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!
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 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
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

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<th>TABLE/FLOOR LAMPS</th>
<th>PENDANT FIXTURES</th>
<th>CEILING FIXTURES</th>
<th>CEILING FANS</th>
<th>WALL SCONCES</th>
<th>RECESSED CANS</th>
<th>TRACK LIGHTING</th>
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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.
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
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:** (All Manufacturers)
- **Brand:** (All Brands)
- **Model Type:** (All Model Types)
- **Retail Product Number(s):**
- **Wattage:** watts
- **Bulb Life:** hours
- **Light Output:** lumens
- **Color Temperature:** (All Colors)
- **Residential or Commercial Product?** (All Types)
- **Product Availability:** (All Markets)
- **Date Qualified:** From: Month Day Year To: Month Day Year

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

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

- 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/
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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