



Co-Branding with **ENERGY STAR®**

ENERGY STAR Products Partner Meeting

Melissa Klein, U.S. EPA

Denver, Colorado

October 4-7, 2010



Learn more at energystar.gov

Today's Session



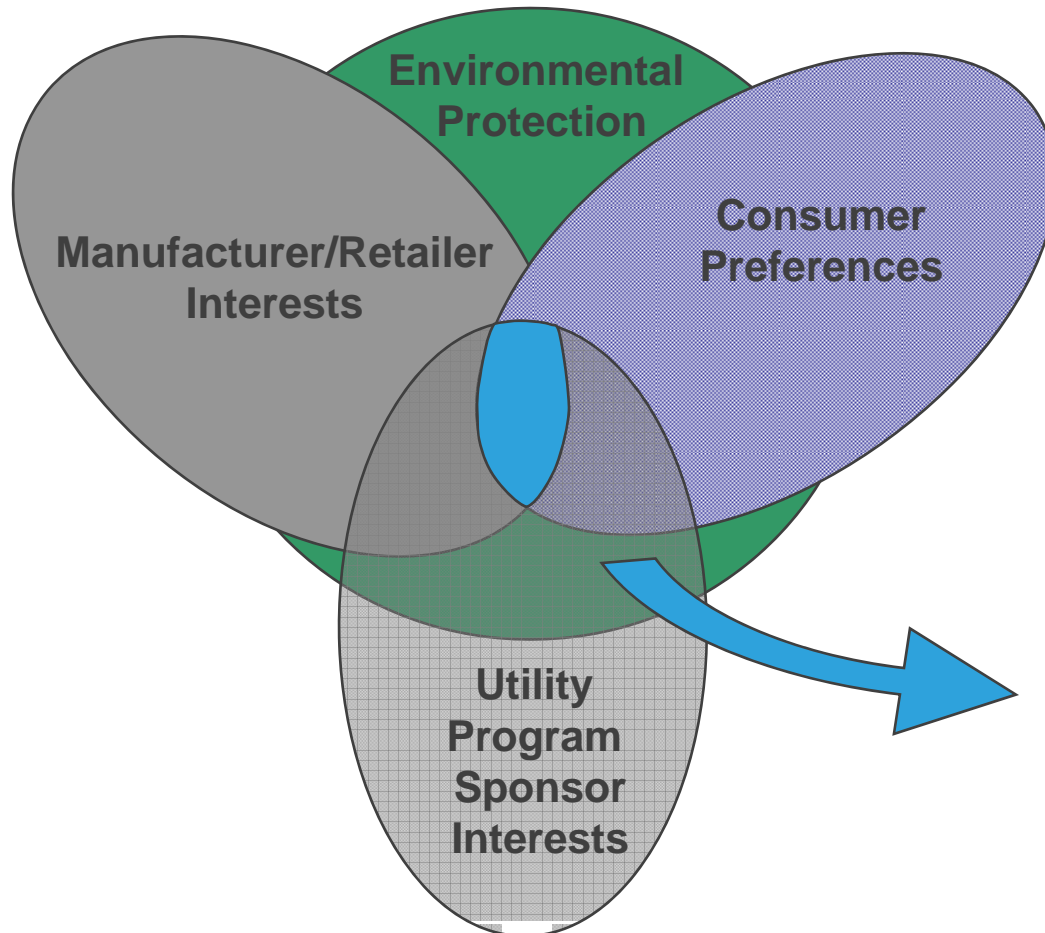
- ENERGY STAR Today
- Guidelines for Using the ENERGY STAR
 - ENERGY STAR Marks
 - Avoiding Logo Misuse
 - Great Examples
 - Energy Efficiency Program Sponsors
 - Retailers
 - Manufacturers
- Join Us!
 - ENERGY STAR Reaches Out To Consumers
 - Change the World, Start with ENERGY STAR Campaign
 - Resources



ENERGY STAR Today



ENERGY STAR Today: Broad Platform



Consumer is Key

Why ENERGY STAR Works



- **Credible** – recognized, trusted symbol – government backing provides objective, third-party information upon which businesses and homeowners can make informed decisions
- **Market-based** – program works to identify market barriers to broader adoption of energy efficiency and develop strategies and related tools for overcoming barriers to alter decision making for the long-term
- **Financially smart** – consumers can save money on utility bills and businesses can make money selling efficient products and services.
- **Environmentally beneficial** – reducing energy consumption helps individuals reduce their carbon footprint, organizations meet corporate sustainability goals, and states and utilities meet local mandates to reduce greenhouse gas emissions and control air pollutants such as mercury, SO_x and NO_x

ENERGY STAR in the U.S. Market



Residential

Labeled Products

- 60+ products / 2000 manufacturers
- 10-60% more efficient

Labeled New Homes

- 20-30% more efficient

Home Improvement

Services

- beyond products
- ducts / home sealing
- whole home retrofits



Commercial / Industrial

Corporate energy management

- benchmarking, goals, upgrades (mgmt & systems --not widgets)
- whole building labeling for excellence
- technical assistance

Labeled Products

- for plug load, not system components

Industrial

Small business initiative

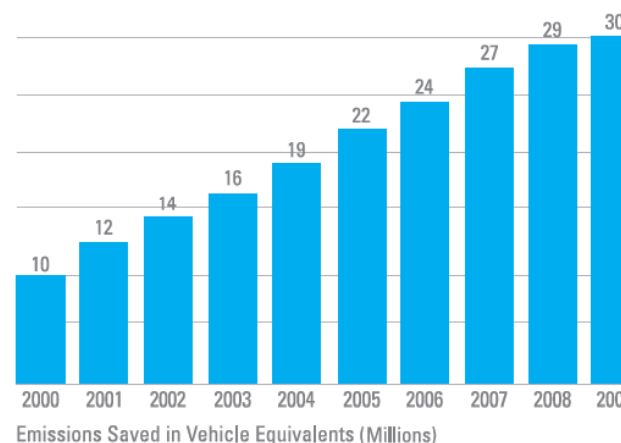
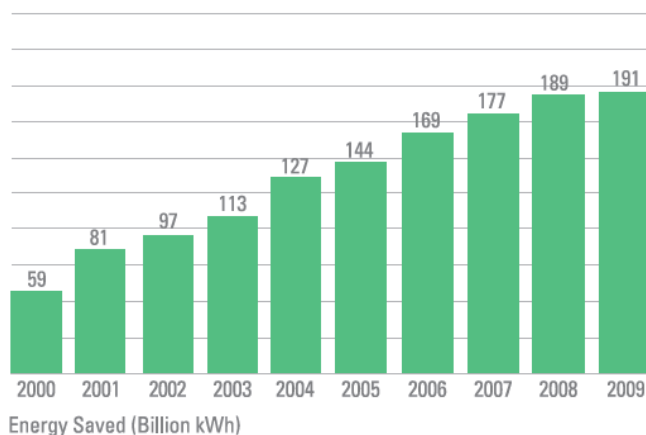


International partnerships – Canada, EU, Japan, etc.

