

ENERGY STAR®

Autumn Lighting Newsletter

Lighting the Way to a Brighter Future



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-

[Join us for Partner Meeting 2020!](#)

For the first time, the annual ENERGY STAR Products Partner Meeting (ESPPM) is going virtual and registration is **free**.

Fueled by the contributions of our excellent partners, the yearly ENERGY STAR Partner Meeting is full of collaboration and thought-provoking conversations. Partners have the chance to collaboratively evaluate market data and strategies for efficiency programs, discuss technology breakthroughs, and energize each other in the quest for greater adoption of ENERGY STAR certified technologies. This year, EPA has chosen a virtual meeting platform for the 2020 ESPPM that replicates the networking opportunities that the annual in-person ESPPM offers. The ENERGY STAR Sales and Marketing team focused on lighting will be presenting the following panels:

[DIY Meets Downlights: ENERGY STAR at Home](#)

[Wednesday, October 28, 2020, 11:00 A.M. – 12:00 P.M. ET](#)

Downlight retrofit kits have made energy-efficient upgrades to recessed lighting a quick and simple DIY project. Ease plus the savings and aesthetic appeal of ENERGY STAR certified LED models are motivating people to upgrade. In a period when people have the time for home projects, learn how ENERGY STAR partners are helping provide DIYers a way to save money, energy, and add style to their home upgrades.

[Keeping the Lights On: A New Environment for Lighting Programs](#)

[Wednesday, October 28, 2020, 12:00 P.M. – 1:00 P.M. ET](#)

Hear insights on how the lighting market continues to evolve as well as respond to shocks. Learn how ENERGY STAR partners are adapting to these changing times. Speakers will

discuss what direction the lighting market was headed before COVID-19, how the pandemic has impacted lighting programs, and what trends may be more durable as we emerge from this year.

Register now!

Help Your Customers Make Smart Purchases with ENERGY STAR's Choose a Light Guide



Finding the right light bulb just got a whole lot easier with the new and improved [ENERGY STAR Choose a Light Guide](#). Offer your consumers a simple path to pick the right light for every room and occasion with a tool that addresses three important bulb characteristics. Users follow simple steps to brighten their homes with energy-efficient lighting:

1. Choose the shape
2. Choose the color
3. Choose the brightness

The tool is mobile-friendly, so consumers can identify their desired bulb anytime!

Light the Moment – New Materials!

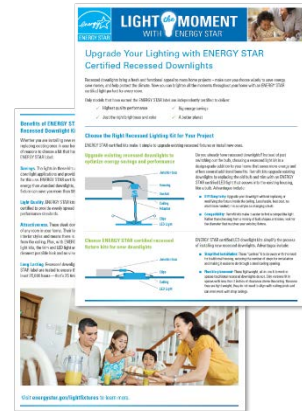


The Environmental Protection Agency (EPA) is excited to share expanded messaging and materials for the 2020 ENERGY STAR lighting promotion—Light the Moment with ENERGY

STAR—to launch around Daylight Saving Time on November 1st. Our comprehensive [Marketing & Materials Plan](#) deck provides an overview of the promotion and all the available materials—with direct links—to help you identify the best participation opportunities for your organization.

Upgrade Your Lighting with ENERGY STAR Certified Recessed Downlights

Recessed downlights bring a fresh and functional appeal to many home projects. Check out the new [ENERGY STAR Certified Recessed Downlights Factsheet](#), which can help educate customers to make sure they choose wisely to save energy, save money, and help protect the climate. Use this factsheet to show consumers how to choose the right recessed lighting kit for their home improvement project and to communicate the benefits of recessed lighting.



Questions?

As always, please feel free to send us any questions or suggested topics for our next newsletter. Email lighting@energystar.gov

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