



# 2009 ENERGY STAR Program Update

Peter Banwell, US EPA

ENERGY STAR Lighting Partner Meeting  
San Antonio, TX  
March 17-19, 2009



# Overview

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- 2008 Review/Brand Update
- Energy Legislation and Lighting
- EPA Plans and Programs



# 2008 in Review - Media

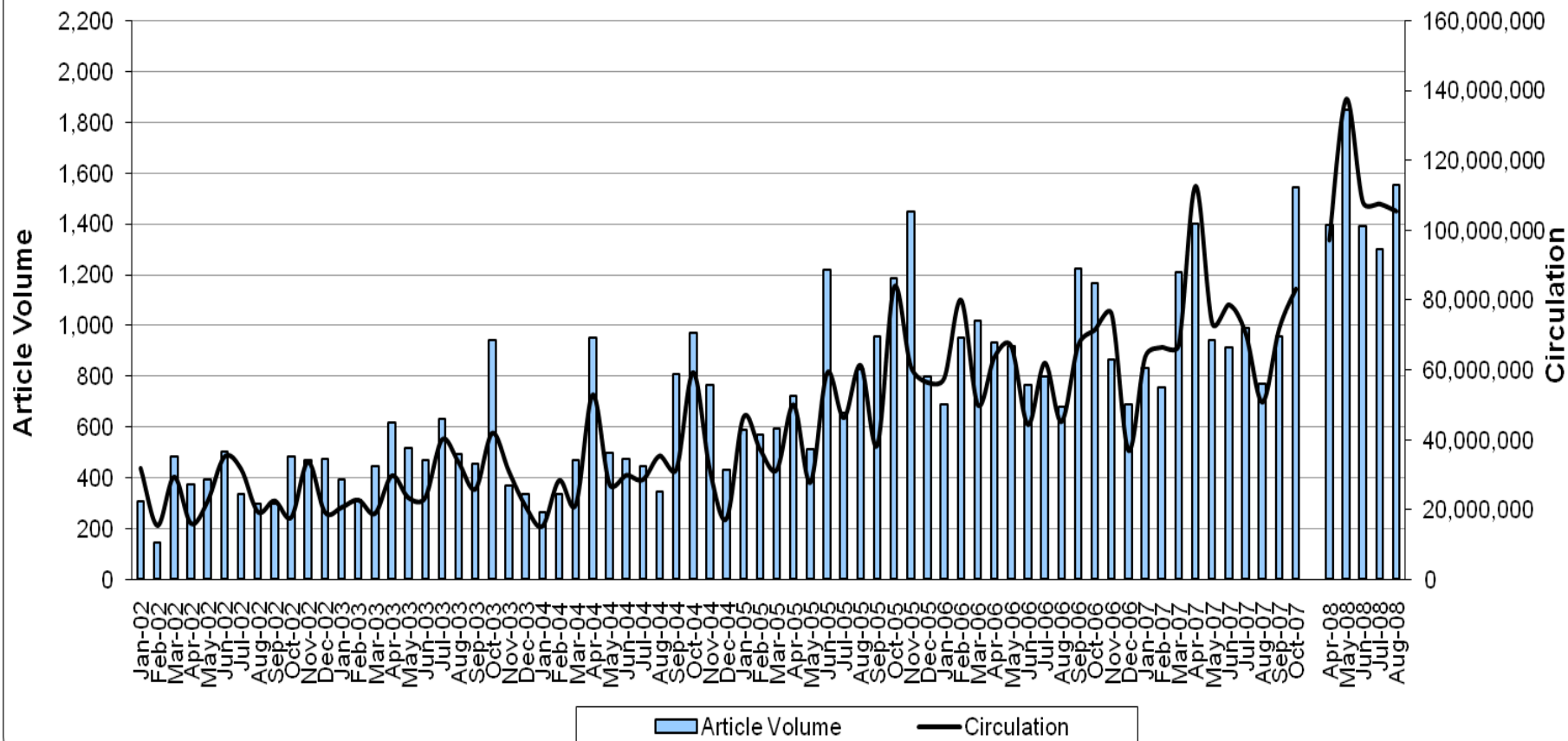




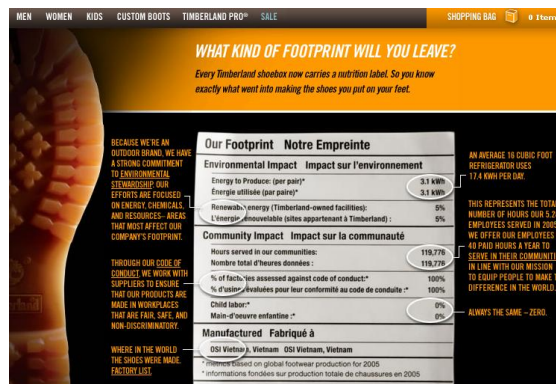
# 2008 in Review – Program Media



PRODUCT ARTICLE VOLUME & CIRCULATION







