



2437 15th Street, NW, Washington, DC 20009 | 202-462-7275 | www.coolcapital.org

WHO: Cool Capital Challenge is a diverse region-wide partnership of citizens, communities, schools, businesses, congregations, charities, and government agencies joined in the commitment to reduce **the capital region's annual carbon dioxide emissions by one billion pounds by Earth Day, April 2008**. We believe everyone in this region can make a significant contribution toward our billion-pound goal. Cool draws on the strengths of all that it's growing partners and their numerous employees, volunteers, members, and networks are doing to meet this reduction Challenge.

WHAT: Cool is a national model of regional direct action to counter the climate crisis.

WHEN: Energy and climate reform cannot wait. Ordinary citizens, neighborhoods and businesses have the power to make **immediate changes** to lead the way and inspire others. The billion-pound goal for Earth Day 2008 is the dramatic first step.

WHERE: Across the **Greater Washington metropolitan area**. As coordinating partner, Washington Parks & People provides the staff nucleus out of its headquarters in DC's Josephine Butler Parks Center.

HOW: Using training programs, tool kits, and tips on best practices, Cool empowers people and groups with **specific, positive, and money-saving steps to reduce energy use, improve our lives and communities, and inspire the immediate and dramatic reforms to counter the climate crisis**. Structured like a capital campaign with contributions of carbon savings instead of cash, Cool magnifies the region's combined impact through coordinated action and outreach, builds grassroots support for government efforts, and helps our communities become more climate-friendly.

The Cool website, www.coolcapital.org, is a critical tool for empowering communities to fight climate change by improving energy efficiency. Beginning with energy-saving carbon pledges, Cool partners and participants can then tap into the combined expertise of the entire Cool resource base, networking within and across the region's diverse communities to fulfill their pledges, to share what they have learned, and to come together for actions that have both immediate and lasting impact.

WHY: Our own communities will reap the first benefits from the sustainable individual and business practices Cool promotes. Our reduced energy consumption will save nearly \$100 million annually across the region, lessening demand for new electric generating capacity and showing that the best way to reduce emissions from coal-fired power-plants is not to build them. As we save energy, we are expanding the constituency and capacity for energy reform, and reaping the far-reaching economic, environmental, and social benefits of region-wide investment in energy efficiency and reform.

Progress to Date: 265 million pounds of CO₂ pledged for an annual energy savings of \$26 million

Upcoming Cool Events:

- Cool, Downtown DC BID, ENERGY STAR, SBS training for property managers & building engineers – Sept. 20
- Cool presents at National Association of Counties – Sept. 20
- Cool "Carbon Buster" Training – Sept. 23
- Cool presents at the Green Festival -- Saturday Oct. 6th
- Campus Climate Challenge Power Shift National Conference – Nov.2-5

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Cool Capital's Partners in Our One-Billion-Pound Challenge:

Groups Helping to Launch the Challenge:

African Resources Center
Akridge
Arlingtonians for a Clean Environment
Campus Climate Challenge
Capital Climate Coalition
Cassidy & Pinkard Colliers
Center for American Progress
Center for a New American Dream
Chesapeake Climate Action Network
DC Department of the Environment
DC Environmental Network
DC Office of Planning
DC Public Service Commission
Downtown DC Business Improvement District
Earth Day Network
Friends of the Earth
Greater Washington Interfaith Power & Light
GreenHOME
Institute for Market Transformation
Junk in the Trunk Removal Services
Keep Washington DC Beautiful
Latino Federation of Greater Washington
Lincoln Properties
Politics & Prose Bookstore
Sierra Club
The Sustainable Business Network of
Washington (SB NOW)
Washington Area Bicyclists Association (WABA)
Washington Parks & People
US Conference of Mayors
Vegetarian Society of DC
Virginia Sustainable Building Network
Vietnamese American Community Service
Center
Zipcar

Government Leadership and Involvement

Mary Cheh, Councilmember, DC City Council
George Hawkins, DC Department of the
Environment
Harriet Tregoning, DC Office of Planning
Eric Coffman, Montgomery County's Dept of
Environmental Protection
Doug Weisburger, Montgomery County's Dept of
Environmental Protection
Stuart Brodsky, EPA ENERGY STAR
Anna Stark, EPA ENERGY STAR

Hardware Store Partners:

Ace Hardware
Candey Hardware
Cooper Hardware, INC
Flagers Hardware
Glover Park Hardware
Logan Hardware
Strosniders Hardware

In-kind Contributors:

Bargain Stickers
Free Range Studios
Institute for Market Transformation
Laguens Hamburger Kully Klose
PhilanTech
Washington Parks & People
Strategic Building Solutions