



# ENERGY STAR<sup>®</sup> Program Requirements for Cable, Satellite, and Telecom Service Providers

## Partner Commitments DRAFT 1 – Version 1.0 June 29, 2007

### Commitment

The following are the terms of the ENERGY STAR Partnership Agreement as it pertains to cable, satellite, and telecom service providers that deploy set top boxes to subscribers. The ENERGY STAR Partner must adhere to the following program requirements:

*Note: EPA firmly believes that an ENERGY STAR set-top box (STB) specification that fails to include service providers will be unsuccessful. Service providers that purchase and then lease set-top boxes are critical to bringing energy-efficient products into subscribers' homes and deploying them in such a way that energy is saved. Therefore, EPA is proposing a distinct set of Program Requirements for service providers and the opportunity to enjoy the full benefits of ENERGY STAR partnership. It is hoped that this will ensure broad participation in this important initiative.*

- comply with current ENERGY STAR Identity Guidelines, describing how the ENERGY STAR marks and name must be used. Partner is responsible for adhering to these guidelines and for ensuring that its authorized representatives, such as advertising agencies, are also in compliance.
- purchase and deploy TBD % of ENERGY STAR qualified STBs to subscribers by September 1, 2009;

*Note: EPA welcomes input on the best way to structure the purchase and deployment requirement for the partnership. EPA will work with stakeholders in setting an appropriate purchasing and deployment percentage and structure as the technical specifications for STBs come into clearer focus.*

- ensure that qualified set-top boxes continue to meet or exceed ENERGY STAR technical requirements for the duration of their deployment. This includes deploying and configuring the box in such a way that the power management features provided by the original equipment manufacturers are not defeated. This will allow the box to enter low power modes when not in use by either the end user or the service provider's system;

*Note: EPA welcomes feedback from stakeholders on additional, specific guidance that should be included here to define how boxes must be deployed to achieve maximum energy savings.*

- deploy user interface software features that inform subscribers of their efficiency opportunities and allow them flexibility where they need to make periodic changes. Examples include allowing users to opt out of features that increase energy use of the box such as speculative recording and frequent EPG downloads;

*Note: Consumer education is a critical component of ENERGY STAR. EPA believes consumers will make responsible energy choices when presented with compelling information and the ability to make a difference.*

- educate subscribers and potential subscribers about ENERGY STAR and Partner's commitment to the program. Outreach tactics could include, but are not limited to:
  - a dedicated mailing or bill stuffer to inform subscribers about ENERGY STAR and Partner's commitment to energy efficiency;
  - providing information to subscribers (via the Web site) about energy-saving features and operating characteristics of ENERGY STAR qualified STBs; and
  - labeling and promoting ENERGY STAR qualified STBs via the Web site;

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*Note: Making sure subscribers understand the benefits associated with their ENERGY STAR qualified STB(s) has significant potential value both in terms of delivering increased greenhouse gas reductions and enhancing the service provider's corporate image. As part of an ENERGY STAR partnership with service providers, EPA expects to work closely with individual providers on the development of a communication plan and communication tactics. The Agency would like input on the types of outreach tactics to include.*

- train sales staff and customer service representatives on the ENERGY STAR program. This training shall include: a) identification of ENERGY STAR qualified products within the service provider's offerings and on the Partner's Web site, and b) tips for answering questions about the ENERGY STAR program;
- provide to EPA, on an annual basis, deployment data or other market indicators to assist in determining the market penetration of ENERGY STAR. Specifically, Partner must submit the total number of ENERGY STAR qualified set-top boxes deployed (in units by model) or an equivalent measurement as agreed to in advance by EPA and Partner. Partner is also encouraged to provide ENERGY STAR qualified deployment data segmented by meaningful product characteristics (new/refurbished, or other as relevant) and percent of total deployments that qualify as ENERGY STAR. The data for each calendar year should be submitted to EPA, preferably in electronic format, no later than the following March and may be provided directly from the Partner or through a third party. The data will be used by EPA only for program evaluation purposes and will be closely controlled. Any information used will be masked by EPA so as to protect the confidentiality of the Partner;

*Note: The purpose of the above requirement is two-fold: 1) Market indicators are critical in assisting EPA to quantify the impact of ENERGY STAR, and 2) Providing such data demonstrates that the purchase and deployment requirement has been met. EPA welcomes suggestions from stakeholders on additional or equivalent measures that may be used to achieve these goals.*

- notify EPA of a change in the designated responsible party or contacts within 30 days.

**Performance for Special Distinction**

In order to receive additional recognition and/or support from EPA for its efforts within the Partnership, the ENERGY STAR PARTNER may consider the following voluntary measures and should keep EPA informed on the progress of these efforts:

- provide quarterly, written updates to EPA as to the efforts undertaken by PARTNER to increase availability of ENERGY STAR qualified products, and to promote awareness of ENERGY STAR and its message;
- consider energy efficiency improvements in company facilities and pursue benchmarking buildings through the ENERGY STAR Buildings program;
- feature the ENERGY STAR mark(s) on Partner Web site and in other promotional materials. If information concerning ENERGY STAR is provided on the Partner Web site as specified by the ENERGY STAR Web Linking Policy (this document can be found in the Partner Resources section on the ENERGY STAR Web site at [www.energystar.gov](http://www.energystar.gov)), EPA may provide links where appropriate to the Partner Web site;
- purchase ENERGY STAR qualified products. Revise the company purchasing or procurement specifications to include ENERGY STAR. Provide procurement officials' contact information to EPA for periodic updates and coordination. Circulate general ENERGY STAR qualified product information to employees for use when purchasing products for their homes;
- ensure the power management feature is enabled on all ENERGY STAR qualified monitors and computers in use in company facilities, particularly upon installation and after service is performed;