

# ENERGY STAR 101

September 26, 2006



# Today's Agenda



- What is ENERGY STAR?
- Who is involved with ENERGY STAR?
- How does the ENERGY STAR partner network work together to promote energy efficiency?
- What can my organization do?
- What resources are available to my organization?



# What is ENERGY STAR?



- Recognized, Trusted Symbol
- Voluntary Partnership
- Marketing Platform
- Managed jointly by U.S. DOE and U.S. EPA





# Why ENERGY STAR Works



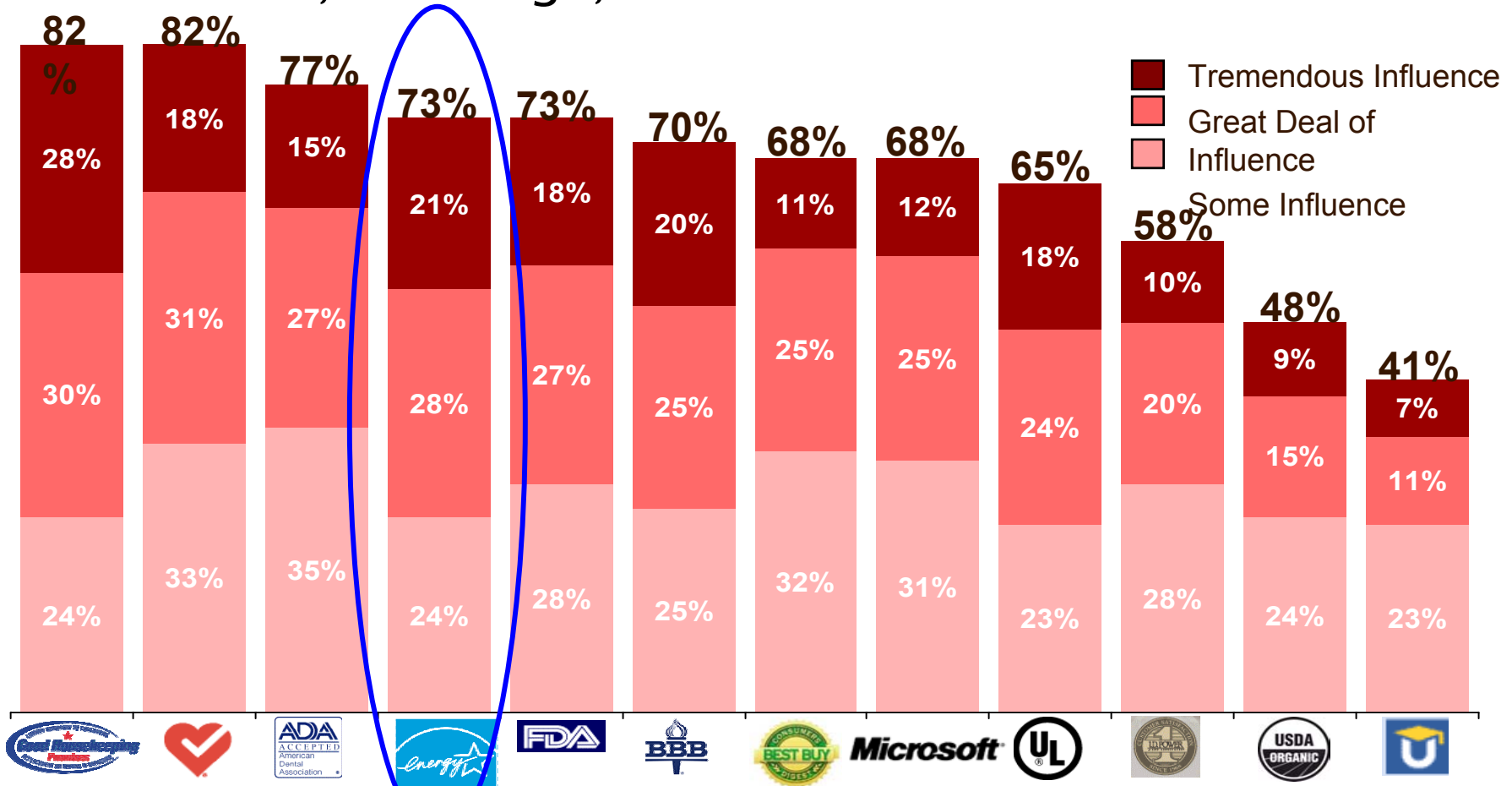
- Network connects with consumers through:
  - Common language
  - Common criteria
  - Common activities
- Credible, objective information to influence customer decision-making
- Cost-effective program implementation
- Peer-to-Peer exchange



