



Status of the ENERGY STAR® Program and Look to the Future

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US EPA
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Learn more at energystar.gov

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Sears



 **Electrolux**



CREE 



Today's Refreshment & Reception Sponsors



- Refreshment sponsors
 - Cree, Inc.
 - MaxLite
 - Globe Electric Company Inc.
 - Greenlite Lighting Corporation
- Reception sponsor
 - Technical Consumer Products
 - Denver Art Museum
 - 7:30 pm



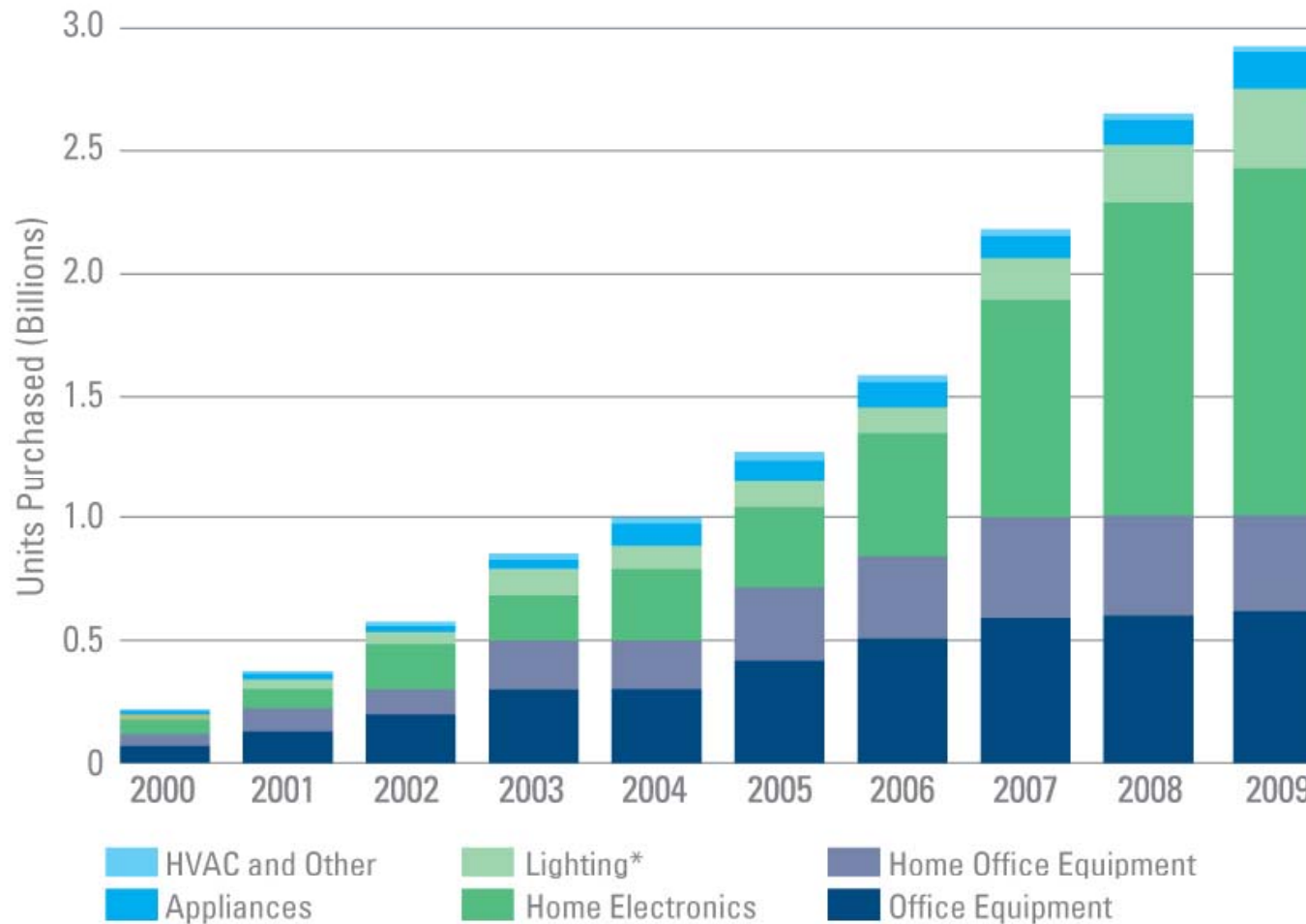
Photo by Kevin Hester. Courtesy of the Denver Art Museum.

