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ENERGY STAR®
10th Annual Appliance Partner Meeting
Hotel Sax, Chicago
September 21-23, 2009



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DOE ENERGY STAR Marketing & Consumer Outreach

Lani MacRae
U.S. Department of Energy
September 21, 2009



Agenda

- ENERGY STAR Awareness and Influence
- Appliance Consumer Messaging
- ENERGY STAR Make a Cool Change & Make a Clean Change Campaigns
- American Recovery and Reinvestment Act ENERGY STAR Appliance Rebates
- ENERGY STAR in Our Communities



Awareness and Influence



Consumers Recognize ENERGY STAR

Aided Recognition of ENERGY STAR Label



Source: Consortium for Energy Efficiency Household Surveys (2001-2008). Standard errors vary between 1.5% and 2.2%.



Consumers Trust ENERGY STAR



Source: Fairfield Research - Summer 2007





Appliance Consumer Messaging



Overarching ENERGY STAR Selling Points

- Save energy and money
- Get advanced technology and features
- Have short payback period
- Do not sacrifice performance
- Help protect the environment



ENERGY STAR Refrigerator Energy Benefits

- Save 20% in energy compared to basic refrigerators
- Save nearly \$165 over the life of the product
- Payback period: 2-6 years

Non-Energy Benefits

- Quieter operation
- Many models have innovative drawer designs and improved temperature controls
- Food stays fresher longer

Assumes: 14-year life



New Appliance Web Pages

- New replacement messaging and savings facts
- New infographics
- Easily referenced

energystar.gov

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New ENERGY STAR Building Blocks

Scrape Don't Rinse
Save Water! According to ENERGY STAR®, rinsing can use up to 20 gallons of water.

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Save Water! According to ENERGY STAR®, rinsing can use up to 20 gallons of water.

Always Use HE Detergent
In ENERGY STAR® Qualified Clothes Washers

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Cold Water Washing Saves Energy.

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Refrigerator Brochure

ENERGY Energy Efficient & Renewable Energy
A Brilliant Way to Save.

Get Cool Savings with an ENERGY STAR Qualified Refrigerator www.energystar.gov/refrigerators

Save energy. Today's ENERGY STAR qualified refrigerators use half as much energy as ones made before 1982.

Hold onto your cash. Replacing one of these older refrigerators with a new ENERGY STAR model can save nearly \$50 per year on your energy bill.

Make a freshness last. Advanced temperature and humidity controls and special compartments help keep perishable foods cold as they stay fresh longer.

Keep climate change in the fridge. By using energy more efficiently, ENERGY STAR qualified refrigerators help reduce air pollution and greenhouse gas emissions from power plants.

How These Refrigerators Save Energy

- More precise temperature and humidity controls
- Insulated construction
- High efficiency compressors

How Much is that 6-Pack Costing You?

If you have a second refrigerator in your garage or basement, it's probably costing more than you think—so much as \$100 per year! That's a stiff price to pay to keep a few beverages cool.

Find out whether or not it's time to say goodbye to your old refrigerator. Calculate the savings of some [ENERGY STAR](http://www.energystar.gov/refrigerators) qualified refrigerators. Then visit www.energystar.gov/refrigerators for information on how to recycle your old fridge.

If you truly need a second refrigerator, consider these tips:

- Plug it in only when needed. Leaving it off for 10 months of the year can save over \$50.
- Replace it with an ENERGY STAR. If you only need space for a few drinks, replace your old refrigerator with an ENERGY STAR qualified compact refrigerator and save over \$15 per year.

How much does it cost to run your refrigerator each year?

Source: U.S. Department of Energy, Office of Energy Efficiency & Renewable Energy



Clothes Washer Brochure

Get Loads of Savings with an ENERGY STAR Qualified Clothes Washer www.epa.gov/energystar

It's like getting the Aps for free. Purchasing an ENERGY STAR qualified model offers a smart financial model and saves you about \$20 a year on your utility bills. Over the life of your new washer, you'll save enough money to pay for the most thingy ever.

