



# THE STATE OF GEORGIA

## EXECUTIVE ORDER

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BY THE GOVERNOR:

**WHEREAS:** Georgians enjoy a high quality of life bolstered by the state's rich natural resources; and

**WHEREAS:** It is of paramount importance for Georgia's continued prosperity to conserve Georgia's natural resources and to instill in all Georgians an ethic of stewardship and conservation; and

**WHEREAS:** The government of the State of Georgia should lead by example in adopting, implementing and promoting conservation practices; and

**WHEREAS:** The State of Georgia is a large business enterprise and a substantial consumer of energy and water and manages more than one million acres of land; and

**WHEREAS:** The State of Georgia experienced a severe drought in 2007 and continues to experience record low rainfall and it is expected that the low rainfall will continue into the immediate future; and

**WHEREAS:** The State of Georgia recognizes that energy and land uses contribute to the state's water supply and availability; and

**WHEREAS:** The state's current conservation efforts are organized among many different agencies and can achieve greater outcomes through coordination, common goals, and shared marketing.

**NOW, THEREFORE, BY VIRTUE OF THE POWER VESTED IN ME AS GOVERNOR OF THE STATE OF GEORGIA, IT IS HEREBY**

**ORDERED:** The creation of *Conserve Georgia*, a statewide, multi-agency marketing and public education effort aimed at promoting the conservation of energy, land and water; the prevention of litter; and the promotion of recycling in order to develop a "culture of conservation" among Georgia businesses, governments, organizations, educators, residents, and landowners.

**IT IS FURTHER**

**ORDERED:** That [www.ConserveGeorgia.org](http://www.ConserveGeorgia.org) will serve as the "one stop shop" portal website for conservation resources in Georgia.

**IT IS FURTHER**

**ORDERED:** A Conserve Georgia Council consisting of the leadership of participating state agencies and divisions will serve as the decision making body for *Conserve Georgia*. Conserve Georgia Council shall include, but is not limited to, the following state agencies and divisions:

Georgia Environmental Facilities Authority  
Department of Natural Resources  
Environmental Protection Division  
Department of Community Affairs  
Board of Regents of the University System of Georgia  
Georgia Forestry Commission  
Georgia Soil and Water Conservation Commission  
Department of Education  
Department of Transportation  
Department of Agriculture

**IT IS FURTHER**

**ORDERED:** The Georgia Environmental Facilities Authority (GEFA) will serve as the coordinating agency of *Conserve Georgia*.

**IT IS FURTHER**

**ORDERED:** The Conserve Georgia Council will identify and partner with public and private sector organizations and entities to further the mission of *Conserve Georgia*.

**IT IS FURTHER**

**ORDERED:** The Conserve Georgia Council will develop a strategic marketing plan, which will be updated annually, for state-sponsored conservation activities that includes:

- A unified vision for state-sponsored energy, land and water conservation initiatives, including litter and recycling programs;
- A marketing strategy to maximize the impact of state-sponsored conservation initiatives through shared resources; shared branding; and cooperative marketing, advertising, and education;
- A marketing budget for state-sponsored energy, land and water conservation initiatives, including litter and recycling programs; and

- A comprehensive set of outcome-oriented metrics to evaluate the success of *Conserve Georgia*.

**IT IS FURTHER**

**ORDERED:** The Conserve Georgia Council will advise the Governor's Office of Planning and Budget on the funding needs and allocations for *Conserve Georgia* marketing and public education.

**IT IS FURTHER**

**ORDERED:** The Conserve Georgia Council will publish an annual performance assessment of the state's coordinated energy, land, litter, recycling and water conservation programs.

THIS 24<sup>TH</sup> DAY OF APRIL, 2008.

  
GOVERNOR