

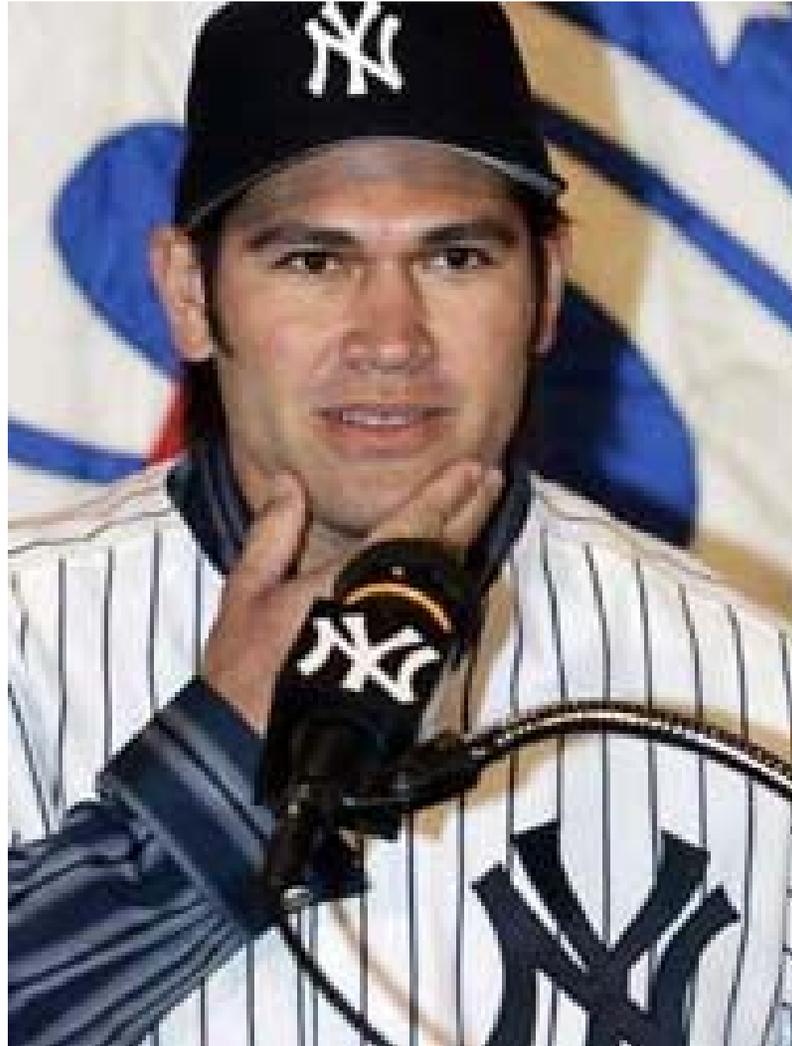


ENERGY STAR CFL Program: Direction for the Future

Richard Karney, P.E.
U.S. Department of Energy

2006 ENERGY STAR Lighting Partner Meeting
March 1, 2006

Direction for the Future



Direction for the Future



The Department of Energy's (the Department) vision for the future of the ENERGY STAR CFL program is:

