



New Customer Engagement Platform

“My ENERGY STAR®”

How You Can Get Involved

February 28, 2014



Learn more at energystar.gov

Save Energy with ENERGY STAR

- Welcome to My ENERGY STAR, an interactive web tool that offers you, our valued partners, a new, effective way to engage your customers in energy efficiency
- My ENERGY STAR provides more than 60 ways that customers can save energy at home, with detailed information about how these actions can save money and protect the environment
- Customers can create an account so they can return to the site, continue to get information about ways to save, and track their progress

The screenshot displays the ENERGY STAR website's 'Energy Savings at Home' section. At the top, there is a navigation bar with the ENERGY STAR logo and menu items: 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'BUYING AND BUILDING new homes', 'ENERGY STRATEGIES FOR buildings & plants', and 'ABOUT ENERGY STAR PARTNER RESOURCES'. Below this is a search bar and social media icons. The main header reads 'Energy Savings at Home' with the tagline 'Advice, tools, resources and inspiration to help you save energy.' A secondary navigation bar includes 'Ways to save', 'Assess Your Home', 'Knowledge Center', 'Take the Pledge', and 'My ENERGY STAR'. The central content area features a 'START SAVING NOW' banner with a personalized welcome message and a 'My ENERGY STAR highlights' box showing 'RECENT ACTIVITY' (15 items on your to do list, 12 completed items) and 'READY FOR YOU' (10 items to pledge). Below the banner is a 'Show more ways to save by selecting SHOW ALL or any of the other advice tabs.' section with a dropdown menu for 'ROOM BY ROOM'. A large blue box titled 'Change the World, Start with ENERGY STAR' contains a message about Earth Day and energy saving, accompanied by an image of a family. Below this is a grid of 16 energy-saving tips, each with a small image and a green plus icon: 'Purchase an ENERGY STAR clothes washer', 'Replace all incandescent bulbs with CFLs', 'Set your programmable thermostat', 'See how your home measures up using the Home Energy Yardstick', 'Tune up cooling equipment', 'Have your duct system inspected', 'Change your air filter', 'Assess your home through Home Performance with ENERGY STAR', 'Set a sleep mode for your home', 'Turn off lights and electronics', 'Plant trees', 'Use efficient porch lighting', 'Use a bike instead of a car', 'Use refillable water bottles', 'Insulate your attic', and 'Use your fridge efficiently'. The footer contains five columns of links: 'Energy Efficient Products', 'Energy Savings At Home', 'Buying and Building New Homes', 'Energy Strategies For Buildings & Plants', and 'ENERGY STAR Home Recursos en Español'.



My ENERGY STAR

- Includes a variety of interactive ENERGY STAR advice cards and Pledge actions to help customers save energy wherever they are in their energy-saving journey
 - Products, Projects, Tips
- Filters allow easy navigation of the advice cards depending on the customer's interest
 - Do it Now, Quick Projects, Plan & Renovate, Renters, Room by Room
- Customers that sign up will get their own My ENERGY STAR dashboard where they can
 - Track commitments or pledged actions on their "To-Do" List
 - Confirm completed actions
 - Get feedback and recognition based on progress
 - See offers automatically based on their zip code

The screenshot shows the My ENERGY STAR dashboard. At the top, there's a navigation bar with the ENERGY STAR logo and links for 'Energy Savings at Home', 'My ENERGY STAR', and 'Advice, tools, resources and inspiration to help you save energy'. Below this is a 'MY ENERGY STAR' section with a 'My To Do List' and 'Completed Actions' tab. The 'My To Do List' shows 4 actions, including 'Choose an ENERGY STAR certified TV', 'Choose an ENERGY STAR certified DVD player', 'Choose an ENERGY STAR Sound System (Home Theater in a Box)', 'Change your HVAC system air filter', 'Turn off lights and fans', and 'See how your home measures up using the Home Energy Yardstick'. To the right, there's a 'MY ENERGY STAR IMPACT' section showing a carbon footprint reduction of 320 lbs. Below that is a 'MY ENERGY STAR PROGRESS' section with a star rating and a 'MY ENERGY STAR DIFFERENCE' section showing energy savings of \$1,244,060,141 and 17,097,326,356 lbs in carbon pollution reduction. At the bottom, there's a 'You might be interested in these Ways to Save' section with four cards: 'Choose an ENERGY STAR certified clothes washer', 'Choose ENERGY STAR certified light bulbs', 'Install and program a smart thermostat', and 'Clean the coils around the outdoor components of your HVAC system'. A red text overlay 'Rebates / other promos here' is positioned over the bottom right of the dashboard.



