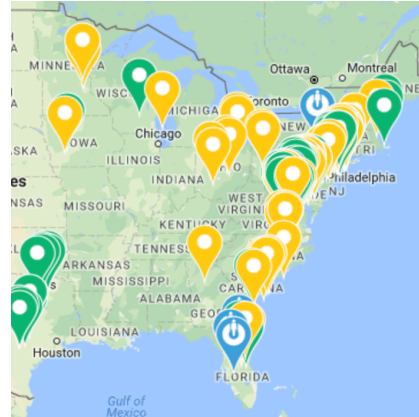
TAKE LOCAL ACTION



# Keep It Cool Campaign



On hot days, people take notice of retailers' front doors and send us store locations via Facebook Messenger—either to flag a store that needs a friendly reminder to conserve energy, or to recognize a store for keeping its door closed.



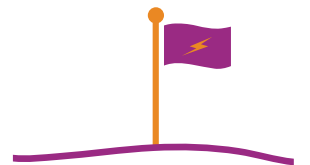
We place a pin on our map, and reach out to remind retailers to close their doors to conserve energy.



25%

of all respondents are “less likely to shop” at retailers that leave their doors open with A/C running.

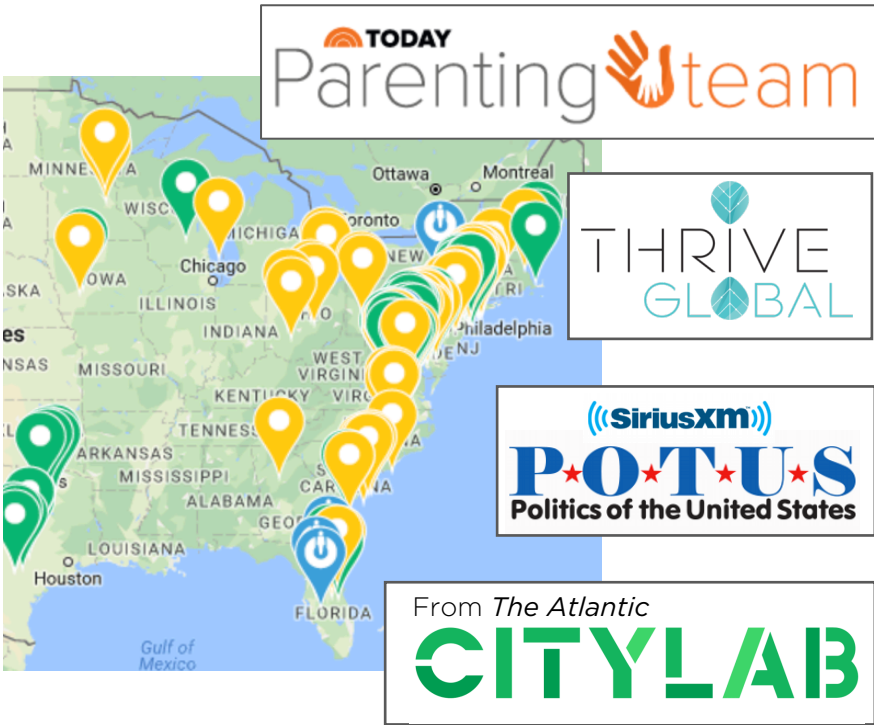
Retailers nationwide have the cumulative potential to prevent enormous amounts of pollution. How much? The same CO<sub>2</sub> released by a car driving **830 million miles**.



# Keep It Cool Campaign



10,000 Facebook followers  
7,000 campaign video views  
23 States with pin drops



# Media Coverage



**SAVE ENERGY WHILE BACK-TO-COLLEGE SHOPPING!**

It is time to decorate your dorm and revive your closet before syllabus week. As you hit the stores for new gear, you have the opportunity to make a difference in reducing waste and pollution in your hometown or college town.

Stores are attracting student shoppers with big sales and open doors. But during hot days with the air conditioning running, these open doors waste a lot of energy.

Now you can do something about it!

Keep It Cool is a national campaign mobilizing consumers to help convince retailers to close their doors and stop wasting energy. Students from campuses around the country can participate and have an impact on their local communities. Participating is easy. All you have to do is spot front doors on shops, and use Facebook Messenger to drop a pin on a national map that tracks all of the stores identified with doors open or closed.

**Citizens' Climate Lobby**  
**Citizens' Climate Education**  
CCL Weekly Briefing, Aug. 2, 2017

**Keep It Cool campaign fights energy waste**

For years, Callie Hancock (at left), a CCL leader in Princeton, N.J., had been...

**CHARLESTON GOOD**  
PEOPLE. PROJECTS. POSSIBILITIES.

**YOU CAN HELP SAVE ENERGY IN CHARLESTON**

Keep It Cool, Charleston!!

Yes, it's HOT in Charleston in the summertime. But we can Keep It Cool this summer with the help of a new energy conservation campaign led by engaged citizens around the country. Together, we can Keep It Cool, Charleston!

Here's how:

Thousands of stores around the country keep their doors open to attract customers while running the air conditioning. This practice wastes a ton of money and electricity, with an open door store parking the atmosphere with over 1,000 BTUs over the summer. If retail stores around the country closed their doors, it would save enough energy to power all Charleston homes for one full month!

You can help stop this wasteful practice in Charleston with the Keep It Cool Campaign! When you notice a store wasting energy with open doors or consuming energy with closed doors, grab your phone, open Facebook Messenger, and share the location with Generation 180. Generation 180 will reach out to the retailers to encourage stores with closed doors to remain closed with open doors that this wasteful habit drives up costs, wastes energy, and increases pollution - and it isn't even proven to attract customers!

Go to your phone and start making your appreciation for conscientious businesses in the Lowcountry, and gentle nudge for those who need a little encouragement to keep it cool.

**CLICK HERE TO LEARN MORE & GET STARTED!**

**Keep It Cool Phoenix: Help Reduce Energy Waste While Back to School Shopping**

The nonprofit Generation180 created the Keep It Cool campaign to decrease retail energy waste across communities nationwide.

By Lauren L. Patch-Proctor | Updated August 3, 2017 11:22 am ET

**Close store doors to save energy**

Many locals know this because they work and shop at the stores every day, but Lancaster retail stores and shopping centers. Outlet centers like Tanger and Rockdale are even on Douglas Smith, Lancaster city's sustainability planner, has been working on a report that Lancaster's greenhouse gas emissions. He has found that, according to data from 2015, 24 percent of all emissions in Lancaster city. This is the second largest contributor after Of course, commercial locations are a very important part of the economy in Lancaster. However, these businesses need to start doing their part to roll down on greenhouse gas already put plans in motion to cut back on energy consumption, there is one easy and difference — close the front door.

**Challenge: Summer Fun**

**Keep It Cool: 5 Fun Ways to Save Energy with Your Kids**

Published on August 31, 2017

Vote up!

