



Consumer Messaging: Educating on Efficient Product Use and Replacement/Recycling

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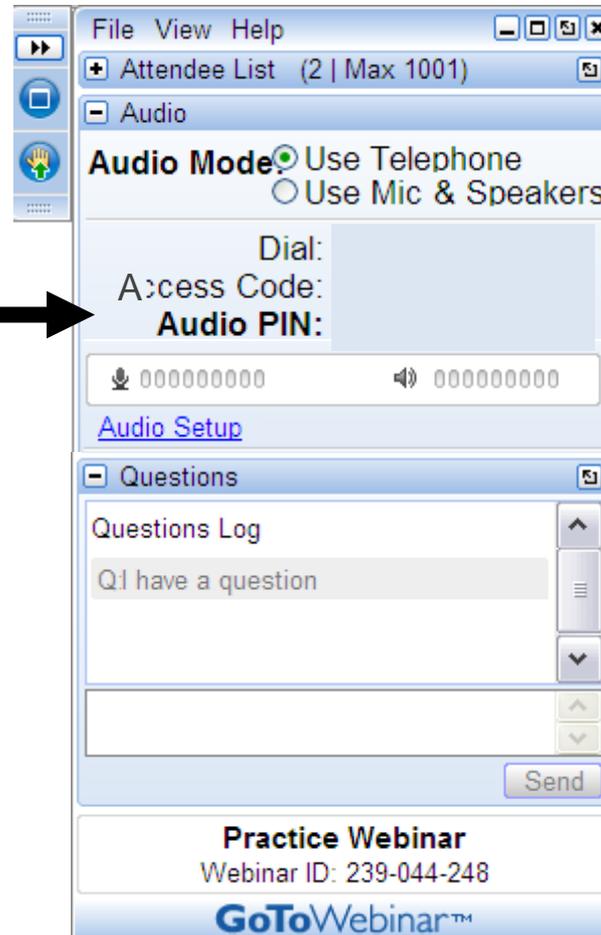
**Roadmapping Webinar
May 25, 2016**

Using GoToWebinar

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Appliance Roadmapping Goals

- Build on more than 20 years of partnership to foster the future success of the ENERGY STAR program for appliances
- Look ahead creatively to the next five years, with the goal of maintaining an ENERGY STAR appliance program that delivers on consumer expectations for performance and efficiency
- Establish pathways to further engagement between EPA ENERGY STAR, appliance manufacturers, retailers, and energy efficiency program sponsors on an ongoing basis
- Charting progress and identifying consumer value of connected functionality



Appliance Roadmapping: Where are we now?

Late 2015

- Kick-off session at ENERGY STAR Products Partner Meeting
- Launch of roadmapping website
- Release of draft outline of upcoming appliance spec revisions

Winter/Spring 2016

- [Webinars scheduled for Jan-May on topics including messaging](#)
- We form working groups to continue the conversation on any of the webinar topics where there is more in-depth interest.

Summer 2016

- We expect working groups to meet over the summer to continue discussions on key topics.

Fall 2016

- We will report highlights and shared accomplishments at the Oct 2016 ENERGY STAR Products Partner Meeting to culminate the appliance roadmapping effort.



Agenda for Today's Webinar

- Overview of ENERGY STAR appliance messaging
 - Market challenges and opportunities
- Discussion
 - Trends in consumer messaging
 - Aggregation: whole home, product sets, room by room
 - Replacement and recycling
 - Customer segmentation
 - Connected Home
- Roadmapping next steps

ENERGY STAR Initiatives To Date

- ENERGY STAR Most Efficient
- Retail Products Platform
- Dryer launch, Flip Your Fridge, New RAC spec
 - Promotional tools and resources



ENERGY STAR Most Efficient

- The latest in technical innovation
- Cutting edge energy efficiency



WHEN ONLY THE BEST WILL DO.
The best of ENERGY STAR® for your home and for the planet.