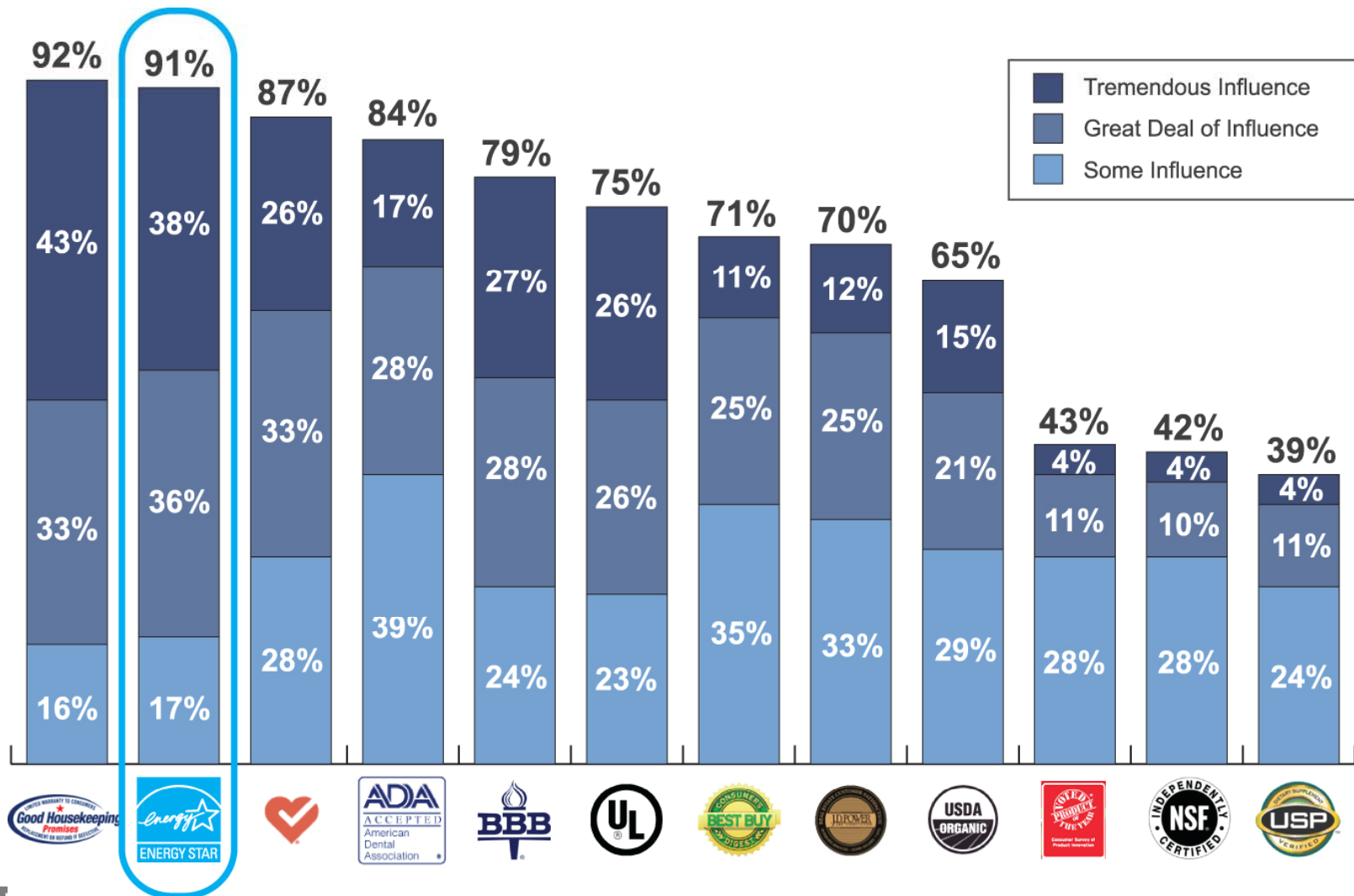


Success: 2009 Accomplishments

- Americans with the help of ENERGY STAR prevented 45 million metric tons of GHG emissions— equivalent to 30 million vehicles and saved nearly \$17 billion on energy bills
- Over 75% consumer awareness
- 17,000 partners
- More than 3 billion qualified products sold since 2000
- Over 1 million new homes are ENERGY STAR
- Tens of thousands buildings benchmarked and thousands upgraded



ENERGY STAR is one of the most influential labels in the marketplace



Source: Fairfield Research, July 2009



Guidelines for Using the ENERGY STAR

To Protect ENERGY STAR Integrity for All



Identity Guidelines for Partners:

- No implication of endorsement by EPA or DOE
- No alteration or distortion
- No disparaging use
- Only used in association with ENERGY STAR qualified products, homes, or buildings
- Partners are responsible for their own use of the ENERGY STAR marks, and their representatives, such as ad agencies and implementation contractors
- ENERGY STAR should always appear in capital letters
- The registration symbol ® must be used with the first time the words ENERGY STAR appear in material



Please refer to the ENERGY STAR Identity Guidelines document for additional information at https://www.energystar.gov/index.cfm?c=logos.pt_guidelines.

ENERGY STAR Marks



Use the **Certification Mark** as a label on products, homes, and buildings that meet or exceed ENERGY STAR performance guidelines.



Use the **Promotional Mark** in public education campaigns on the benefits of ENERGY STAR.



Use the **Linkage Phrase Marks** in marketing materials and on Web sites to show that your company sells either ENERGY STAR qualified products or offers services that can deliver ENERGY STAR performance levels.



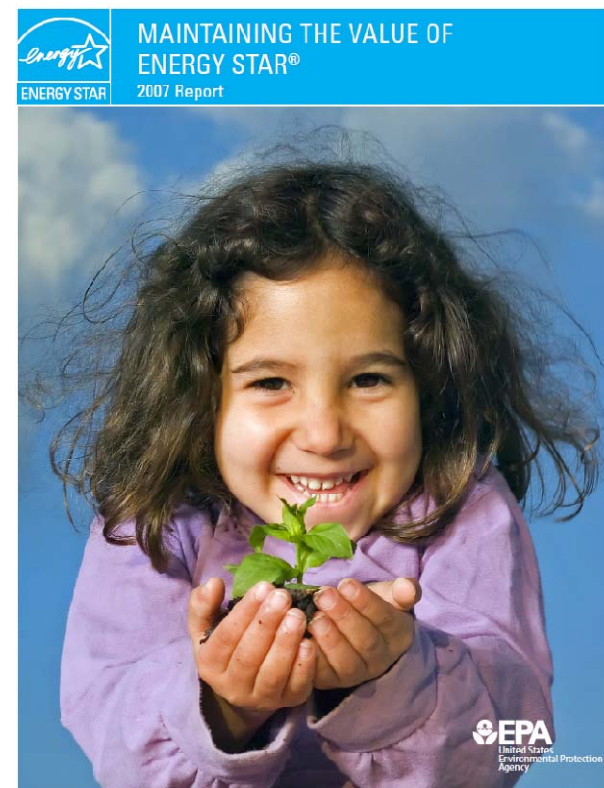
Use the **Partner Mark** to promote your company's commitment to and partnership in the ENERGY STAR program.

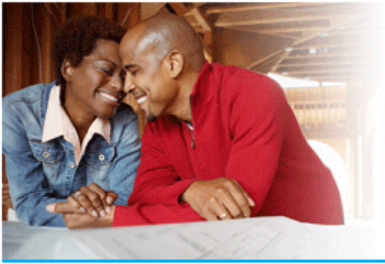
Protecting the Integrity of ENERGY STAR



Across ENERGY STAR

- More product testing
- Logo monitoring/policing
- Specification revisions
- QA/QC
- Enhanced verification





Avoiding Logo Misuse

Avoid Misuse of ENERGY STAR in Text



INCORRECT:	CORRECT:
<ul style="list-style-type: none">• ENERGY STAR certified• ENERGY STAR rated• ENERGY STAR endorsed• ENERGY STAR approved• ENERGY STAR compliant	<ul style="list-style-type: none">• Products that have earned the ENERGY STAR• ENERGY STAR qualified products
<ul style="list-style-type: none">• ENERGY STAR[©]• ENERGY STAR[™]• ENERGY STARSM• ENERGY STAR®• ENERGY STAR ®• ENERGY STAR ®	<ul style="list-style-type: none">• ENERGY STAR® (superscript, no space)

ENERGY STAR Marks



CURRENT:



OUTDATED:



INCORRECT:



Avoid Logo Misuse in Marketing Materials



- Company is an ENERGY STAR partner
- Equipment is not ENERGY STAR qualified
- Use the ENERGY STAR Partner Mark:
 - Near company's name
 - Cannot place on equipment

Online or Print Company Advertisement

Reduce energy consumption with this **non-ENERGY STAR** qualified equipment!

Save X% amount of natural gas over X years with our energy-efficient equipment that is not ENERGY STAR qualified.

Non-ENERGY STAR Qualified



 **ENERGY STAR Partner, Inc.**

Avoid Logo Misuse in Company Ads or Specification Sheets



- One model earns the ENERGY STAR and one does not
 - Advertisement must be clear
- Ensure the ENERGY STAR is only on the qualified model
- Add a **note** under the ENERGY STAR Certification Mark listing qualified models

Online or Print Company Advertisement

ENERGY STAR Partner, Inc.

Non-ENERGY STAR Qualified Model#XXXX

Capacity: X.X cu. ft.
Freezer Section: X.X cu. ft.
Overall: X.X cu. ft.
Refrigerator Section: X.X cu. ft.

ENERGY STAR Qualified Model#YXYX

Capacity: X.X cu. ft.
Freezer Section: X.X cu. ft.
Overall: X.X cu. ft.
Refrigerator Section: X.X cu. ft.

Approvals:

When Talking About ENERGY STAR: Don't Imply Endorsement



INCORRECT:

“The ENERGY STAR Program gives Acme’s CFLs the thumbs up!”

