

Changing a Light is so easy
that even a.....



ENERGY STAR® Change A Light, Change the World Update



ENERGY STAR Change a Light, Change the World Campaign



Time to Celebrate!





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What Worked...What's to Come

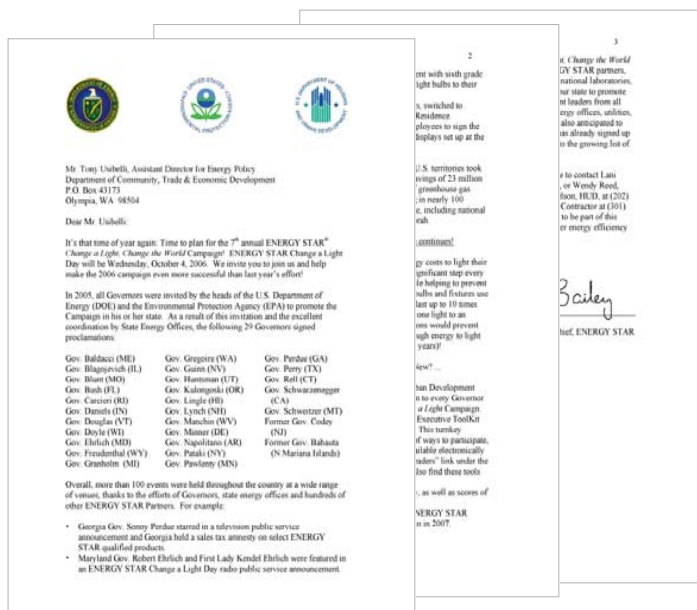


-  DOE's Campaign Executive Toolkit, Event from 2006
-  Light Bulb Check-List for Change-Outs
-  ENERGY STAR Qualified Light Bulbs Focus for 2007
-  NEW Materials, Technical Assistance from DOE

Invitation & Executive Toolkit for State Leaders



Invitation Letters & Follow-Up to State Leaders



Toolkit With Talking Points, Examples, Fun Facts, Ideas, Templates, More

2007 Change A Light



- Governors
- State Energy Offices
- Congress
- Federal Challenge
 - Built from lessons learned throughout DOE complex in 2006
 - 300,000 Federal Buildings
 - 5,000,000 Federal Employees
- Military Base Outreach

One Town's 2006 Change-Out



Change a Light Change America



BioTown, (Reynolds,IN)
Lighting Change-Out,
Energy Efficiency Fair, &
VIP Event with DOE's
Paul Dickerson

Light Bulb Change-Outs Growing; Some Are Year-Round



National Examples

- Environmental Defense “Make the Switch” Project
- Paradigm Nouveau State Capitols Lighting Change-Out Project

Regional / State / Local Examples

- Interfaith Power & Light – Bulb Sales via Faith Organizations
- Efficiency Vermont & Vermont Unplugged “Manchester Challenge”
- School & Organization Light Bulb Fundraisers



**How many on-going
efforts do **YOU** know about?**

Check-List for Change-Outs

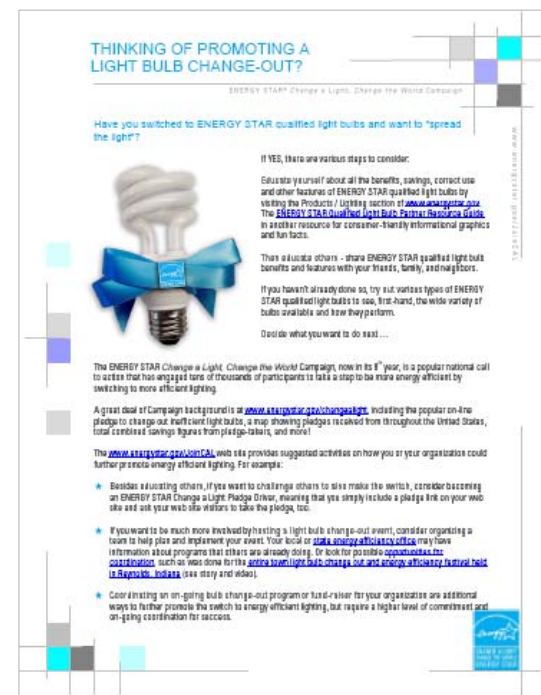


Specify Qualified Light Bulbs. Why?

