ENERGY STAR Computer Stakeholder Meeting

US EPA, Washington, DC

March 15, 2005

Meeting Agenda

- 9:30 a.m.   Agenda & Meeting Goals
- 9:45 a.m.   ENERGY STAR Update
- 10:00 a.m.   Preliminary Draft Tier I Discussion
- 12:30 p.m.   Lunch
- 1:30 p.m.   Tier I Discussion (cont)
- 2:15 p.m.   Comments from European Commission
- 2:30 p.m.   Tier II Research Update
- 3:30 p.m.   Next Steps
- 3:35 p.m.   Adjourn

Meeting Goals

Preliminary Draft – early in development process, no final decisions made yet about proposed levels.

Meeting Goals:

- Solicit stakeholder feedback that can help EPA develop a Draft 1 specification

- Provide stakeholders with an update on Tier II research
  - Fixing the networking problem
  - System energy efficiency (performance/prescriptive approaches)

- Harmonize with other international initiatives

ENERGY STAR Update

- Product Specifications in Development
  - Craig Hershberg, US EPA

- Marketing and Promotional Activities
  - Jill Abelson, US EPA

- Program Administration: OPS
  - Robin Shudak, US EPA

PD Update: New Specifications

- New products launched over last year:
  - External Power Supplies: January 2005
  - Room Air Cleaners: July 2004
  - Vending Machines: April 2004
- Specifications under development
  - Battery Chargers
  - Commercial Dishwashers
  - Digital Television Adapters (DTA)
  - Pre-Rinse Spray Valves

PD Update: Product Revisions

- In addition to computers, EPA is revising the following specifications:
  - Dehumidifiers
  - HVAC (Central Air Conditioners/Air Source Heat Pumps)
  - Imaging Equipment
  - Programmable Thermostats
  - Roof Products
  - Telephony
- Suspended specifications
  - Set-top Box

ENERGY STAR Future Direction

1990's → *2000's*

Standby and Sleep Power ⟶ *Active Power*

Reasons to pursue active power in office and consumer electronics

- **Additional savings opportunity**
  - Picked low fruit
  - Focus on most energy intensive mode
  - Challenges associated with enabling / power management
  - Power supplies are viable; high potential savings

- **Product usage patterns and designs changing**
  - Higher active use for longer periods of time, less time in sleep
    - Products trending toward always on, increased networking
    - Identify & promote models that scale total power use closely to workload

- **Holistic approach**
  - Consistent with consumer views of product efficiency
  - Promote products that save $ and KWh all of the time, not just some of the time

EPA Power Management Outreach - Million Monitor Drive (MMD)

- Launched in late 2001 to address low enabling rates for monitors
- Estimated that office computers and monitors use 1% of the nation's electricity
- Focused on monitors to facilitate success and achieve greatest energy savings
- More than half of electricity used to power monitors is wasted:
  - 60 percent left on at night
  - 45 percent not enabled for power management
- MPM places active monitors (60 to 90 watts) in low-power sleep mode(2 to 10 watts) after a period of inactivity

Million Monitor Drive (cont.)

- Campaign to address power management (activating sleep settings) on at least 1 million computer monitors annually.

- Promotes network tools and technical assistance that make monitor power management quick and easy

- Largest corporations in US have participated:

  - Cisco Systems
  - Ford
  - GE
  - GM

  - Nike
  - Pitney Bowes
  - WalMart
  - Wells Fargo

Million Monitor Drive: Results

- As of January 2005, 6.4 million monitors have become part of the MMD.

- Estimated savings of 660 million kWhr and $50 million:
  - Enough electricity to light all the homes in Hawaii
  - Equivalent to preventing 470,000 tons of CO_2 emissions

- Have begun next phase -- computer (hard drive, CPU) power management (CPM) -- through:
  - Pilot implementations at universities and schools
  - New network tool that activates CPM
  - Working with industry to make CPM technical improvements

ENERGY STAR and Microsoft are discussing how to improve Windows CPM

- ES team and Longhorn development managers met in Redmond in March 2005

- Longhorn managers are committed to removing computer power management (CPM) "adoption blockers"

- ES will provide Microsoft with information about CPM utilization in the field

- ES and Microsoft will explore ways to jointly educate organizations and end-users about CPM

