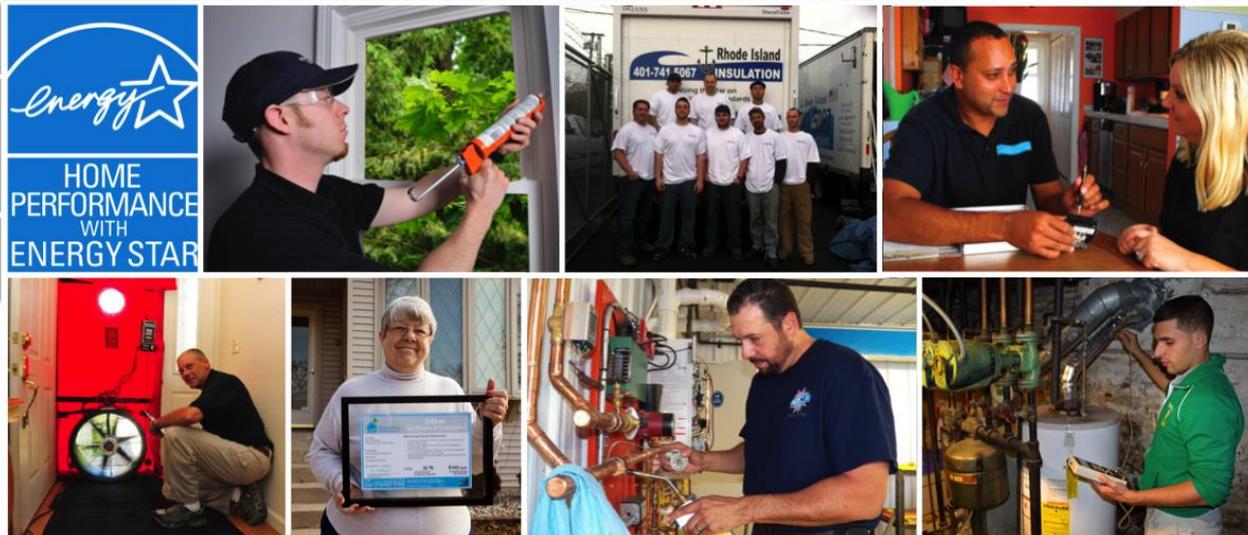




Home Performance with ENERGY STAR Marketing and Communications Update



September 9, 2015 Webinar

Webinar Agenda

- Home Performance with ENERGY STAR Recognition Opportunities
 - Partner of the Year Award
 - Contractor of the Year Award
 - Century Club Contractor
- Certificate of Completion Template
 - How to use it
 - The value a Certificate can bring
- Ask About Home Performance with ENERGY STAR
 - New promotional mark
- Seasonal Promotion Campaign: Rule Your Attic
- Getting Input: Website Changes are Coming
- Important Dates and Reminders



Enhancements to the Home Performance with ENERGY STAR Awards

First, what remains the same





ENERGY STAR Partner of the Year Awards

“Awardees are helping families save money by saving energy in innovative ways including working with utilities to offer rebates to customers, creating more efficient products, and launching efficiency projects.” – Gina McCarthy, EPA Administrator

Century Club Awards

- Participating contractors that complete over **100 projects in a calendar year** are eligible
- Winners receive a plaque and a mark to use in **promotional materials**
- We encourage Sponsors to offer **local events** and accolades for winners



2014
Home Performance with ENERGY STAR
Century Club Award
The U.S. Department of Energy and
the U.S. Environmental Protection Agency
recognize
ABC Contractor
for improving the energy efficiency and comfort of more than 100 homes
in the past year through Home Performance with ENERGY STAR



Introducing the Contractor of the Year Award

A competitive award open to Home Performance with ENERGY STAR participating contractors that demonstrate innovative approaches to delivering home performance.



