

Adopt A Light!

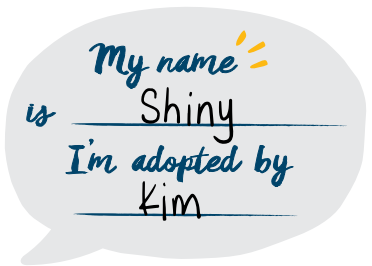
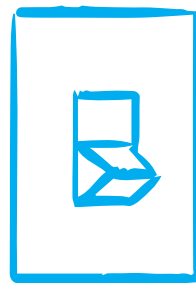
Imagine if every business in our city turned off unneeded lights. Collective energy savings is exactly what we need to ensure a brighter future for all.

There's a special light in your office that needs you as a parent.

Based on behavior science best practices, the Adopt A Light campaign empowers people to turn off lights when they're not needed at the end of the day or when leaving a conference room. Light switches in common or frequented areas get "adopted" by participants. These "parents" take responsibility for their light switch—putting it down for naps when not in use during the day, and to bed before leaving the office in the evening. When parents forget, they receive friendly reminders.

Have fun with it. Give your adopted light switch a name—it's your baby now.

A Step Up and Power Down Campaign Facilitator will help you plan this campaign, tailoring it to your unique company. We'll help you launch it to employees and provide you with ongoing support.



Across California, lighting accounts for **35%** of all commercial building electricity use.



Get Started!



Week 1

BUILD YOUR TEAM

Identify the right people to help drive the campaign internally.



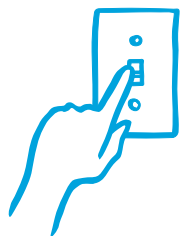
Adopt me!



Week 2

ADOPT YOUR LIGHTS

Get participants excited to adopt a light and personalize it.



Week 3

START CARING FOR THEM

Start saving! Encourage participants to power down when lights are not in use.



Week 3-6

TRACK YOUR PROGRESS

Conduct pre/post audits of use, in addition to collecting self-reported results provided by your participants.



Week 7

CELEBRATE SUCCESS

Share your results with all employees and recognize participants.



For a copy of the toolkit, contact your Campaign Facilitator at StepUpandPowerDown@pge.com.



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Together, Building a Better California