Partner Offerings

- EPA is offering partners an opportunity to customize their own My ENERGY STAR landing page
 - The Start Saving Now page includes a “Featured Advice” filter that includes partner branding / messaging opportunities and can display specific advice cards that the partner chooses
 - Select from more than 60 advice cards available
 - Create your own cards
 - Customized “Featured Advice” page made available through
 - Unique URL on energystar.gov
 - iFrame on partner’s own web page

The screenshot displays the 'Energy Savings at Home' website. At the top, there is a navigation bar with the Energy STAR logo and categories: ENERGY EFFICIENT products, ENERGY SAVINGS at home, BUYING AND BUILDING new homes, and ENERGY STRATEGIES FOR buildings & plants. Below this is a search bar and social media icons. The main header includes 'Energy Savings at Home' and the tagline 'Advice, tools, resources and inspiration to help you save energy.' A secondary navigation bar offers options like 'Ways to save', 'Assess Your Home', 'Knowledge Center', 'Take the Pledge', and 'My ENERGY STAR'.

The central focus is the 'START SAVING NOW' section, which includes a personalized welcome message and a 'My ENERGY STAR highlights' box showing 'RECENT ACTIVITY' (15 items on your to do list, 12 completed items) and 'READY FOR YOU' (10 items to pledge). Below this is a 'Partner Message Here' section featuring a Crosby advertisement with the text: 'Curabitur volutpat sagittis pulvinar. Suspendisse mattis vitae odio sit amet aliquam. Aliquam ornare dui consequat pellentesque laoreet. Nam eget congue libero. Aenean vehicula aliquam odio et vehicula.' The Crosby logo is 'INSPIRING ACTIONS THAT MATTER™'.

Below the partner message is a grid of eight advice cards, each with a plus sign icon:

- Purchase an ENERGY STAR clothes washer
- Replace all incandescent bulbs with CFLs
- Set your programmable thermostat
- See how your home measures up using the Home Energy Yardstick
- Tune up cooling equipment
- Have your duct system inspected
- Change your air filter
- Assess your home through Home Performance with ENERGY STAR

The footer contains a grid of links for various sections: Energy Efficient Products, Energy Savings At Home, Buying and Building New Homes, Energy Strategies For Buildings & Plants, and ENERGY STAR Home. It also includes logos for EPA HOME and DOE HOME.



Partner Offerings



- Partners that leverage the unique URL and/or iFrame will get the following:
 - Dashboard of impacts, like they did with the Pledge
 - Credit for all customers' actions
 - Access to detailed customer information
 - Email addresses, zip code, “To-Do List” / Pledged Actions, and Completed Actions
 - Recognition for driving customer engagement with My ENERGY STAR
 - Similar to Pledge drives, EPA will host My ENERGY STAR engagement drives a few times throughout the year – starting with Earth Day

The screenshot shows the My ENERGY STAR website interface. At the top, there is a navigation bar with the CROSBY logo and the tagline "INSPIRING ACTIONS THAT MATTER™". To the right of the logo are links for COMPANY, WORK, CAPABILITIES, EXPERTISE, and NEWS. Further right is a button labeled "DOWNLOAD THE CROSBY FACT SHEET" with a small Crosby logo icon.

Below the navigation bar is a section titled "Partner Message Here" in red text. Underneath this is a placeholder text: "Curabitur volutpat sagittis pulvinar. Suspendisse mattis vitae odio sit amet aliquam. Aliquam ornare dui consequat pellentesque laoreet. Nam eget congue libero. Aenean vehicula aliquam odio et vehicula."