Marketing and Promotional Activities

Jill Abelson, US EPA

Growing Influence / Awareness of Label

- Public awareness of ES jumped to 64% of US households in 2004

- 30% of US households knowingly purchased a qualified product in the past year

- 54% of households favorably influenced by label

- More than 70% of households would recommend labeled products to their friends

- 95% of recent purchasers say they are likely to buy a product with the ENERGY STAR label in the future
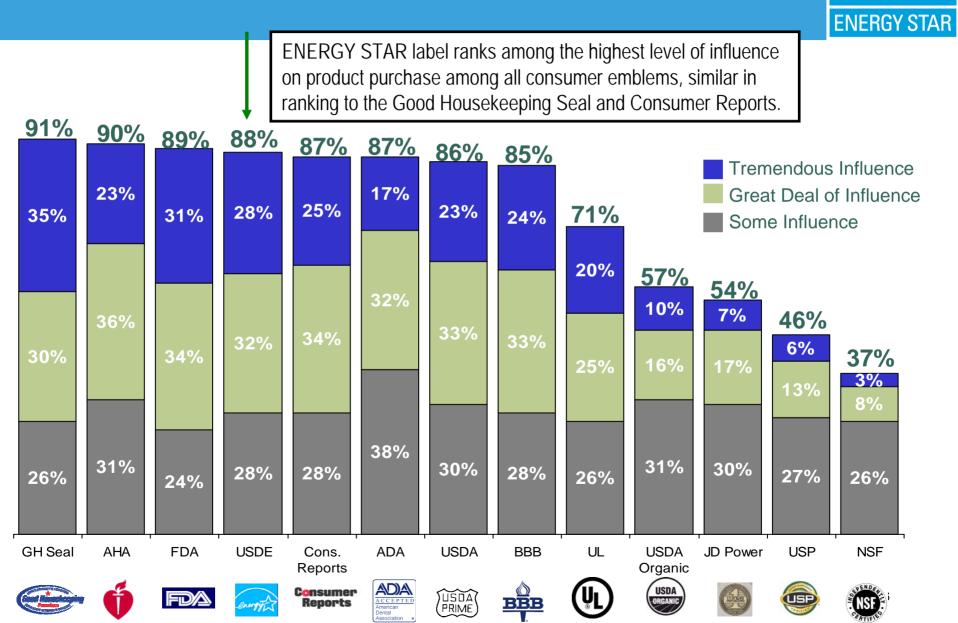
Strong Consumer demand for Energy Savings, Environmental Production

- 79% of US adults believe energy efficiency is important in electronics & appliances

- 56% of adults report purchasing a product because advertising on label said product was energy efficient

- 73% of US consumers believe that a product that is better for the environment is a somewhat to very important consideration when purchasing an appliance or other energy-using product
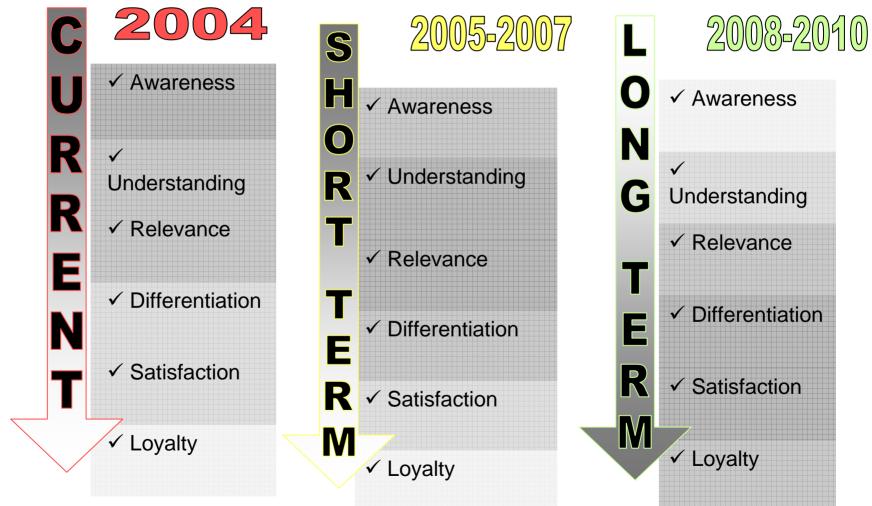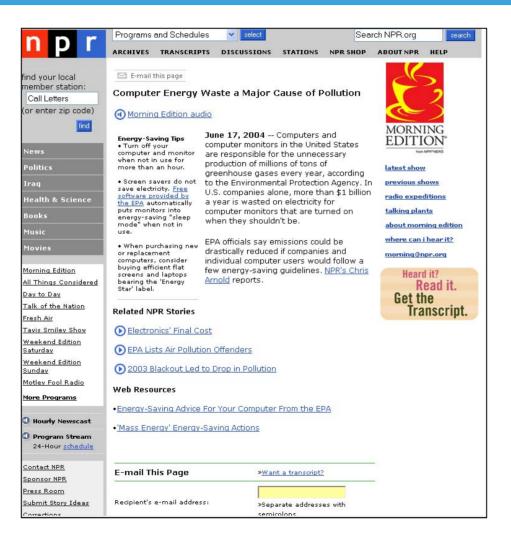
Good Housekeeping Seal Survey

ENERGY STAR label ranks among the highest level of influence on product purchase among all consumer emblems, similar in ranking to the Good Housekeeping Seal and Consumer Reports.