Shower in your water savings. Compared to an ENERGY STAR qualified model, a regular washer wastes 17 gallons of water with every load. That's enough for a daily shower.

Long live your clothes. Appliances really protect your clothes. Wash them gently and thoroughly in ENERGY STAR qualified models—many will even help them live, wash and after the washables.

Save time. Without a bulky system, there is more usable space in the washer for laundry—especially for big items like comforters. More capacity means fewer loads of laundry each week.

Save the environment. Using less water and energy helps cut pollution, reduces greenhouse gas emissions from power plants, and helps protect our lakes, streams and oceans.

How These Washers Save Water and Energy

Front load washers tumble clothes through less water with no water at all times.

Advanced top loaders use sophisticated wash systems to flip or spin clothes through a reduced amount of water.

Efficient washers spin clothes 2-3 times faster, which drains more water and cuts drying time.

Is it Time to Replace Your Washer?

If your washer is over 10 years old, replace it with a new ENERGY STAR qualified model and save about \$20 a year on your utility bills. That's like getting your high efficiency (HE) discount for your model.

Use the graph below to see how much it costs to operate your old washer. It might be ending you more than you think.

Clothes Washer Lifetime Operating Costs

Although its sticker price may be attractive, a regular clothes washer can cost you \$200 more to operate over its life compared to an ENERGY STAR qualified clothes washer.

Washer Type	Water Costs	Energy Costs	Total Costs
Regular Clothes Washer	\$120	\$180	\$300
ENERGY STAR Qualified Clothes Washer	\$100	\$100	\$200

ENERGY STAR QUALIFIED WATER HEATERS

U.S. DEPARTMENT OF ENERGY
ENERGY STAR® QUALIFIED WATER HEATERS
PARTNER RESOURCE GUIDE



Water Heaters Partner Resource Guide

- Consumer Information
- Market Information

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SECTION I: CONSUMER INFORMATION—WATER HEATER TECHNOLOGIES AT A GLANCE

Technology	Estimated Cost	Details
High Efficiency Tank Storage	\$1,200-\$1,800	This technology upgrades to the standard gas storage water heater with a vented gas burner and offers water savings.
Gas Tankless	\$1,200-\$1,800	Special Considerations: <ul style="list-style-type: none"> Requires venting through exterior wall. Requires venting through exterior wall. Requires venting through exterior wall.
Electric Tankless	\$1,500-\$2,500	Details: <ul style="list-style-type: none"> Requires venting through exterior wall. Requires venting through exterior wall. Requires venting through exterior wall.
Hybrid Heat Pump	\$2,000-\$3,000	Details: <ul style="list-style-type: none"> Requires venting through exterior wall. Requires venting through exterior wall. Requires venting through exterior wall.
Heat Pump Water Heater	\$1,500-\$2,500	Details: <ul style="list-style-type: none"> Requires venting through exterior wall. Requires venting through exterior wall. Requires venting through exterior wall.

SECTION I: CONSUMER INFORMATION—CHOOSING THE RIGHT TECHNOLOGY

NEW SAVINGS
ENERGY STAR qualified water heaters offer energy savings from 7-15 percent.

WHICH TECHNOLOGY IS RIGHT FOR YOU?
Consumers can save money among the water heating technologies eligible for the ENERGY STAR. The best choice will depend on your current water heater, the environment of the replacement, and personal preferences.

FUEL TYPE	UNHEATED STORAGE	UNHEATED TANKLESS	HEATED STORAGE	HEATED TANKLESS
Gas	High efficiency tank storage	Gas tankless	Electric tankless	Heat pump water heater
	Heat pump water heater	Gas tankless	Electric tankless	Heat pump water heater
Electric	Electric tankless	Electric tankless	Heat pump water heater	Heat pump water heater
	Heat pump water heater	Electric tankless	Heat pump water heater	Heat pump water heater

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SECTION I: CONSUMER INFORMATION—GAS CONDENSING

WHAT IT IS
Gas condensing water heaters extract heat from the exhaust gases, resulting in higher efficiency than standard gas water heaters.

KEY BENEFITS
Higher efficiency (up to 98% AFUE) compared to standard gas water heaters (75-80% AFUE). Lower energy costs.