Logistics for Planning Your Day



- Marketing Summits by invitation only
 - 2:30-6:30 pm
- Concurrent lighting sessions this afternoon
 - 2:30-4:30 pm
- Exhibit Hall and Networking Rooms open
 - 11-6:30 pm

ENERGY STAR Success

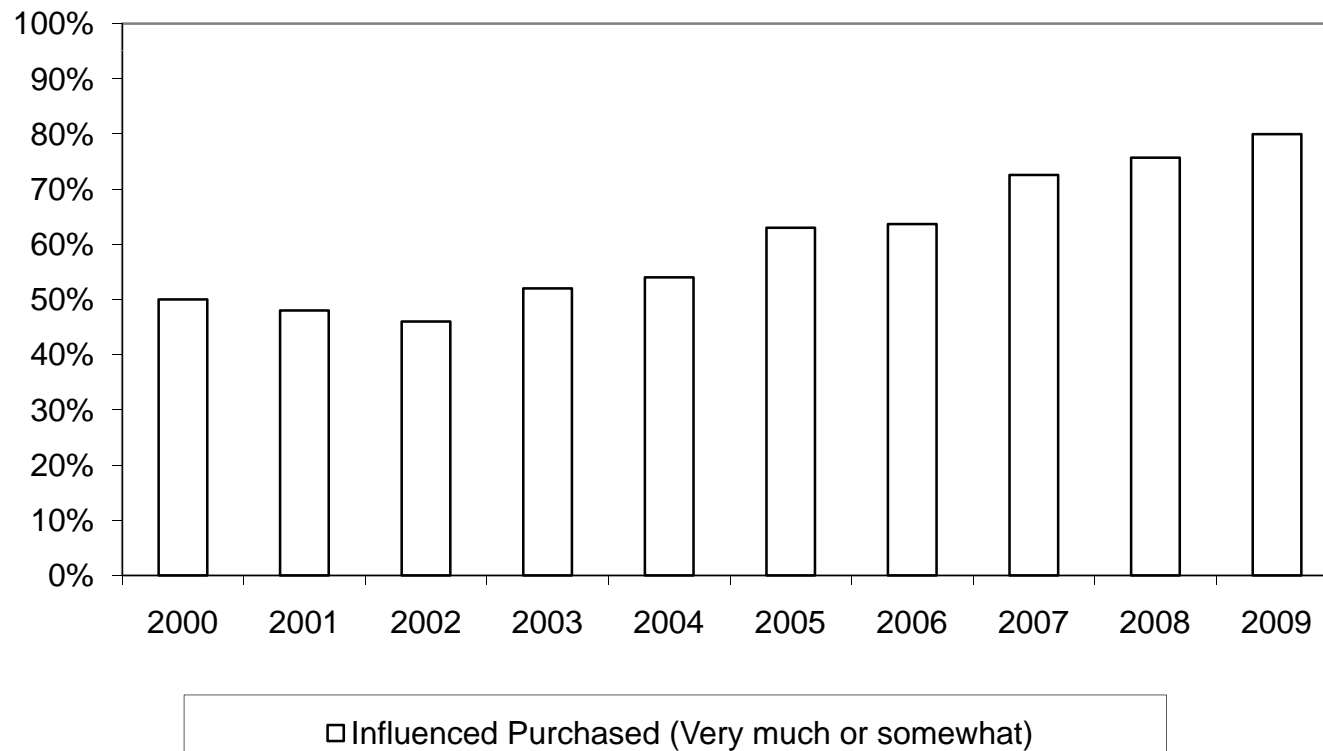


*Compact fluorescent bulbs are not included in the number of ENERGY STAR qualified products purchased.

ENERGY STAR Momentum



**Influence of ENERGY STAR label on Purchasing
(Percent of those that knowingly purchased)**



ENERGY STAR Priorities: 2010 and Beyond



- Preserve consumer confidence
 - Protect substantial private/public investment
- Maintain relevancy and value
 - Keep up with technological and market advances
 - Top Tier offering
- Seamless transition to new EPA/DOE program roles
 - Partner support

Enhanced Qualification and Verification



- Third-party certification of product performance prior to labeling, including:
 - Qualification testing in EPA-recognized laboratories
 - Ongoing verification testing of products to ensure they continue to meet ENERGY STAR requirements
- Effective for new products by year end