The Housing Innovation Award has been renamed and integrated with the ENERGY STAR Awards to become the Contractor of the Year Award

The Contractor of the Year Award

Applicants are asked to describe:

- *How their success is a result of innovation*
- *How the Home Performance with ENERGY STAR approach is integrated into their services*
- *How their company is exceptional in one or more of the application criteria*



Participating contractors' applications will be evaluated on the following criteria

- **Customer Relations**
- **High Energy Savings**
- **Industry Leadership**
- **Sales and Marketing**

Changes in the Process

Applying

- Contractors that would like to apply can do so directly through their **My ENERGY STAR Account**
 - Information about accessing your account is available at:
www.energystar.gov/mesa

The power of ENERGY STAR

- Award winners will be invited to a ceremony in **Washington, DC** and to a recognition event at ACI National in **Austin, Texas**
- Winners benefit from the ENERGY STAR support for **PR and marketing events**



Get Started Now!

Applications are now available for Partner of the Year and Contractor of the Year on [My ENERGY STAR Account](#)

**Help us out by notifying us of your intent to apply by October 1
Applications are due December 4**

Keep up the project counts! Participating contractors that complete over 100 projects are eligible for Century Club Awards.



ENERGY STAR partners are leading the way, contributing to the prevention of more than
2.5 BILLION
metric tons of GHG emissions through energy efficiency.

The Certificate of Completion Template

Home Performance with ENERGY STAR® Certificate of Performance



Home Address:

12345 Honeysuckle Lane
Smithville, AR 72466

Work Performed By:

Better Home Improvement Company

Work Verified By:

Green Home Improvement Company

Work Completed On:

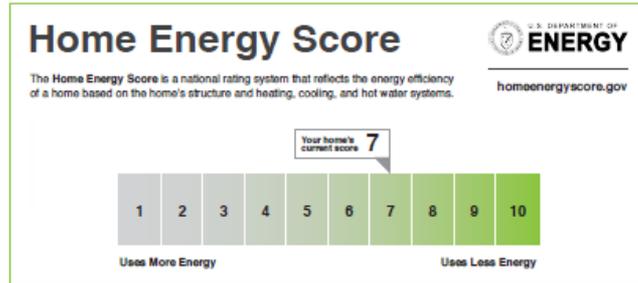
June 2, 2015

Signature:



Home Performance Improvements:

Vented Attic Insulation: R-38
Ducts in unconditioned attic: R-6
Ducts connections sealed with mastic
HVAC is Energy Star
Rigid wall insulation: R-5



ENERGY STAR® is the simple choice for energy efficiency. Home Performance with ENERGY STAR is a systematic approach to improving energy efficiency and comfort in homes, while reducing the greenhouse gas emissions that contribute to climate change. Join the millions across America already making a difference at energystar.gov.



The Certificate of Completion Template

Home Performance with ENERGY STAR® Certificate of Energy Improvements

Home Address:

Work Performed By:

Work Verified By:

Work Completed On:

Signature:

X. Insert Logo Here.
First, right click the 'X'
and select delete to
remove this red box.
Then, to upload a logo,
click in the white space
and choose a file to
upload.

X. Insert Logo Here.
First, right click the 'X'
and select delete to
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logo, click in the white
space and choose a
file to upload.

Home Performance Improvements:

Additional Information:

The Basics

- Co-brandable and customizable
- Different versions are available
 - Include Home Energy Score!
- 3rd party verification required
- BPI 2101 compliant
- Usage Guidance will be provided
- HPXML Integration Guidance
(forthcoming)

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Home Performance with ENERGY STAR® Certificate of Performance

Home Address:

Work Performed By:

Work Verified By:

Work Completed On:

Signature:

Home Performance Improvements:

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Home Energy Score

The Home Energy Score is a national rating system that reflects the energy efficiency of a home based on the home's structure and heating, cooling, and hot water systems. homeenergyscore.gov

1 2 3 4 5 6 7 8 9 10

Use More Energy Use Less Energy

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Certificates of Performance includes a **defined energy performance metric** in addition to the improvements made during a Home Performance with ENERGY STAR project

Certificates of Energy Improvements document the **improvements made** during a Home Performance with ENERGY STAR project

Home Performance with ENERGY STAR® Certificate of Energy Improvements

Home Address:

Work Performed By:

Work Verified By:

Work Completed On:

Signature:

Home Performance Improvements:

Additional Information:

X. Insert Logo Here. First, right click the 'X' and select delete to remove this red box. Then, to upload a logo, click in the white space and choose a file to upload.