# Recognized, Trusted Symbol



- A product label
  - Homes, Buildings, and Products



Source: Fairfield Research 3/05



# What Products Does ENERGY STAR Label?





# Who is involved with ENERGY STAR?



- Voluntary Partnership
- Network of allied organizations:
  - Federal Government (DOE and EPA)
  - Manufacturers
    - Including 45 manufacturers, representing 99% of the appliance market
  - Retailers
    - Approximately 800, with over 21,000 storefronts
  - Utilities, States, and Energy Efficiency Program Sponsors (EEPS)
    - Over 415; Utilities serve more than 62 million households



# Manufacturers



Most of the top manufacturing companies are active in ENERGY STAR:





# Retailers



Many national and independent retailers are active in ENERGY STAR...

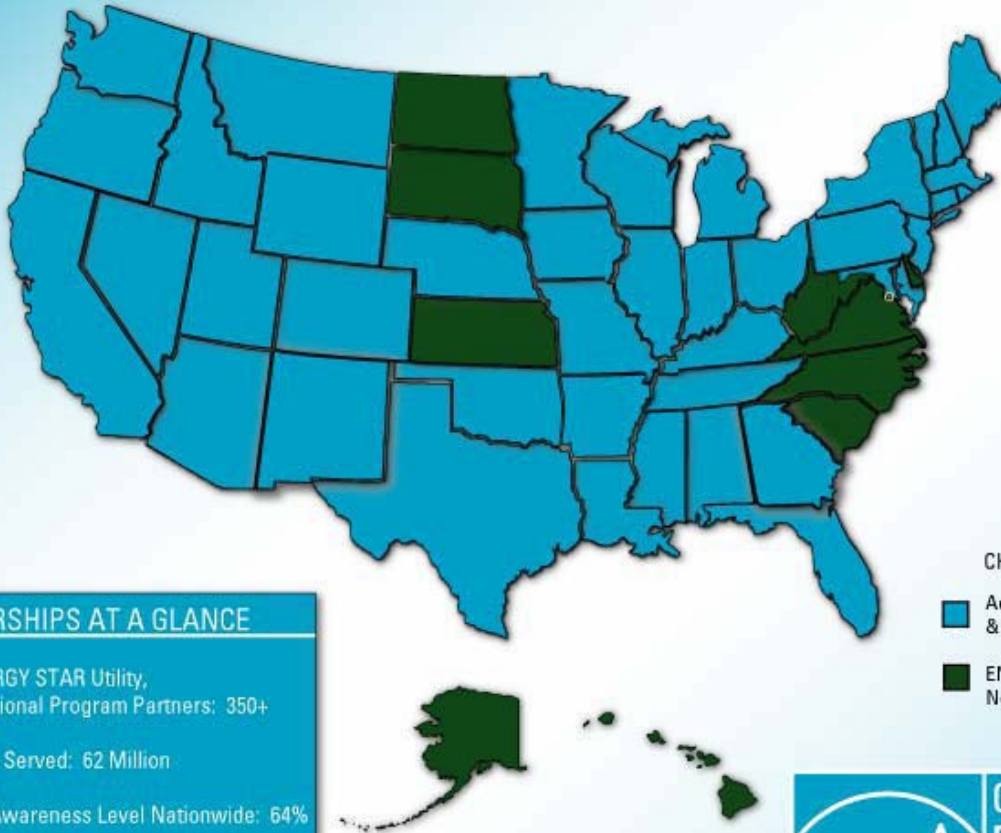




# Energy Efficiency Program Sponsors



## ENERGY STAR® UTILITY, STATE & REGIONAL PROGRAM PARTNERS



### PARTNERSHIPS AT A GLANCE

Active ENERGY STAR Utility,  
