



Concurrent Session C: Appliance Campaigns

Janet Fox, D&R International

September 22, 2008

2:40 – 3:25 p.m.



Agenda

- Recap of ENERGY STAR Recycle My Old Fridge Campaign
- What's planned for the next year?
- Most Important... We want your input on the tools, content and direction of this campaign



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Recap

www.RecycleMyOldFridge.com

1. Build consumer awareness about cost of old fridges.
2. Help consumers permanently recycle inefficient models.
3. Learn about new ENERGY STAR qualified models, and where to buy them.





Campaign Plans- We want Your Input...

We've already had feedback from many partners, and want to continue the conversations about the goals, tools, and direction of the campaign to make it as effective as possible!



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- Over 31 (31.9) million fridges over 10 years old. Over 12 (12.4) million are secondary units*
- Almost 17 million 10-year old freezers currently in U.S. households*
- Over 84 million top-load washers currently in U.S. households* (i.e. 91% of households that have a washer)

* NEW 2005 RECS data released April 28, 2008



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- Update / new savings numbers and creative for refrigerators, freezers, and clothes washers
- Strengthen “Replace with ENERGY STAR” message
- Build on prior media outreach
- Continue strategic partner assistance
- Leverage other DOE efforts (Operation Change Out, Institutional, and Realtor® Initiatives)



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Discussion



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www.RecycleMyOldFridge.com/Toolkits

The ENERGY STAR® Recycle My Old Fridge Campaign
The Time is Right.



LEARN MORE AT
energystar.gov



The ENERGY STAR® Recycle My Old Fridge Campaign
The Time is Right.



Recycle My Old
Fridge Campaign





Framing Savings Messages:

- Frame savings so it is more real to consumers
- Saves “x gallons per-cycle” or “saves enough water to _____”
- “Sticky”: unexpected, concrete, emotional, simple stories



Sample CW Messages

New ENERGY STAR qualified clothes washers save 18 gallons of water per cycle compared to new non-qualified models. By using a non-qualified clothes washer, you waste enough water with **each wash** to:

- Run the dishwasher 4 times
- Stand in the shower for 8 minutes
- Flush the toilet 11 times
- Run the faucet for 9 minutes



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Recycling your old fridge saves enough energy
to light ENERGY STAR light bulbs like this
for 70 years!

The Time is Right. Spread the Word.
Visit www.RecycleMyOldFridge.com to learn more.



Recycling your old fridge saves you enough
money to buy coffee for nearly 80 days!

The Time is Right. Spread the Word.
Visit www.RecycleMyOldFridge.com to learn more.



Recycling your old fridge saves enough energy
this year to keep ice cream cold in a new
ENERGY STAR fridge for more than 2 years!

The Time is Right. Spread the Word.
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ENERGY STAR® is a joint program of the U.S. Department of Energy and the U.S. Environmental Protection Agency helping to all save money and protect the environment through energy efficient products and practices.



Recycling your old fridge saves enough
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ANNUAL ENERGY STAR SAVINGS PER UNIT

	PRE - 1993 SECONDARY REFRIGERATOR RETIRED BUT NOT REPLACED	PRE - 1993 SECONDARY REFRIGERATOR REPLACED WITH A NEW ENERGY STAR QUALIFIED COMPACT REFRIGERATOR	PRE - 1993 REFRIGERATOR REPLACED WITH A COMPARABLE NEW ENERGY STAR QUALIFIED MODEL
CURRENT kWh	1001	1001	1001
NEW kWh	0	297	437
ANNUAL SAVINGS (kWh)	1001	704	564
ANNUAL SAVINGS (\$)⁵	\$105	\$74	\$59

END NOTES

¹“29th Annual Portrait of the U.S. Appliance Industry” *Appliance Magazine* September 2006.

²Based on data from national retailer Web sites, 2006.

³Ibid.

⁴Miller, J.D. and Pratt, R.G. “Estimates of Refrigerator Loads in Public Housing Based on Metered Consumption Data” Pacific Northwest National Laboratory 1998.

