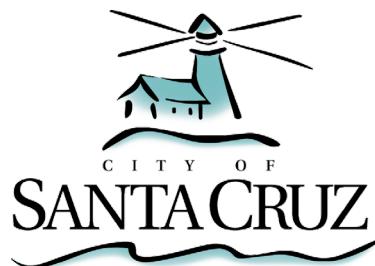


## RETAILER TOOLKIT



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## INTRODUCTION

### WHAT'S THIS CAMPAIGN ALL ABOUT?

Keep It Cool (website [here](#)) is a simple campaign with a huge potential impact: it's all about encouraging retailers to keep their front doors closed while the A/C or heat is running. Although already illegal in places like New York City, this behavior is still a common sight around the country, and collectively it adds up to enormous amounts of wasted electricity and associated pollution.

The city of Santa Cruz has partnered with Generation 180 to get the word out and help reduce waste in our community.

A small action—as simple as closing a door—can prevent waste and pollution, help spread the idea that energy is a resource that we should consume responsibly, and reduce global warming.

### CAMPAIGN GOALS

1. Encourage retailers to adopt the policy of keeping doors closed.
2. Promote the energy- and pollution-savings of participating retailers, and give them an opportunity to demonstrate their values to customers.
3. Spread an energy-aware culture among consumers and retailers.

## WHY THIS MATTERS

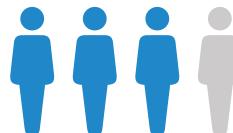


**25%**

of all respondents are "less likely to shop" at retailers that leave their doors open with A/C running.

Women ages 25-34 are the most averse, with 30% reporting they are "less likely to shop".

*Survey conducted online using Google Surveys from December 10-18, 2016, using a nationally- representative sample of 1,500 respondents between the ages of 18-34.*



75% of Americans and Canadians say a company's environmental record positively impacts their purchase decisions.

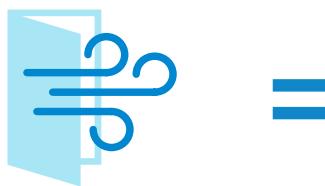
**68%**

of American consumers now say CSR activities positively impact purchase intent, up from 35% just two years ago.

*Source: 2016 Shelton Group EcoPulse Report*

## WHY THIS MATTERS

We believe Keep It Cool is good for business, the community, and the environment. Here are a few more reasons why retailers should implement a policy of keeping their doors closed (while running the A/C or heat):



Each store w/ open door wastes 4,200 kWh of electricity over the summer.



Generating 4,200 kWh of electricity releases significant pollution (CO2 + SO2 + Nox + PM)



The pollution released is equivalent to that of a semi-truck driving from San Diego to Seattle (200 gal of diesel).

- 1. There is no published evidence that leaving doors open increases foot traffic and sales.**
- 2. Leaving the door open (while running the A/C or heat) increases utility bills.**
- 3. On the hottest and coldest days, this waste needlessly contributes to already-peak levels of electricity demand, further destabilizing power grids.** Wasting energy (by leaving a door open) is most harmful on the hottest summer days. [Popular Mechanics explains](#): “Much of the electricity consumption in the U.S. is concentrated to a handful of hours during the year, primarily during hot summer days. This so-called peak demand puts considerable stress on the grid, increasing the risk of blackouts and brownouts. It also significantly raises the year-round price of power for consumers.”
- 4. Closing the door is a business policy that costs little to implement, but yields significant energy savings.**

## HOW IT WORKS

At the core of Keep It Cool is an application built around Facebook Messenger + Google Maps that provides an easy interface for customers and retailers to express their energy-related values to each other. Here's how it works:

We are mobilizing consumers in Santa Cruz and across America to take notice of retailers' front doors and notify us via Facebook Messenger whether stores in their community have their doors closed or open while running the A/C on hot days or heat on cold days.



Take notice of retailers' front doors and send us store locations via Facebook Messenger ([read how to](#) or [watch a video](#))—either to recognize a store for keeping its door closed, or to flag a store that needs a friendly reminder to conserve energy.



For stores with doors that are kept closed, Generation 180 will send them an affirmation for their energy-conscious behavior and place a pin on our campaign map that promotes their location. We will reach out to remind retailers with their doors open to close their door to conserve energy.



Every retailer in Santa Cruz that Generation 180 contacts will be invited to join our campaign. As retailers commit to keep their doors closed, we'll recognize them on our map.

Check the map periodically to watch the progress of the Keep It Cool project as it spreads across Santa Cruz and the country.



JOIN US!

We believe Keep It Cool is good for business, the community and the environment.

We encourage retailers to join us in promoting energy awareness, reducing waste and demonstrating these values to customers by adopting the policy of keeping doors closed.

Involvement in Keep It Cool is simple: participating retailers commit to implementing a company-wide policy of keeping storefront doors closed while running the air conditioning or heat. We will recognize retailers who join us and adopt our closed door policy with a “Participant” pin for all store locations on our map.

We will promote participating retailers through social media. And we would be delighted to collaborate with participants to promote the campaign to their internal teams and local communities across the country.

## KEEP IT COOL STORE POLICY

*In order to reduce energy waste across physical store locations, managers of [insert company] (U.S.) store locations will refrain from leaving storefront doors open while the store’s HVAC system is running for any length of time beyond what is physically necessary to conduct store operations. Such store operations could include (but are not limited to) accommodating customers with accessibility requirements, providing urgent ventilation, transporting inventory or supplies to/from the store, or operations of a similar nature.*

Click [here](#) to commit to this policy and sign up to be a participating retailer.

## SPREAD THE WORD!

The goal of Keep It Cool is to spread energy awareness and conservation across the country. You can showcase your good corporate citizenship and support of Keep It Cool through social media.

Please spread the word throughout the summer and winter by using these social posts or creating your own!

### FACEBOOK

Click on either of these posts below to share on Facebook, along with this suggested caption:

**“While we are open for business, we keep our doors closed to save energy. We are proud to join Keep It Cool to reduce pollution, breathe easier in our own community, and keep the earth cool.”**



## SPREAD THE WORD!

### TWITTER



Want to keep Santa Cruz cool? We are proud to close the door and save energy: <http://hubs.ly/H07K7C60>



Proud 2 support @Gen\_180 helping stores save energy. Make a difference in 1 simple step: <http://hubs.ly/H07K7C60>



We #KeepItCool by closing storefront doors while running the A/C to conserve energy. Proud to support this campaign: <http://hubs.ly/H07K7C60>

### INSTAGRAM

You can share either of these images:



## ABOUT US



Generation180 is a non-profit committed to advancing a cultural shift in energy awareness and clean energy adoption.

For more information, visit us at [www.generation180.org](http://www.generation180.org) or contact us at [hello@generation180.org](mailto:hello@generation180.org)



The city of Santa Cruz is committed to reducing energy use, increasing efficiency and transitioning to clean energy. Learn more at <http://www.cityofsantacruz.com/>

