

# CARBON YETI PROGRAM



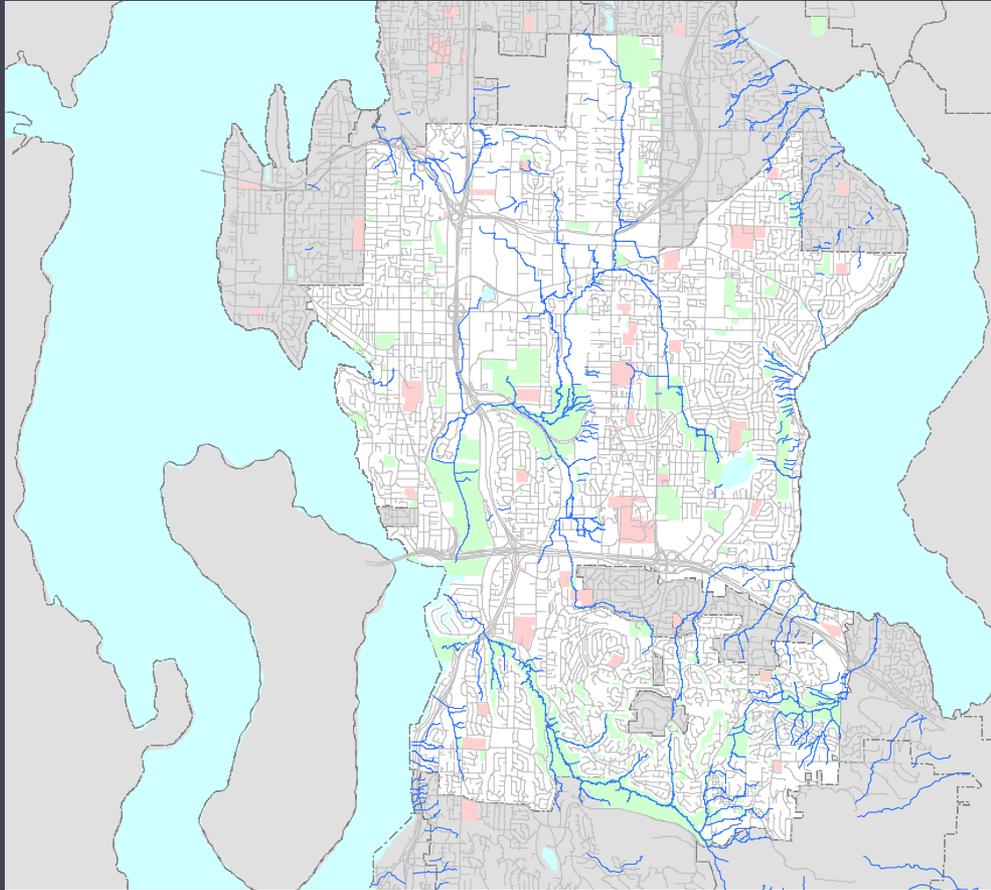
City of Bellevue, Washington

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Conservation Program Administrator



# City of Bellevue Overview



# Why the Program was Created

- Climate Change
- Signing of the U.S. Mayors Climate Protection Agreement
- Environmental Stewardship Initiative



# How Carbon Yeti was Created



# Program Goal



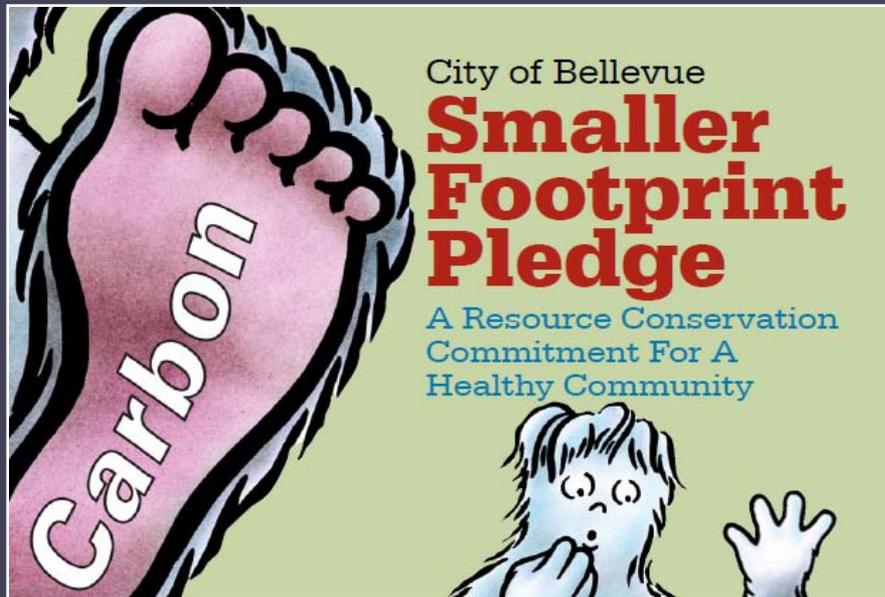
- Create a youth-focused program that educates students about small actions they can take to reduce their personal carbon footprints.
  - Raise awareness about climate change
  - Motivate behavior changes
  - Measure CO<sub>2</sub> reduction equivalent