The main content area features a blue header with the text "START SAVING NOW" and a sub-header "Welcome to your personalized tool for saving energy with ENERGY STAR. Create your own My ENERGY STAR account and see how simple actions can make a big difference." To the right of this header is a box titled "My ENERGY STAR highlights" containing "RECENT ACTIVITY" (15 items on your to do list, 12 completed items) and "READY FOR YOU" (10 items to pledge). Below this is a "RETURNING? SIGN IN HERE" link and a "SAVE YOUR PROGRESS" button.

Below the header is a section titled "See more ways to save by selecting SHOW ALL or any of the other advice tabs." This section includes a navigation bar with tabs for "FEATURED ADVICE", "SHOW ALL", "DO IT NOW", "QUICK PROJECTS", "PLAN & RENOVATE", "RENTERS", and "ROOM BY ROOM".

The main content area displays a grid of eight energy-saving tips, each with a small image and a green plus sign icon:

- Replace all incandescent bulbs with CFLs
- Set your programmable thermostat
- See how your home measures up using the Home Energy Yardstick
- Tune up cooling equipment
- Have your duct system inspected
- Change your air filter
- Assess your home through Home Performance with ENERGY STAR

At the bottom of the page, there is a footer with contact information for the ANNAPOLIS office (The Crosby Building, 705 Melvin Ave, Suite 200, Annapolis, MD 21401, Phone (410) 625-0805) and the WASHINGTON D.C. office (7315 Wisconsin Avenue, Suite 619 East, Bethesda, MD 20814, Phone (301) 951-9200). There are also social media icons for Facebook and Twitter, and links for CONTACT US, CAREERS, and E-NEWSLETTER. A copyright notice at the bottom right reads "© Copyright 2013 Crosby Marketing. All Rights Reserved."



Pledge Integration

- The ENERGY STAR Pledge will continue to work the same as always, but it will be incorporated within the My ENERGY STAR navigation
 - The new design makes it easier for customers to navigate the different sections of the Pledge
 - Pledged actions get added to a user's "To-Do" list on their My ENERGY STAR dashboard
- April 1st - all pledge driver links that currently go to the old pledge will automatically start linking to the new My ENERGY STAR Pledge
 - Users also have an option to pledge actions directly from the advice cards



The screenshot displays the ENERGY STAR website's 'Energy Savings at Home' section. The main heading is 'TAKE THE PLEDGE', with a sub-headline: 'Join with the more than 3.2 million people who are taking action to save energy and protect the climate. Take the ENERGY STAR Pledge today and together we can change the world.' A sidebar on the right shows 'My ENERGY STAR highlights' with 'RECENT ACTIVITY' (6 items completed, 7 things on your to-do list) and 'READY FOR YOU' (10 items to pledge, 6 partner offers). Below this is a 'Select Actions to Pledge' section with a family photo and instructions: 'Choose from the categories below and select the actions you pledge to complete. Once you have made your selections, add your name and email to complete your pledge. You'll receive a list of everything you've pledged, as well as links to any available rebates and other special offers.' The 'Lighting' category is expanded, showing options: 'Replace lightbulbs (up to 50)', 'Purchase ENERGY STAR light strings this holiday season', 'Other energy-saving changes', and 'Turn off lights when not needed'. Other categories include Electronics, Appliances & Water Heaters, Heating & Cooling, and Seal & Insulate. A 'YOUR PLEDGES' summary shows '31% fully pledged' and '7 items on your to-do list ready to pledge'. A 'WHAT OTHERS ARE DOING' map shows activity in various cities. At the bottom, a 'Complete your pledge' form includes fields for 'First name', 'Email', and 'Zip code', along with a 'COMPLETE YOUR PLEDGE' button and social media icons.

Next Steps



- Contact your Account Manager for:
 - Questions / More feedback
 - Sign up as a beta tester
 - Participation with My ENERGY STAR
 - Let us know if you want a unique URL or iFrame
 - Also whether you want to continue to leverage the pledge separately as a unique URL, as well, or simply send customers to your new “Featured Actions” page
 - Provide logo and messaging
 - Select cards and/or request your own