**Michael Hotchkiss**  
> See my posts  
Married father of two in New Jersey. Dedicated to teaching his kids about energy

*My kids and I about to go on a bicycle ride to the park*

**CITYLAB DESIGN | TRANSPORTATION | ENVIRONMENT | EQUITY | LIFE**

Conservation. Sustainable. These concepts are tough to get their minds around. learning. My 4-year-old wants to start teaching the importance of saving energy.

Fortunately, teaching children energy efficient in the home isn't as tough like a game and try to create experience for your kids by step. Here are five fun family can learn more about

WTXF-Philadelphia, PA



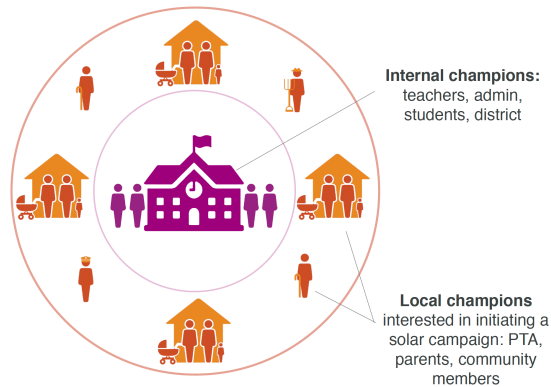
KVVU - Las Vegas, NV



WFXB - Myrtle Beach, SC



# Solar Schools Campaign



## OBJECTIVE

A national education system powered by solar energy

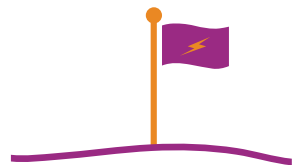
## OPPORTUNITY

1. Lower barriers for schools and increase adoption of solar through an online hub of solar resources.
2. Encourage and facilitate solar school projects that engage students and community members, demonstrate solar benefits, and increase acceptability of solar to local communities.
3. Show and build momentum for solar schools. Identify solar school leaders and share best practices.

## POTENTIAL

4,800,000 MT CO<sub>2</sub> offset per year (all schools)

5.4 GW of solar capacity potential (U.S. K-12)



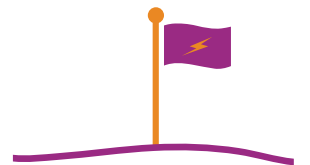
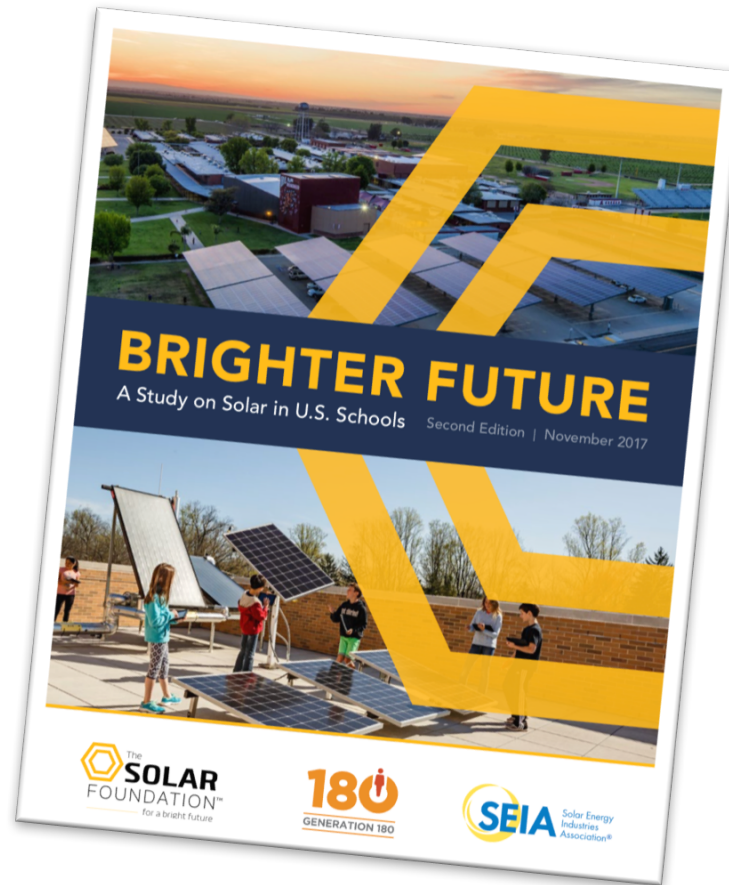


# Updated Study



Generation 180 has collaborated with the Solar Foundation and SEIA to update the 2014 Solar Schools Report.

The new report is an asset for the solar school movement and our advocates nationwide.



# Solar Schools Resource Map

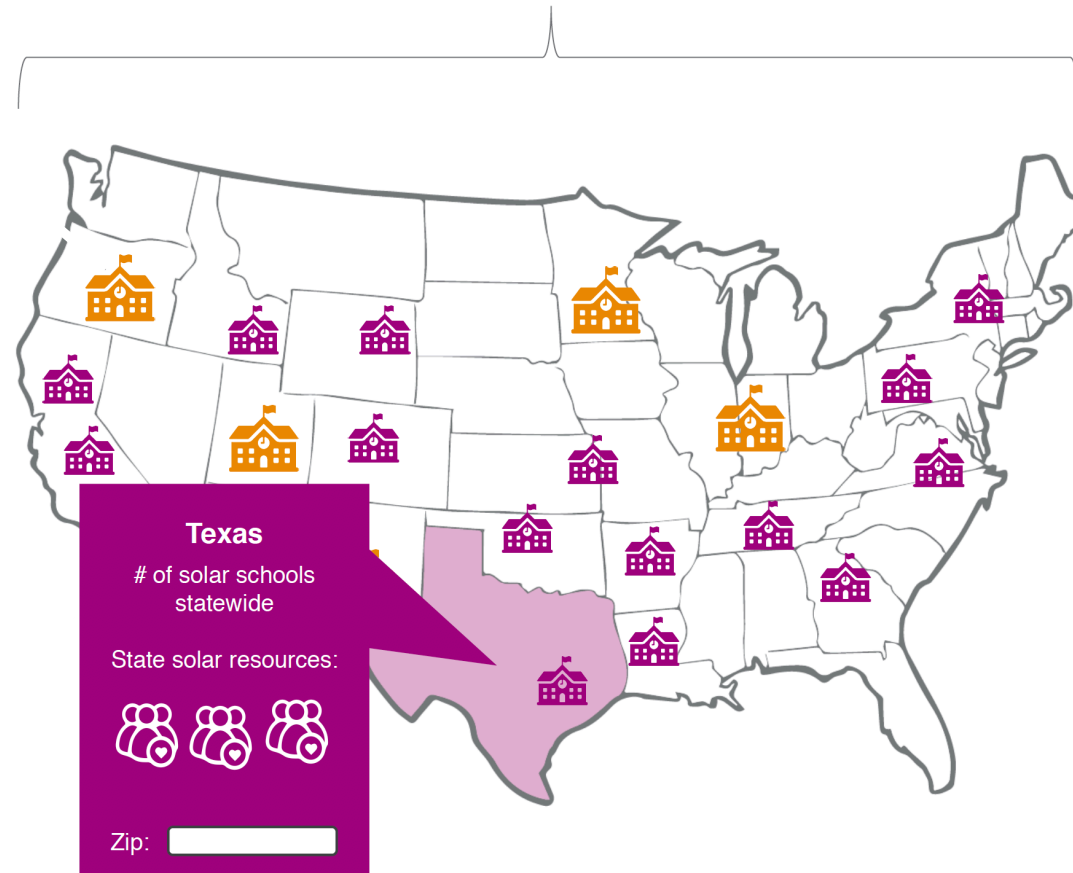
2 Easily identify & explore **case study schools** from Brighter Futures report

