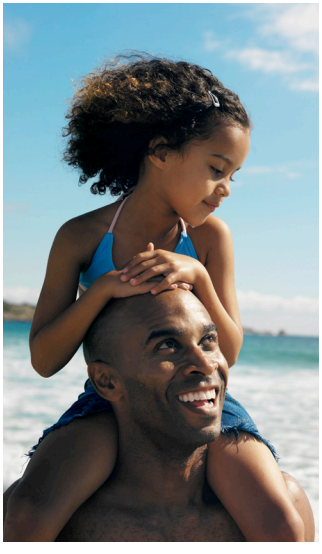

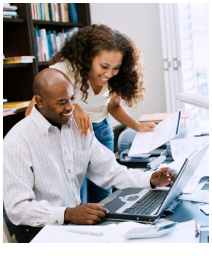

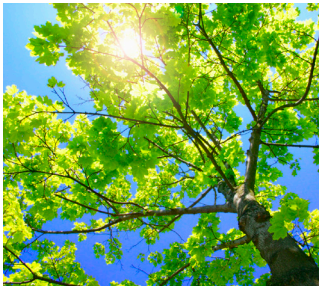

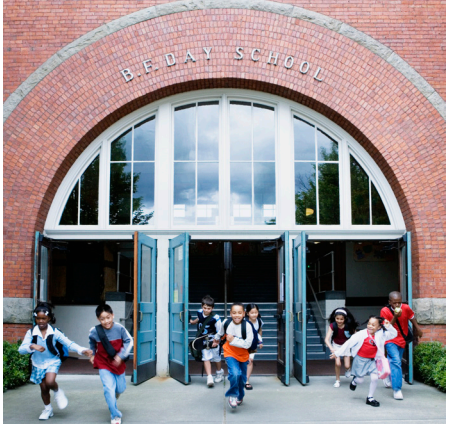

ENERGY STAR

CELEBRATING 20 YEARS

A Message from the Administrator

Twenty years ago, the U.S. Environmental Protection Agency (EPA) created a unique partnership to overcome market barriers to energy efficiency and create a healthier climate for all Americans. Today, we celebrate two decades of partnership, promise, and progress with the ENERGY STAR program.

Together with the Department of Energy, we have seen the ENERGY STAR program grow to include nearly 20,000 organizations from every sector of the economy. More than 80 percent of Americans now recognize the ENERGY STAR label. American families and businesses have saved a total of nearly $230 billion on utility bills and prevented more than 1.7 billion metric tons of greenhouse gas emissions with help from ENERGY STAR.

As we celebrate our past, we also look to the future. We remain committed to helping America embrace energy efficiency as one of the fastest and easiest ways to save money, prevent pollution, and create jobs. We look forward to continued partnership and enduring progress toward a healthy environment and a prosperous economy for our families and our future.

Lisa P. Jackson
Administrator
United States Environmental Protection Agency

A blue box with just two words, ENERGY STAR—it may seem like a small thing. But it stands for a landmark program that is changing our world.

On the 20th anniversary of the EPA's ENERGY STAR program, we honor a remarkable partnership between American businesses and the federal government that is transforming how America uses energy.

20 years of partnership, promise, and progress.

Through our vast network of partners, ENERGY STAR helps Americans make informed decisions about cost-effective ways to save energy in every facet of our lives—at home, at work, and in our communities. Together, we have achieved meaningful reductions in greenhouse gas emissions that will help protect our climate, our families, and our future.

We are making our world a better place.

More than a mark of efficiency, ENERGY STAR is also a symbol of trust, quality, and responsible stewardship of the environment.

A Promise of Superior Performance, Proven Value, and a Clear Choice.

In the early 1990s, an innovative idea took hold with the advent of the ENERGY STAR program. EPA's vision was bold and untested in the environmental arena: capture and channel the ingenuity of the marketplace to overcome barriers to energy efficiency, and prevent pollution rather than remedy it. ENERGY STAR has traveled a carefully planned journey, considering each step with deliberate and thoughtful examination.

Today, more than 80 percent of Americans recognize the ENERGY STAR label. Organizations from small school districts to large Fortune 500 companies have embraced its value and made it their own. Families and businesses have saved nearly $230 billion on utility bills and prevented more than 1.7 billion metric tons of greenhouse gas emissions over the past two decades. The interplay of government, business, and market forces brought together through ENERGY STAR literally has changed history.

20 Years. 20 Memorable Mome

1992: EPA launched the ENERGY STAR program with a small group of pioneering partners; by 2012, nearly 20,000 organizations across every sector of the economy have joined ENERGY STAR.

1992: First ENERGY STAR qualified computers and monitors introduced; by 2012, more than 5 billion ENERGY STAR qualified products across more than 60 different categories have been purchased.

1993: Executive Order 12845 signed by President Clinton requiring Federal agencies to purchase ENERGY STAR products when buying new office equipment; just one year later, more than 2,000 ENERGY STAR qualified products were available and all major manufacturers were participating in the program.

1995: ENERGY STAR launched in the commercial and industrial building markets leading to the first ENERGY STAR certified building in 1999; by 2012, tens of thousands of buildings and plants have earned EPA's ENERGY STAR and perform in the top 25% of facilities nationwide.

1995: ENERGY STAR program expanded into labeling new homes; by 2011, the number of ENERGY STAR certified new homes climbed to more than 1.3 million.

1995: First ENERGY STAR international agreement established between EPA and Japan; laid foundation for future agreements with global economic leaders, including the European Union and Canada, and international harmonization of voluntary efficiency standards for globally traded products.

