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News & Information

New Jersey Exceeds National "Change the World, Start with Energy Star®" Goals

By New Jersey Board of Public Utilities

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The New Jersey Board of Public Utilities (BPU), through New Jersey's Clean Energy Program, announced on Tuesday that based on pledges and commitments to date from state residents, businesses and municipalities, it has exceeded its goal of preventing more than 40 million pounds of carbon emissions by Earth Day, April 22, 2009. This is a milestone the BPU has set as part of the Environmental Protection Agency's (EPA) 2008 "Change the World, Start with ENERGY STAR" campaign.

"Change the World, Start with ENERGY STAR" is a national campaign that encourages all Americans to pledge to take small, individual steps that make a big difference in the fight against global climate change. As of March 2009, New Jersey has reduced greenhouse gas emissions by 42,126,526 pounds, based on pledges and commitments from throughout the state. This is the environmental equivalent of emissions from 3,501 cars annually. Additionally, New Jersey's pledges and commitments reflect savings of more than 25 million kWh of energy and \$3 million in energy costs.

"I am proud of the efforts of all New Jerseyans who participated in the campaign, especially our Green New Jersey Resource Team and its work to educate New Jersey residents about the benefits of using energy efficient lighting at home," said BPU President Jeanne M. Fox. "Taking active steps to change our energy use is one way we all can work to achieve Governor Corzine's goal to reduce overall energy use 20 percent by 2020. Reducing energy reduces air pollution, including emissions of greenhouse gases, which cause global warming. It also saves money by reducing energy bills and the cost of energy infrastructure."

The Green New Jersey Resource Team is a grassroots program originated, led and sponsored by New Jersey's Clean Energy Program. Through this program, community groups across the Garden State distribute ENERGY STAR qualified compact fluorescent light bulbs (CFLs) and educate residents about how to reduce energy use and protect the environment with energy efficient lighting. As part of the 2008 "Change the World, Start with ENERGY STAR" campaign, the team distributed 500,000 ENERGY STAR qualified compact fluorescent light bulbs (CFLs) to residents statewide.

While celebrating the success of the past year, the team has set an ambitious goal of distributing 1,175,000 ENERGY STAR qualified CFLs and fixtures during 2009, more than doubling the 2008 achievement. Each member of the Green New Jersey Resource Team has an individual goal and approach to distributing CFLs during 2009:

- Energy Federation, Inc. (EFI) is an online store where New Jersey residents may purchase discounted ENERGY STAR qualified lighting, including CFLs, fixtures, ceiling fans and more. EFI plans to offer 40,000 discounted ENERGY STAR lighting products throughout New Jersey. Visit www.njcleanenergy.com/shopnow for more information.
- GreenFaith/Globe Electric are two, non-denominational groups that

are working together to distribute CFLs at church-based events, targeting non-English speaking residents. Their goal is to distribute 40,000 CFLs and 10,000 ENERGY STAR qualified fixtures. For information or to volunteer, contact www.greenfaith.org

· Green Market Fundraising is an organization that raises money for schools and groups by providing a fundraising program that facilitates the sale of eco-friendly alternatives to day-to-day consumer products. The organization offers a unique fundraising program for New Jersey schools and community groups to fundraise with CFLs. Working with Community Partners from New Jersey's Clean Energy Program, the organization's goal is to distribute 75,000 CFLs. For information visit www.greenmarketfundraising.com

· HelpLightNJ is a group of New Jersey high school students who believe in helping others and the environment. Their goal is to distribute 80,000 CFLs to low income families and senior citizens and to help inspire other high school students to make a difference and join their cause. For more information, visit www.helplightnj.com

· Double D/MaxLite are companies working together to manufacture, market and promote energy efficient lighting products. Their goal is to distribute 50,000 discounted CFLs at malls, shopping centers, home expos and public events throughout the Garden State. For more information, visit www.maxlite.com

· One Change/Porch Light is an organization that mobilizes community volunteers across the state to distribute CFLs door-to-door, donate bulbs at New Jersey Community Partner events and spread the message of energy efficiency. Volunteers convey program messages through direct community engagement and encourage residents to use energy efficient lighting in their home. The group's goal is to distribute 800,000 CFLs. For more information, visit www.projectporchlight.org

· TechniArt is a company that promotes and sells energy efficient lighting via a traveling store that takes products directly to the consumer. Their goal is to sell 90,000 discounted CFLs and lighting fixtures at corporate events throughout New Jersey. For information visit www.techniart.com

If you would like to pledge to take steps to improve your energy efficiency or to learn more about New Jersey's Clean Energy Program, visit www.NJCleanEnergy.com or call 1-866-NJSMART (1-866-657-6278).



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