X. Insert Logo Here. First, right click the 'X' and select delete to remove this red box. Then, to upload a logo, click in the white space and choose a file to upload.

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Example Certificates offered by Sponsors

Home Performance with ENERGY STAR®
Summary of Energy Improvements Performed

Home Address: Latisha Streator 1 Briarbranch Ct Greensboro, NC 27405	Home Performance Improvements: -Air sealing at attic, windows and doors -Attic insulation increased to R-38 -Attic access air sealed and insulated -Installed programmable thermostat -Installed zoning on existing HVAC equipment -Installed DHW blanket and pipe insulation -Installed replaced refrigerator with ENERGY STAR model -Installed 2 CO alarms
Work Performed by: ESRA Facility Management and Consulting, Inc.	
Work Verified by: Advanced Energy	
Work Completed by: January 1, 2014	Signature:

Home Performance with ENERGY STAR® offers a comprehensive, whole-house approach to home improvement that results in better energy efficiency, greater comfort, and lower energy bills.

ENERGY STAR is a voluntary partnership sponsored by the U.S. EPA and U.S. DOE to protect the environment through superior energy efficiency.

Home Performance with ENERGY STAR®
Summary of Energy Improvements Performed

Locality sponsored by:

Home Address: _____ Home Performance Improvements: _____

Work Performed by: _____

Work Verified by: GoodCents

Work Completed on: _____

HOME PERFORMANCE WITH ENERGY STAR

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Illinois Home Performance
 www.illinoishomeperformance.org

Gold Certificate of Completion

Home address: _____ This home has achieved a superior level of energy reduction after the following home energy upgrades:

Contractor: _____

Program Provider: _____

Work Completed On*: _____

*Certificate issued by the Midwest Energy Efficiency Alliance (MEEA) on behalf of the Illinois Energy Office based solely on the reporting by an estimate of contractor. A minimum of 15% is required to receive a Certificate of Completion. See reverse.

Melville Nickerson
Melville Nickerson
 Deputy Director, Illinois Energy & Recycling Office

HOME PERFORMANCE WITH ENERGY STAR

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Home Performance with ENERGY STAR®
Summary of Energy Improvements Performed

ENERGY SOLUTIONS
 AN ENERGY TEXAS PROGRAM

Home Address: _____

Project Work Performed by: _____

Project Work Verified by: ICF International

Project Work Started on: _____

Project Work Completed on: _____

Home Performance Improvements: _____

Home Performance Results Achieved:
 Energy Savings _____
 kWh _____
 Environmental Impact of Improvements: _____

HOME PERFORMANCE WITH ENERGY STAR

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Using Certificates

Value Add Leave Behind

- Leave customers **documentation** of the work completed in their house
- Homeowners have paperwork to share with **real estate professionals**
- Helps convey the home improvements made to friends, family, and neighbors – **generate referrals**



Screenshot courtesy of Midwest Real Estate Data Corp LLC and Laura Stukel at Elevate Energy; www.mredllc.com

Populating a MLS

- Connect with local **real estate boards** to add Certificates of Completion to MLSs
- Wider use of Certificates will **encourage improvements** across the community
- Adding Certificates to MLSs will drive energy efficiency into **home purchasing decisions**
- Distinguish your home's energy efficiency improvements for a **higher sales price**

Poll Question

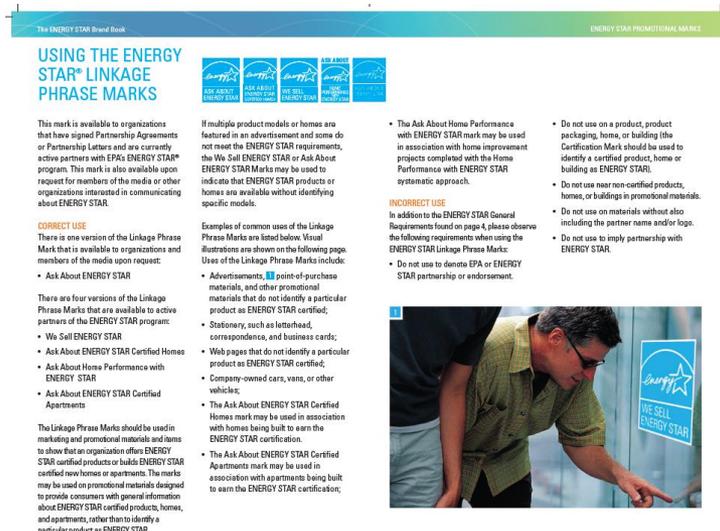
Which of these uses of the Certificate do you find most valuable?