3 Easily find state- and regional-level resources (Gov't and NGOs)

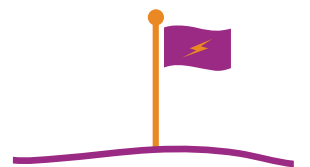
4 Search curated list of 3<sup>rd</sup> party resources (based on stakeholder type) from Gen180 resource database



1 See nationwide momentum of 5,500+ **solar schools** and find those near you



SOLAR  
SCHOOLS



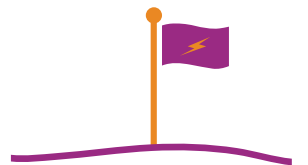
TAKE LOCAL ACTION

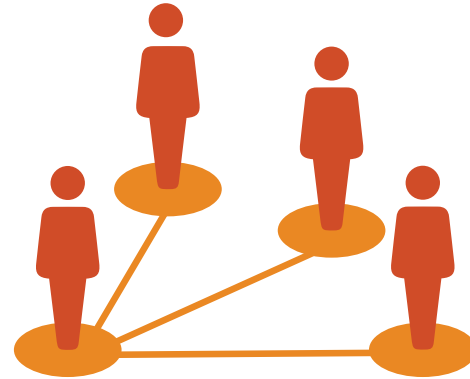
# Energy Awareness Campaign

## **BECOME A TEAM LEADER**

Volunteers lead workshops to empower individuals to become energy aware, change the energy conversation, and adopt personal lifestyle changes.

Workshop participants will be ready to engage in their local community and spread the word.





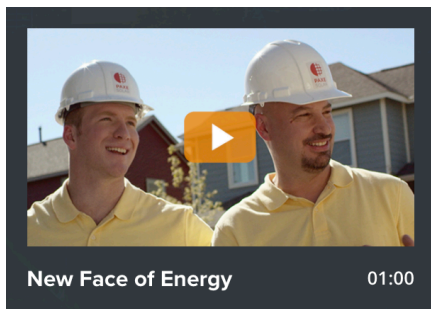
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SPREAD THE WORD

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# OUR IDEA OF A GREAT SUPERBOWL AD



Please go to [generation180.org](http://generation180.org)  
to see the the one-minute ad

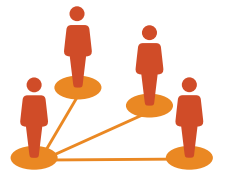
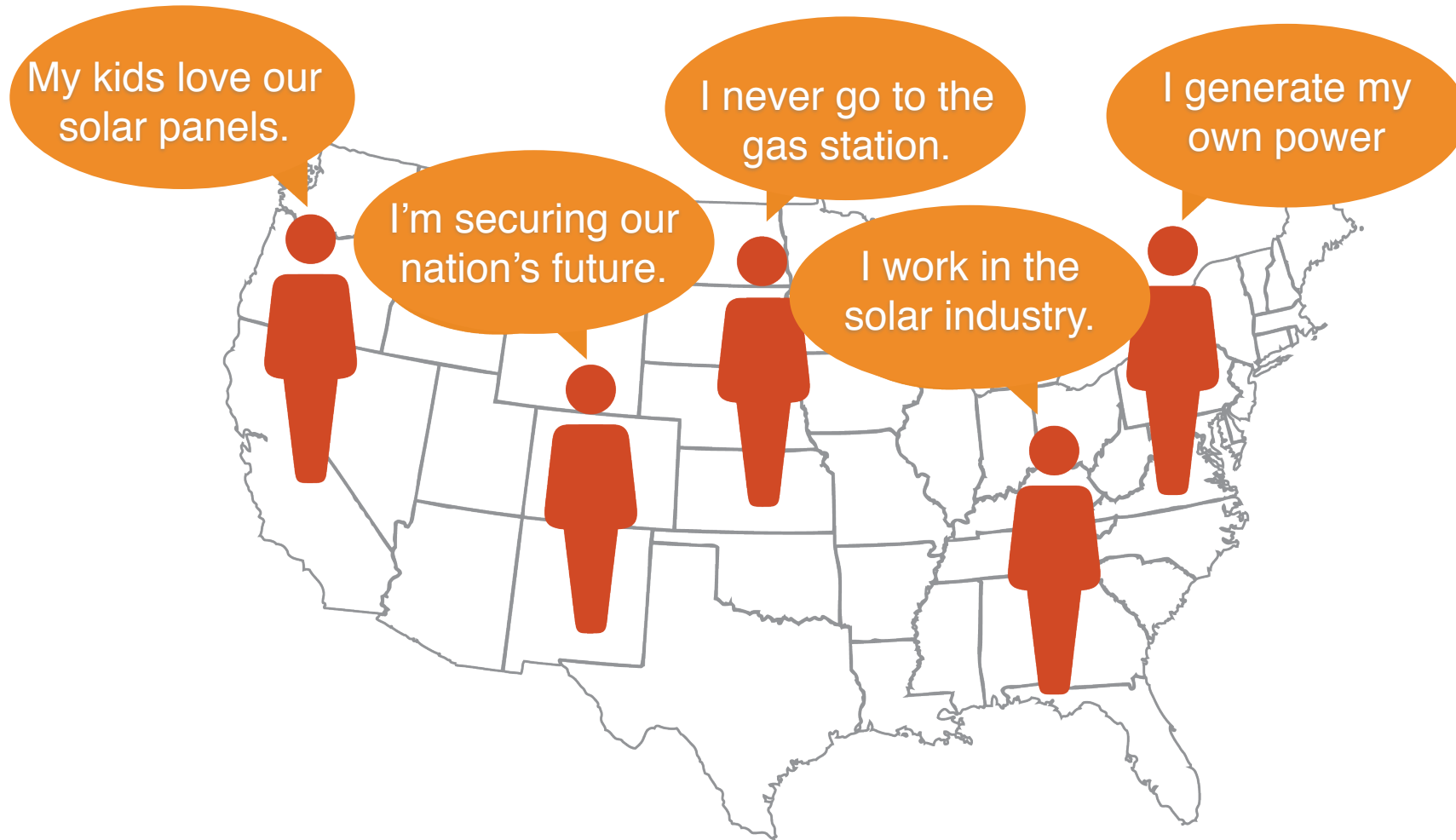


