



Become a CoolPartner

Level	CO ₂ Target *	Approximate Households **	Recognition Level on Cool Rochester website
Partner	Up to 1,000,000 lbs	Up to 80	Organization's name on "Partners" page
Bronze Partner	1,000,000 lbs	80	Organization's name and link on "Partners" page
Silver Partner	2,500,000 lbs	200	Organization's logo and link on "Partners" page
Gold Partner	5,000,000 lbs	400	Organization's logo and link on Homepage and "Partners" page
Platinum Partner	10,000,000 lbs	800	Organization's logo and link on Homepage and "Partners" page, and on primary publications, brochures, press releases, etc.

* amount of CO₂ emissions the partner organization will aim to reduce through energy conservation both in the workplace as well as at employees' / constituents' homes

** approximate number of households the organization would need to engage to realize the CO₂ target. Assumes each participating household will reduce CO₂ emissions by 12,500 lbs / year (the average reported by most *Low Carbon Diet* participants). Workplace CO₂ reductions also count towards the CO₂ target.