KEY CONSIDERATIONS
Requires venting through exterior wall. May require gas line upgrade.

SECTION I: CONSUMER INFORMATION—HIGH EFFICIENCY GAS STORAGE

WHAT IT IS
High efficiency gas storage water heaters use a vented gas burner and offer water savings.

KEY BENEFITS
Higher efficiency (up to 80% AFUE) compared to standard gas storage water heaters (60-70% AFUE). Lower energy costs.

KEY CONSIDERATIONS
Requires venting through exterior wall. May require gas line upgrade.

SECTION I: CONSUMER INFORMATION—SOLAR

WHAT IT IS
Solar water heating systems use solar collectors to heat water for domestic use.

KEY BENEFITS
Reduces energy costs by using free solar energy. Environmentally friendly.

KEY CONSIDERATIONS
Requires sunny climate and roof space. Higher upfront costs.

SECTION I: CONSUMER INFORMATION—HEAT PUMP

WHAT IT IS
Heat pump water heaters extract heat from the air to heat water, resulting in higher efficiency than standard gas water heaters.

KEY BENEFITS
Higher efficiency (up to 300% AFUE) compared to standard gas water heaters. Lower energy costs.

KEY CONSIDERATIONS
Requires venting through exterior wall. May require gas line upgrade.

SECTION I: CONSUMER INFORMATION—WHOLE-HOUSE GAS TANKLESS

WHAT IT IS
Whole-house gas tankless water heaters provide hot water on demand for the entire house.

KEY BENEFITS
Space-saving design. No hot water tank. Lower energy costs.

KEY CONSIDERATIONS
Requires venting through exterior wall. May require gas line upgrade.

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ENERGY STAR Make a Cool Change and Make a Clean Change Campaigns

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RECYCLE.
It's the perfect ending.



Make a
COOL CHANGE.
Recycle Your Old Fridge.



Make a
COOL CHANGE.
Recycle Your Second Fridge.



Make a
CLEAN CHANGE.
Recycle Your Old Washer.



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www.energystar.gov/recycle

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American Recovery and Reinvestment Act (ARRA)

ENERGY STAR Appliance Rebates



- Enabling legislation was EPACT 2005
- ARRA funded at \$300 million
- State and Territory energy offices receive the funds and oversee the programs
 - Rebate dollars distributed based on population formula (\$100,000 minimum)
 - Monies must be spent by February 2012

Purpose: Save energy and stimulate the economy by encouraging consumers to replace old appliances with new ENERGY STAR qualified models.



Initial Applications:

- All 50 States, 5 Territories, and D.C. applied
- Initial 10% funding awards are already out!

Comprehensive Applications:

- Program plans due October 15
- DOE will approve on a rolling basis – the sooner received, the sooner money will be disbursed
- All monies will be released by November 30



DOE is helping energy offices design rebate programs that:

- Save energy
- Maximize rebates to consumers
- Enhance or supplement existing programs
- Keep administrative costs low
- Leverage the existing ENERGY STAR partner network and consumer education materials

Recommended ENERGY STAR Products

Home Appliances

- Clothes Washers
- Dishwashers
- Freezers
- Refrigerators
- Room air conditioners



HVAC

- Boilers
- Central air conditioners
- Furnaces (oil & gas)
- Air-source heat pumps
- Geothermal heat pumps



Water Heaters

- Gas storage
- Gas tankless
- Gas condensing
- Heat Pump
- Solar

Key Steps for Energy Offices:

1. Determine what's already going on in State/Territory
 - Federal tax credits / existing State programs / utility rebates
2. Decide which products to promote
3. Set appropriate rebate levels
 - Complement existing utility programs / look at incremental cost
4. Estimate budget for rebates
5. Decide on program implementation approach
 - Delivery: State run, 3rd party implementer, or utilities
 - Program rules: Eligibility, product recycling, and retailer participation
 - Rebate payment: Mail-in applications or instant rebates at point of sale
 - Partners/Allies: Retailers, contractors, local utilities and neighboring States
6. Define tracking and monitoring needs