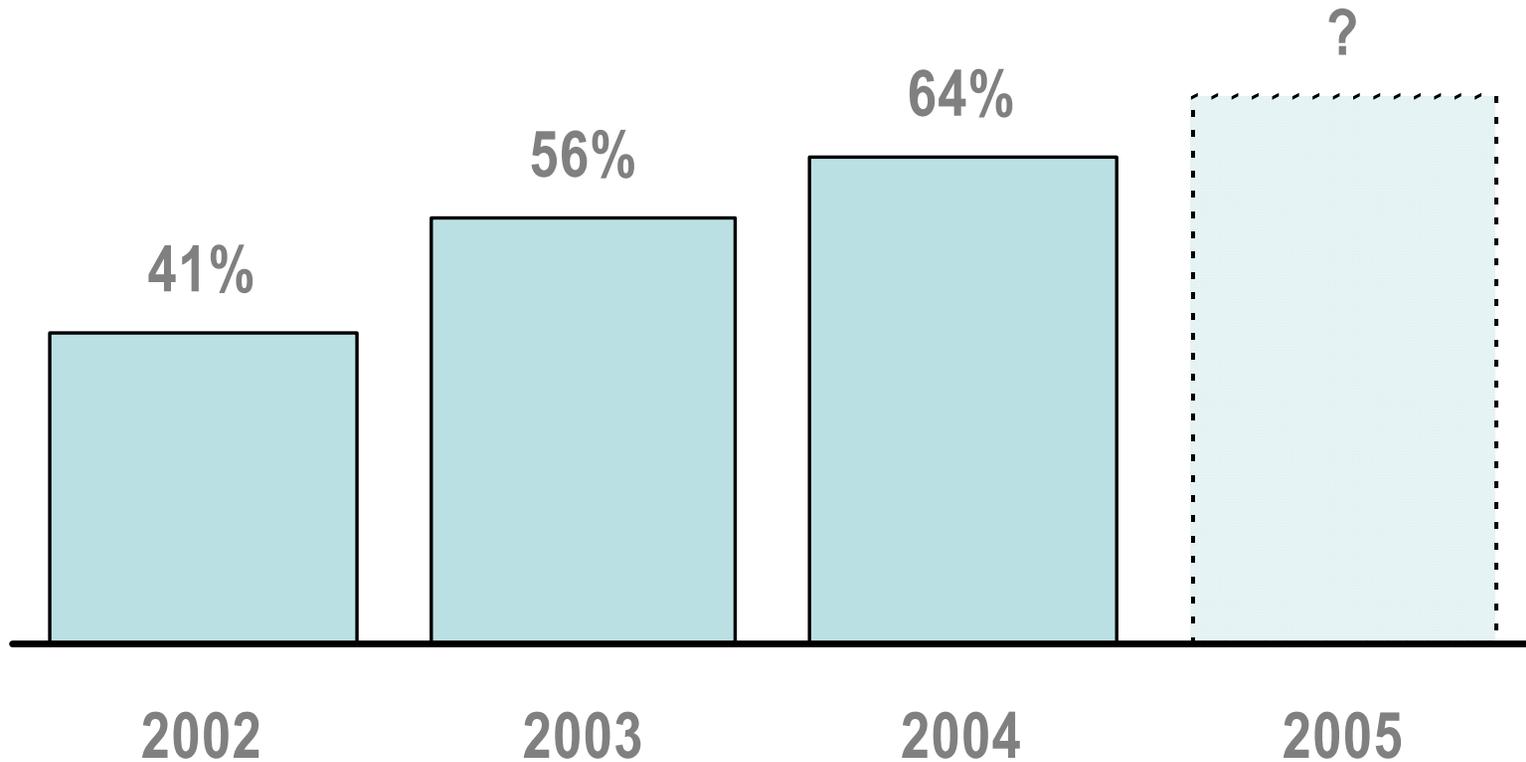
To encourage and educate the public to the benefits of replacing incandescent products with ENERGY STAR qualified CFLs.

As a result of the effort, will increase the market share of ENERGY STAR qualified CFLs and meet national energy savings goals.

