

From: Group 5, UCLA February 27 – March 1, 2008

“**Global Warming**: Change Your Attitude! Not the Weather”

Subject: Eco-Missions: *Changing the World One House at a Time*

- I. The world faces a large challenge- our consumer culture pushed carbon levels to historic highs and an increase in global temperature could create a world we do not recognize. The time has come for every American to take on the mission of establishing an eco-friendly culture that protects the world for future generations. With alliances between businesses, communities, households, and the engaged youth of our colleges and universities, we can make America the leader in climate protection. By providing cost-cutting incentives to households and opportunities for businesses to expand their consumer base for energy-efficient products, Eco-Missions provides a solution where everyone can benefit. Eco-Missions brings awareness to communities and a practical solution to houses with individual evaluations of cost-effective ways to make their houses more energy and water efficient.
- II. The Environmental Protection Agency has a program called Home Performance with ENERGY STAR, which is a collection of local programs that send specially trained specialists to evaluate homes with proper equipment and make recommendations that will make the home more environmentally friendly. So far, local programs are available through 22 programs in 20 states (1). By the end of 2006, these programs had improved 28,000 homes. With an estimated 126,316,181 households in the United States, the progress is slow(2). For the select few, the savings are huge- up to 50% off their energy costs (3). The Non-Profit organization of Eco-Missions is a way to realistically replicate the past successes on a nationwide scale, using both nationwide momentum and community empowerment.
- III. The main component of Eco-Missions is a centralized department that controls the operations of the local community chapters. Here, the main team works on national promotion campaigns (using television, billboards, the internet, fliers, etc.) as well as managing the partnerships with the corporations and colleges. The labor comes from the alliance with the colleges and universities nationwide where we work to become school affiliated so that our work may even qualify for a student’s work-study part of financial aid. Through the colleges and universities, we train these outgoing students in promoting our cause and in home inspections so that they are certified to evaluate homes. The initial start up costs will be provided by our business partners and by the EPA. Business partners are companies who are able to supply homes with energy or water efficient solutions (i.e. Home Depot, Edison International, or GE). We will buy in bulk common products (such as Compact Fluorescent Light-bulbs) at a bulk rate that we can sell to the homes at a low price (with an additional fee added for our costs). Also, as we evaluate homes, we will recommend our partners as suppliers. Additional funds will come from private parties, such as individual household donators or local groups that would like to support our cause.
- IV. With most Americans worried about the state of the environment and always looking for ways to cut costs, we project the project will be very effective. With a nationwide name, people will be able to catch on to the project more easily than entirely locally based ones. By using youth, the word will spread even quicker since they are so connected through the internet (i.e. Facebook Groups such “Feed a Child with just a Click!” with 1,930,505 members). The solutions are cost effective to a household who is estimated by the EPA to save between \$400-\$500 a year on energy-efficient improvements. The program can be marketed to businesses, who will have a steady market for their energy-efficient products.
- V. As founders of this non-profit, the group will take our skills to form a working leadership structure. We will move to create the departments of the company that work with the universities, the promoting, or the business partners. The smooth, integrated business system is necessary for a successful program.
- VI. Eco-missions is a way to unite the country against climate change by working with the foundation of our society: the households. More efficient homes are a necessary step in our fight- we are here to make that a feasible move for all.

(1) http://www.energystar.gov/index.cfm?c=home_improvement.hm_improvement_hpwes_partners

(2) “Table 1: Annual Estimates of Housing Units for the United States: April 2000 to July 2006 (HU-EST2006-01),” Population Division, U.S. Census Bureau. Released August 15, 2007

(3) “ENERGY STAR and Other Climate Protection Partnerships 2006 Annual Report.” P. 22. Environmental Protection Agency.