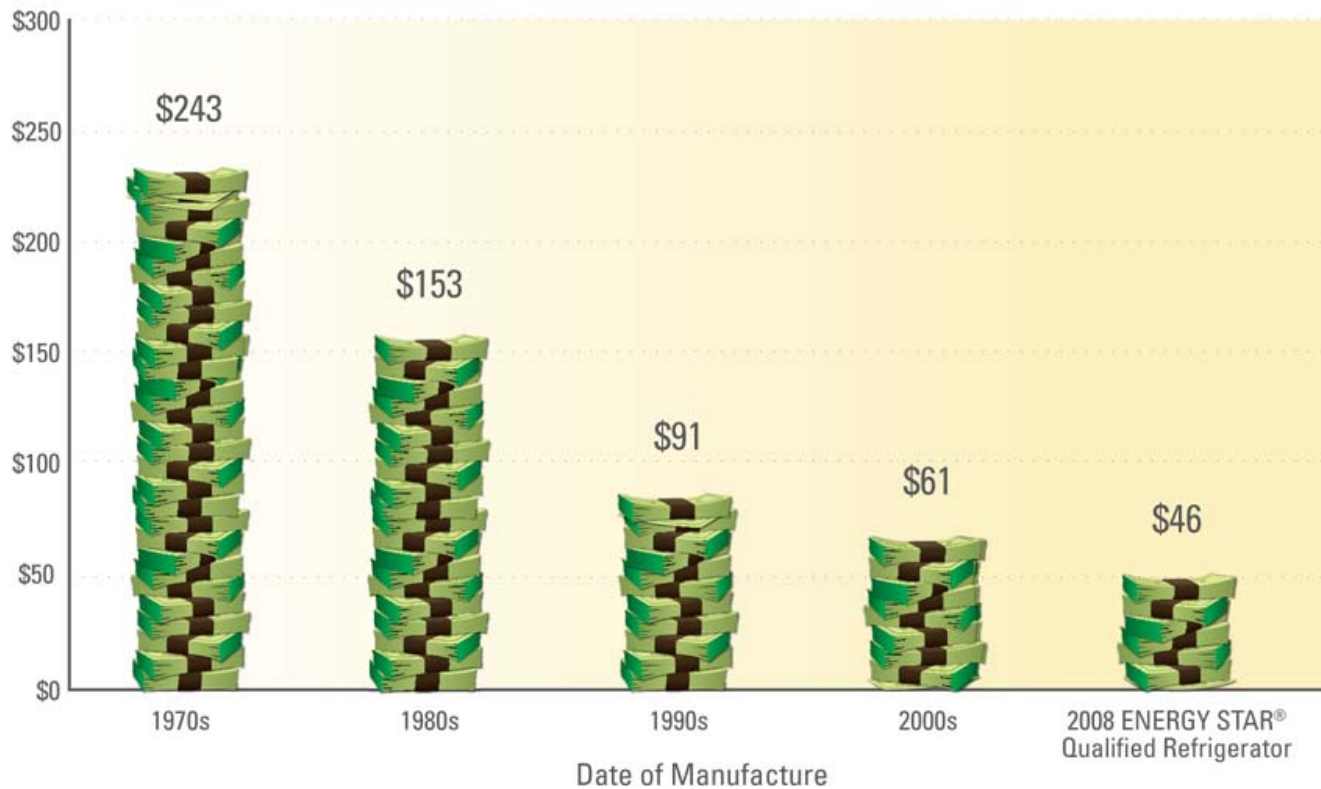
⁵Energy costs based on national average electric rate of 10.52¢ from Energy Information Administration (DOE), 2008.



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ANNUAL ELECTRICITY COSTS





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FUN FACTS

RETIRING

Retiring the old refrigerator in your garage or basement can save more than \$100 per year. Over five years, that's enough money to buy:

- 125 12-packs of soft drinks
- A new circular saw, rotary hammer, cordless power drill, and finishing sander
- A portable basketball hoop
- 100 new ENERGY STAR qualified light bulbs
- A new computer
- A new pool table
- A new ping-pong table and a new air hockey table

REPLACE WITH COMPACT

Replacing the old refrigerator in your garage or basement with a new ENERGY STAR qualified compact refrigerator can save over \$70 per year. Over five years, that's enough money to buy:

- A new ENERGY STAR qualified compact refrigerator
- 85 12-packs of soft drinks
- A new air hockey table
- A new Nintendo Wii along with two games

REPLACE WITH FULL SIZE

Replacing your old full size refrigerator with a new ENERGY STAR qualified model can save nearly \$60 per year. Over five years, that is enough money to buy:

- A new 32" television
- A new 15" LCD television
- Two new microwave ovens
- A new 23" gas-powered lawn mower
- A new seven megapixel digital camera



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ENERGY STAR CRITERIA (APRIL 28, 2008)

PRODUCT CLASS	% BETTER THAN FEDERAL STANDARD
REFRIGERATORS, REFRIGERATOR/FREEZER $\geq 7.75 \text{ ft}^3$	20%
FREEZERS $\geq 7.75 \text{ ft}^3$	10%
REFRIGERATORS, REFRIGERATOR/FREEZER $< 7.75 \text{ ft}^3$ (COMPACT)	20%



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TECHNOLOGY SAVES YOU MONEY



LEARN MORE AT
energystar.gov

MORE PRECISE TEMPERATURE AND DEFROST MECHANISMS

Help the refrigerator operate more efficiently, while ensuring food is kept at the optimum temperature.



