

ENERGY STAR®

Winter Lighting Newsletter

Lighting the Way to a Brighter Future



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ENERGY STAR Products Partner Meeting

The 2020 ENERGY STAR Products Partner Meeting was held October 27-29, 2020. Hosted on a virtual platform for the first time ever, the meeting drew more than 1,000 partners and stakeholders for three days of plenary, topical, and working sessions.

Lighting presentation decks are available from the following lighting panels and are linked below:

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

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](#)

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.

If you attended the virtual 2020 ENERGY STAR Products Partner Meeting, session recordings and presentation decks are available in the [meeting platform](#) until July 2021.

Light the Moment – New Materials!



The Environmental Protection Agency (EPA) is excited to share expanded lighting messaging and materials featuring the *Light the Moment with ENERGY STAR* call-to-action. Our comprehensive "[Marketing & Materials Plan](#)" deck provides an overview of the 2020 promotion and all the materials, which remain available. Look for exciting new details about our 2021 lighting promotion in the coming months!

New! Specialty Bulb Case Study

Did you know that of the nearly 2 billion decorative sockets, an estimated 88% are still filled by inefficient bulbs? A new ENERGY STAR factsheet highlights the cost and energy savings associated with specialty (decorative) lighting. This new resource examines the remaining opportunities for energy efficiency programs, shows how previous barriers to adoption by consumers have been reduced, and what role energy efficiency programs play in moving the lighting market to full transformation. Incorporating this subcategory into your existing lighting portfolios can help overcome persistent market barriers and help achieve quantifiable energy savings. Learn how to "[Strengthen Energy Efficiency Programs with Specialty Lighting](#)" with this new resource.



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 helps them navigate 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!

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.



Free ENERGY STAR Marketing Resources!

Visit the [ENERGY STAR Marketing Materials for Products](#) page to access Light the Moment campaign materials, factsheets, infographics, marketing tools, and more. Click on promotion/campaign buttons, or use the filters on the right side of the page to find marketing materials, [including lighting specific content](#). Use these resources to engage and educate your consumers, colleagues, and social media followers.

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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