 **Most Efficient**
2016
ENERGY STAR www.energystar.gov

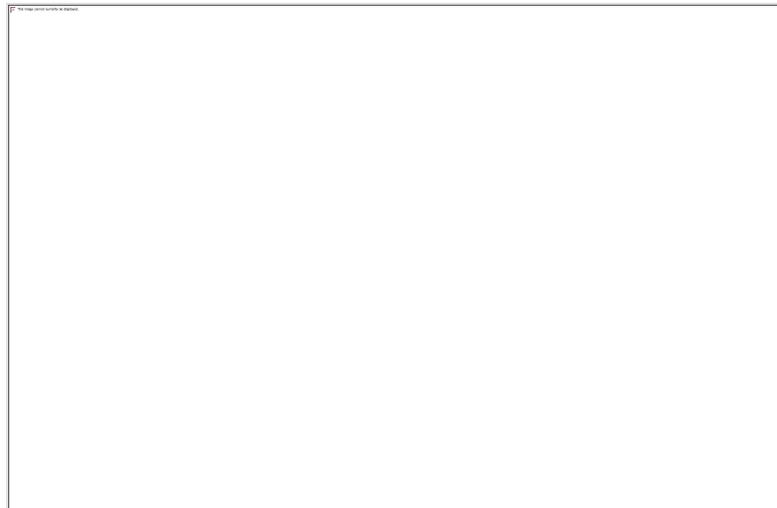
energystar.gov/moste efficient

The advertisement features a woman in a white shirt and pants standing in a green field, holding up a large sign. To her left is a silver refrigerator, and to her right are a silver dishwasher and a white front-loading washing machine. The background is a clear blue sky with a green field in the foreground.



ENERGY STAR Retail Products Platform

- Provides new opportunities for consumer incentives / messaging (courtesy of retailers) against products that, despite having diminishing individual savings, are contributing to an overall increasing HH plug load PLUS where rebates are not high enough to be effective
- Pilots running with 3 retailers 8 utilities, representing 18 million residential customers, 15% of US households



FLIP YOUR FRIDGE!

- Feature savings resulting from replacing 15-year old fridge
- PLUS Recycling
- Leverage all available rebates

The screenshot shows the ENERGY STAR website's 'Certified Products' section for refrigerators. The page features a main headline, a text block about recycling old fridges, a video titled '6 Easy Ways To Go Green - And Save Money Doing It', and a 'DID YOU KNOW?' section with four bullet points. On the right side, there are three interactive buttons: 'FIND REFRIGERATOR REBATES', 'I PLEDGE TO FLIP MY FRIDGE', and 'MY ENERGY STAR'. At the bottom right, there is a 'GET STARTED' button and a link to 'SEE ALL THE WAYS TO SAVE >'. The footer includes the EPA logo and a note about links leading to energy.gov.

Now's the Time to Flip Your Fridge and Save!

It's time to Flip Your Fridge! Why not recycle that old energy-wasting refrigerator and replace it with a new ENERGY STAR certified model? You'll save energy and help protect the climate – plus benefit from the many rebates available for purchases and recycling. Cool for you and cool for the planet!

AS SEEN ON RACHAEL RAY

6 Easy Ways To Go Green – And Save Money Doing It

DID YOU KNOW?

- Refrigerators 15 years or older use twice as much energy as a new ENERGY STAR refrigerator.
- You can save as much as \$250 over the next five years and reduce your carbon footprint by 8,200 pounds when replacing an old refrigerator with ENERGY STAR. Find each savings with the ENERGY STAR Savings Calculator.
- New ENERGY STAR refrigerators come in a variety of styles – from side-by-side and french door to bottom freezer and four-door – whatever you need to meet your needs and match your kitchen decor.
- Recycle your old one to save even more plus keeping old refrigerators and parts from getting into the environment can prevent an extra 10,000 pounds of carbon pollution! [Learn More >](#)

FEATURED BRANDS AND RETAILERS

Please note that links in this section take you away from energy.gov. [EXIT](#)

FIND REFRIGERATOR REBATES

I PLEDGE TO FLIP MY FRIDGE

MY ENERGY STAR
Your personalized tool for saving energy.

