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## **Carbon Challenge becomes initiative of UNH, Clean Air - Cool Planet**

Portsmouth, NH - The New Hampshire Carbon Challenge, a program enabling homeowners to identify and reduce their energy use and greenhouse gas emissions that has received national recognition, has become a joint initiative of The University of New Hampshire and Clean Air-Cool Planet.

Announcing the new partnership, Adam Markham, CEO of Clean Air-Cool Planet, said the program “brings individuals into the climate action arena, which is vital if we are to succeed in reducing the threat of global warming.”

Nearly half of all greenhouse gas emissions come from residential heating, cooling, electricity, and transportation, Markham noted. “This new collaboration allows both Clean Air-Cool Planet and UNH to better serve our respective and common constituencies.”

“One of the most important roles of a public university is to provide our students and the public at large with new information, allowing them to make better-informed decisions as they conduct their day-to-day activities,” said Dr. David Bartlett, associate director of the Institute for the Study of Earth, Oceans, and Space at UNH. “UNH is looking forward to partnering with Clean Air - Cool Planet, to engage our faculty, staff and students in developing new information and tools that households can use to better plan and manage their use of energy.”

“The enhance partnership between UNH and CA-CP allows us to work along a continuum of engagement ranging from the household to the community to the state” said Cameron Wake, Director of Carbon Solutions New England. “This range of work is critical for reaching our goal of significant reductions in greenhouse gas emissions called for in the recently released NH Climate Action Plan”.

Under the name Residential Carbon Challenge, CA-CP and UNH will make the program available to the rest of the Northeast region and, eventually, the nation, offering communities a way to reduce greenhouse gas emissions through the education, support, and motivation of homeowners.

The Residential Carbon Challenge provides solutions to reduce home energy consumption and its Carbon Estimator™ helps individuals identify which actions are best suited to their household. Each new state or local chapter will be able to create its own affiliate Carbon Challenge, like those in New Hampshire, such as the Concord Carbon Challenge or Kittery Carbon Challenge.

“The mantra in successful climate action is ‘You can’t manage what you don’t measure,’ so the first thing we offer homeowners is an easy way to calculate the amount of carbon coming from their home using data from fuel and electric bills,” said Denise Blaha, cofounder of the organization, along with Julia Dundorf, who will become Manager of Community Relations at Clean Air - Cool Planet.

Blaha and Dundorf will both continue to direct the Residential Carbon Challenge, of which the New Hampshire Carbon Challenge “is in essence the first state-wide application,” Blaha said.

“Clean Air-Cool Planet will essentially expand upon the Carbon Challenge model, regionalizing it and providing communication to reach broader audiences,” Dundorf said. “Our work in the New Hampshire Carbon Challenge has been to design and deploy different kinds of programs and tools to be used with different constituencies,” she said. “Clean Air-Cool Planet allows us to expand our reach across the region.” Likewise, the Carbon Challenge’s current individual and neighborhood focus will help Clean Air-Cool Planet broaden its community support.

“Community work has been one of our principal programs over the last 10 years,” said Markham, adding that Clean Air - Cool Planet was founded to promote climate action in civil society, and also works with corporations and campuses, as well as science centers. “This new collaboration allows us to deepen our work and our commitment with communities and individuals.”

**About Clean Air-Cool Planet:** Clean Air-Cool Planet is the leading science-based, non-partisan, non-profit organization dedicated solely to finding and promoting solutions to global warming. Through our Climate Policy Center we develop and promote economically efficient and innovative climate policies. CA-CP provides hands-on assistance to companies, campuses, communities and science centers to help them reduce their carbon emissions while celebrating commitment, innovation and success in practical climate solutions that demonstrate the economic opportunities and environmental benefits of action on climate change. Find out more at [www.cleanair-coolplanet.org](http://www.cleanair-coolplanet.org).

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