Our generation is changing energy

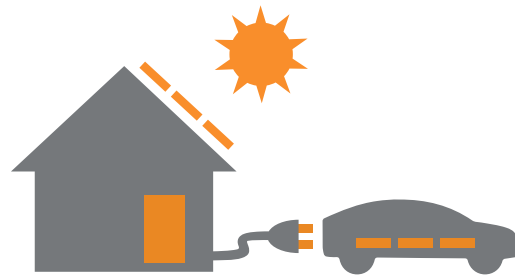
**180**  
generation180.org

# The New Energy Conversation...

of the energy aware movement



# The Language of a New World



## LOCAL ENERGY

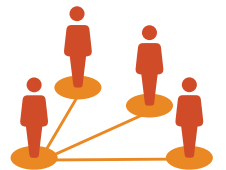
SOLAR HAS MADE ENERGY A LOCAL PRODUCT

*Save money, be healthier, more self-reliant, and cut pollution*

“Power your Home and Drive on sunshine”

# Start a Conversation and Change the World

Spread an idea whose time has come – you are now Energy Aware.



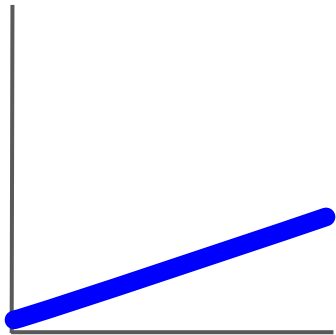
SPREAD THE WORD



# You know energy awareness is trending when...

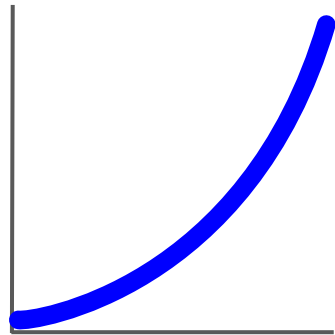


# How do we Define Success?



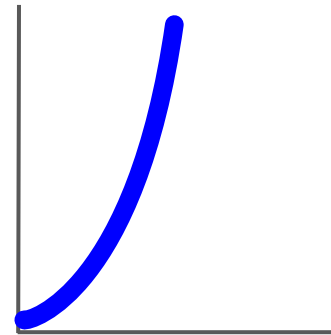
**LINEAR**

NEW TOOTHBRUSH



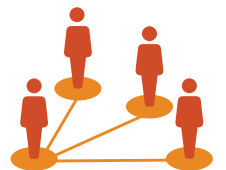
**EXPONENTIAL**

CELL PHONES

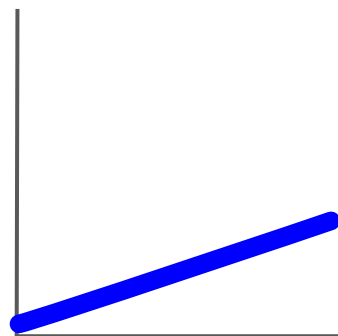


