

ENERGY STAR® LED Challenge: Sell 20 Million Certified Bulbs

Nearly 70% of sockets in the U.S. still contain an inefficient light bulb. LED bulbs show great potential as a newer technology to fill those sockets, providing consumers with high quality, efficient lighting that works well in a variety of applications. Making consumers aware of the benefits of choosing an ENERGY STAR certified LED bulb will not only help accelerate change, it will ensure a more positive consumer experience and lead to efficient purchasing habits that are sustained over time.

The Environmental Protection Agency (EPA) is challenging U.S. retailers, with the help of manufacturers and energy efficiency program sponsors, to sell 20 million ENERGY STAR certified LED light bulbs by Earth Day 2014.

Get Involved

EPA encourages ENERGY STAR partners to take every opportunity to educate consumers about ENERGY STAR certified LEDs and support the ENERGY STAR LED challenge to raise consumer awareness about the benefits of choosing ENERGY STAR certified LED bulbs. The Agency is working with leading manufacturers and retailers to provide optimum selection of ENERGY STAR LED bulbs and to promote them in-store and online.

EPA plans to bring attention to the challenge and the benefits of purchasing an ENERGY STAR certified LED bulb by publically tracking progress. Through the ENERGY STAR website and social media, EPA will provide periodic updates, based on sales data from participating retailers. In addition the Agency plans to profile partner activity in support of the challenge.

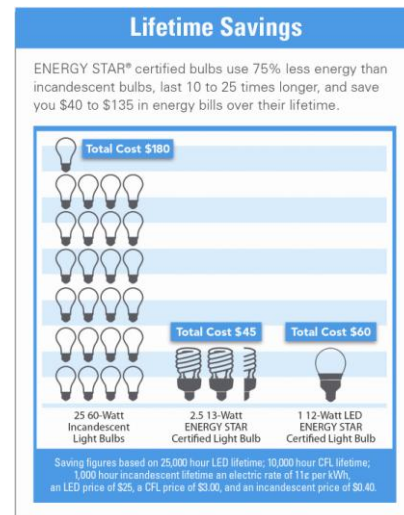
The challenge offers numerous opportunities for energy efficiency program sponsors:

- Include ENERGY STAR lighting messaging in consumer outreach efforts, including consumer events, retail in-store activities and any other consumer outreach activities.
- Work with your retail and manufacturing partners to support their efforts in increasing the visibility of ENERGY STAR certified LED bulbs in-store and online through stocking, labeling, educational messaging and special promotions. In particular, if your programs include promotions at retail of ENERGY STAR certified LED bulbs, include our messaging in your in-store signing and other promotional materials.
- Leverage challenge-related educational materials provided by EPA for your use:

- **Lighting Made Easy** fact sheet:
This fact sheet is designed to help consumers navigate the increasingly complex light bulb purchase decision and to more easily identify the energy-efficient option that meets their needs. The fact sheet is also co-brandable.



- **Lighting Made Easy** graphic:
This compact graphic incorporates the ENERGY STAR promotional logo and highlights the key value of ENERGY STAR bulbs for consumers. If you don't have room for anything else, this is a must-have.
- **Lifetime Savings** graphic:
Offered as a building block for custom designed materials or web pages, this graphic visually shows the dramatic savings offered by ENERGY STAR LED bulbs over standard bulbs.



- Also check out energystar.gov/lighting for more helpful messages and resources.

Participant Recognition

If you are interested in receiving recognition and promotion on our website and through our media – social and press outreach, please send a brief summary (300 words or less) of what you are doing to promote ENERGY STAR certified LED bulbs, along with a high resolution logo to your Account Manager. For consumer events, please provide the following additional information and we can add your event to our ENERGY STARs Across America map on our Change the World, Start with ENERGY STAR campaign landing page, energystar.gov/changetheworld:

- Event title, date and time
- Event address (street address, city, state and zip code REQUIRED)
- Event description including how this event will feature ENERGY STAR and support the ENERGY STAR LED challenge (150 characters or less)
- Estimated number of attendees

Please also share how you are leveraging EPA ENERGY STAR educational materials and messages by providing draft to your Account Manager with details on how they are being used.

