



ENERGY STAR® Program Requirements for Retail/E-tail Partners Partner Commitments

Eligible Organizations:

Any retail organization selling ENERGY STAR certified products, including but not limited to appliances, consumer electronics, heating and cooling equipment, windows, lighting, and/or office equipment.

Commitment

The following are the terms of the ENERGY STAR Partnership Agreement pertaining to retail organizations. The ENERGY STAR PARTNER must adhere to the following program requirements:

- 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, dealers, and distributors, are also in compliance;
- submit all marketing materials and template designs developed for PARTNER's ENERGY STAR promotions to EPA for review to ensure accuracy of ENERGY STAR logo use and consistency of the ENERGY STAR message. PARTNER will allow a minimum of five full working days for EPA to review and approve marketing templates;
- promote all ENERGY STAR product lines carried by PARTNER. PARTNER agrees that it will make its best effort to label all certified products with the ENERGY STAR mark when not already labeled by manufacturers;
- 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, EPA may provide links where appropriate to the PARTNER web site;
- periodically monitor point-of-purchase and web site promotional displays to ensure the accurate labeling of certified products in retail stores and on the PARTNER web site, and cooperate with ENERGY STAR Regional Energy Efficiency Sponsors in their efforts to monitor accurate use of ENERGY STAR name and marks;
- train sales staff and customer service representatives on the ENERGY STAR program. This training shall include: a) identification of ENERGY STAR certified products within the store, and on the PARTNER web site b) tips for selling ENERGY STAR certified products, and c) tips for answering questions about the ENERGY STAR program;
- notify EPA of a change in the designated responsible party or contacts within 30 days. Update My Energy Star Account (MESA) account as needed (recommend at least twice per year) to modify company contacts related to various ENERGY STAR product categories.

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 describing efforts undertaken by PARTNER to increase availability of ENERGY STAR certified 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;
- purchase ENERGY STAR certified 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 certified product information to employees for use when purchasing products for their homes;
- provide information on PARTNER web site for federal and other institutional purchasers;
- bundle ENERGY STAR certified products in sales displays and promotional materials.