CORRECT:

“Acme has partnered **with EPA’s ENERGY STAR Program** to save energy and fight climate change.”

“Look for CFLs that earn the ENERGY STAR at Joe’s Acme.”



Great Examples: Energy Efficiency Program Sponsors



Why choose an ENERGY STAR® qualified CFL?

Compared to an incandescent bulb, each CFL

- SAVES ENERGY**
 - Uses about **75 percent less energy**

- LASTS LONGER**
 - Lasts about **10 times longer** (great for hard-to-reach fixtures)
 - Comes with a 2-year manufacturer warranty

- EMITS LESS HEAT**
 - Produces nearly 75 percent less heat so it's cooler in the summer

- SAVES MONEY**
 - Could save you **\$25-\$75*** in electricity costs over its lifetime
 - Lasts so much longer that, on average, you only need to purchase one CFL for every 10 incandescent bulbs



In 2007, Americans saved \$1.5 billion by switching to ENERGY STAR® qualified CFLs.

*Savings are based on the 2009 Energy Information Administration's YTD average retail price of electricity at 11.55 cents per kilowatt-hour for residential customers and assumes an 8,000-hour lifetime. Actual savings may vary based on usage and rates.



HELPS PROTECT THE ENVIRONMENT

- Replacing just one incandescent bulb with a CFL in every American home would prevent greenhouse gases equivalent to the emissions of more than 800,000 cars



ComEd's **Smart Ideas for Your Home™** program provides instant discounts on select ENERGY STAR® qualified CFLs at retail stores. Install now to start saving today!

Find participating retailers and details at ComEd.com



Choose the Right CFL

NOTE: If your fixture is on a dimmer or three-way switch, be sure to select a bulb that is designed to dim or for three-way use.

	Table/Floor Lamps	Pendant Fixtures	Ceiling Fixtures	Ceiling Fans	Wall Sconces	Recessed Cans	Track Lighting	Outdoor Covered	Outdoor Exposed
Spiral									
Covered A-Shape									
Globe									
Tubed									
Candle									
Indoor Reflector									
Outdoor Reflector									

HOW MANY WATTS DO I NEED?

Watts actually measure power, not light output or brightness, which is measured in lumens. The lumens measurement is the same between incandescent bulbs and their CFL equivalents, while wattage is not.

Incandescent Bulb (watts)	Minimum Light Output (lumens)	Energy Star Qualified CFLs (watts)
40	450	9-13
60	800	13-16
75	1,100	18-25
100	1,600	23-30
150	2,600	30-52

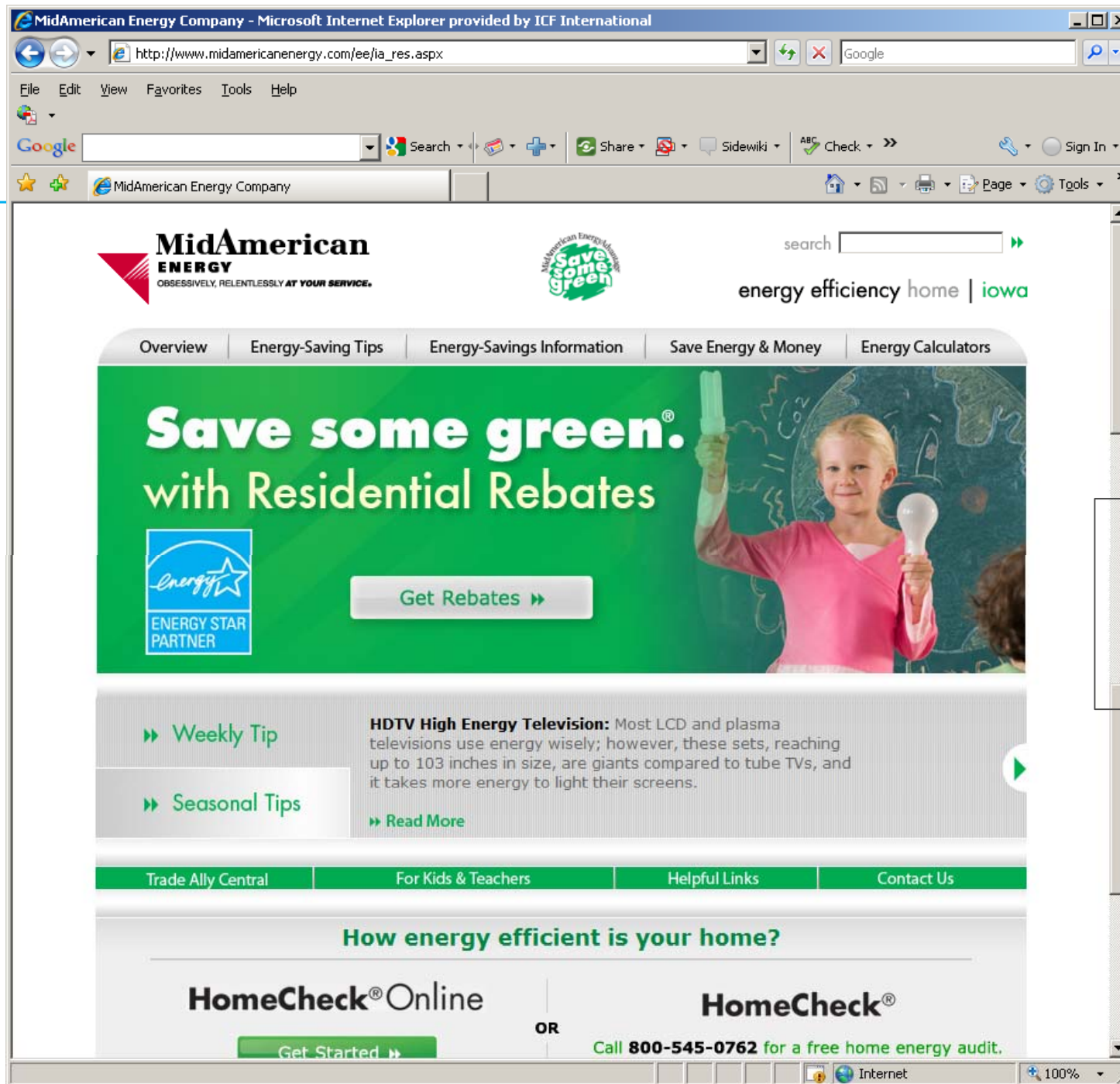
WHAT COLOR SHOULD I CHOOSE?

With CFLs, you have color options for your white light. Light color is measured on the Kelvin scale (K). As you see below, lower numbers mean the light appears more yellow and higher numbers mean the light is whiter or bluer.