1996: Department of Energy (DOE) and EPA ENERGY STAR partnership announced; leveraged long-standing DOE expertise in appliance and lighting technologies and testing as well as whole-home improvement.

1996: White goods became eligible for the ENERGY STAR label, drawing the attention of leading national retailers; by 2012, ENERGY STAR certified appliances have saved Americans about $1.5 billion a year in energy costs.

1997: ENERGY STAR program expanded into lighting, labeling products that were 75% more efficient than their incandescent counterparts; by 2012, ENERGY STAR certified compact fluorescent lights (CFLs) represent about a quarter of U.S. light bulb sales.

1999: EPA's first 1–100 scale introduced that allowed for energy performance comparisons between similar facility types; by 2012, ENERGY STAR Energy Performance Scales/Indicators are the only national performance-based comparative metrics in the marketplace and are available for 25 different facility types.

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2000: First National Awareness Survey showed 40% of Americans recognized the ENERGY STAR label; by 2012, awareness has more than doubled to more than 80%.

2000: ENERGY STAR Portfolio Manager launched; by 2011, nearly 40% of the commercial marketplace had benchmarked in ENERGY STAR Portfolio Manager, representing the largest inventory of commercial building performance data worldwide.

2001: First Home Performance with ENERGY STAR program launched; by 2012, more than 150,000 families have improved their homes using a comprehensive, whole-house approach to energy efficiency.

2005: First ENERGY STAR Change a Light Day held nationwide; by 2012, nearly 3 million Americans have pledged to Change the World with ENERGY STAR.

2008: ENERGY STAR @ home animated web tool debuted; together with other interactive tools from ENERGY STAR, such as the Home Energy Advisor and the Home Energy Yardstick, it helped empower millions of Americans with tips for saving energy at home, at work, and in their communities.

2009: Energy information became transparent with the signing of the Greener, Greater Buildings Plan by the Mayor of New York City requiring large buildings to track and report energy use with ENERGY STAR Portfolio Manager; by 2012, more than two dozen federal, state, and local policies and campaigns use ENERGY STAR Portfolio Manager.

2010: 25% of all single-family homes built in America in 2010 earned EPA's ENERGY STAR.

2010: New rigorous guidelines for ENERGY STAR certified homes announced; new requirements make certified homes at least 15% more efficient than those built to the 2009 International Energy Conservation Code (IECC), and include additional features to deliver a performance advantage of up to 30% compared to typical new homes.

2011: New ENERGY STAR requirements for televisions took effect, projected sales reached approximately 40 million, and average screen size increased to 50 inches; despite dramatic growth, TV electricity use was 36 billion kWh/year less than it might have been without ENERGY STAR.

ENERGY STAR
CELEBRATING 20 YEARS

2012: Over the past 20 years, Americans, with help from ENERGY STAR, have saved nearly $230 billion on utility bills and prevented more than 1.7 billion metric tons of greenhouse gas emissions.

"ENERGY STAR is more than a label awarded for energy efficiency. It is a partnership among government, business, and consumers, united in the pursuit of a common goal—to protect our environment for future generations."

Christine Todd Whitman
EPA Administrator, 2001 – 2003

Powerful partnerships. Remarkable results.

A broad range of nearly 20,000 partners across every sector of the economy drive the ENERGY STAR program's success—from manufacturers and trade associations, to retailers and efficiency program providers, to home builders and small businesses.

From the first ENERGY STAR qualified computer in 1992, ENERGY STAR has grown to represent products in more than 60 different categories, with more than 5 billion sold over the past 20 years. Over one million new homes and tens of thousands of facilities proudly carry EPA's ENERGY STAR certification, use dramatically less energy, and are responsible for substantially less greenhouse gas emissions than their peers. Families and companies across America are improving the energy efficiency of their homes and businesses with help from ENERGY STAR in ways that cost less and help the environment.

This success is possible because ENERGY STAR continues to deliver on its promise to America of cost-effective, relevant, and high-quality energy efficiency solutions.

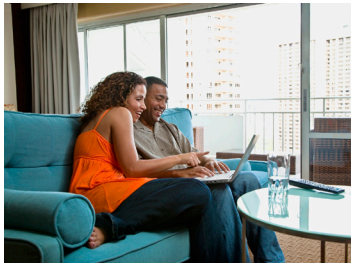
It's a partnership that works.

Consumers and companies trying to navigate increasingly complex environmental and economic decisions have come to rely on ENERGY STAR to help them make informed choices that lead to cost-effective energy savings. EPA will continue to safeguard the values that brought ENERGY STAR to this remarkable point in history, yet adapt as needed to the changing world in which we live. Together with our partners, we will create and deliver innovative offerings that bring even greater value to consumers and businesses.

A future bright with promise.

We as a society must also must build a larger action-oriented ethos around protecting the environment through energy efficiency; for all of the technology innovations that are possible, we still must encourage greater changes in our behavior and be more conscious of how we use energy—and how much we use. Together, we can help America preserve our climate and strengthen our economy at the same time.

We believe the future is bright. We will embrace the possibilities and rise to the challenges that lie ahead and soar to even greater heights. Thank you for 20 remarkable years of partnership, promise, and progress. We look forward to continuing the journey with you.



"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

Margaret Mead

United States
Environmental Protection
Agency

Office of Air and Radiation
(6202J) EPA 430-F-12-009
March 2012

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www.energystar.gov/20th

ENERGY STAR® is a U.S. Environmental Protection Agency Program helping businesses and individuals fight climate change through superior energy efficiency.

CELEBRATING 20 YEARS OF ENERGY STAR