**VIRAL**

DIGITAL VIDEOS

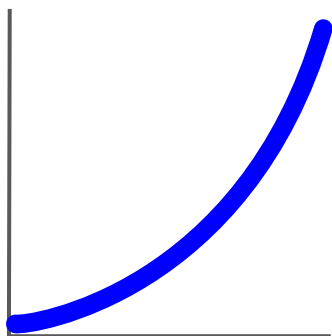


# A Cultural Shift



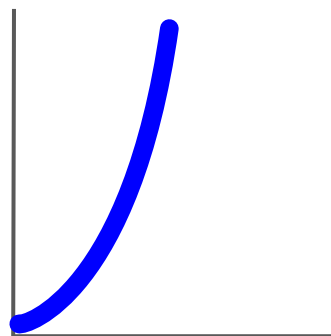
**LINEAR**

NEW TOOTHBRUSH



**EXPONENTIAL**

CELL PHONES



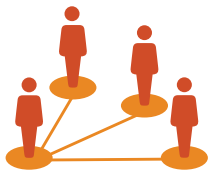
**VIRAL**

DIGITAL VIDEOS



**CRYSTALIZATION**

SOCIAL NORMS





**THANK YOU**  
[generation180.org](http://generation180.org)

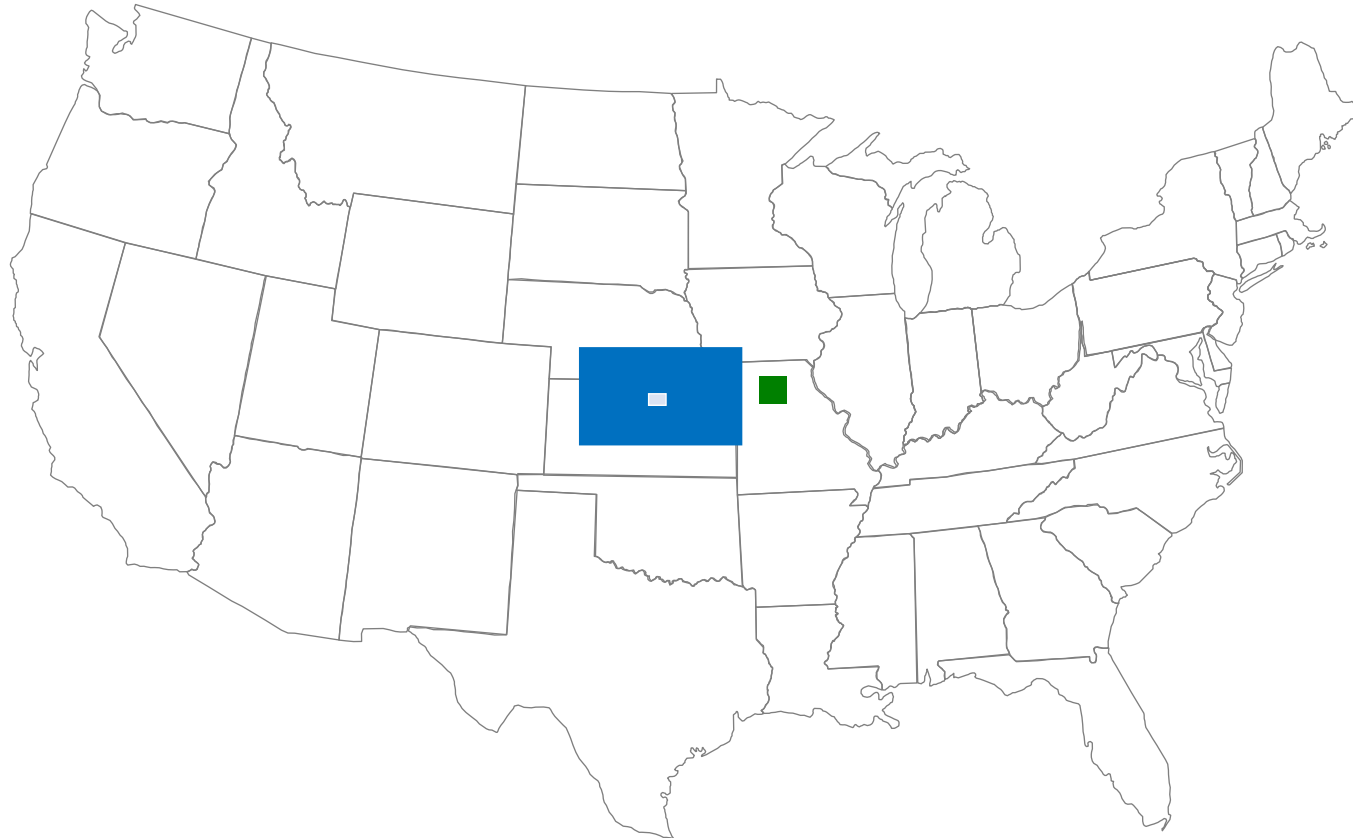




## REFERENCE SLIDES AND ENDNOTES

# Wind Energy Land Use

Area required to power 100% of the US with wind energy



**68,267 sq. miles**

**Blue Square** - Area of wind farms needed to meet 100% of the electricity generated in the U.S. in 2016. Farming, grazing and other land uses are compatible within this area.

**2,048 sq. miles**

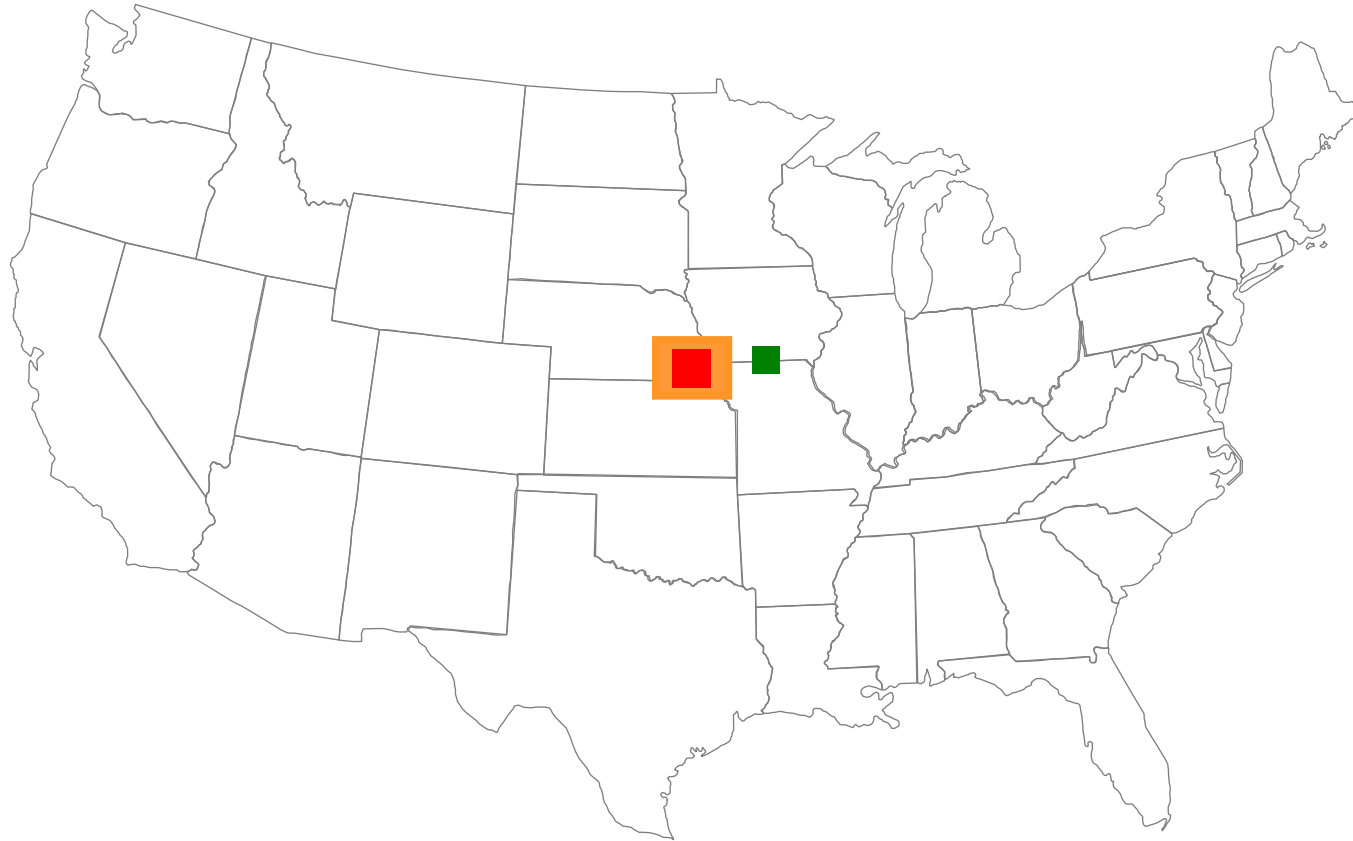
**Light Blue Square** - Area of the direct footprint of wind turbine infrastructure. (3% of the total area required)