New ENERGY STAR Certification Scheme



- Recognized **laboratories**
 - Perform product testing subject to certification body review
- **Certification bodies**
 - Certify test data from EPA-recognized labs prior to qualification and conduct verification and challenge testing after qualification
- **Accreditation bodies**
 - Independent oversight of laboratory and certification body performance and objectivity
- Requirements leverage existing standards and developed through stakeholder process
 - AB, Lab requirements finalized June 30, 2010
 - CB requirements finalized August 23, 2010
 - Available at www.energystar.gov/testingandverification

Prospective Program Participants



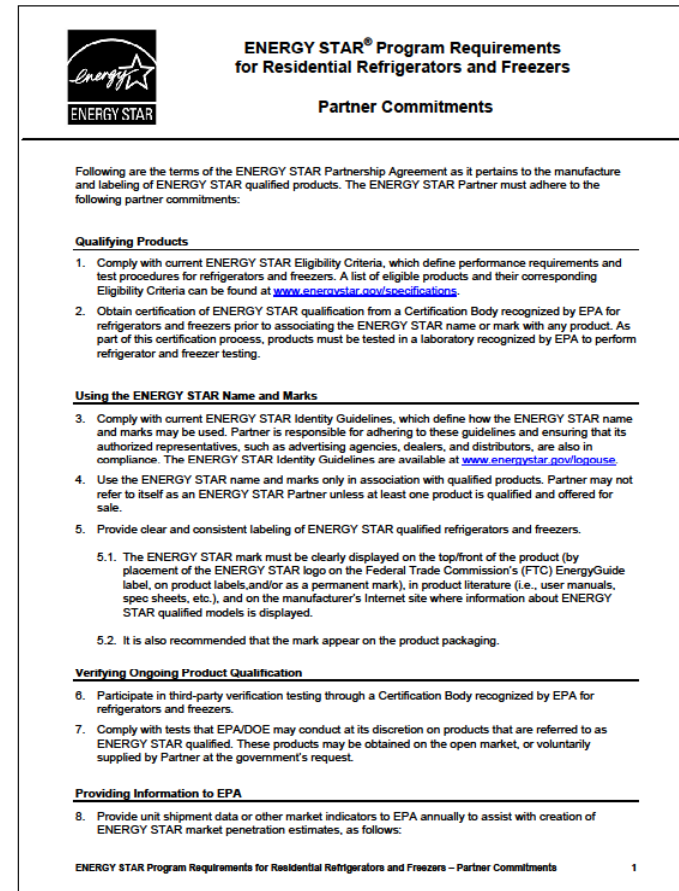
- EPA is doing everything possible to facilitate broad participation
- Accreditation Bodies
 - 15 to date including A2LA, ANSI, SCC
- Certification Bodies (likely)
 - UL, Intertek, CSA
 - AHRI, AHAM



Making Change Effective



- New requirements
- Product specifications refined
- Proposed changes out for stakeholder review now
- Partners to re-commit starting in November



ENERGY STAR Plans: New Products



- Climate Controls
- Data Center Storage
- Dryers
- Game Consoles
- Lab Grade Refrigeration
- Pre-rinse Spray Valves
- Pumps
- Small Network Equipment
- Uninterruptible Power Supplies

- Key Initiatives
 - Smart Grid/Smart products
 - Life-cycle Carbon Assessment



ENERGY STAR Plans: Lighting Specification Revisions



Product	Status/Plans	Timeline
Luminaires	<ul style="list-style-type: none">• Under development• Integrating RLF & SSL	<ul style="list-style-type: none">• Complete Dec 2010
Lamps	<ul style="list-style-type: none">• Under development soon• Integrating CFL & ILL	<ul style="list-style-type: none">• Begin Dec / Jan
Ceiling Fan Light Kits & Vent Fans	<ul style="list-style-type: none">• Update lighting requirements	<ul style="list-style-type: none">• 2011

ENERGY STAR Plans: Other Revisions and Scoping



- Appliances/Water Heaters: 6 revisions
- Electronics: 7 revisions



- Scoping: > 15 new products



- Visit www.energystar.gov/productdevelopment

Top Tier – Visual Options



Option 1



Option 2



Option 3



Option 4
EPA



Option 5



Option 6

Top Tier – Naming Options



Option 1



Option 2



Option 3



Option 4



Option 5



Option 6

EPA and DOE Roles



EPA: Brand Manager

- New products
- Performance levels
- Marketing & outreach
- Monitoring & verification
- Product database

DOE: Technical Support

- Federal test procedures
- Metrics
- Monitoring & verification