START SAVING NOW

Choose an ENERGY STAR Certified Refrigerator

Recycle your old refrigerator

Keep your refrigerator door closed

GET STARTED

[SEE ALL THE WAYS TO SAVE >](#)



ENERGY STAR: The Cool Choice for Room AC

- Highlighting key benefits: improved insulation, clear instructions, connected functionality on many models



The screenshot shows the ENERGY STAR website interface for Room Air Conditioners. At the top, it features the ENERGY STAR logo and navigation links for 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. Below the navigation is a breadcrumb trail: 'Home > Certified Products > Heating & Cooling > Air Conditioning, Room'. The main heading is 'ROOM AIR CONDITIONER' with a 'For Partners' link. There are tabs for 'OVERVIEW', 'SPECIFICATION', 'BUYING GUIDANCE', and 'PROMOTIONS'. The main content area includes a hero image with the text 'The cool choice for room AC' and a man relaxing. Below this is a video player titled 'Ask the Expert: How to Buy a Room or Window Air Conditioner'. To the right, there are two utility boxes: 'PRODUCT FINDER' with a search icon and 'REBATE FINDER' with a green checkmark icon. At the bottom, there are logos for participating brands and retailers: LG, Sears, Best Buy, Friedrich, Frigidaire, Haier, and Kenmore. A 'DID YOU KNOW?' section at the bottom right provides interesting facts about room air conditioners.

THE COOL CHOICE FOR ROOM AC

When the weather heats up, make the cool choice of a new ENERGY STAR certified room air conditioner. You'll get cool comfort, energy savings, and improved sealing and insulation around the unit — and it'll cost less than seventy dollars per year to run! Some ENERGY STAR models come with smart functionality offering you even more control. Be sure to choose the right size for your space and install it properly to get the coolest savings this summer.

Ask the Expert: How to Buy a Room or Window Air Conditioner

PLEASE SEE REBATES FROM PARTICIPATING UTILITY PARTNERS

FEATURED BRANDS AND RETAILERS
Learn about special deals from participating utility partners [VIEW](#)

LG sears BEST BUY FRIEDRICH FRIGIDAIRE Haier Kenmore

Choose the right size for comfort and savings
[READ MORE](#)

DID YOU KNOW?
If all room air conditioners sold in the United States were ENERGY STAR certified, the cost savings would grow to more than \$350 million each year, preventing more than 6 billion pounds of greenhouse gas emissions annually — equivalent to the emissions from over 570,000 vehicles.



Marketing Tools and Resources

- Digital media tools
 - Widgets
 - Infographics
- Other content:
 - Tips
 - Videos
- Tools
 - Product Finder / Price & Location Finder
 - Rebate Finder
 - My ENERGY STAR
 - ENERGY STAR @ Home



DID YOU KNOW?

- 1 More than **60 MILLION** refrigerators are over 10 years old, costing consumers \$4.7 billion a year in energy costs.
- 2 Replace your old refrigerator with a new ENERGY STAR certified unit and save about **\$40 A YEAR** in operating costs.
- 3 Refrigerators 15 years or older use twice as much energy as a new **ENERGY STAR** refrigerator.

Learn more at energystar.gov

Find and Compare Products

Languages: English | Français Access to ENERGY STAR Data Sets and API ▶

Find product models that have earned the ENERGY STAR and compare features, savings and more to optimize your purchase.

- 1 Select a product category of interest to you.
- 2 Get details on specific qualifying models.
- 3 Make informed purchasing decisions.

Select a product category to begin. Looking for more information about how to save with ENERGY STAR products? [Learn More About Products](#)

Appliances <ul style="list-style-type: none"> • Dehumidifiers • Residential Clothes Dryers • Residential Dishwashers • Residential Freezers • Residential Refrigerators • Room Air Cleaners 	Commercial Food Service Equipment <ul style="list-style-type: none"> • Commercial Dishwashers • Commercial Fryers • Commercial Griddles • Commercial Hot Food Holding Cabinets • Commercial Ice Machines • Commercial Ovens • Commercial Refrigerators and Freezers • Commercial Steam Cookers 	Lighting & Fans <ul style="list-style-type: none"> • Ceiling Fans • Decorative Light Strings • Light Bulbs • Light Fixtures 	REBATE FINDER <small>ENERGY STAR partners sponsor rebates on certified products. Enter a zip code below to find details near you!</small> <input type="text"/> <input type="submit" value="SUBMIT"/>
Building Products <ul style="list-style-type: none"> • Roof Products 	Electronics <ul style="list-style-type: none"> • Audio/Video • Set-Top Boxes • Telephones • Televisions 	Office Equipment <ul style="list-style-type: none"> • Computers • Data Center Storage • Displays • Enterprise Servers • Imaging Equipment • Large Network Equipment • Small Network Equipment • Uninterruptible Power Supplies 	