Legend:
- Tremendous Influence
- Great Deal of Influence
- Some Influence

Seal	Total	Tremendous Influence	Great Deal of Influence	Some Influence
GH Seal	91%	35%	30%	26%
AHA	90%	23%	36%	31%
FDA	89%	31%	34%	24%
USDE	88%	28%	32%	28%
Cons. Reports	87%	25%	34%	28%
ADA	87%	17%	32%	38%
USDA	86%	23%	33%	30%
BBB	85%	24%	33%	28%
UL	71%	20%	25%	26%
USDA Organic	57%	10%	16%	31%
JD Power	54%	7%	17%	30%
USP	46%	6%	13%	27%
NSF	37%	3%	8%	26%

EPA is Evolving Marketing/Comm Tactics to Parallel Growing Maturity of Brand

ENERGY STAR

CURRENT — 2004
- ✓ Awareness
- ✓ Understanding
- ✓ Relevance
- ✓ Differentiation
- ✓ Satisfaction
- ✓ Loyalty

SHORT TERM — 2005-2007
- ✓ Awareness
- ✓ Understanding
- ✓ Relevance
- ✓ Differentiation
- ✓ Satisfaction
- ✓ Loyalty

LONG TERM — 2008-2010
- ✓ Awareness
- ✓ Understanding
- ✓ Relevance
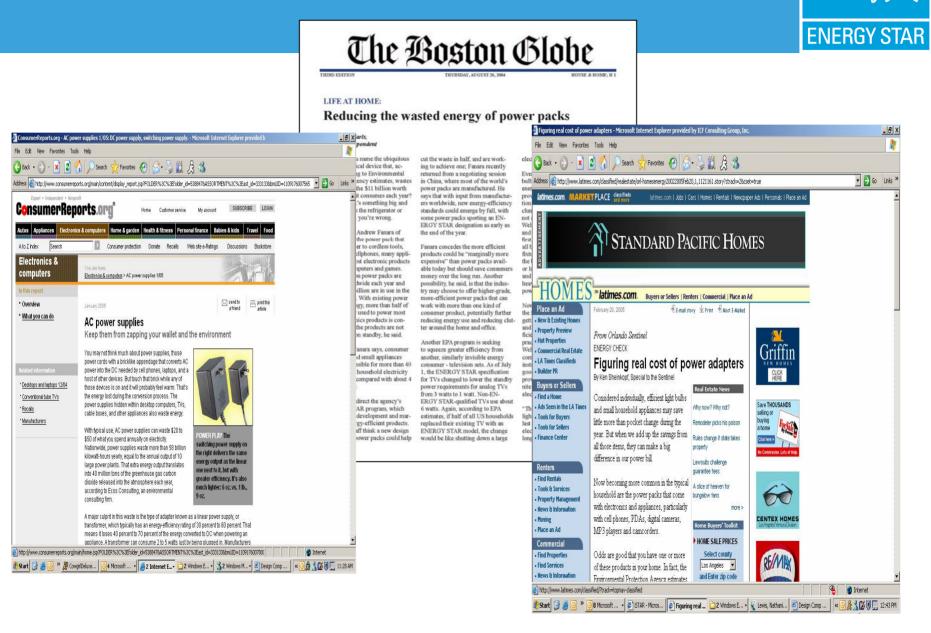- ✓ Differentiation
- ✓ Satisfaction
- ✓ Loyalty

Aggressive Outreach for IT/Electronics

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Growing Influence / Awareness of Label

- Comparing Nov 01 to Nov 04
  - volume of media articles about ENERGY STAR increased 86%
  - advertising equivalency increased 146%
  - Circulation increased 117%

- *Monthly* volume of media articles about ENERGY STAR has reached 1,400 articles, or a circulation of 140,000,000
  - November 2004 (example)
    - 1,125 articles
    - total circulation of 81,796,264
    - $415,055 in earned media value

- Receptive audience
- ~33%+ adult population
- Explosion of green consumerism/merchandising and media coverage of ENERGY STAR
- Expanding market share, profits for sustainable businesses

Major Retailers Now Marketing ENERGY STAR

Global Warming is a Business Issue

Online Product Information

Robin Shudak, US EPA

Why Online Product Information (OPI)?

- Better information accuracy

- Allows partners direct access to modify their own data

- Paperless

- More cost-effective

- A single data entry point for multiple international interests

- More consumer-oriented information

Timeline

- **Home Electronics**
  - Initiated September 2003
  - 941 products submitted, 725 approved
- **Office Equipment**
  - Initiated May 2004
  - 1,692 products submitted, 1,354 approved
- **International Coordination**
  - Started in 2003 with EU
  - Beginning work with New Zealand

OPI: How it All Works

- **Partners** enter, manage, and track information into temporary data tables.

- **Energy Star (ICF)** reviews it using the Data Review Application (DRA) tool. Qualified products are then shifted into our database.

- **Consumers** view information about qualified products sold in the US using the Find A Product (FAP) feature of the ENERGY STAR Web site.

- **International Partners** can develop their own web-based tools for their own markets using a subset of the same data, if desired.

OPS Plans for 2005

- Trial stabilization to interface
  - No changes for 3 months
  - Beginning with monitors
- Continue working on OPS/FAP for other products
  - EPS
  - Lighting