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ENERGY STAR® Lighting Newsletter

Lighting the Way to a Brighter Future



New Details Available for ENERGY STAR Products Partner Meeting

New Orleans, LA | October 25-27, 2016

The ENERGY STAR Products Partner Meeting is closer than you think! Resources have been added to the ENERGY STAR website to help you make the most of your trip to New Orleans:



- [New! Agenda companion document and updated preliminary meeting agenda](#)
- [New! Sears reception—Wednesday, October 26th](#)
- [Location and hotel accommodations](#)
- [ENERGY STAR Expo](#)
- [Evening events](#)
- [Additional information](#)
- [New! 2016 co-sponsors](#)

[Registration for the 2016 ENERGY STAR Products Partner Meeting is now open!](#) Mark the dates on your calendar and plan your stay to get the most out of this important training and networking opportunity. By registering early, you will gain access to a password-protected [mobile](#)

[application](#) designed to help registered attendees make the most of your on-site meeting experience.

The three-day meeting will include plenary sessions with policy and program updates at the national, regional, and local levels; topical sessions to expand on certain plenary topics and address a range of product-specific issues; campaign and communications sessions; an ENERGY STAR product expo; and the opportunity to organize and conduct one-on-one networking meetings and interact with other ENERGY STAR stakeholders. Lighting sessions will be held on Oct 27 and important crosscutting topics and networking events for lighting partners will be held on Oct 26. In particular, you're not going to want to miss the *Tearing Down the Last Barrier to Efficient Lighting* session. ENERGY STAR partners have some big news to share!

The meeting is open to all ENERGY STAR partners and stakeholders. Attendees will include:

- Utilities and other energy efficiency program sponsors
- Retail partners
- Manufacturing partners
- Organizations involved in the ENERGY STAR Third Party Certification program
- Other organizations from the energy efficiency community

Partner with ENERGY STAR and Brighten a Life

ENERGY STAR Day | October 25th, 2016



ENERGY STAR Day is a national celebration that encourages people to make a commitment to saving energy and protecting the environment from climate change with the help of ENERGY STAR. This year, our outreach will focus primarily on the benefits of ENERGY STAR lighting.

ENERGY STAR Day will leverage the call-to-action from our [2016 ENERGY STAR Change the World Tour](#): "Brighten a Life with ENERGY STAR".

We encourage all partners to join with us in celebrating ENERGY STAR Day this October. Below are a number of different opportunities for participation:

- **Be an ENERGY STAR Pledge Driver**—Encourage your customers and employees to commit to an energy-saving action by taking the ENERGY STAR pledge.
- **Hold an ENERGY STAR Day Event for your employees, customers, or other group**—Host your own ENERGY STAR Day event focused on brightening lives with energy efficiency through education or other activities.
- **Spread the word online, in social media, or other outreach channel available to you**—Use your digital or other outreach channels to encourage your consumers to take energy-saving action with ENERGY STAR and get the word out about how your organization is brightening lives with ENERGY STAR.
- **Participate in EPA's ENERGY STAR Day Twitter Party**—EPA will celebrate ENERGY STAR Day with a Twitter party to recognize all the great things people across the country are doing to Brighten a Life with ENERGY STAR. Join our party and let the social media universe know what your organization is doing to brighten lives!

EPA will support your participation by providing you ENERGY STAR Day promotional graphics, pledge driver support, as well as educational materials for your events. All materials are available at energystar.gov/marketing_materials. We will also recognize your participation in ENERGY STAR Day throughout our owned media channels including online at energystar.gov, on social media, shout outs on our ENERGY STAR Day Twitter Party, and through our consumer newsletter.

Light Up Black Friday!

EPA plans to feature ENERGY STAR certified products as great gifts for the holiday with a Black Friday/Small Business Saturday/Cyber Monday promotion. The tagline, "The Best Gifts Do Great Things" will be coupled with a call-to-action that encourages consumers to choose ENERGY STAR products for holiday gifts. Leading up to Black Friday, EPA plans to feature Black Friday deals available on ENERGY STAR products from our partners to provide an even greater incentive for consumers to choose ENERGY STAR.



Partners are encouraged to share deals on ENERGY STAR certified products over the Black Friday/holiday timeframe with EPA at lighting@energystar.gov. EPA will, in turn, feature these deals through our promotional efforts. Recognizing that holiday planning is upon us, we encourage you to let us know ASAP if you are interested in participating.