- Qualified Bulbs Must Meet Strict Quality & Performance Standards, so Consumers Have a GREAT Lighting Experience
- Consumers Continue to Learn More About ENERGY STAR & Look for Other Qualified Products

Other Check-List Items

- Benefits of Qualified Light Bulbs
- Qualified Light Bulbs Key Messages
- Tell Where to Find Qualified Light Bulbs



Timeline: March launch

2007 ENERGY STAR Qualified Light Bulb Updated Savings



Energy Savings

- DOE Reviewed Current Qualified Product Data & Identified that Most Consumers are Experiencing 75% Savings with the Current Product Offerings at Retail
- Overall Savings Increases from 66% (or 2/3) to 75%
- 75% Savings Figure Supports Current Replacement Examples Used by ENERGY STAR
 - 13W CFL for a 60W Incandescent (minimum 800 lumens)
 - 23W CFL for a 100W Incandescent (minimum 1,600 lumens)

NEW: 75% Energy Savings Figure

New Marketing Materials



CFL Fact Sheets for Product Types & Special Application

- Spiral, A-line, Globe, Reflectors
- Dimmable / 3-Way, Outdoor Use
- Key Benefits
- Key Product Attributes & Installation Tips

CFL Installation Checklist

- Proper Application (Dimmable CFL for Dimmable Fixture)
- How to Screw in a Light Bulb (By the Base, Not the Glass)
- Warranty Review
- Proper Recycling & Disposal

Online CFL Savings Calculator

Timeline: May-June launch

ENERGY STAR Qualified Light Bulbs Focus for 2007



Where to Use / How to Choose Consumer Guidance

- What Bulbs can be Used in What Fixtures?
- Look for New Infographics in the 2007 ENERGY STAR Qualified Light Bulb Partner Resource Guide
- Advanced Qualified Light Bulb Product Search

Proper Installation & Use

- How to Screw in a Light Bulb
- Proper Disposal & Recycling



HOW TO CHOOSE

THE RIGHT ENERGY STAR® QUALIFIED LIGHT BULB

PREVIEW COPY

TABLE/FLOOR
LAMPS

PENDANT
FIXTURES

CEILING
FIXTURES

CEILING
FANS

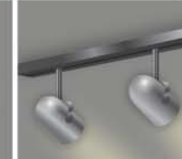
WALL
SCONCES

RECESSED
CANS

TRACK
LIGHTING

OUTDOOR
COVERED

OUTDOOR
EXPOSED



NOTE: If your fixture is connected to a dimmer or three-way switch, do not place an ENERGY STAR qualified light bulb in the fixture unless it is labeled as appropriate for dimmers or three-way switches.



LEARN MORE AT
energystar.gov



PREVIEW COPY

ENERGY STAR Qualified Light Bulb Partner Resource Guide - 2007



- Updated Energy Savings & New Infographics
- More Product Facts & Benefits
- Expanded Color Examples
- Mercury Information
- Proper Disposal Information
- 2008 Criteria Information
 - Candelabra Base
 - Elevated Temperature Testing
- Available On-Line

Timeline: May launch

Advanced CFL Product Search



Expanding the Search Tool to Include:

- Light Output
- Color Temperature
- Residential or Commercial Product
- Product Availability (US, Canada, Mexico, etc.)
- Date Qualified Range
 - Search for Products Between Specific Dates
- Fixture Images
- Customized Report & Export Feature

Timeline: March launch

Advanced CFL Product Search

(continued)



Prototype - Search Tool

Model Number:
All similar model numbers will be found - enter only the first few digits for best results.