State & Regional Program Partners: 350+

Households Served: 62 Million

Consumer Awareness Level Nationwide: 64%

Consumer Awareness Level in  
Key Partner Territories: 74%

### CHART KEY

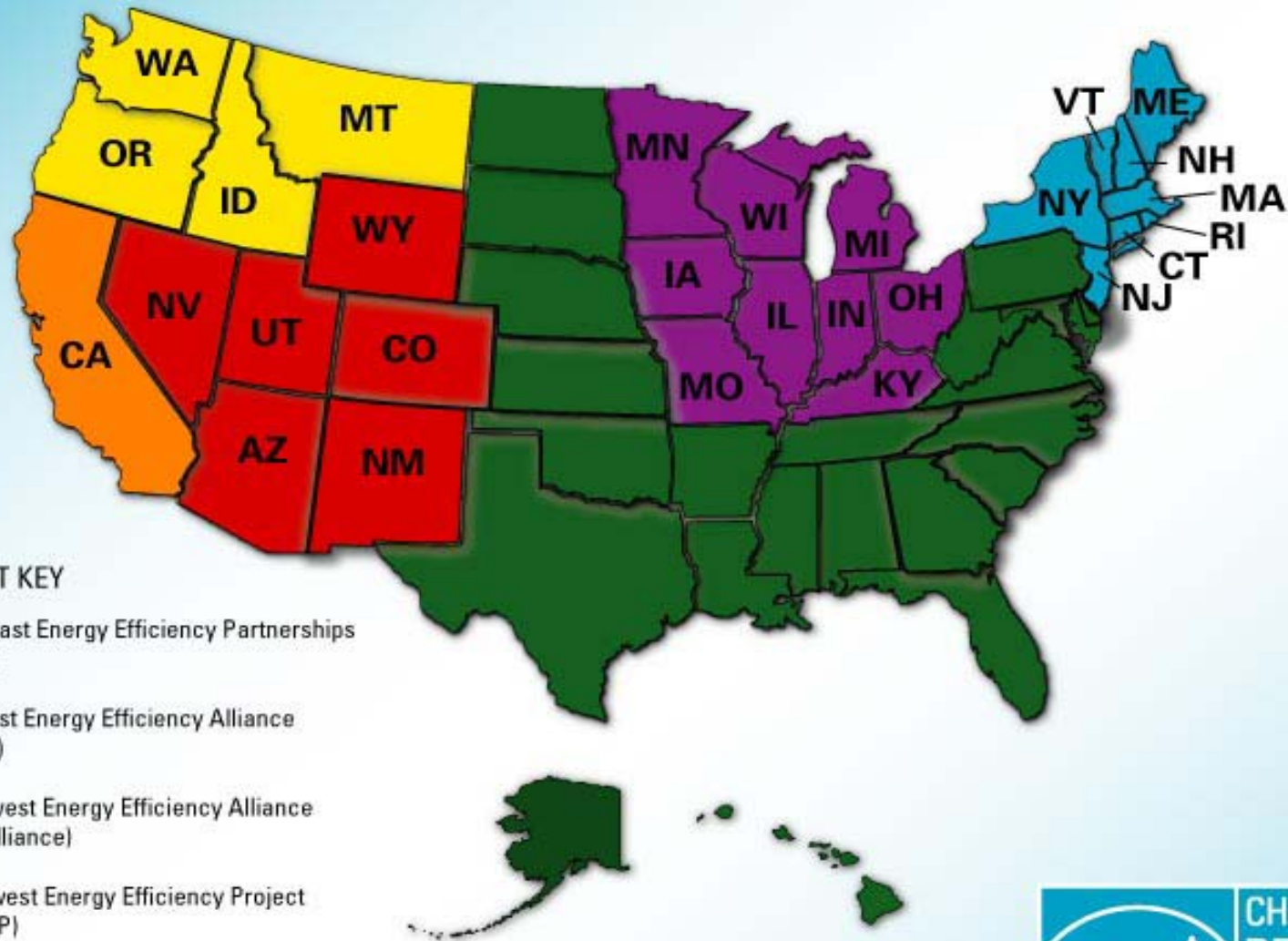
- Active ENERGY STAR Utility, State & Regional Program Partners
- ENERGY STAR Partnership Negotiations Underway





As of June 20, 2005



# REGIONAL GROUPS SUPPORTING ENERGY STAR® PRODUCTS



## CHART KEY

-  Northeast Energy Efficiency Partnerships (NEEP)
-  Midwest Energy Efficiency Alliance (MEEA)
-  Northwest Energy Efficiency Alliance (NW Alliance)
-  Southwest Energy Efficiency Project (SWEET)
-  Some statewide coordination among major California utilities



*Note: This map identifies service territories for select regional groups. Coverage and activity level varies by state.*