**3,507 sq. miles**

**Green Square** - Area occupied by golf courses in the U.S.

# Solar Energy Land Use

Area required to power 100% of the US with solar energy



**17,482 sq. miles**

**Orange Square** - Area of solar panels needed to meet 100% of the electricity generated in the U.S. in 2016

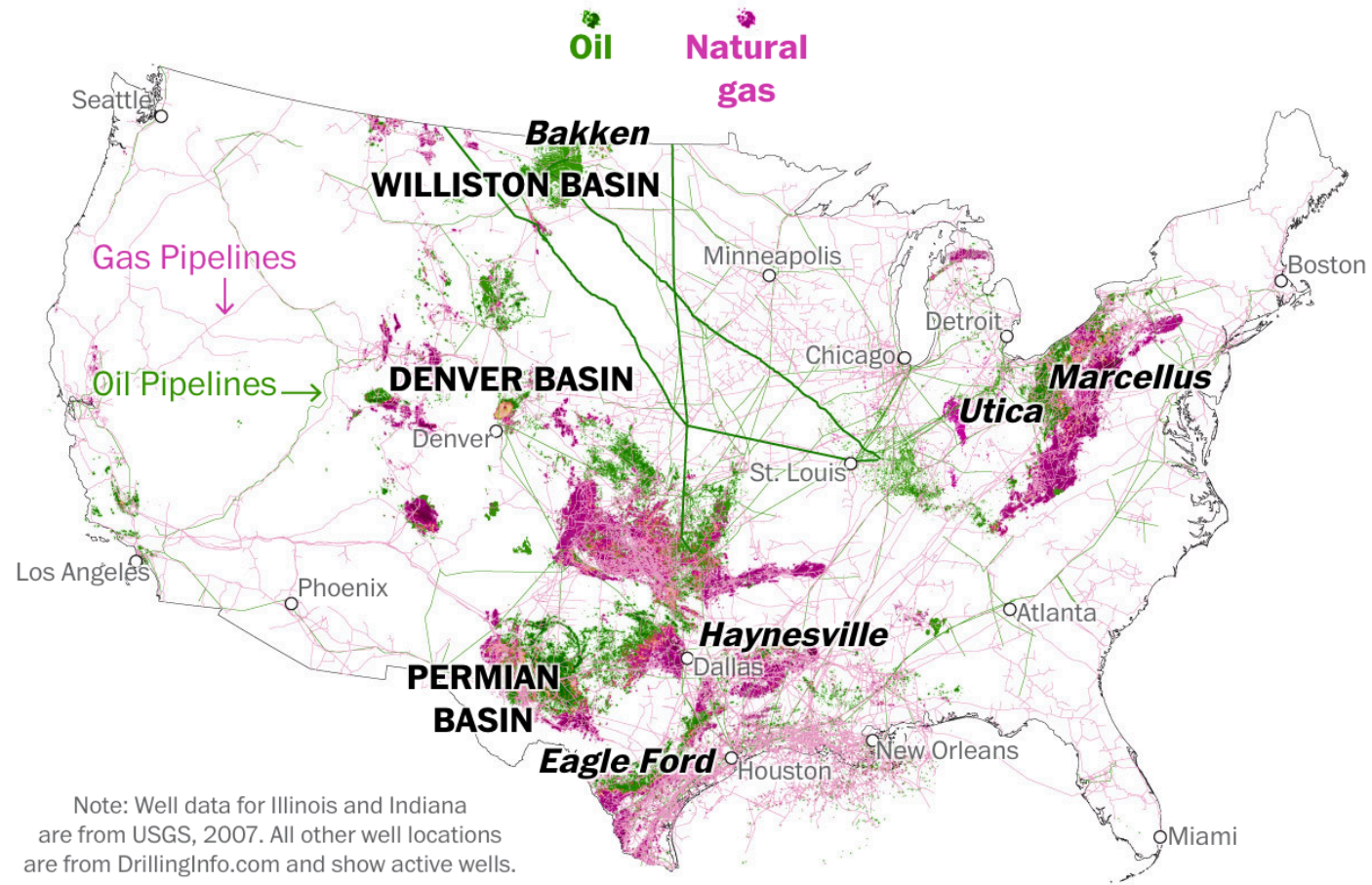
**6,268 sq. miles**

**Red Square** - Area of solar panels that could be placed on rooftops alone (35.11% of the total area required)

**3,507 sq. miles**

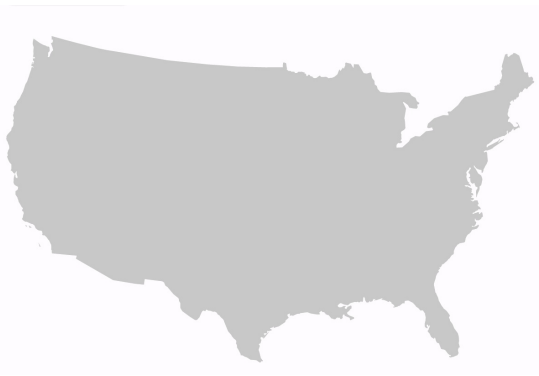
**Green Square** - Area occupied by golf courses in the U.S.

# Oil and Gas Wells in the United States

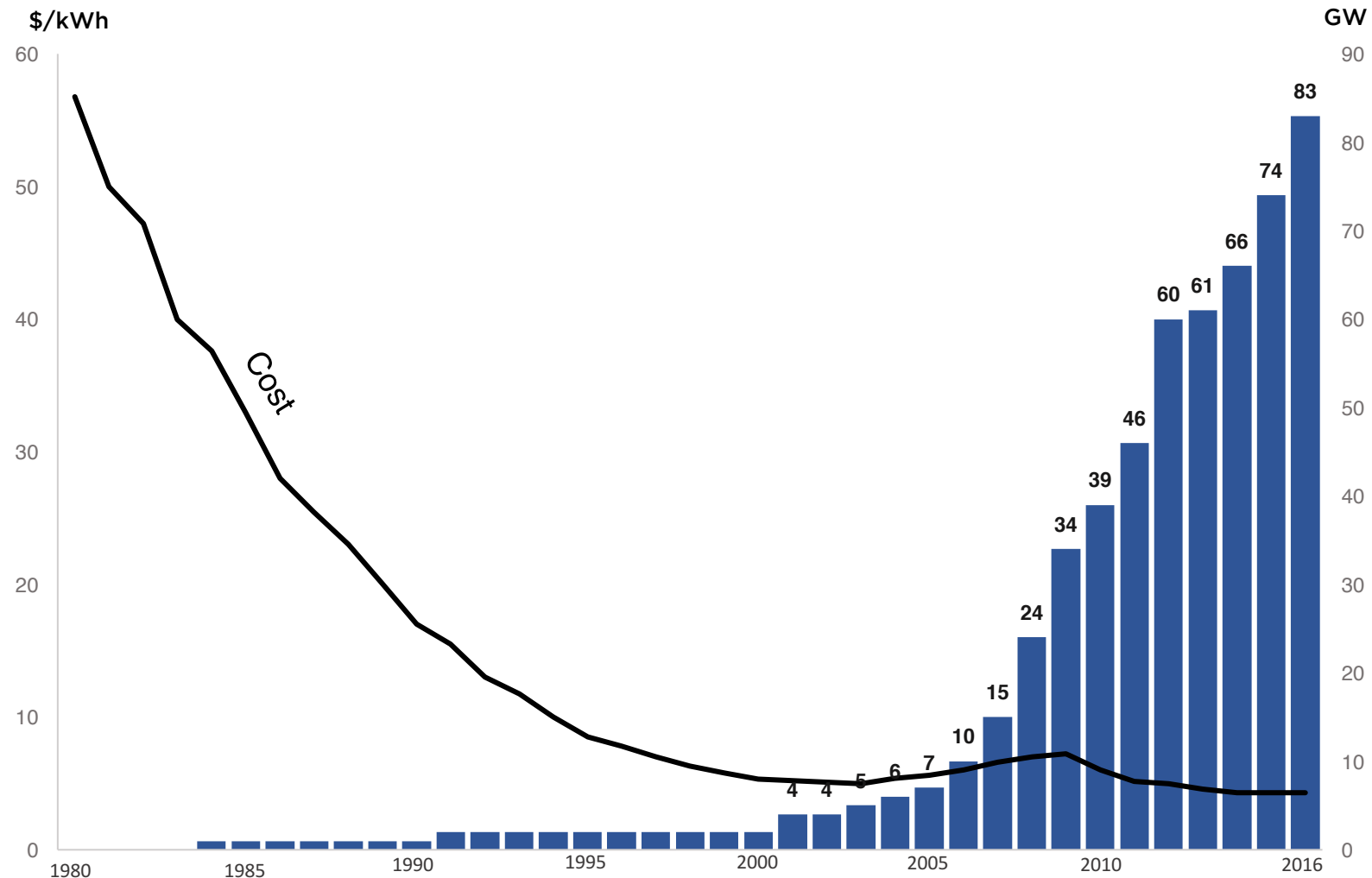


Note: Well data for Illinois and Indiana are from USGS, 2007. All other well locations are from DrillingInfo.com and show active wells.