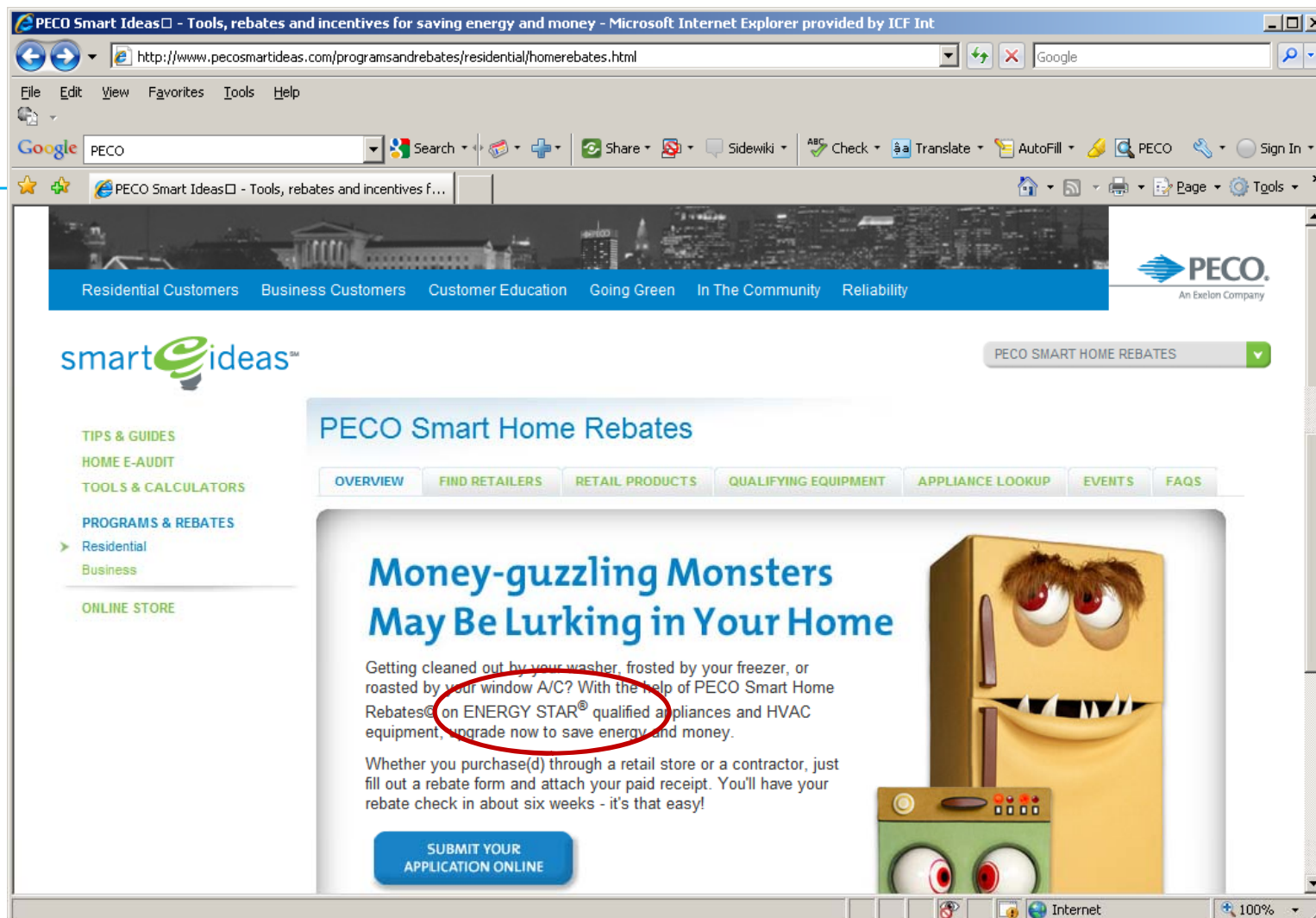
Warm White, Soft White	Cool White, Bright White	Natural or Daylight
Standard color of incandescent bulbs	Good for kitchens and work spaces	Good for reading
2700K 3000K	3500K 4000K	5000K 6500K

ComEd's ENERGY STAR Lighting Brochure





MidAmerican
Energy's
Energy Efficiency
Program page



PECO's

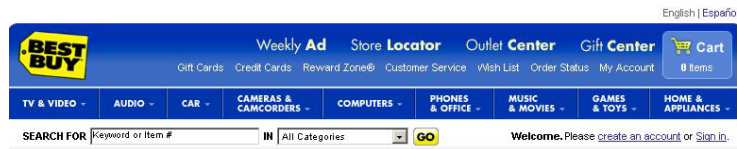
ENERGY STAR Qualified Appliance
and HVAC Rebate Page





Great Examples: Retailers

Best Buy and Sears



The ENERGY STAR difference.

You can buy products that truly make a difference. Products that save you money because they cost less to operate and products that use less energy, so they help to conserve natural resources -- all without sacrificing quality or performance.

Special Offers & Rebates

Rebates up to \$100 are available on qualifying products. Use the ENERGY STAR Rebate Finder* to find special offers and incentives available in your area.



Lowe's and Nationwide



Ask the Experts
Questions about saving energy and water?
Get Answers ▶

1 2 3 4 5 II

ENERGY STAR AWARD 2010
SUSTAINED EXCELLENCE

2010 ENERGY STAR®
Sustained Excellence
Retail Partner

Lowe's is recognized by the EPA for saving you money and energy eight years in a row.
Learn More ▶

1 2 3 II

GET MORE FROM YOUR HOME BY USING LESS

Make your home more energy and water efficient with helpful tips from Lowe's. It's good for your pocketbook and good

Save Energy

Save Water

Money-saving Projects

Related Products



THE NEW ENERGY STAR®
"APPLIANCE"

THE POWER OF ENERGY STAR® BRAND

If you could tell a brand that over 75% of Americans recognize and trust, that promotes consumer's high-quality, energy-efficient performance, and that saves your consumer money every time they use the product, would you? If you tell ENERGY STAR-qualified products, you already do. As consumers continue to search for ways to save money at home, and become more concerned about the impact we have on the environment, an increasing number of them are turning to ENERGY STAR to help them identify energy-efficient, environmentally friendly products.

Nationwide Marketing Group is a long-time partner with ENERGY STAR and is here to help you optimize your sales of ENERGY STAR-qualified products. In past years, we have mainly focused on appliances, but ENERGY STAR offers much more, including a full range of ENERGY STAR home electronics. We would like to let you know about

DVD players, cable boxes and other electronics, collectively account for more than 10 percent of a home's total electricity use, and this is growing. What is also growing is how many electronics the average household has, which is now up to three televisions and two DVD players or recorders and

the amount of energy some of these products use individually. In fact, some of the largest, high-resolution, direct-view (versus rear projection products) TVs can use as much electricity each year as a new refrigerator or roughly 500 kWh/year. This rise in electricity

The average home has two TVs, three telephones, and a DVD player. If these items were replaced with ENERGY STAR® qualified models, it would save over 25 billion pounds of greenhouse gas emissions, equivalent to that of more than 2 million cars. Simple actions can make a big difference.

LEARN MORE AT energystar.gov

SAMSUNG
32" 720p LCD HDTV

The 30,000:1 contrast ratio sharpens the picture and an 8ms response time greatly improves action scenes. You'll also enjoy more brilliant colors with wide color enhancer.

\$549
+ \$50 Rebate
Offer Good 10/1/10-11/30/10

WHICH SAMSUNG TV IS RIGHT FOR YOU?
Samsung TVs offer world-class picture quality, design and energy efficiency. Find the TV that's perfect for you: LCD, LED or Plasma from 19" up to 55".

Bring Some Color Into Your Home and Save
With SAMSUNG'S 40" Touch of Color™ LCD HDTV!

SAMSUNG
40" 1080p LCD HDTV WITH TOUCH OF COLOR™

Contrast and brightness levels achieve new heights in this LCD TV. Watch movies and shows, come to life with enhanced details in very dark or bright scenes. Enjoy a more realistic, sharper picture quality that's sure to catch your eye. Medi2Go™ feature lets you access countless hours of content from your favorite websites.

\$1599
+ \$250 Instant Rebate
Offer Good 10/1/10-11/30/10

TOC

TOUCH OF COLOR™
Make a statement with Samsung's new Touch of Color™ design. It features a hint of color naturally blended into the traditional piano black frame. Transforming our already stylish TVs into a work of art, it truly is unlike anything you've ever seen.

Sam's Club and Walmart



ENERGY STAR® Savings at Sam's Club

Sam's Club is committed to helping you save money and protect the environment by offering a wide variety of ENERGY STAR qualified products for your home and business. ENERGY STAR products not only save you energy, they save you money and help fight climate change by meeting strict energy-efficiency guidelines set by the U.S. Environmental Protection Agency (EPA). And all this without sacrificing the quality, performance, or value you expect from Sam's Club.

Did you know that according to Energy Star, the typical household spends more than \$2,200 a year on energy bills? With ENERGY STAR, you can save almost one-third or more than \$700!

Sam's Club is always looking to help you save more money. Be sure to look for the ENERGY STAR label on products online and in our Clubs.

Home Electronics



Sam's Club carries a variety of ENERGY STAR qualified home electronics – from TVs to sound systems to DVD players. With ENERGY STAR qualified electronics you can get the high-quality entertainment you are looking for from your home theatre system, and also feel good about the energy you are saving.

- Televisions that are ENERGY STAR qualified save consumers, on average, \$45 in direct energy costs over the lifetime of the product. With an average of 2.8 TVs in each U.S. household, that means about \$134 per household.
- If all TVs sold in the United States met ENERGY STAR requirements, the savings in energy costs would grow to about \$1 billion annually and greenhouse gas emissions would be reduced by the equivalent of about 1 million cars.
- ENERGY STAR qualified TVs are 40% more energy efficient than conventional models, helping you save energy, money and fight climate change by reducing greenhouse gas emissions.
- If all televisions sold in the United States met the new ENERGY STAR requirements, Americans would save \$2.5 billion annually in energy costs while reducing annual greenhouse gas emissions equivalent to the emissions of about 3 million cars.

Office Products



Sam's Club also offers everything you need to equip your office – home or business – with energy-saving, ENERGY STAR qualified products, including tips to save even more money, such as power management.

