Daylight Hour
June 19, 2015 • Noon - 1 pm

Thank you for joining the Building Energy Exchange 2015 Daylight Hour!
On June 19, 2015, we will dedicate one workday hour to turn off the lights in day-lit spaces to demonstrate the availability of daylight.

Lower the lights for one hour. Raise awareness. Transform the conversation.

ABOUT DAYLIGHT HOUR
Daylight Hour is a global social media campaign launched in 2014 by the Building Energy Exchange, a New York City based non-profit that provides resources to improve energy efficiency in the built environment. Many BEEEx programs and resources advocate for daylighting strategies in commercial office spaces - to improve the quality of our work environments and to drive down the use of electric lighting.

Many offices have their lights on even when they are not needed. Spaces near exterior walls often receive enough daylight to work by, without the aid of electric lighting.

Our study, Let There Be Daylight, found that owners and tenants could save $70 million every year by introducing daylight responsive lighting systems. At the same time, balanced day-lit spaces are often the most pleasant to spend time in, and studies suggest these spaces promote our health and well-being, improve productivity, and reduce absenteeism.

In 2014, our inaugural year, an impressive 150 offices representing 2.4M square feet participated. Our community brought an astonishing level of enthusiasm to the project - with more than 1,000 advocates reaching 500,000 people through social media.

PARTICIPANT BENEFITS
You will be joining with many other organizations throughout the world to demonstrate the availability of daylight. At a glance, benefits include:

• Listed on the Daylight Hour event page
• Recognition on BEEEx social media and newsletter
• Receive Daylight Hour stickers
• First 200 registered offices receive shirts

Note: You must register before June 10 to receive these items

Building Energy Exchange, creators of Daylight Hour, is an independent nonprofit driving energy efficiency in the built environment through our first of its kind resource center in downtown Manhattan. We provide support for the building industry through energy and lighting efficiency education, technical exhibits, critical research, and networking opportunities. The Building Energy Exchange is a project of Green Light New York, Inc.

The Daylight Hour is sponsored by MechoSystems, the global leader in commercial WindowManagement® Solutions. The company’s patented SolarTrac® System automatically adjusts window shades and louvers to optimize daylight, comfort, views. Its proven, energy-saving performance has earned it a place in many of the world’s most notable architectural projects.

Built by Building Energy Exchange • Powered by MechoSystems
DAYLIGHT HOUR AWARDS
In 2014, 26 participants were recognized for their outstanding participation in Daylight Hour. Awards will be given for both scale and creativity of participation, including:

- **Big Kahuna**
  greatest total area
- **Farthest Flung**
  most distant participant
- **Daylight Empire**
  distance between offices
- **Social Butterfly**
  social media reach
- **Selfie Sultan**
  most creative social media
- **Jetsetter**
  most number of participating offices
- **Army of One**
  offices less than 500 sf
- **VIP(DH)**
  Very Important Daylight Hour Participant
- **Early Bird**
  first commitment to participate
- And many more...

#DAYLIGHTHOUR
Participants are encouraged to be an active part of Daylight Hour’s social media presence. This includes:

- Tweet about #Daylight Hour at least 4 times
- Post on Facebook/LinkedIn at least twice
- Post on Instagram with #Daylight Hour at least once
- Include your participation once in your newsletter and/or blog, if applicable

For all posts, use #DaylightHour. We recommend you spread your posts out between now and June 19. There are no requirements on the content of posts. Feel free to include pictures, links to daylighting information, and any other content that highlight Daylight Hour.

Most importantly, have fun! Daylight Hour is an opportunity to be creative and engage your office, community, and network. If you register before June 10, we will send you stickers; the lucky first 200 participants get shirts. We will be sending you shirts and stickers to use. Check out last year’s social media posts and award winners: bit.ly/1Da8swi