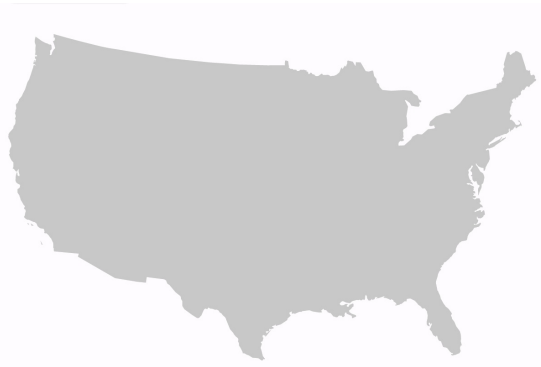
# U.S. Wind Power Industry



Falling costs have driven higher volumes and further cost improvements

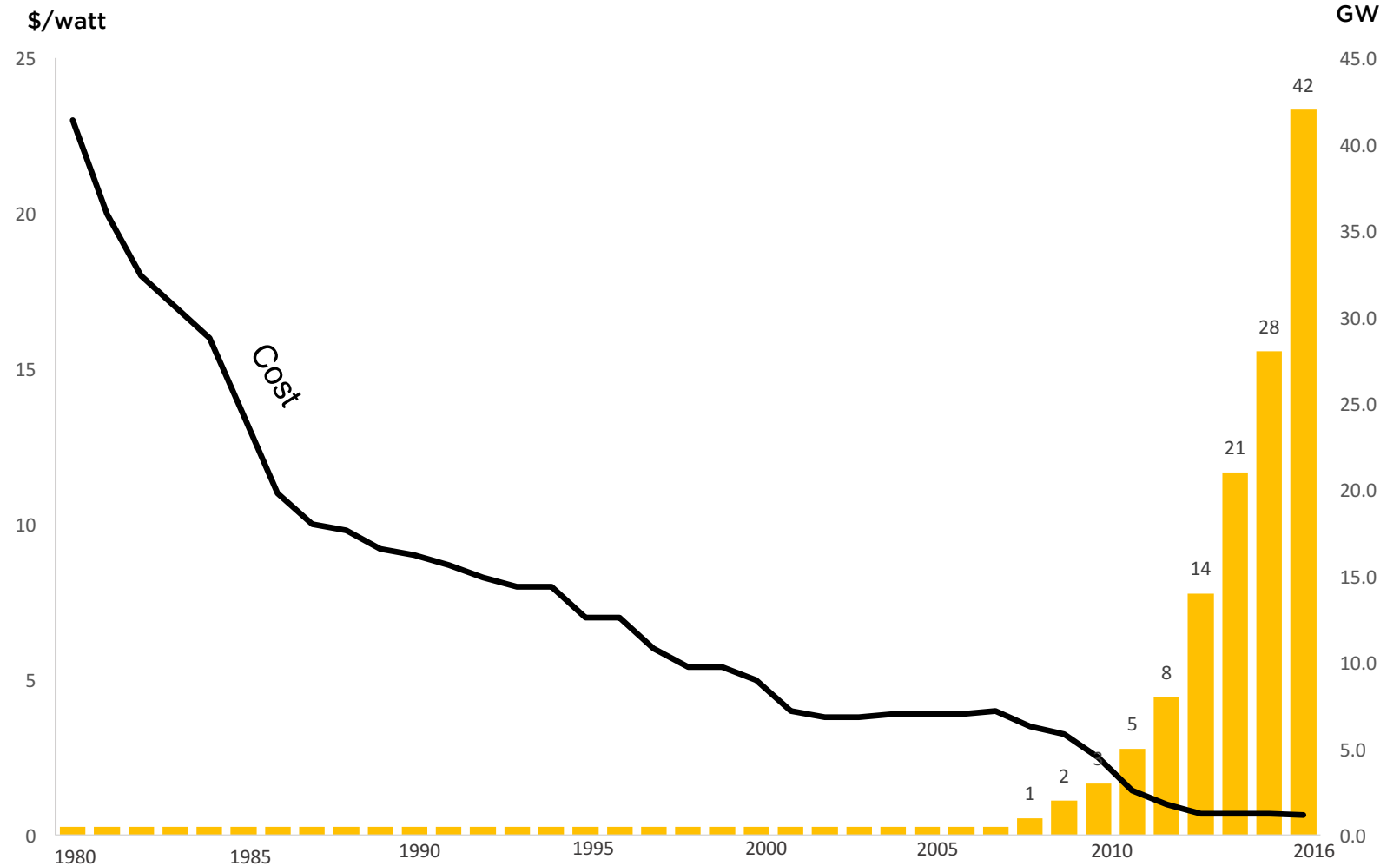


# U.S. Solar Power Industry



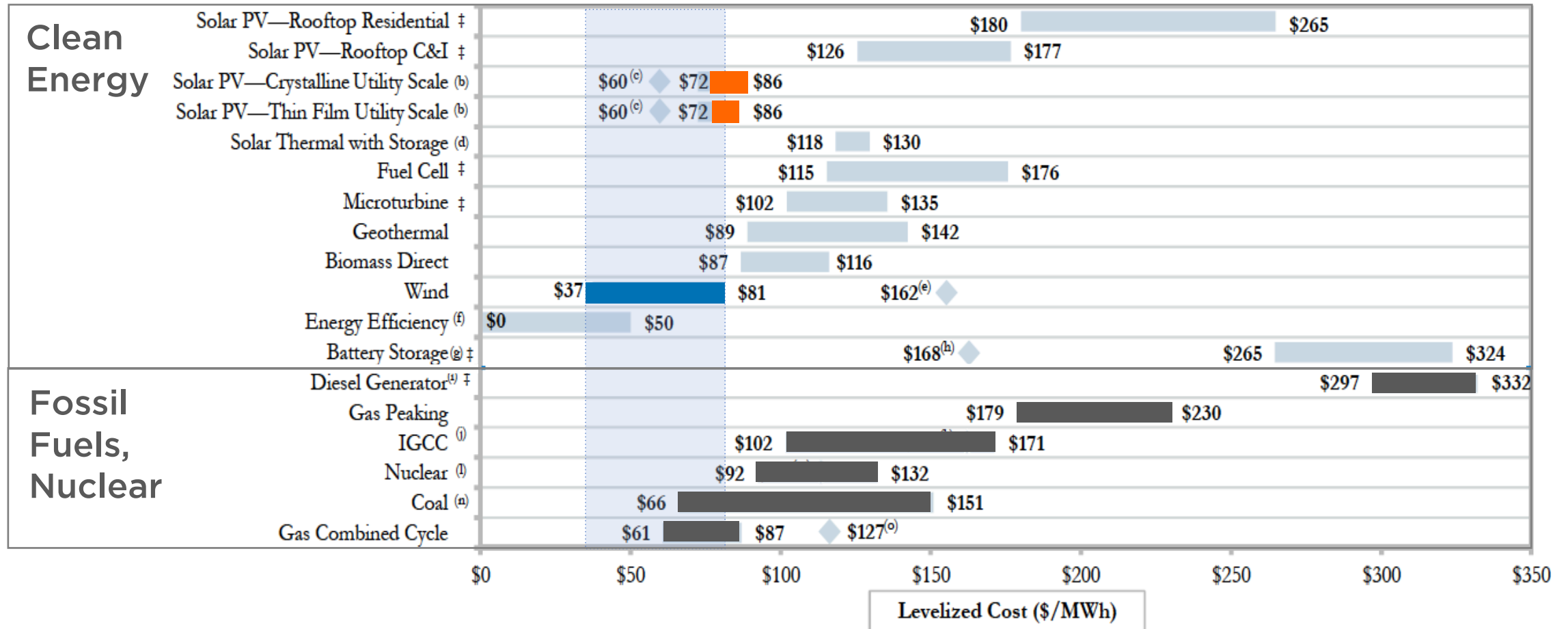
Clean energy is ready today – the technologies are proven, the industry is scaling up fast.

Solar has passed the tipping point, investment in 2016 exceeded \$30 billion.



# Unsubsidized Levelized Cost of Energy

Solar and wind are competitive on an unsubsidized basis





# 100% Battery Powered



**107 mile range**



**238 mile range**



**115 mile range**



**114 mile range**



**330 mile range**



**87 mile range**

ranges are  
improving

# Plug-In Hybrids



~450 mile total range  
~40 miles battery only

range  
not an  
issue



## ENDNOTES

# Endnotes (page 1 of 3)

ENERGY	<p>Estimated savings calculated using a combination of statistics and assumptions from US EIA and EnergySage.</p> <p><b>Source:</b></p> <ul style="list-style-type: none"><li>-US EIA, Electric Power Monthly, June 2017</li><li>-US EIA, Average monthly residential electricity consumption, prices, and bills by state, 2016</li><li>-EnergySage, How Much Do Solar Panels Save?, 2017</li></ul>
TRANSPORTATION	<p>Estimated savings calculated using a combination of statistics and assumptions from US DOE, US EIA, US EPA, and Berkeley Institute of the Environment's CoolClimate Network.</p> <p><b>Source:</b></p> <ul style="list-style-type: none"><li>-US EIA, US Retail Gasoline and Diesel Prices, June 2017</li><li>-Berkeley Institute of the Environment, CoolClimate Network Household Calculator (accessed July 2017)</li><li>-US DOE/EPA, fueleconomy.gov, August 2017</li></ul>
PLANT RICH DIET	<p>Estimated savings come directly from the CoolClimate Network Household Calculator, under the practice "Eat a low carbon diet". Coolclimate Network cites US BEA and USDA consumption statistics in their methodology.</p> <p><b>Source:</b></p> <ul style="list-style-type: none"><li>-Berkeley Institute of the Environment, CoolClimate Network Household Calculator (accessed July 2017)</li></ul>
FLY LESS	<p>Estimated savings calculated using the cost of an average domestic flight in the US.</p> <p><b>Source:</b></p> <ul style="list-style-type: none"><li>-US BTS, Average Domestic Air Fares, 2017</li></ul>
AIR SEALING & INSULATION	<p>Estimate based on US EIA statistics for average residential electricity consumption and costs and Energy Star program statistics on energy savings from air sealing &amp; insulation.</p> <p><b>Source:</b></p> <ul style="list-style-type: none"><li>-US EIA, Average monthly residential electricity consumption, prices, and bills by state, 2016</li><li>-Energy Star, Methodology for Estimated Energy Savings from Cost-Effective Air Sealing and Insulating, accessed 2017</li></ul>