ENERGY STAR Webinar Series



Together with its invaluable partners, ENERGY STAR presents a [new webinar series](#) to further the technical discussion, understanding, importance, and relevance of key technical topics to the ENERGY STAR program and lighting specifications. Four webinars remain for 2016, which take place from 1:00pm—3:00pm on the dates below:

September 29

The Quest for a Short Term Reliability Test



Mike Ting, Senior Principal Energy Consultant, Itron



Dr. Jianzhong Jiao independent consultant for lighting technologies



Nadarajah Narendran, Director of Research, LRC

December 29

Follow-Up: Latest Trends in Connected Lighting



Lara Bonn, Efficient Products Strategy at Efficiency Vermont



Philip Smallwood Director of LED & Lighting Research, Strategies

Each session features multiple technical experts on the designated topics and provide a forum for open discussion among ENERGY STAR lighting stakeholders. Register and download presentation slides [here](#).

Lamps & Luminaires Specification Updates

ENERGY STAR Lamps Specification 2.0 was finalized on December 31, 2015 and EPA recently made minor [revisions to the wording](#), published on February 11. This specification raises the bar for efficacy and performance, reduces testing burden while maintaining performance integrity, and establishes the first set of testing and baseline requirements for color tunable and connected lamps. More than 1,900 lamps have been certified to Version 2.0! Check out the [list](#).



Updates include:

- Increased efficacy levels for all lamp types.
- Expanded scope connected lamps, color tunable lamps, and self-ballasted induction-driven electrodeless lamps.
- Improved alignment with the Luminares V2.0 specification.

More information is available at energystar.gov/lamps.



Finalized on May 29, 2015, Luminares Specification Version 2.0 recently became effective June 1. To date, more than 8,000 products have been certified to Version 2.0.

Updates include, but are not limited to:

- New option to satisfy most testing requirements by including an ENERGY STAR Certified Lamp
- Additional retrofit-kit products added for wall sconces and ceiling mount luminares
- Removal of socket restrictions
- Simplified minimum light output requirements
- Testing guidance for measuring color-tunable luminares

More information is available at energystar.gov/luminares.

ENERGY STAR LED Lighting Tab

Highlight Your Latest and Greatest Products!



LED Lighting Made Easy
It's a simple choice with **ENERGY STAR®**
Products that earn the label are independently certified to ensure they deliver on brightness, color, and shine light where you want it.

As lighting product manufacturers and brand owners you can gain increased visibility for your certified products by showcasing the latest certified products, videos, and reviews on ENERGY STAR's Facebook Tab. To see how the tab works and view current content visit the [ENERGY STAR Facebook LED Tab](#). For more information on submitting your graphics, videos, blog posts, and articles for posting to the ENERGY STAR Facebook LED tab email Jessica Lorenz at Jessica.lorenz@cadmusgroup.com.

Utility programs can leverage all the content right on your own Facebook tab, seamlessly co-branding the tab, and product manufacturers and brand owners can gain increased visibility by showcasing the latest certified products, videos, and reviews. To see how this promotion works and how you can promote your partnership with ENERGY STAR check out the current sweepstakes running on the [Facebook tab](#). Submit your graphics, videos, blog posts, and articles to Jessica Lorenz at Jessica.lorenz@cadmusgroup.com. As a reminder, only materials that prominently display the ENERGY STAR mark will be featured.

Check out ENERGY STAR's Great Marketing Resources!

Use these resources to educate consumers, colleagues, social media followers, and friends and family too! Also check out the recently reorganized [ENERGY STAR Lighting Resources](#) page to access all this great content and more.

For consumers:

- [Renovate with LED Lighting Factsheet](#)
- [Ask the Expert](#)
- [Dimmable ENERGY STAR Infographic](#)
- [Light Bulb Purchasing Guide](#)

YOUR GUIDE TO DIMMABLE ENERGY STAR LED LIGHTING

3 OUT OF 4 PEOPLE report saving money

ENERGY STAR LED BULBS CAN LAST MORE THAN 20 YEARS

CHOOSE LED LIGHTS TO SAVE ENERGY AND PROTECT THE CLIMATE

THREE SIMPLE TIPS FOR BETTER LED DIMMING

1. Look for the ENERGY STAR logo
2. Be prepared to try different dimmer switches
3. Choose the right Energy Star bulb

- [ENERGY STAR Lighting FAQs "Ask the Expert" Video](#)
- [Light Bulbs Product Finder](#)
- [Light Fixtures Product Finder](#)
- [The Energy Source](#)

Find more resources on the [ENERGY STAR Lighting Resources](#) page

Partner Training Resources:

- [ENERGY STAR Products Partner Meeting](#)
- ["Illuminated" – EPA's Lighting Podcast](#)
- [ENERGY STAR Lighting Training Center](#)

BULB TYPES				
TABLE OR FLOOR LAMP				
PENDANT FIXTURE				
CEILING FIXTURE				
CEILING FAN				
WALL SCONCE				
RECESSED CAN				
ACCENT LIGHTING				

Questions?

Be sure to contact lighting@energystar.gov

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US Environmental Protection Agency, Washington, DC