



The ENERGY STAR Low Carbon IT Campaign

The ENERGY STAR Low Carbon IT Campaign is a nationwide effort to assist and recognize organizations for reducing the energy consumed by their computers and monitors. Saving energy reduces air pollution associated with the burning of fossil fuels, and ultimately lowers the risk of global warming.

To join the Low Carbon IT Campaign, your organization pledges to activate power management features on your monitors and computers to save energy and reduce your carbon footprint. You can increase energy savings further by purchasing ENERGY STAR qualified computers and monitors. A brief online pledge form asks you for some basic information that will help EPA estimate the energy savings and environmental benefits from these actions.

Organizations can also join as a campaign ally. ENERGY STAR Low Carbon IT (LCIT) Allies promote the activation of computer power management to other organizations. ENERGY STAR LCIT Allies range from some of the biggest names in the information technology industry to smaller organizations that help promote energy efficiency in their communities. You can become an ally, too — it's a smart business move that provides real value and energy-saving solutions to your customers, members, or constituents.

EPA asks ENERGY STAR LCIT Allies to:

1. Indicate that they are an ENERGY STAR LCIT ally on their website
2. Include a link on their website to the ENERGY STAR LCIT Campaign pages
3. Include the ENERGY STAR LCIT Campaign in their applicable marketing and communications materials and initiatives
4. Encourage others to join the ENERGY STAR LCIT Campaign through outreach to customers, members or constituencies.

For more information on the campaign or to join the effort, please visit www.energystar.gov/lowcarbonit.