Attached are additional LED messages and resources to supplement the LED Challenge materials.

Thank you for your support and let's get started toward 20 million LEDs!



LEARN MORE AT
energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov

ENERGY STAR LED Bulb Challenge Messages and Savings Facts

General

- The latest in energy efficient lighting technology, LED bulbs now look and light more like traditional bulbs but can last 25 times longer.
- No matter the technology, bulbs with the ENERGY STAR label meet strict guidelines for efficiency and performance that set them apart.
- A single LED bulb that has earned the ENERGY STAR can save more than \$135 in electricity costs over its lifetime.
- An LED light bulb that has earned the ENERGY STAR prevents about 1,800 pounds of greenhouse gas emissions over its lifetime, the equivalent of keeping 850 pounds of coal from being burned.
- Replacing 20 million traditional bulbs with ENERGY STAR LED bulbs would save Americans more than \$118 million each year in energy costs and prevent greenhouse gas emissions equivalent to that of more than 150,000 vehicles annually.
- [Partner] is rising to the Environmental Protection Agency's challenge to help sell 20 million ENERGY STAR certified LED light bulbs by Earth Day 2014.
- Most people spend more to light their home than to operate their refrigerator, dishwasher, and laundry equipment combined! You have the power to change that. Try a new ENERGY STAR certified bulb today!

Performance

- Looking for the ENERGY STAR label, when choosing among innovative, new lighting technologies, is especially important. Only ENERGY STAR LED bulbs have been certified by independent third parties against rigorous requirements to ensure they produce high quality light and maintain their brightness and quality for a long time – lasting more than 20 years with typical use.
- ENERGY STAR LED bulbs are certified to maintain their brightness and quality for a long time -- more than 20 years with typical use.
- Before they can carry the label, ENERGY STAR LED bulbs are subject to thorough testing and review:
 - Compliance with more than 20 separate industry standards and procedures is verified
 - Rapid cycling of every product model is performed thousands of times to prevent early failures
 - High heat testing is performed to expose the products to operating environments similar to actual consumer use
 - Minimum 3 year warranty.
- ENERGY STAR certified bulbs are independently tested to meet strict efficiency and performance requirements.

Brightness

- Look for lumens, not watts to find ENERGY STAR certified bulbs provide the brightness you need at a fraction of the wattage of older bulbs.
- Watts are simply a measure of power- the amount of electricity a bulb needs to operate. The light output or brightness of the bulb is actually measured in lumens. More lumens means more light.
- As light bulbs get more efficient they use fewer watts to produce the same amount of light as traditional bulbs. To save energy and money, find the bulbs with the lumens you need, and then choose one with the lowest wattage.

Light Color

- ENERGY STAR LED bulbs are available in a wide variety of shades of white light, ranging from yellowish to white to bluish white light, which allows you to customize the mood of your space. Many ENERGY STAR bulbs come in "warm" colors to match the yellowish light of incandescent bulbs, but you can also choose "cooler" colors with whiter or bluer light.

Savings Assumptions for 20 Million ENERGY STAR LED bulbs

Daily hours of use	3
Product lifetime (Hours)	25,000
Years Active	22.83
Electricity cost (\$/kWh)	\$0.11
Emissions factor (pounds CO ₂ E / kWh)	1.54
Car Emissions (pounds CO ₂ / car / yr)	10,582
Annual KWh Savings	1,051,200,000
Annual CO ₂ Savings (lbs)	1,618,848,000

Additional ENERGY STAR Resources

- [ENERGY STAR Learn About LED Lighting](#) website
- [ENERGY STAR Certified Light Bulb Product Finder](#)
- [ENERGY STAR Lighting Resources](#)
- Lighting Infographics available for download