# Objective: friendly, recognizable icon

- ❑ Oblivious about his large carbon footprint
- ❑ Learning how to make his footprint smaller



# Objective: Use Social Marketing



# Objective: Use Media

- Mainstream media outlets
- Social Media – Facebook and Online Yeti House



# Results



- ❑ Program went statewide in 2008
- ❑ Over 850 pledges preventing over 9,000 tons CO<sub>2</sub>e
- ❑ Soft launch of Interactive Online Yeti House has resulted in 1,228 hits in the past four months
- ❑ 91 fans of the Yeti Facebook site
- ❑ Local, state and national recognition

# Challenges



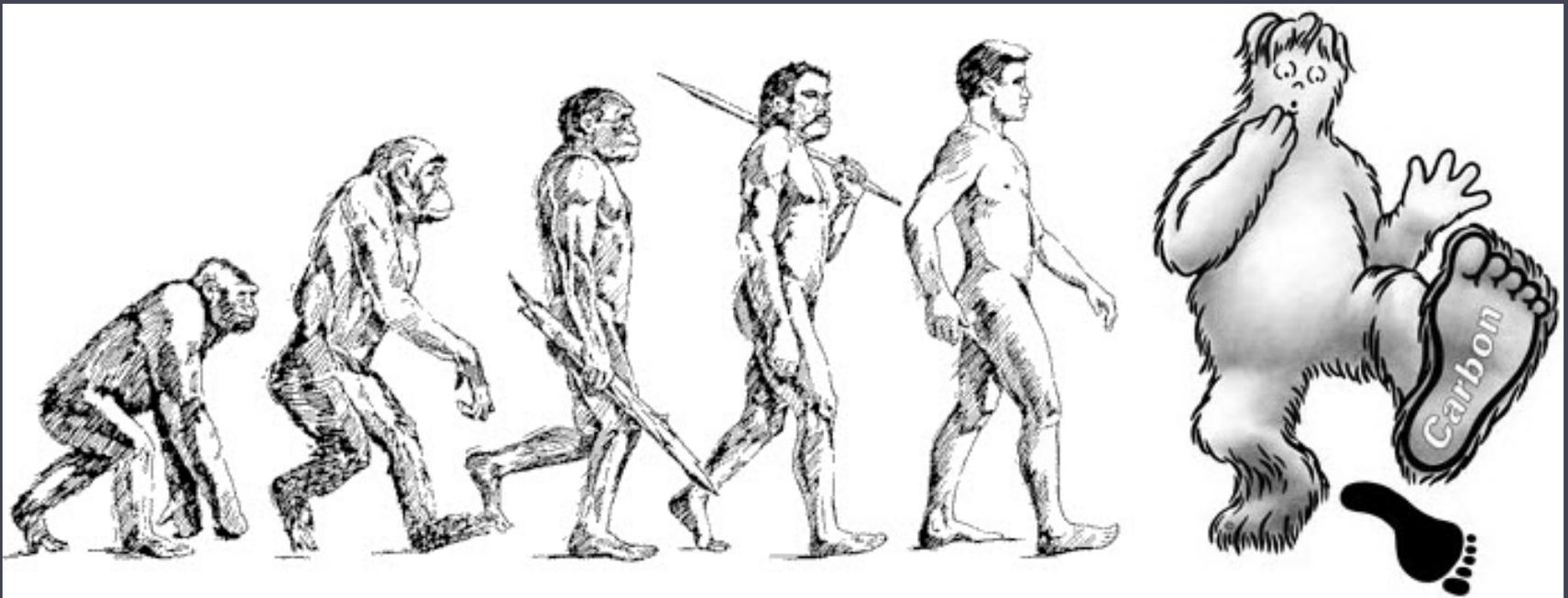
- ❑ Carbon footprint concept not widely known at first
- ❑ Measuring behavior change
- ❑ Understanding effective outreach
- ❑ Social media

# Future Plans

- Diving deeper into social media



# Conclusion



# Questions?

Carbon Yeti House

<http://www.bellevuewa.gov/yetihouse>

Washington State Department of Ecology

[http://www.ecy.wa.gov/forms/carbonfootprint\\_pledge.html](http://www.ecy.wa.gov/forms/carbonfootprint_pledge.html)

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