

# **ENERGY STAR® ICT Product Roadmapping Workshop Organizing Document**

## **ENERGY STAR Program Background**

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For two decades, ENERGY STAR has helped millions of Americans and thousands of businesses save energy, save money, and protect the climate. Today, ENERGY STAR is one of the most well-known brands in the country, with over 80% of Americans recognizing it as the symbol of superior energy efficiency. From the first ENERGY STAR qualified computer in 1992, the ENERGY STAR label can now be found on products in more than 65 different categories, with more than 5 billion sold over the past 20 years. Over one million new homes and tens of thousands of facilities now proudly carry the US Environmental Protection Agency's (EPA's) ENERGY STAR certification, use dramatically less energy, and are responsible for substantially less greenhouse gas emissions than their peers.

The ENERGY STAR product labeling program seeks to increase energy efficiency and reduce greenhouse gas emissions by removing barriers in the market that deter consumers and businesses from easily identifying the financial and environmental benefits of purchasing the most energy-efficient product model that meets their needs. Historically, these barriers have included confusion about what constitutes an energy-efficient product, difficulty identifying which products are highly efficient, and a lack of appreciation of the value efficient products offer. In particular, the program seeks to reduce greenhouse gas emissions using the following approach:

- Establishing a common, objective basis for defining what constitutes high efficiency for a particular product type;
- Providing the market with an easy way (i.e. the ENERGY STAR label) to identify products that qualify; and
- Helping to build and sustain demand for highly efficient products through education and outreach and by ensuring that the products deliver on consumer expectations.

The ENERGY STAR product labeling program overlays the consumer perspective as part of an ongoing process to identify and promote products that reduce greenhouse gas emissions by meeting the highest energy conservation standards/levels. These standards (aka energy and performance specifications) are established to recognize products that are cost-effective from the purchaser standpoint, offer at least equivalent functionality and features as standard products, and are proven and broadly available.

As the market responds to consumer demand for ENERGY STAR qualified products in a particular category, sales of highly efficient products increase, locking in more and more energy savings and environmental benefit over the life of those units. In the process, because of technological advances and/or reduced production costs, opportunities present themselves to raise the bar over time in terms of what constitutes a highly efficient product in a given category. In conjunction with the steady progress this approach delivers, EPA will continue to explore ways to leverage the ENERGY STAR platform to bring generational change through initiatives such as ENERGY STAR's Most Efficient and the ENERGY STAR Emerging Technology Awards.

EPA uses a systematic framework built on a foundation of transparency and collaboration with a range of stakeholders to: (1) assess the feasibility for applying the ENERGY STAR label to a product category; (2) develop performance specifications that must be met in order to earn the label; and (3) reassess performance specifications as market conditions change. This process relies on rigorous market, engineering, and pollution savings analyses as well as input from other programs within EPA, industry members, and other stakeholders.