Commercial Appliances

- Commercial Clothes Washers

Heating & Cooling

- Pool Pumps
- Venting Machines

My ENERGY STAR

Discover the energy savings rebates you can take to make a big difference. [GET STARTED](#)

Discussion: Consumer Messaging Trends

- What motivates your customers when shopping for appliances?



Discussion: Aggregation

- Whole Home
- Product Sets
- ENERGY STAR in Your Kitchen



Replacement and Recycling

- It's time to Flip Your Fridge! Replacing an old refrigerator with a new ENERGY STAR certified model will save energy, save money and help protect the climate. You could save \$260 in energy costs over the next five years. And save even more with a utility rebate. Double the environmental benefit by properly recycling your old fridge.
- New ENERGY STAR certified dryers
 - Use 20% less energy
 - Deliver \$245 in lifetime savings
 - Save even more with an ENERGY STAR washer/dryer pair.



FLIP YOUR FRIDGE
REPLACE AND RECYCLE



Cool for You. Cool for the Planet.
energystar.gov/FlipYourFridge



Replacement and Recycling

- Are there opportunities for replacement messaging around other appliance categories?
 - More than 25 million clothes washers and more than 19 million dishwashers are 10 years old or more

Age of Appliance	# of Clothes Washers	# of Dishwashers	# of Air Conditioners (window/wall)
10 to 14 years	16.1 million	11.3 million	3.4 million
15 to 19 years	5.6 million	4.0 million	1.0 million
20 years or more	3.6 million	4.1 million	1.7 million
Total 10 years+	25.3 million	19.4 million	6.1 million

Discussion: Customer Segmentation

Early Adopters / High-End Green Consumers

- Likely to be high-income females, ages 30-50
 - Educated, health-conscious, active
 - Average HHI of \$100,000+
 - Likely to be members of Gen X
- Purchasers of luxury goods
 - Affluent females make 68% of household purchases
 - More likely to have a vacation or second home
 - Take finances seriously
 - Very active online
- Frequent users of social media platforms, online searches
- Actively seek information about new and existing environmentally conscious businesses, brands, and practices
- Shops green not only for herself/her family, but because buying green products is “the right thing to do”
- Top spenders in all retail categories





Discussion: Customer Segmentation

Cost-conscious Consumers

- Flip side of the Super Greenie segment is the cost-conscious consumer
- “Two price-tag messaging”, as well as the “net cost” represented by accounting for lifetime energy savings in the upfront cost of the product

Segmented Messaging by Gender

- Are women still considered the primary appliance shopper?
 - Explore value to family – product performance and family / environmental well-being
- Do you market to men and women differently across different media channels: TV, in-store, online, Facebook, Pinterest

Discussion: Connected Home

- Where have partners successfully used connected messaging around appliances so far? Room AC? Other?
- Connected Appliance Working Group
 - Kick-off Call: Week of June 13th
 - Draft Objectives:
 - Connect partners and stakeholders in the connected market;
 - Raise understanding of the barriers/opportunities;
 - Provide a clearinghouse/exchange forum; and
 - Develop drafts of partner resources, tools & messaging.



Next Steps in the Consumer Messaging Roadmapping Process



- Further engagement between EPA ENERGY STAR, appliance manufacturers, retailers and energy efficiency program sponsors
 - Summer working group on consumer messaging?
 - Additional webinar?
- How can ENERGY STAR continue to support your consumer messaging goals?



Contacts

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Thank you for participating!

*Check for updates on the
[Appliance Roadmapping
web site](#)*