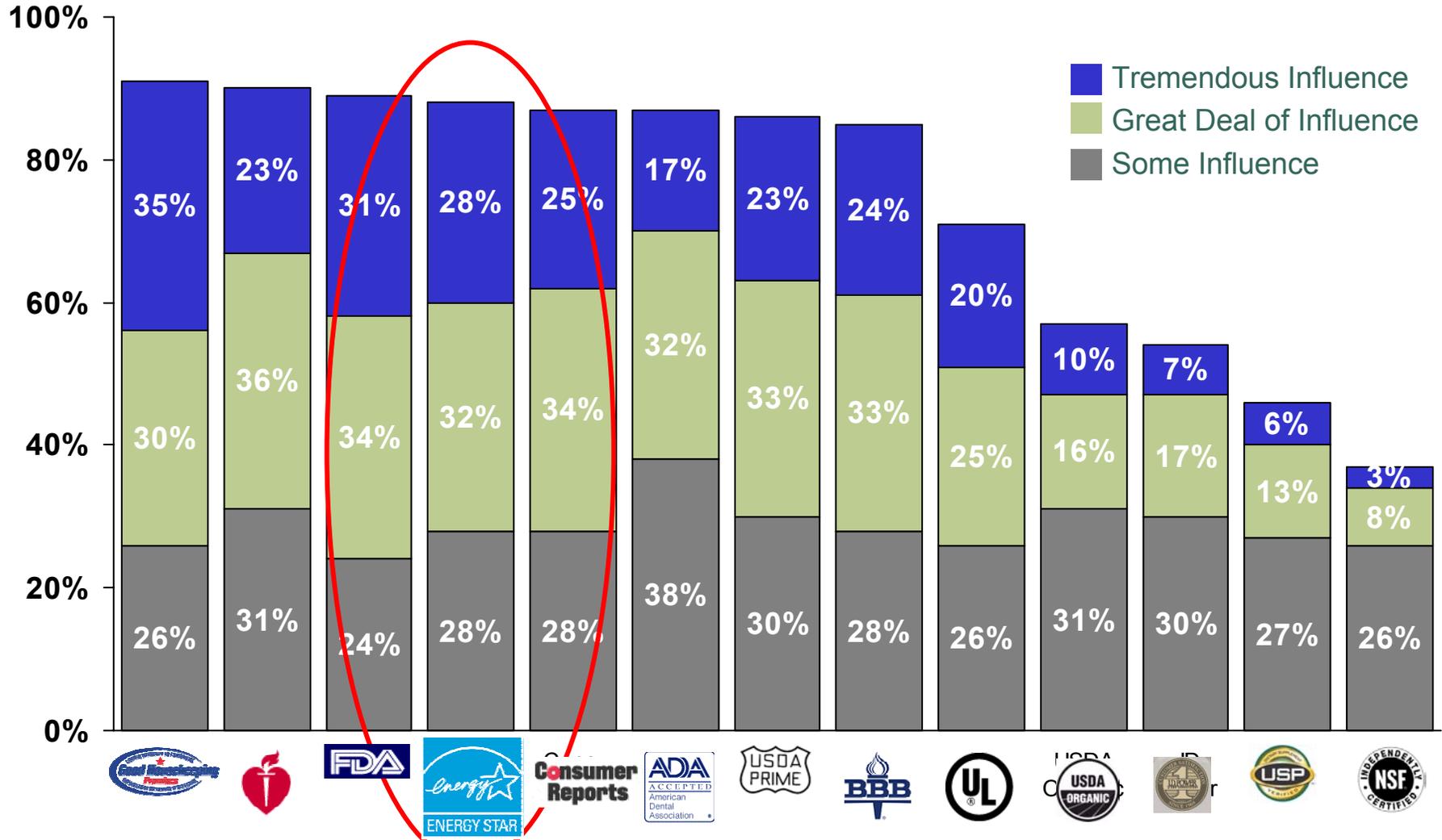
The ENERGY STAR mark is noticed



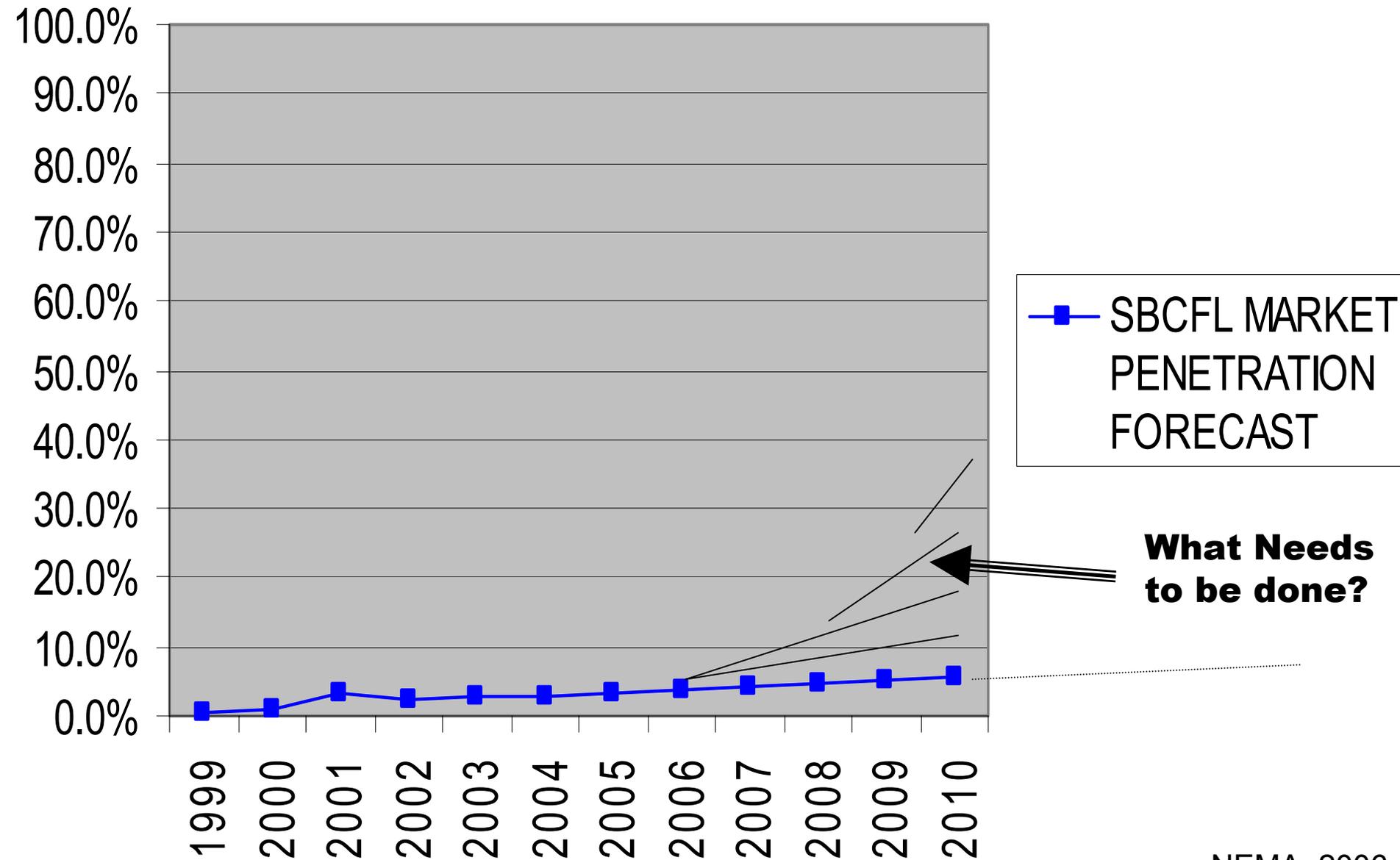
Aided Recognition of ENERGY STAR Label



ENERGY STAR influences consumer purchases



SBCFL MARKET PENETRATION FORECAST



So, what is holding
the market back?

What is holding the market back?



Market and consumer feedback information shows:

- Consumer awareness of CFLs is low.
- BENEFITS: Many consumers do not understand the product benefits of a CFL over incandescent bulbs.
- BEST APPLICATIONS: Consumers are unsatisfied with CFLs that do not perform as expected. Failures are often due to improper product use.
- PRODUCT SELECTION: Some consumers shop at retailers carrying a small selection of CFLs.
- COST: Some consumers are reluctant to pay more for CFLs because of initial first cost.

Consumer Confusion



ENERGY STAR has received significant consumer feedback on qualified CFL products over the past year.