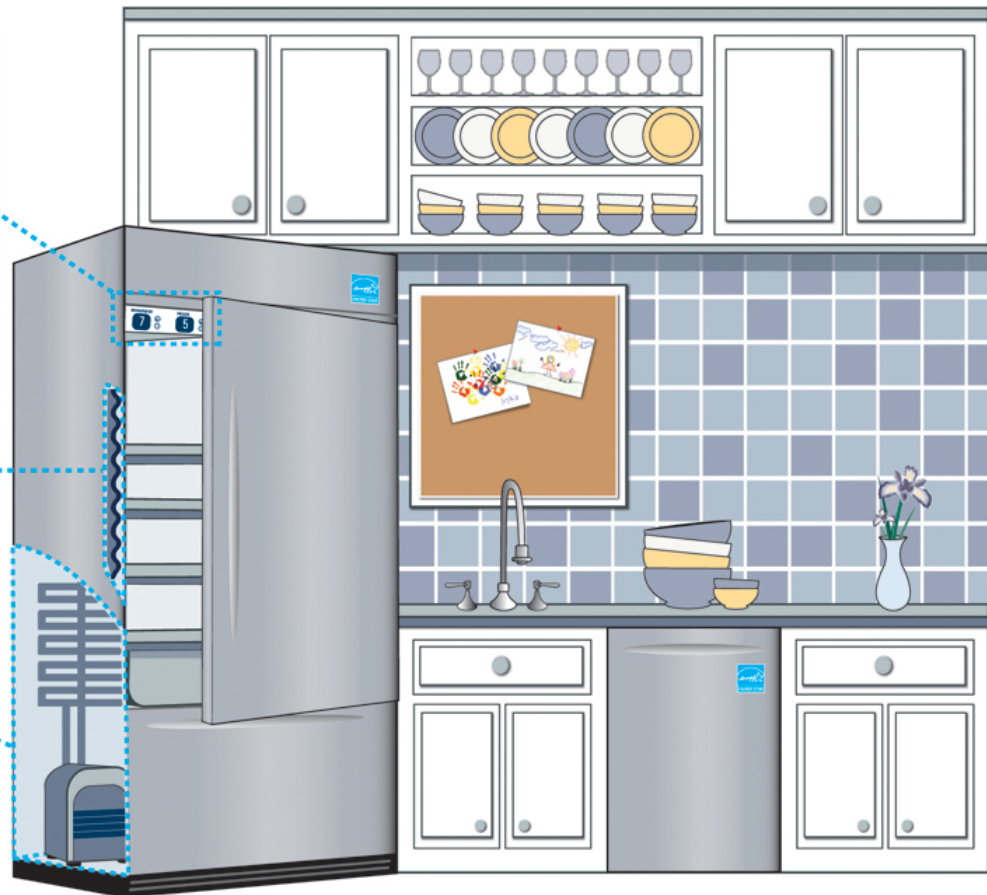
IMPROVED INSULATION

Located in doors and exterior walls to help food stay cold and to muffle noise.



HIGH EFFICIENCY COMPRESSORS

Use less energy to operate the refrigerator, often are quieter than regular compressors, and create less heat while they are running.





Delivering Messages: POP

- Self-standing posters – size?
- Posters – size?
- Pop-Up banner
- Decorated fridge door
- ENERGY STAR “milk carton” or “HE laundry detergent box/bottle”



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Discussion



Sales Training Materials

- Savings numbers and fun facts in PRG or campaign toolkits
- Sales Training Pocket Cards
- Presentation slides for sales training meetings
- Other?





Consumer Outreach Activities, TBA

- Partners organize their own promotions and outreach activities
- DOE facilitate connecting partners who may be able to work together
- DOE coordinate something national



Campaign Contacts:

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Possible Outreach Opportunities



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NASCAR

Lani MacRae has current information about this initiative, and coordination with the appliance campaign



Leveraging State Sales Tax Holidays

A number of states offer sales tax holidays on ENERGY STAR qualified products throughout the year.

These “holidays” could be excellent opportunities to coordinate with energy efficiency program sponsors or recyclers on a campaign promotion or activity.



Clothes Washer Change Out

1. Recruit one or more laundry route operators (with your help!)
2. Identify multifamily properties to participate
3. Educate residents in the laundry room and in newsletters
4. Replace conventional washers with ENERGY STAR qualified units
5. Gather data on usage and resident experience
6. Report on resident satisfaction and savings in case studies
7. Share case studies with property owners/managers at conferences, in sales pitches, and on energystar.gov