- Enabling your desktop computer and monitor's power management features can save your office or home office up to \$85 per year. Make sure you enable power management features, which are available on nearly all recent computers and automatically place computers into a lower power "sleep mode" after a designated period of inactivity. The computer wakes up once you move the mouse or hit a key on the keyboard.
- Desktop computers, LCD monitors and multifunction devices (MFD) purchased from Sam's Club that enable power management can save you up to \$375 in utility/electricity/energy costs over the life of the products.
- If all computers sold in the United States meet the ENERGY STAR requirements, the savings in energy costs will grow to more than \$2 billion each year and greenhouse gas emissions will be reduced by the equivalent of greenhouse gas emissions from nearly 3 million vehicles.

Notebooks

23 products sorted by Best Selling

page 1 2

Select Quantity, then click "Add to Cart"

Toshiba Satellite Notebook 2.1GHz, 250G, 15.6"

◆◆◆◆ #332834

Model: L455D-S5976

- AMD Sempron™ PCs SI-42
- 2GB DDR2 (max 8GB)
- Windows



Delivery: \$398.00

Login for Lists

Add to List

Select Acc.

HP Pavilion dv6 Notebook 2.26GHz, 500GB, 15.6"

◆◆◆◆ #350718

- Intel® Core™ i5-430M
- 4GB DDR3
- Windows® 7 Home Premium 64-bit



Delivery: \$798.00

Login for Lists

Add to List

Select Acc.

HP G61-429Wwm Notebook 2.1 GHz, 250GB, 15.6"

◆◆◆◆ #362193

Model: G61-429Wwm

- AMD Sempron™ M120
- 3GB DDR2
- Windows® 7 Home Premium



Delivery: \$489.00

Login for Lists

Add to List

Select Acc.



The Home Depot and Amazon



DO MORE ON EARTH DAY

10% OFF ALL ENERGY STAR® QUALIFIED APPLIANCES \$398 AND MORE

Lets crank up the clean and scale back the energy.

ENERGY STAR® appliances work harder. They help save the earth and they save you up to \$700 a year.

[SHOP APPLIANCES >](#)

BUY BIG. SHIP FREE.
Incredible savings on orders ~~\$49~~ \$49 or more. >

IN-STORE SAVINGS
View your local store ad >

SAVE MONEY, THEN GET SOME MORE BACK

EARN CASH FOR APPLIANCES
Get cash rebates when you buy qualified ENERGY STAR® Appliances at The Home Depot.
[LEARN MORE >](#)

TAX CREDIT ELIGIBLE

RECEIVE UP TO \$1,500 IN TAX CREDIT
Purchase select energy-saving products from 1/1/09 - 12/31/10 and you may be eligible to receive a federal tax credit.



Make a Difference:
Look for the
ENERGY STAR®



[Shop now at Amazon.com](#)





Great Examples: Manufacturers



Dishwashers

- All GE Profile® dishwashers have earned the ENERGY STAR label.
- Replacing a dishwasher manufactured before 1994 with an ENERGY STAR® qualified dishwasher can save you \$30 or more per year in utility costs.*
- The GE Profile dishwasher holds up to 36 place settings at once, so it's possible to wash every dish in a single load.

*U.S. Department of Energy



Washers

- The GE® frontload washer exceeds 2007 ENERGY STAR guidelines.*
- The washer's total energy and water savings can pay for the initial cost of the washer over its life.*
- GE Profile Harmony™ washers save up to 34 gallons of water per average load with the new Hydrolife™ system.**



Water dispensers

- ENERGY STAR qualified. Save up to 10% more energy with the Energy Saver Settings**.

GE ENERGY STAR
Partner of the Year
Award Catalog



GE Energy Efficient Products: Home - Microsoft Internet Explorer provided by ICF International

http://www.geappliances.com/energy-star-appliances/

File Edit View Favorites Tools Help

Google Search Share Sidewiki Check Translate AutoFill Sign In

GE Energy Efficient Products: Home

GE Appliances

Select Category Search

SHARE Where To Buy en español

Home Products Service & Support Rebates & Promotions Kitchen Design Center Recipes & Cooking Communities Explore GE Brands

GEAppliances.com Home > Products > Energy Efficient Appliances

GE Energy Efficient Appliances

GE Energy Efficient Appliances

- [Energy Efficient Refrigerators](#)
- [Energy Efficient Dishwashers](#)
- [Energy Efficient Washers](#)
- [Energy Efficient Room Air Conditioners](#)
- [Energy Efficient Dehumidifiers and Air Purifiers](#)
- [Energy Efficient Water Heaters](#)
- [Energy Efficient Water Dispensers](#)
- [Energy Efficient Monogram Products](#)

Make the change to ENERGY STAR®



GE ENERGY STAR qualified appliances offer the benefits of efficiency without sacrificing features, performance, style or convenience.

Today, GE manufactures hundreds of appliance models that carry the ENERGY STAR, making it easy for you to take advantage of any rebates, tax credits or sales tax exemptions on energy-efficient products that your state and local utilities may offer.*

* U.S. Department of Energy

GE ENERGY STAR Qualified Appliances

	ENERGY STAR Qualified Refrigerators		ENERGY STAR Qualified Dishwashers
	ENERGY STAR Qualified Washers		ENERGY STAR Qualified Room Air Conditioners



Appliances Rebate Program
state-run rebate program

ENERGY STAR® appliances may qualify for an additional rebate from states, funded by a Federal Rebate program.

GE's ENERGY STAR Page



Sylvania Lighting
Features the ENERGY
STAR Choose a Light
Guide





ENERGY STAR Reaches Out To Consumers

Engaging People of All Ages



NAME: PepsiCo Green Team

MISSION: GLOBAL WARMING: Empowering employees to help make their facilities and manufacturing processes more energy efficient.

SAVINGS SINCE 1990: \$179 million | 20 trillion Btu | 3 billion lbs. CO₂

NEXT PHASE: Winning the softball championship

Join Leona and Will in the Fight Against Global Warming.

They've joined over one million American families across the country living in ENERGY STAR® qualified homes.

COLLECTIVE SAVINGS TO DATE: \$1.24 billion | 22 billion lbs. CO₂



Join the EPA in the Fight Against Global Warming.

By choosing ENERGY STAR® qualified products for heating and cooling equipment as simple as this, you can help protect the environment by saving energy.

SAVINGS: 6,400 lbs. CO₂



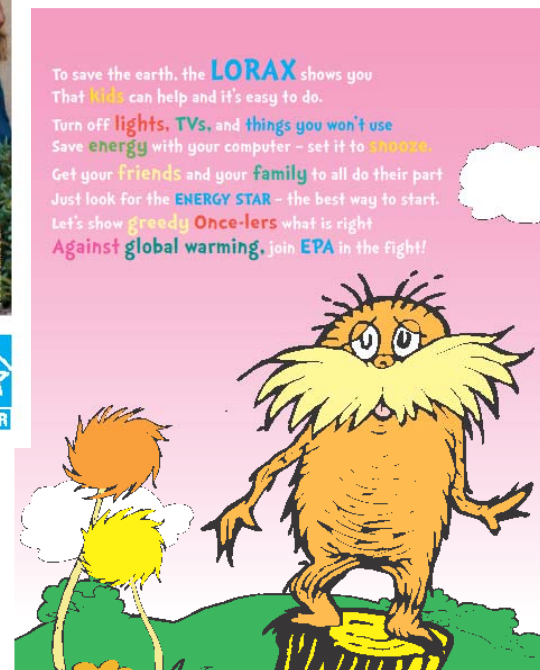
JOIN PEPSICO IN THE FIGHT AGAINST GLOBAL WARMING. PepsiCo is one of the thousands of organizations saving energy with help from EPA's ENERGY STAR® Program. That means lower energy bills for PepsiCo and a cleaner environment for all of us. Learn how your organization can be a part of the solution at energystar.gov.



We can all do our part in helping to protect the environment by choosing products, homes, and buildings in our community that have earned the government's ENERGY STAR. Learn more at energystar.gov.



ENERGY STAR products meet strict guidelines for energy efficiency. They can help you save on your utility bills, and reduce the greenhouse gas emissions. Learn more at energystar.gov.



To save the earth, the **LORAX** shows you that **kids** can help and it's easy to do.

Turn off **lights**, **TVs**, and **things you won't use**. Save **energy** with your computer – set it to **standby**.