While this increase demonstrates more consumers are choosing to try qualified CFLs, it also clearly shows that most consumers are not familiar with the technology or what are the best uses for CFLs in the home.

Some of the main complaints or misconceptions are:

- No “instant on” – the CFL turns on too slow
- Early Failures – products do not meet lifetime claims
- Products do not fit into light fixture – too big
- The color of the light varies from incandescent bulbs and other CFLs

The main sources of confusion are:

- CFL equivalency to incandescents
- Best applications/Incorrect applications

CFL equivalency to incandescents questions:

- 1) “Since the compact florescent bulbs use less wattage to provide the same light as an incandescent bulb, is it safe to use a higher wattage compact florescent bulb in a light fixture than manufactured recommended? (for example, a 100 watt compact flor. bulb in a lamp that says max. wattage 60 watts)?”
- 2) “Another question is that with my enclosed fixture, the max rating for each bulb is 60 watts. I guess this is due to heat output of the bulbs and the rating of the wires. So, my question is: since the new bulbs will use only 14 watts of energy (to produce 60 watts of light), can I safely replace the 3 60-watt old bulbs with 3 100-watt new bulbs? I'm sure a lot less heat will be given off, but I am not sure if more current will be flowing through the wires, thereby causing a fire hazard.”

Incorrect CFL Applications:

- 1) “I purchased 3 ENERGY STAR R30 bulbs to use in my home. The one in my bathroom has already burnt out. Two of them I put in my bedroom and they lasted just three days (we can dim the lights there.) I do still have the packaging (three in a plastic package) they came in along with the bulbs and I would like a replacement or a refund. Please send me directions on what to do.”
- 2) “I replaced all the high hat incandescent bulbs in my house when I first moved in, May 2004 with CFL R40s. Within the last month, I have had to replace 3 of the bulbs. One (of 3) in the bathroom, one of 6 in the family room and one of 8 in the kitchen. Although I never expected the bulb to last 7 years, (2–3 hrs per day) or even 3X longer than BR40's I really thought they would last at least as long and I didn't replace them every year.”



How do we overcome these
barriers?

Strategy for 2006 and Beyond



The Department is coordinating both technical and marketing & communications initiatives to address the current ENERGY STAR qualified CFL market barriers.

On the Technical Side:

- Revision of the ENERGY STAR criteria for CFLs – Version 4.0
- Establishment of Elevated Temperature Testing for Indoor use CFL Reflectors
- Launch of the ENERGY STAR CFL Third Party Testing and Verification System
- Establishing a system for communicating the color of light sources
 - These topics will be discussed during the Thursday afternoon session, “Improving the Quality of ENERGY STAR qualified lighting”.

Strategy for 2006 and Beyond



On the Marketing & Communications Side:

Product messaging and materials for ENERGY STAR qualified CFLs

- Partner Resource guide
- Infographics
- Photo gallery
- FAQs
- 2006 ENERGY STAR Lighting Program Summary

Media Outreach and support

- Proposing to work collaboratively with CFL partners to promote ENERGY STAR qualified CFLs through the national media.
 - Message developed with DOE and partners
 - Media placement by partners and supported through DOE
- More information will be provided Thursday morning during the “2006 ENERGY STAR Change a Light, Change the World Campaign” session at 11:30 AM.

DOE's Support of ENERGY STAR Cooperative Promotions



DOE supports its partners in developing cooperative promotions to:

- Increase national awareness of energy-efficient product solutions
- Increase awareness and the market share of ENERGY STAR qualified CFLs

In 2005, the ENERGY STAR program supported manufacturers, EEPS partners and retailers in efforts to meet these goals.

- Learn more in the “Enhanced Partner Collaboration” session Thursday and “Strategies for Accessing Hard-to-Reach Markets” on Friday.

DOE is looking forward to working with you collaboratively in 2006!