OTHER PARAMETERS

Manufacturer Name:

Brand:

Model Type:

Retail Product Number(s):

Wattage: watts

Bulb Life: hours

Light Output: lumens

Color Temperature:




Residential or Commercial Product?

Product Availability:

Date Qualified: From: To:

Specialty Products:
☐ 3-Way CFL ☐ Dimmable CFL ☐ Bug Light CFL

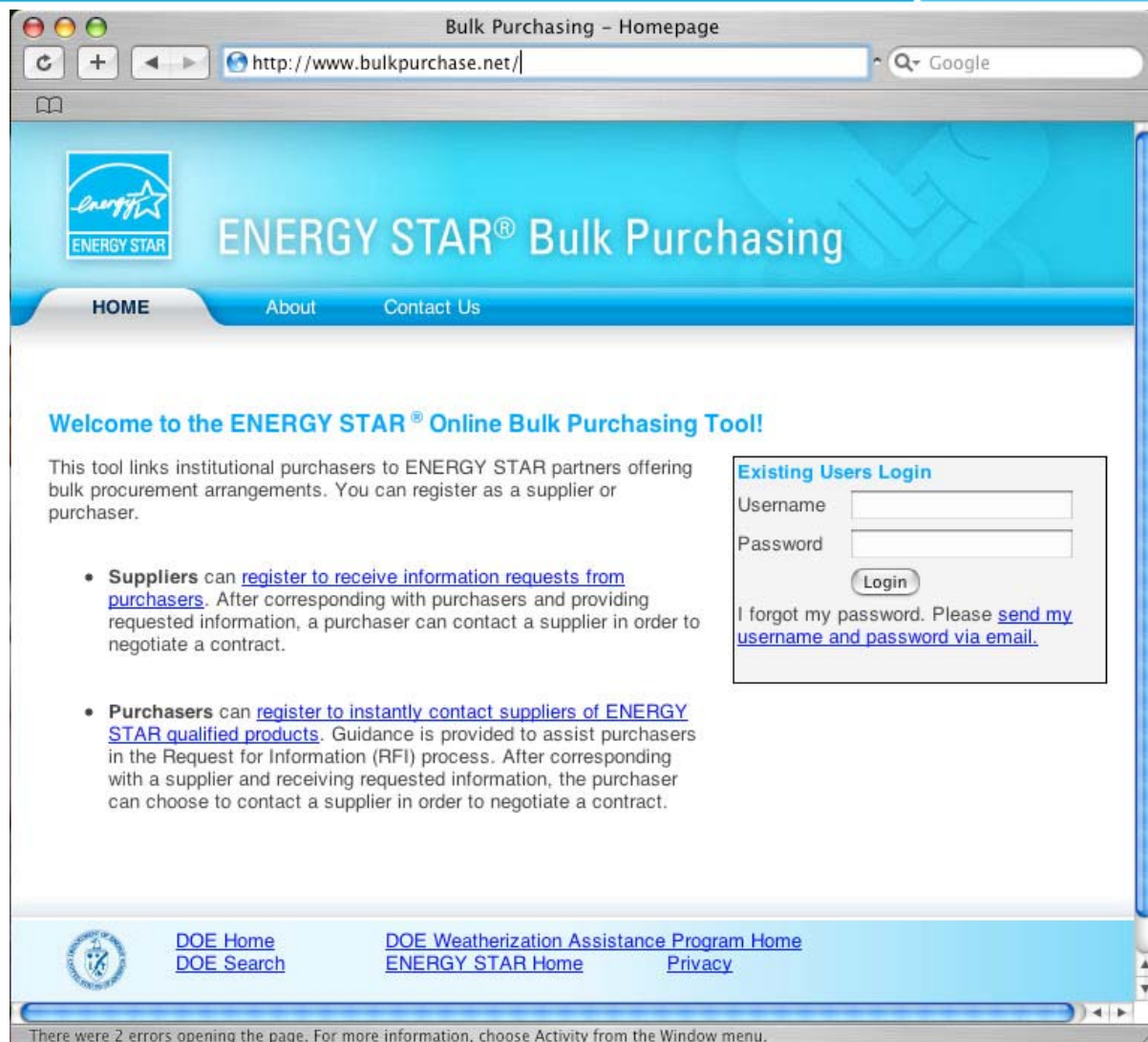
What fixture(s) do you want to use your qualified CFL in?