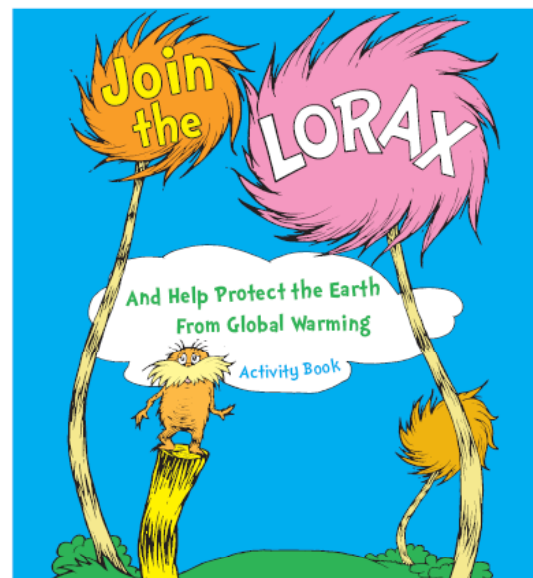
Get your **friends** and your **family** to all do their part. Just look for the **ENERGY STAR** – the best way to start. Let's show **greedy Once-lers** what is right. **Against global warming, join EPA in the fight!**

JOIN THE LORAX AND EPA IN THE FIGHT AGAINST GLOBAL WARMING. We can all do our part by making easy changes in our homes, at school, and at work. Learn more at energystar.gov.



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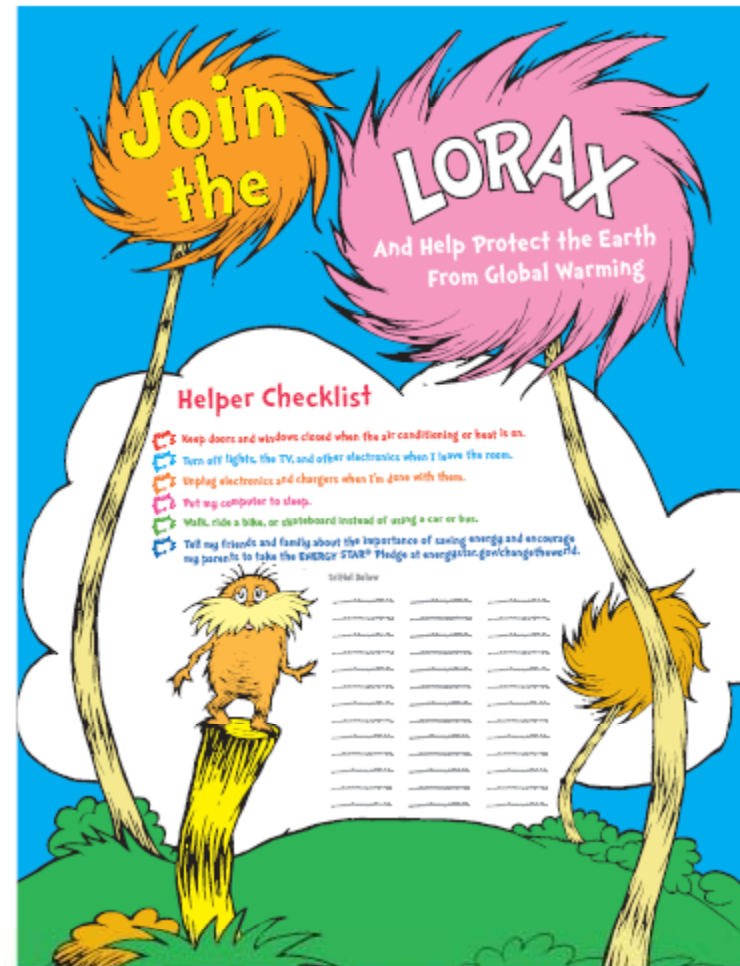
Introduced in 2009



Join the Lorax and EPA by doing your part every day.
We can all fight global warming by making easy
changes at home and at school.
Learn more at energystar.gov/kids.



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Helper Checklist

- Keep doors and windows closed when the air conditioning or heat is on.
- Turn off lights, the TV, and other electronics when I leave the room.
- Unplug electronics and chargers when I'm done with them.
- Put my computer to sleep.
- Walk, ride a bike, or skateboard instead of using a car or bus.
- Tell my friends and family about the importance of saving energy and encourage my parents to take the ENERGY STAR® Pledge at energystar.gov/change4usworld.

Initial Below



Join the Lorax and EPA by doing your part every day.
We can all fight global warming by making easy
changes at home and at school.
Learn more at energystar.gov/kids.

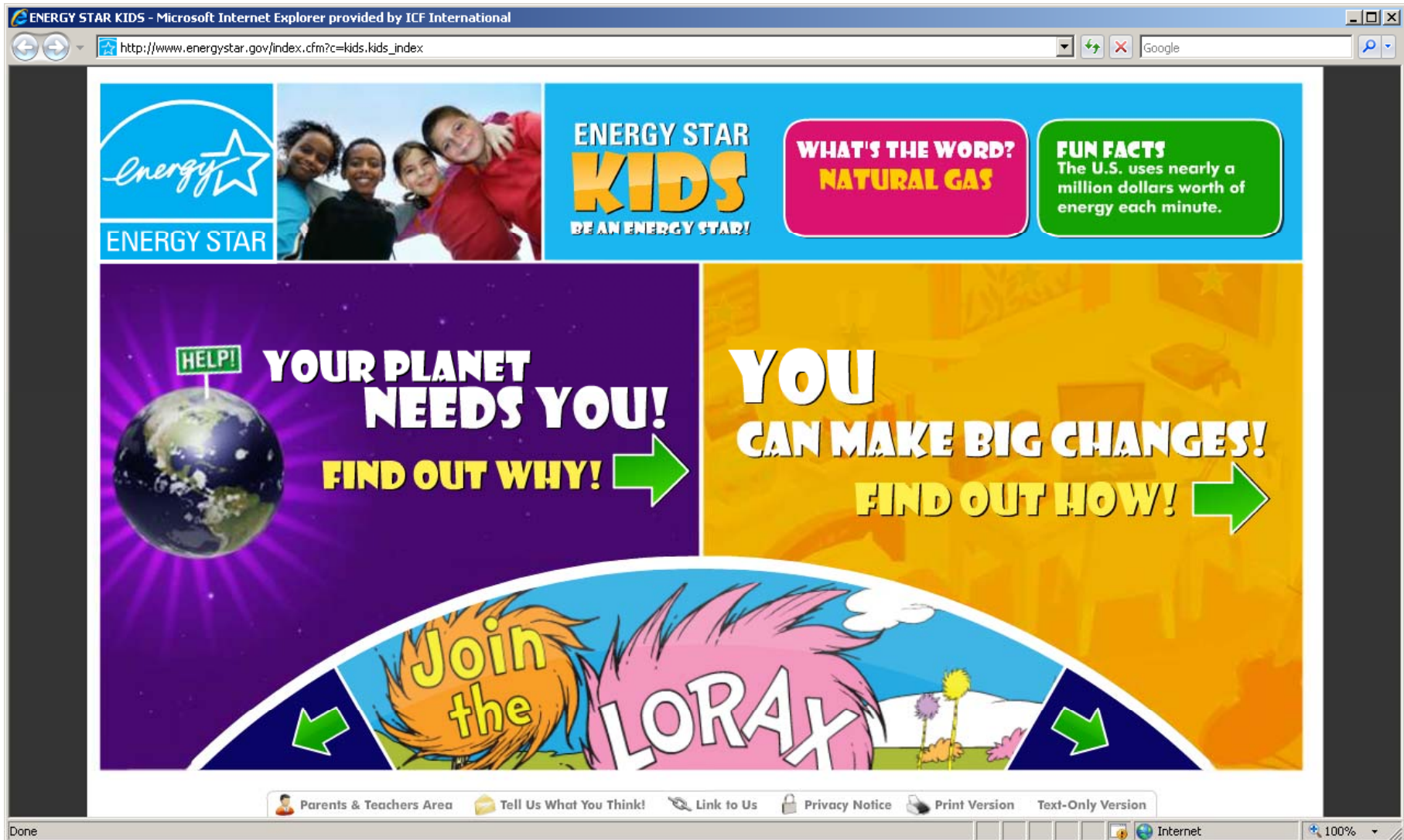


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ENERGY STAR is a registered trademark of the U.S. Environmental Protection Agency.