As of June 29, 2005



# Partner Goals

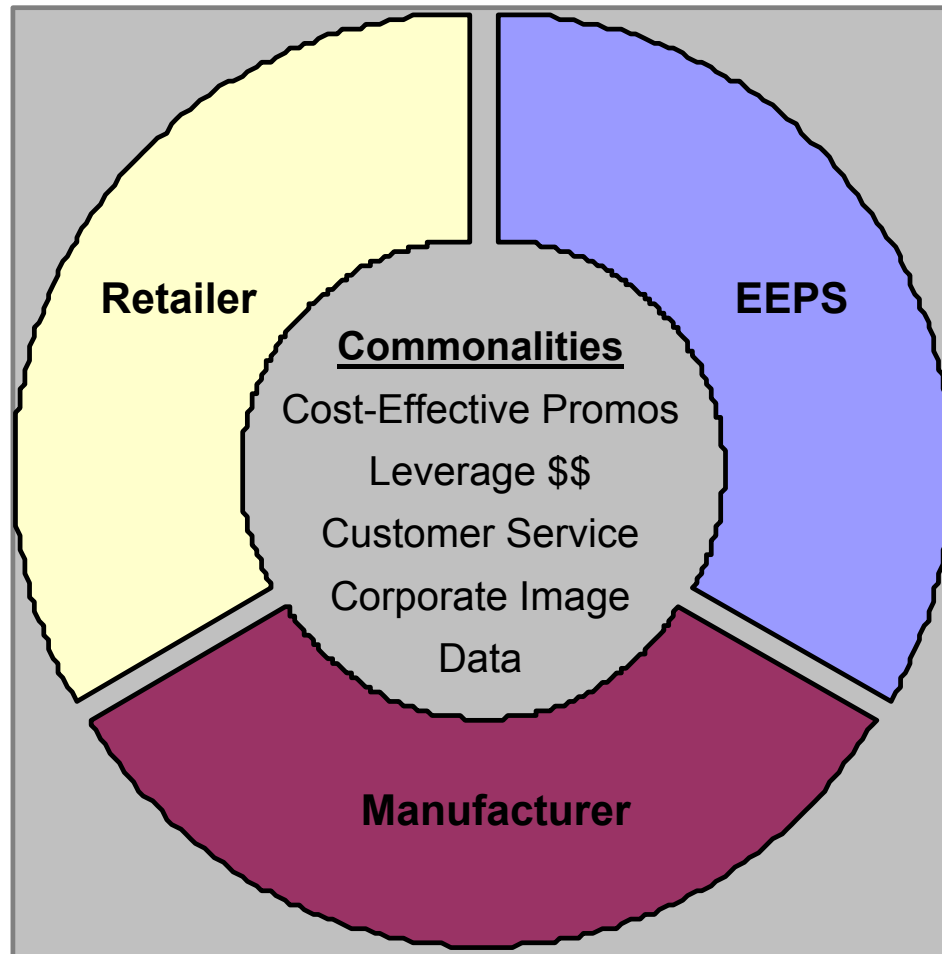


## Retailer Goals

- Increasing profit margin
- Increasing market share
- Customer loyalty

## Manufacturer Goals

- Increasing profit margin
- Brand loyalty
- Increasing market share



## EEPS Goals

- Cost-effective energy savings
- Increasing market share of efficient technologies
- Quantifiable Results/savings



How does the ENERGY STAR partner network work together to promote energy efficiency?



# ENERGY STAR Collaboration



ENERGY STAR encourages collaboration and information sharing between partner types to showcase national, regional, or local successes through:

- **ENERGY STAR Campaigns**

- Appliance Promotions
- Change A Light, Change the World
- Cool Your World

- **ENERGY STAR Partner Meetings**

- Success Stories on Program Design, Evaluation, Data Collection Strategy and Tactics

- **ENERGY STAR Criteria Setting & Revisions**



# Common Activities



- Incentives and Financial Assistance for qualified products
  - Helps overcome first-cost barriers
  - Helps consumers awareness of energy efficiency
  - Helps with market transformation
- Training on ENERGY STAR qualified products and energy efficiency for sales staff and account managers
- Bill stuffers, displays/ads, and POP for qualified products
- Outreach and Events
  - PR Events
    - Biotown Change A Light Event on October 4th
    - Georgia Power Kickoff on October 5