State Energy Office Outreach



New state energy office partners:

- Arkansas
- Colorado
- South Carolina
- Hawaii
- Virgin Islands

ENERGY STAR Award Winners:

- Maryland
- Kentucky



Robert L. Ehrlich, Jr.
Governor

Michael Richard
Director

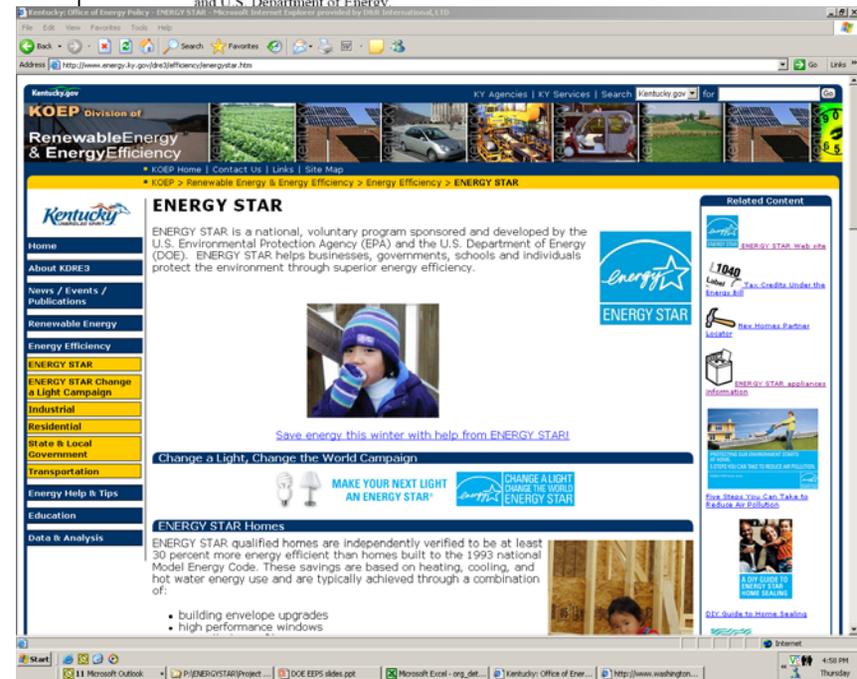
FOR IMMEDIATE RELEASE
October 5, 2005

CONTACT:
Susan Shingledecker
410 260 7523

Take the Change a Light, Change the World Pledge

Annapolis, MD, October 5, 2005 – In an effort to help Maryland save energy, money, and reduce greenhouse emissions, Governor Ehrlich is encouraging Marylanders to take the **ENERGY STAR Change a Light, Change the World Pledge**, committing to change one light at home to an energy-efficient model.

Citizens are encouraged to switch to light fixtures or bulbs that have earned the ENERGY STAR label, which designates products that prevent greenhouse gas emissions by meeting strict energy efficiency criteria set by the U.S. Environmental Protection Agency and U.S. Department of Energy.



Support for Emerging Markets



Increasing activity in emerging markets:

- Alabama Power
- Arizona Public Service Company
- Baltimore Gas & Electric
- Mississippi Power
- Savannah Electric
- Richmond Power & Light Company (IN)



Support to Industry



Two main initiatives to support increased adoption of ENERGY STAR qualified lighting

➤ ENERGY STAR Institutional Purchasing

- Online marketplace for institutional purchasers of ENERGY STAR qualified products, coming later this Spring
- Products: ENERGY STAR qualified CFLs, fixtures, appliances, HVAC
- HUD/DOE pilot for public housing authorities and multifamily owners/managers in California, Arizona, Nevada and Hawaii
- Outreach begins in California in Spring 2006
- See Hewan Tomlinson of D&R International for information

➤ Lighting for Tomorrow

- Spurring competition to develop functional, attractive and efficient ENERGY STAR qualified Light fixtures
- Kelly Gordon of PNNL will provide more information

Questions?



Contact:

Richard Karney, P.E.

ENERGY STAR Products Manager

richard.karney@ee.doe.gov