# Endnotes (page 2 of 3)

<b>BE SMART</b>	<p>Estimated savings calculated using Nest Thermostat estimates on heating and cooling savings and US EIA residential electricity use and price statistics</p> <p><b>Source:</b></p> <ul style="list-style-type: none"><li>-Nest, Energy Savings from the Nest Learning Thermostat, February 2015</li><li>-US EIA, Estimated US residential sector electricity consumption by end use, 2016</li><li>-US EIA, Average monthly residential electricity consumption, prices, and bills by state, 2016</li></ul>
<b>SAVE POWER</b>	<p>Estimated savings calculated using Natural Resources Defense Council figures on idle load electricity consumption and US EIA residential electricity use statistics</p> <p><b>Source:</b></p> <ul style="list-style-type: none"><li>-Natural Resources Defense Council, <i>Home Idle Load Issue Paper</i>, May 2015</li><li>-US EIA, Average monthly residential electricity consumption, prices, and bills by state, 2016</li></ul>
<b>GET MORE</b>	<p>Estimated savings calculated using LED lightbulb statistics from US EPA and Cree LED Lighting</p> <p><b>Source:</b></p> <ul style="list-style-type: none"><li>-US EPA, Greenhouse gas Equivalences Calculator—Calculations and References, July 2017</li><li>-Cree LED Lighting, LED Bulb Calculator, July 2017</li></ul>
<b>USE YOUR SWITCH</b>	N/A

KEEP IT COOL	<p>Estimates based on the City of New York’s Department of Consumer Affairs’ “Shut the Front Door Campaign” and a Natural Resources Defense Council survey on the practice of leaving storefront doors open with air-conditioning running.</p> <p><b>Source:</b></p> <ul style="list-style-type: none"><li>-City of New York Department of Consumer Affairs, Shut The Front Door Campaign, July 2015</li><li>-Natural Resources Defense Council, NRDC Survey: NYC Businesses Still Blasting Their Air Conditioners with Doors Open, August 2015</li></ul>
SOLAR SCHOOLS	<p>Figures taken from the original <i>Brighter Future: A Study on Solar in US Schools</i> report, created by The Solar Foundation (TSF) and Solar Energy Industries Association (SEIA). Generation 180, TSF and SEIA have partnered for the 2017 update to the <i>Brighter Future</i> report.</p> <p><b>Source:</b></p> <ul style="list-style-type: none"><li>-The Solar Foundation, Solar Energy Industries Association, <i>Brighter Future: A Study on Solar in US Schools</i>, September 2014</li></ul>