# What can My Organization Do?



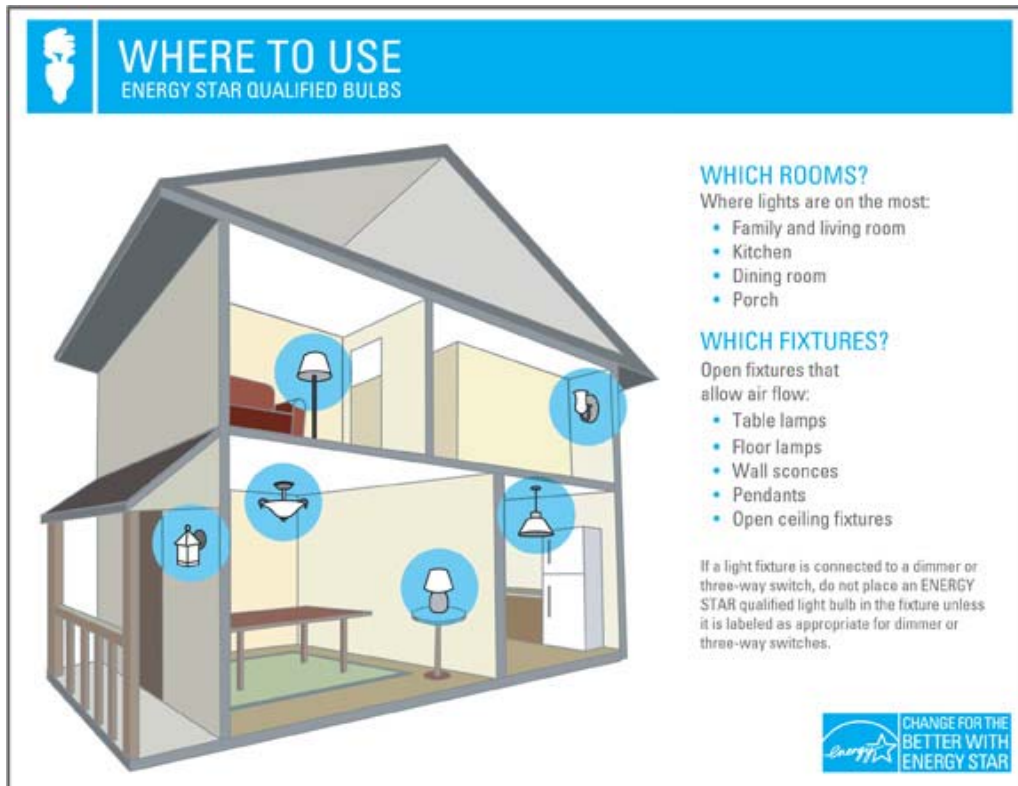
- Promote the use and sale of ENERGY STAR qualified products
- Incorporate ENERGY STAR messaging into marketing materials
- Participate/register activities as part of ENERGY STAR campaigns
- Coordinate with other partners to leverage resources and create effective outreach and educational programs



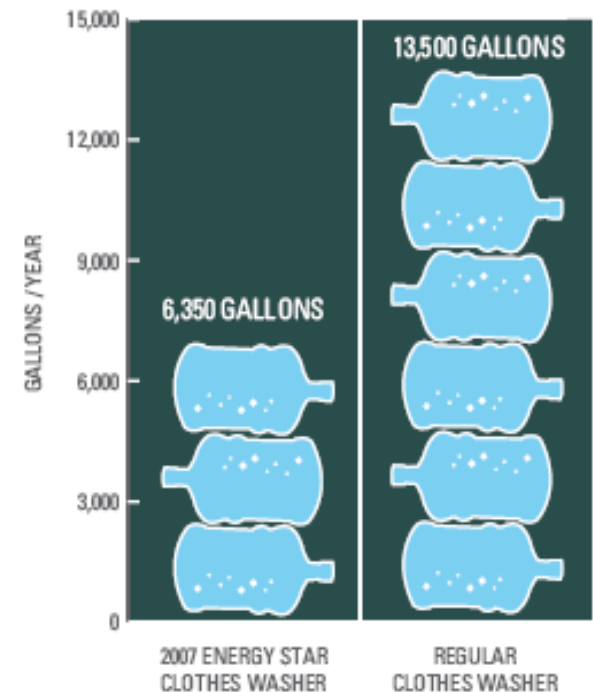
# ENERGY STAR Tools & Resources



## Infographics



## RESIDENTIAL CLOTHES WASHER WATER CONSUMPTION



A 2007 ENERGY STAR clothes washer can save over 7,000 gallons of water per year compared to a regular clothes washer.



# ENERGY STAR Tools & Resources



- ENERGY STAR Web site
  - Qualified Product Lists
  - Product Savings Calculators
  - Store Locator, Rebate Finder, Database for market and program coordination
- ENERGY STAR Materials
  - Product Resource Guides
  - Facts & Figures
  - Marketing Materials and ENERGY STAR images available for download
  - Promotional Items





# ENERGY STAR Tools & Resources



- Your ENERGY STAR Account Manager
  - Help you “connect the dots”
  - ENERGY STAR brochures, posters, promotional items
  - Specific facts & figures for your organization, promotion, or locale
  - Assistance in coordinating with other partners and DOE/EPA
  - Answering all ENERGY STAR–related questions and serving your needs!



Questions??