Link to ENERGY STAR Kids





Join Us!: Change the World, Start With ENERGY STAR Campaign

Campaign: Change the World, Start with ENERGY STAR



- Combat climate change
- Launched Earth Day 2008
- Expanded ENERGY STAR Pledge
- Nationwide events with local sponsors
- Focus: youth (8-15) and families
- Community service projects
- National youth organization partnerships
 - Boys & Girls Clubs of America
 - PTO Today
 - Do Something
- Many ways to leverage



Cornerstone: The ENERGY STAR Pledge



CHANGE THE WORLD, START WITH ENERGY STAR

I pledge to:

Replace at least one light in my home with an ENERGY STAR qualified one.

How many bulbs do you plan to replace with an ENERGY STAR qualified bulb? (up to 50) _____

Make my home heating and cooling system work better. I will:

- ☐ Set or program my thermostat to save energy while I'm asleep or away from home
- ☐ Have my heating and cooling equipment tuned-up by a professional and change my air filter
- ☐ Seal obvious leaks and repair disconnections in my home's duct system

Make sure my home is well sealed and insulated. I will:

- ☐ Seal my home's envelope (outer walls, ceiling, windows, doors, and floors) with caulk, spray foam, or weather stripping, and add insulation to the attic.

Choose ENERGY STAR qualified equipment for my home office. I plan to purchase a(n):

- ☐ Computer
- ☐ Fax
- ☐ Monitor
- ☐ Ink-Jet Printer
- ☐ Multi-Function Device

Choose ENERGY STAR qualified home theater products. I plan to purchase a:

- ☐ TV
- ☐ DVD player
- ☐ Home Theater in a Box (sound system)

☐ Enable my ENERGY STAR computer and monitor to sleep while I'm away.

Choose ENERGY STAR qualified products for my kitchen and laundry. I plan to purchase a:

- ☐ Clothes Washer
- ☐ Dish Washer
- ☐ Refrigerator

Purchase ENERGY STAR holiday lights this holiday season. I plan to buy _____ light strings

☐ I'd like to receive quarterly e-mails from ENERGY STAR with energy-saving tips.

*More than
2 million
Pledges*





So the sooner you act, the more you'll save. Learn more about the Lighting & Appliance Program.

[Frequently Asked Questions](#)
[Additional Resources](#)

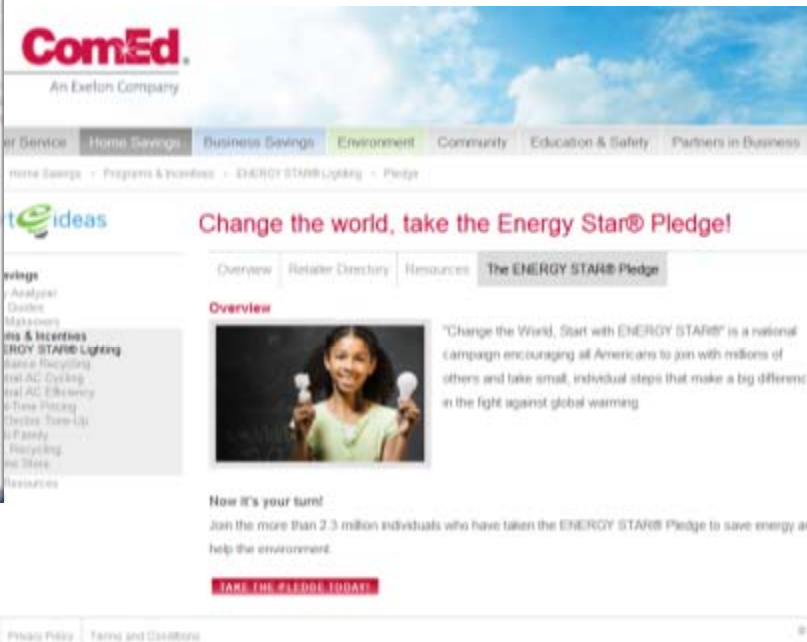
Today and tomorrow, you can count on BGE for safe, reliable gas and electricity delivery... innovative solutions to your energy needs... value-added energy management support... and environmental responsibility.

Join BGE in taking the ENERGY STAR Change the World Pledge and help make a difference.



Legal

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BGE includes the campaign identifier on its Smart Energy Savers Program, linking users to its pledge page. The pledge page utilizes an iFrame to incorporate the ENERGY STAR pledge.

<http://conservation.bgesmartenergy.com/residential/lighting-appliances>

ComEd also utilizes the iFrame so it gets credit for the pledges taken through this website

https://www.comed.com/sites/HomeSavings/Pages/lightning_pledge.aspx



Sears: Appliances, Tools, Electronics, Apparel and more from Craftsman, Kenmore, Diehard and ot - Microsoft Internet Explorer p

http://www.sears.com/shc/s/nb_10153_12605_NB_showPledge?adCell=W4&infinityCntr=true

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Sears Life. Well spent.

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Need it Now? Buy online. Pick up in store. Learn more marketplace at Sears.com shop millions of products

the big switch

HOME RESOURCE CENTER TAKE THE PLEDGE

ENERGY STAR Sears ENERGY STAR PARTNER OF THE YEAR

Take the Pledge

Small steps can make a difference for the environment and your wallet. Take the Pledge and be entered for a chance to win a suite of Kenmore ENERGY STAR® qualified appliances.

[See official rules](#) [See what you can win](#)

I pledge to...

Switch out at least one energy-inefficient light in my home with an ENERGY STAR qualified one. I plan to replace lights (max. 50)

[learn more >](#)

Switch out my energy-inefficient appliances with ENERGY STAR qualified appliances for my kitchen and laundry (select all that apply):

- ☐ Clothes Washer
- ☐ Dishwasher
- ☐ Refrigerator

[learn more >](#)