EEPS Rebate Programs:

- Energy Offices are contacting local utilities to confirm program info, especially what is planned for 2010

Federal Tax Credits

- Available for select water heater and HVAC equipment
- Not for clothes washer, fridge/freezer, dishwasher, room AC
- View details at: www.energystar.gov/taxcredits



DOE Tools and Assistance to States:

- Guidance Documents
- Spreadsheet Planning Tool
- Webinars for State Energy Offices
- Webinars with ENERGY STAR Partners
 - August 12 – Retailers & Manufacturers
 - September 17 – Retailer/State Energy Offices Forum
- ENERGY STAR Web site
- ENERGY STAR Partner Meeting





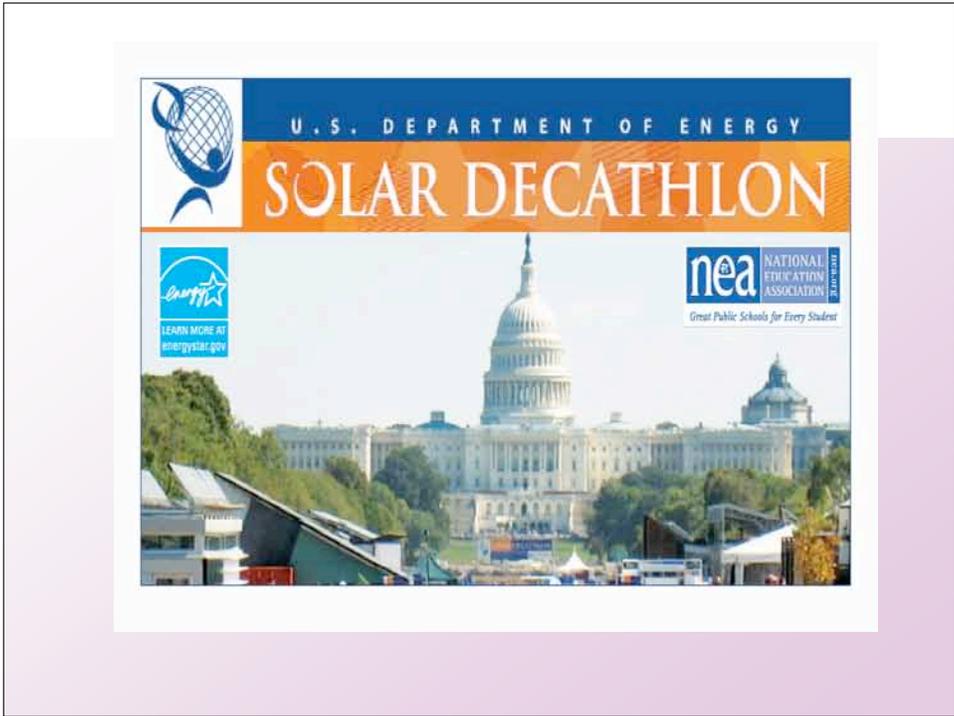
Federal Tax Credits (2009 – 2010)

Product	Credit Amount*	Tax Credit Efficiency Level
Heat Pump Water Heater	30% up to \$1500	ENERGY STAR
Gas Tankless Water Heater	30% up to \$1500	ENERGY STAR
Solar Water Heater	30% of cost**	ENERGY STAR
Gas Condensing Water Heater	30% up to \$1500	Above ENERGY STAR
Gas or Oil Boilers	30% up to \$1500	Above ENERGY STAR
Gas or Oil Furnaces	30% up to \$1500	Above ENERGY STAR
Central Air Conditioners and Air-source Heat Pumps	30% up to \$1500	Above ENERGY STAR
Geothermal Heat Pumps	30% of cost**	ENERGY STAR

*Credit is calculated based on installed cost. Total credit per household across all products is limited to \$1500.
**No cap on solar water heaters or geothermal heat pumps, which are eligible through 2016.



ENERGY STAR in Our Communities



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Tear
Down!



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Here come the
Firemen





Mr. Tripp and Ty



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Atlanta, GA - NASCAR Race
(September 5-6, 2009)



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