<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	
	Ceiling-Mounted Fixture		Ceiling Fan		Pendant Fixture

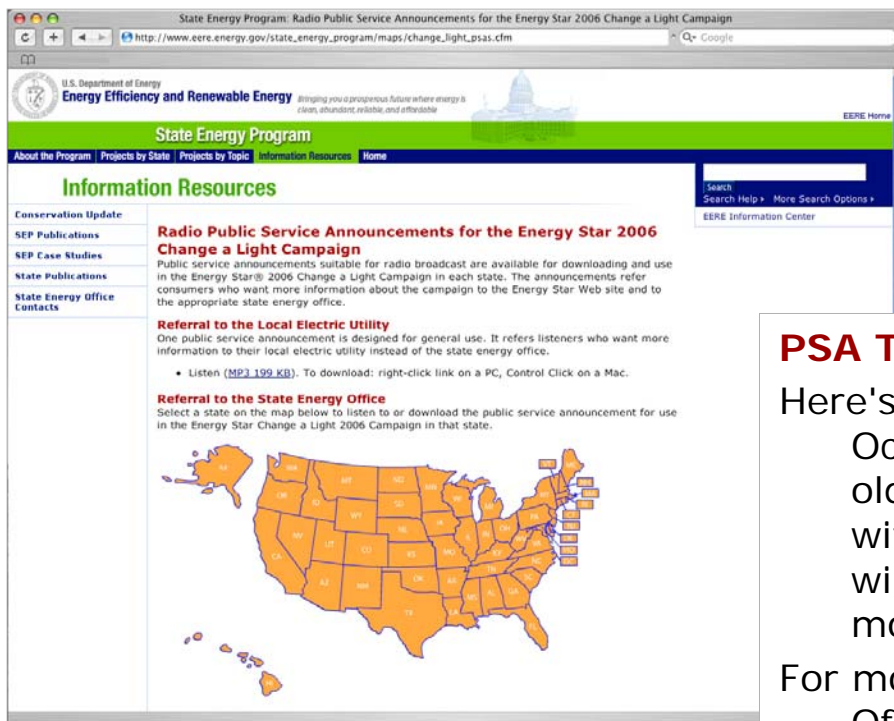
NEW On-Line Bulk Purchase Tool



Bulk
Purchasers
of ENERGY
STAR
Qualified
Products
Easily
Obtain
Quotes from
Registered
Suppliers



DOE's Custom State Radio PSAs



Radio PSA's at DOE-EERE State Energy Program Web Site

PSA Text:

Here's a tip to lower your energy bills this October: change a light. Just change one old-fashioned light bulb at home to one with the Energy Star label. Your new light will use two-thirds less energy, save money, & last for years.

For more information, contact the the Ohio Office of Energy Efficiency.

Or go online to EnergyStar.gov & take the Change a Light pledge to join others changing the world one light at a time.



www.eere.energy.gov/state_energy_program/

ENERGY STAR Qualified Light Bulb Training Calls



Conference Calls Planned to Address ENERGY STAR Qualified Light Bulbs Technical Issues

- Schedule TBA
- Your Questions & Ideas
Welcome to DOE's ENERGY STAR Lighting Team
- E-mail to: cfl@energystar.gov or cfl@drintl.com



More at www.energystar.gov



- Light Bulb & Other On-Line Product Resource Guides
- CFL Product Search
- ENERGY STAR Training Center – Lighting
- ENERGY STAR Change a Light, Change the World Campaign Web Site

For More Information Here is your DOE Team



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