Savings Calculator

Live Greener

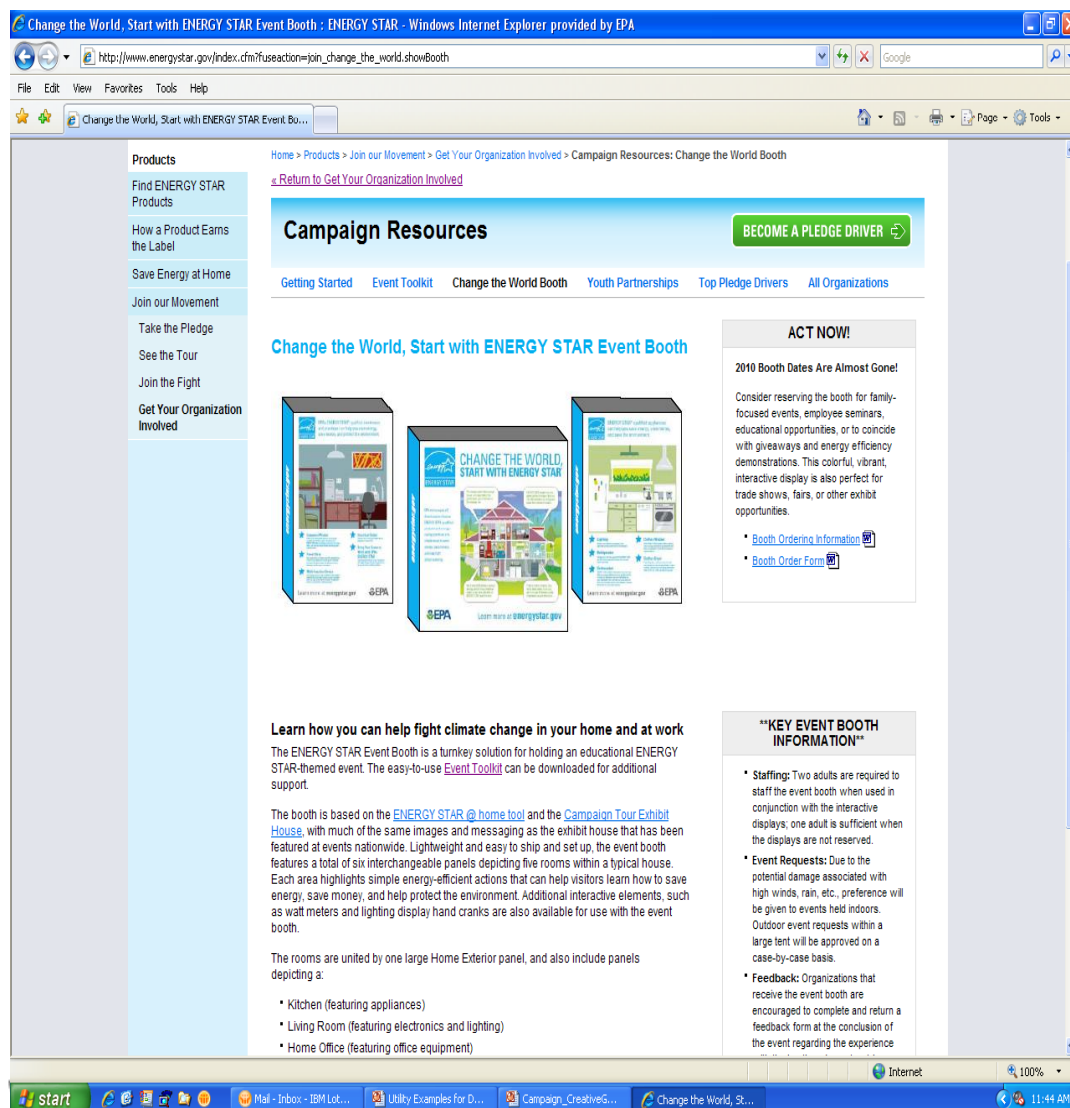


Sears' "The Big Switch" campaign leverages the ENERGY STAR Pledge



Resources

Use Readily Available Resources from EPA



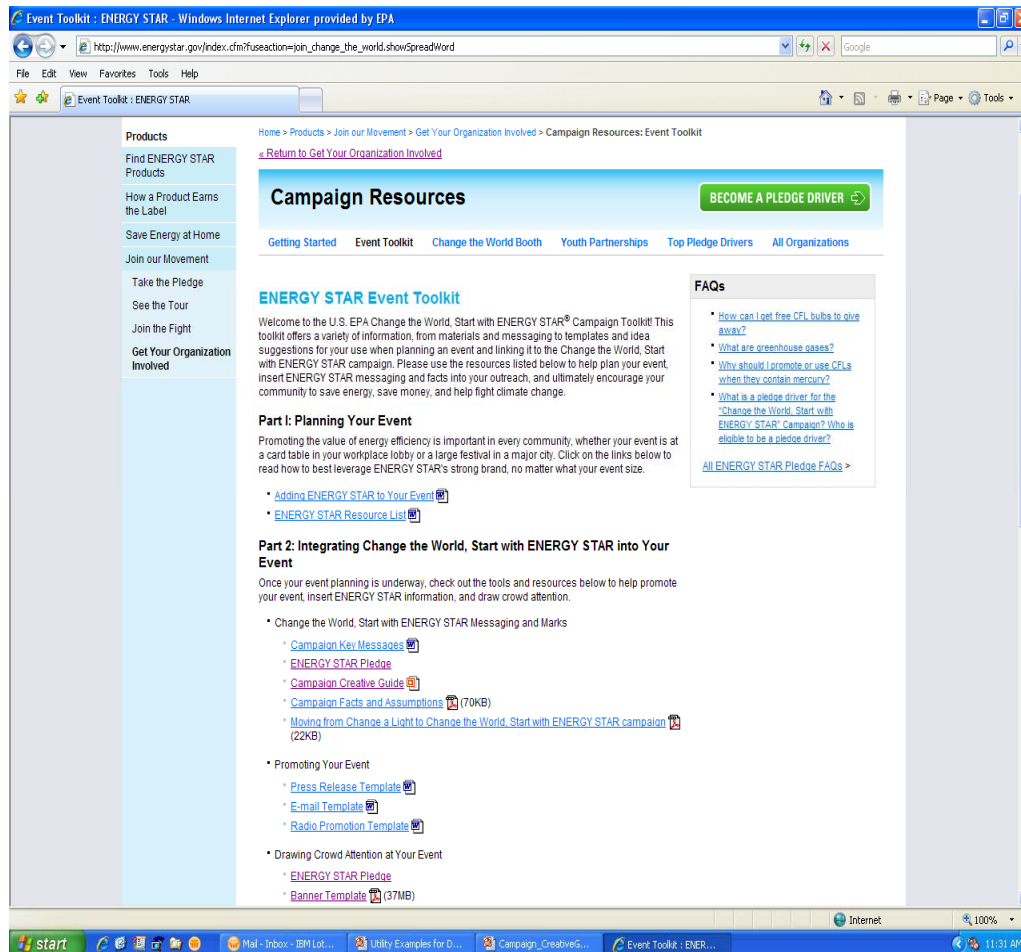
Reserve the new Change the World, Start with ENERGY STAR Event Booth

-Contains much of the same messaging and imagery found in the Campaign Tour Exhibit home, yet smaller, lightweight, easy to ship, and best of all – FREE to use!

-Other interactive elements available:

- Watt meters
- Lighting Display Hand Cranks

Change the World, Start with ENERGY STAR: Planning an Event?



The ENERGY STAR Event Toolkit helps you:

- Plan Your Event by showing how to best leverage the ENERGY STAR brand.
- Integrate Change the World, Start with ENERGY STAR into Your Event through messaging, materials and other resources.
- Take Change the World, Start with ENERGY STAR into Your Community through education and leveraging EPA partnerships and activity guides.

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Ameren
Illinois Utilities

FOR MY HOME FOR MY BUSINESS FOR CONTRACTORS FOR KIDS MORE RESOURCES

Take the ENERGY STAR® Pledge
Ameren
Illinois Utilities
CLICK HERE!

[Residential Incentive Programs](#)
[Energy-saving Facts & Tips](#)
[Energy-saving Resources](#)
[Take the Pledge](#)

One Good Turn Deserves Another. Use CFLs. Recycle CFLs.
[Learn how to recycle CFLs.](#)
[Learn how to use CFLs.](#)

Questions?
E-mail
ActOnEnergyResidential@ameren.com

Energy House

This is easy-to-use tool shows you simple things you can do in every room of the house to save energy and money, while helping to protect the environment.



Click on a room or a ★ to learn more.

Back Home





Columbia Gas of Ohio
A NiSource Company

Access DirectLink [MANAGE YOUR ACCOUNT](#)

Home Your Business Doing More for You Cozy's Kids Corner About Us

Section Menu

- About Natural Gas
- Your Account
- Energy Delivery Charges
- Payment Methods
- Save Money!
- Home Performance Solutions**
- Simple Energy Solutions
- Thermostat Video
- WarmChoice®
- Questions & Answers

Columbia Gas of Ohio
A NiSource Company

Home Performance Solutions

Home Performance Solutions

LIMITED TIME OFFER
\$150
Summer Bonus

Home Performance Solutions is now available in all of the 61 Ohio counties served by Columbia Gas!

Home Performance Solutions from Columbia Gas of Ohio helps our gas-heating customers take action to save money on their natural gas bills.

It starts with a low-cost Home Energy Audit, and provides generous rebates to make qualified energy efficiency improvements much more affordable.

You will benefit most from this program if your gas-heated home uses 1000 Ccf of natural gas or more per year. See below for where to look on your bill for this information.

Related Links

- Columbia Gas E-Store
- Home Performance Solutions Brochure
- Home Performance Solutions Fast Start
- Thermostat Video
- Energy Tax Incentives
- WaterSense
- Simple Energy Solutions Brochure
- ECHO-Lite Program
- Ohio Assistance Rebate Program
- Energy Efficiency House

Internet | Protected Mode: On



Link in the right-hand navigation bar takes users to a customized version of the ENERGY STAR @ home tool.



<http://www.columbiagasohio.com/en/your-home/YourEnergySolutions/home-performance-solutions.aspx>



Energy Reference Library

ENERGY STAR® Home Energy Yardstick



What you need to know to get started

- Your energy use and costs for the last year: You'll need your last 12 months of utility bills OR a 12-month summary statement from your utility company.
- Energy sources for your home: natural gas, electricity, fuel oil, propane and/or kerosene?
- The square footage of your home.

Your Home

What is your zip code?

How many people live in your home?

What is the square footage of your home, including the basement?

[More information](#)

Your Fuel Types

In addition to electricity, which fuel type(s) does your home use? Select all that apply. **Maximum 2.**

- ☐ Natural Gas ☐ Propane
- ☐ Fuel Oil ☐ Kerosene

Your Energy Use

Would you like to use **annual** or **monthly** billing information to enter your household's energy use?

- ☒ Annual
- ☐ Monthly

Select the Start Date for the year covered: [?](#)

Enter Totals for the year:

E.On hosts the
**ENERGY STAR Home
Energy Yardstick**



Helpful Resources



- www.energystar.gov
- www.energystar.gov/logouse
- www.energystar.gov/nationalcampaigns
- www.energystar.gov/publications

Questions?



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