

# High Country Home Energy Makeover Contest



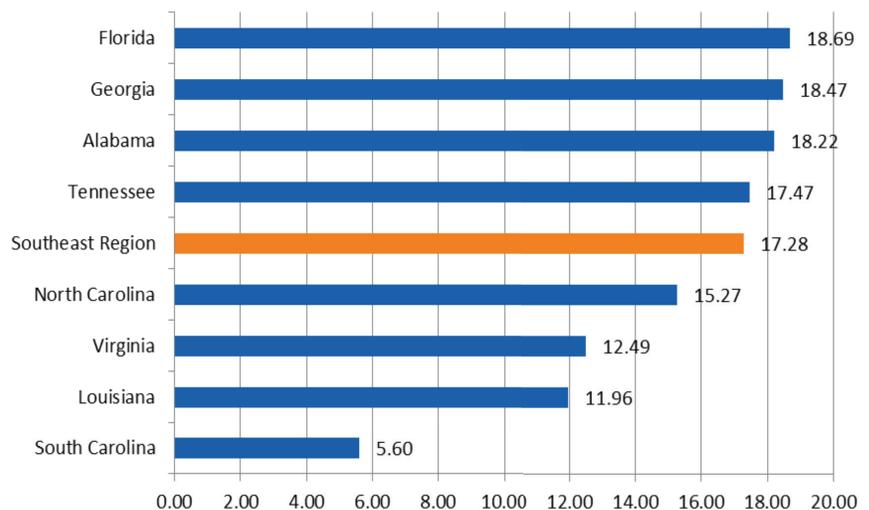
## The Win-Win-Win of Energy Efficiency

As electricity costs continue to rise, job opportunities remain scarce, and the environmental and health consequences of relying almost entirely on dirty fossil fuels like coal grow worse. The time to take the long-overdue, common-sense step of tapping into the vast resource of wasted energy is now. The Southeast has roughly one-third of the nation's energy efficiency potential - the highest of any region in the U.S. Yet, most states in the region rank in the bottom half for energy efficiency performance.

Energy efficiency is the most affordable, accessible, and cleanest source of energy resource we have.

- It's a win for families. Saving energy means saving money. Especially for lower-income families, lower monthly electric bills mean more money to spend on other essentials like food, clothing, and medicine. Saving energy also means healthier, more comfortable homes as a result of improving insulation, fixing air leaks, upgrading heating and cooling systems and making other improvements.

JOBS CREATED PER MILLION DOLLARS OF PROGRAM INVESTMENT, BY MODEL REGION



GRAPH COURTESY OF [SOUTHEAST ENERGY EFFICIENCY ALLIANCE](#)

- It's a win for communities. From energy auditors, to carpenters, to HVAC installers, doing energy efficiency creates and sustains local jobs. In addition, families will likely spend their energy savings on goods and services in their local community.
- It's a win for a healthy environment. Pollution from mining and burning coal, and from the massive amounts of leftover toxic coal ash, represents a significant human health risk. Associated diseases include cancer, heart and lung disease, birth defects, and premature death. Additionally, global warming caused by greenhouse gases from coal and other fossil fuels poses tremendous potential harm to humans and ecosystems. Being more efficient with our energy use, and not wasting energy, will go a long way towards addressing these impacts.