- Documentation for homeowners of work completed
- Recognition for homeowner for completing an upgrade
- To populate MLS fields
- To help close the sale for a Home Performance with ENERGY STAR project
- Other

New Linkage Phrase Mark for Partners

Ask About Home Performance with ENERGY STAR

- Available to Home Performance with ENERGY STAR Sponsors and all ENERGY STAR Partners
- An updated Brand Book will be available soon for proper use of the Ask About logo



ASK ABOUT



HOME PERFORMANCE WITH ENERGY STAR



EPA Heating Season Campaign



Encourages homeowners to **measure their attic insulation** levels and to **take action to insulate**



Rule Your Attic Campaign

- October 1 – November 20
- Use **campaign messaging and tools** to connect homeowners to resources for air sealing and insulation
 - ✓ Home Performance with ENERGY STAR
 - ✓ Home Advisor
 - ✓ My Energy Star
- Campaign Tools include
 - ✓ Integrated **campaign messaging**
 - ✓ Series of **short DIY videos**
 - ✓ **Infographics** and blogs
 - ✓ **Press release templates**
 - ✓ Tips for **social media** posting

Join the campaign! Tool Kits are available online.

For Stakeholders:

www.energystar.gov/ruleyourattic/stakeholders

For Contractors:

www.energystar.gov/ruleyourattic/contractors

Coming soon: Website Changes

The Home Performance with ENERGY STAR website is will be updated and we want your ideas

We are planning for:

- Refreshed Messaging and Graphics
- Improved Usability
- Agile Improvement Process
- Find Local Help Feature

Send your thoughts to

homeperformance@energystar.gov



Poll Question

What website improvement would you find most valuable?

- Searchable contractor database
- Updated text and graphics
- Simplified design
- Access to tools and resources via MESA
- Other

Upcoming Webinars

Date	Webinar
Sept 10	Better Buildings Residential Network Peer Exchange Call: Expanding Energy Efficiency to Rural Populations
Sept 23	Building America Webinar: Ventilation Strategies for High Performance Homes
Oct 14	Staged Upgrade Initiative Peer Exchange Call: Engaging HVAC Businesses
Oct 21	Building America Webinar: High Performance Enclosure Strategies
Nov 18	Building America Webinar: High Performance HVAC Systems
Dec 16	Building America Webinar: Combustion Safety in Natural Draft Appliances
Jan TBA	Better Together: Home Energy Score and Home Performance with ENERGY STAR

Upcoming Conferences

- **2015 ACEEE National Conference on Energy Efficiency as a Resource** Sept 20-22 Little Rock, AR
- **EEBA Excellence in Building Conference & Expo** Oct 6-8 Denver, CO
- **2015 BECC Conference** Oct 18-21 Sacramento, CA
- **2015 ACI Mid-Atlantic Regional Conference** Oct 20-21 Cherry Hill, NJ
- **2015 SEEA Annual Conference** Nov 5-6 Atlanta, GA
- **2015 ACI California Regional Conference** Nov 9-10 Sacramento, CA
- **2016 ACI New York Regional Conference** Feb 9-10 Saratoga Springs, NY
- **2016 RESNET Building Performance Conference** Feb 29 - Mar 2 Scottsdale, AZ
- **2016 ACCA Conference** Mar 10-13 Charlotte, NC



Stayed tuned: details coming about our Partner Meeting at ACI National

Q&A and Comments

Further Questions?

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www.energystar.gov/homeperformance and sign
up for our newsletter by emailing
HomePerformance@energystar.gov