Greener Together™

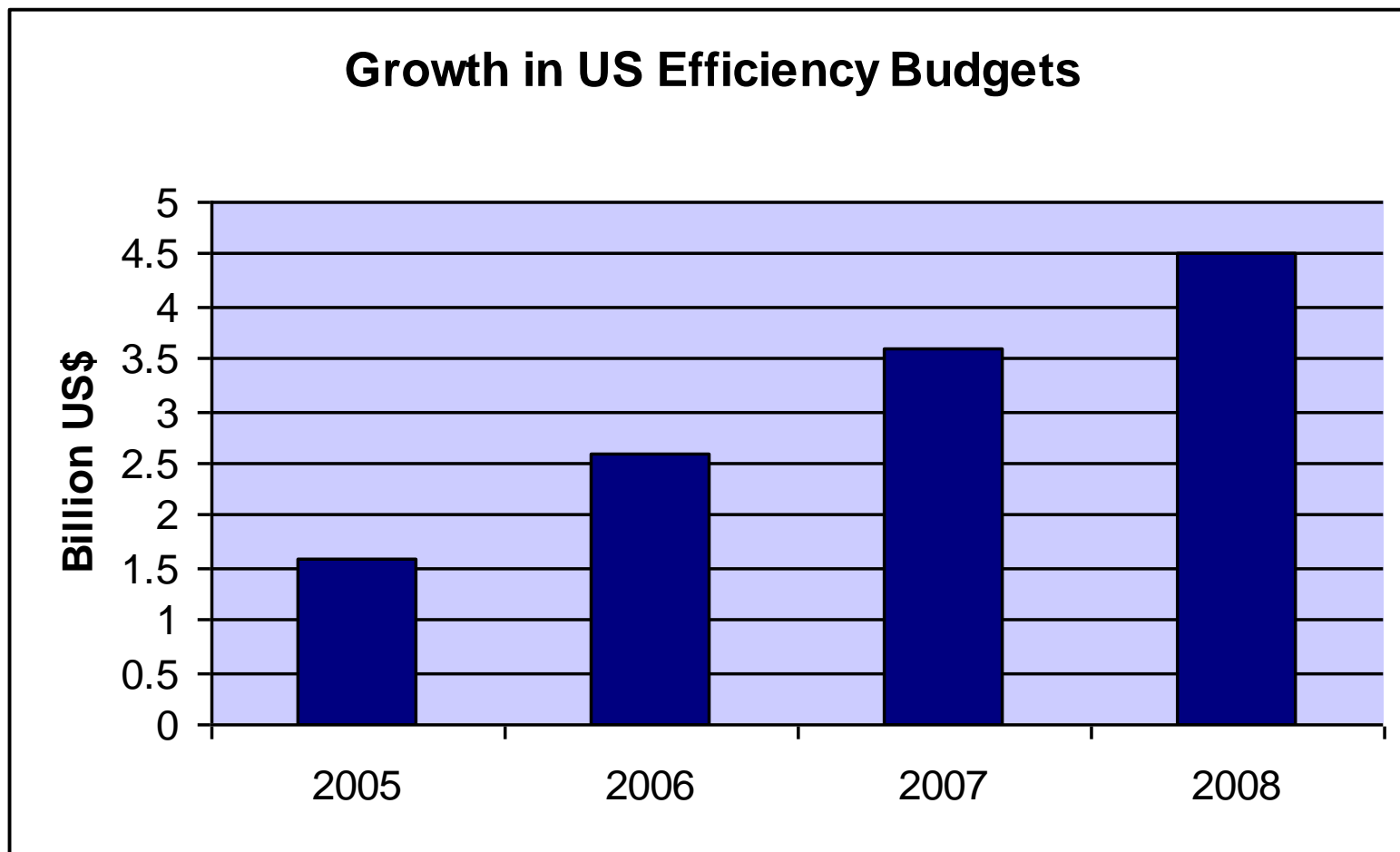


Underwriters Laboratories



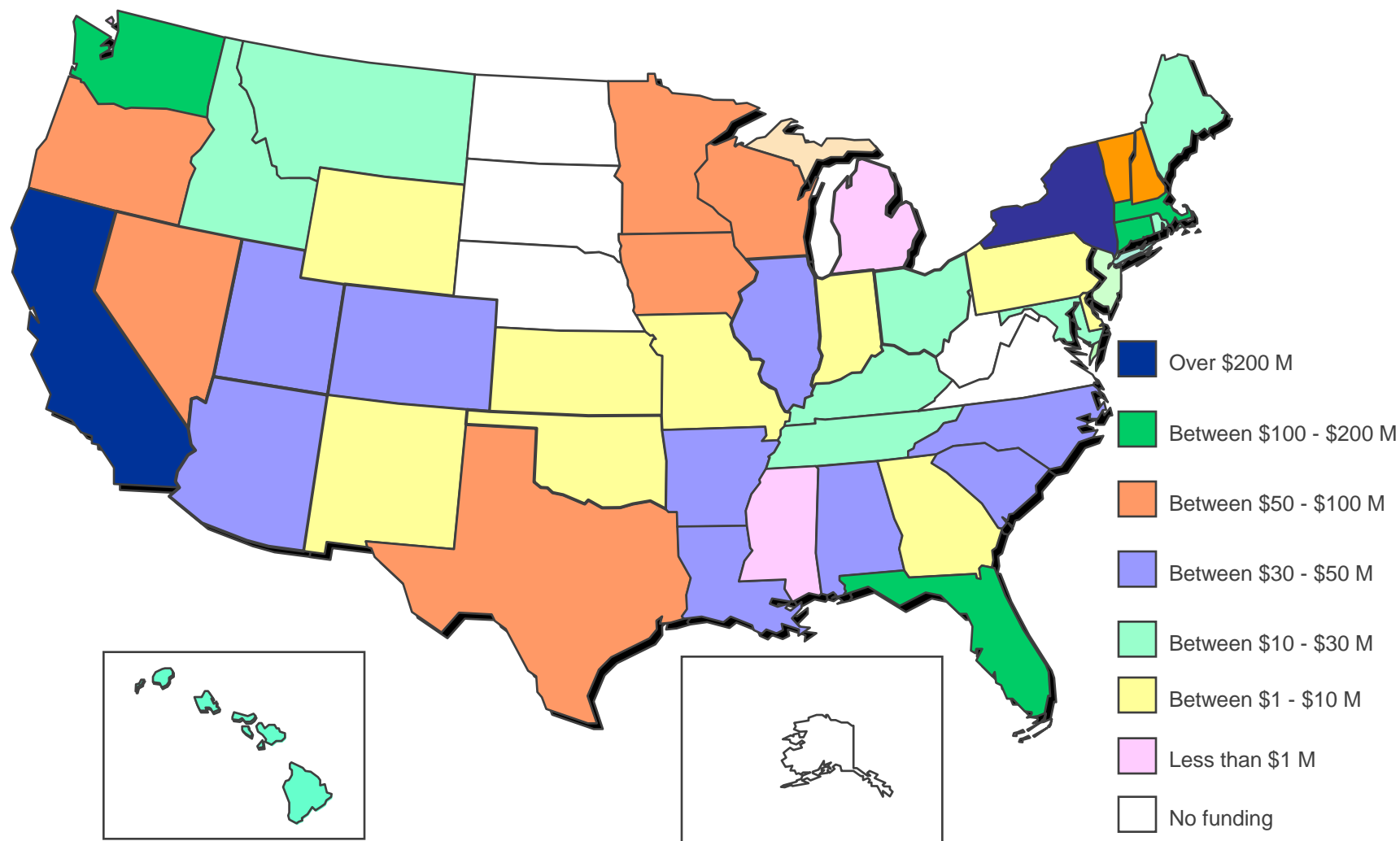


# 2008 in Review – Efficiency Budgets





# 2008 in Review: Utility Funding for Energy Efficiency

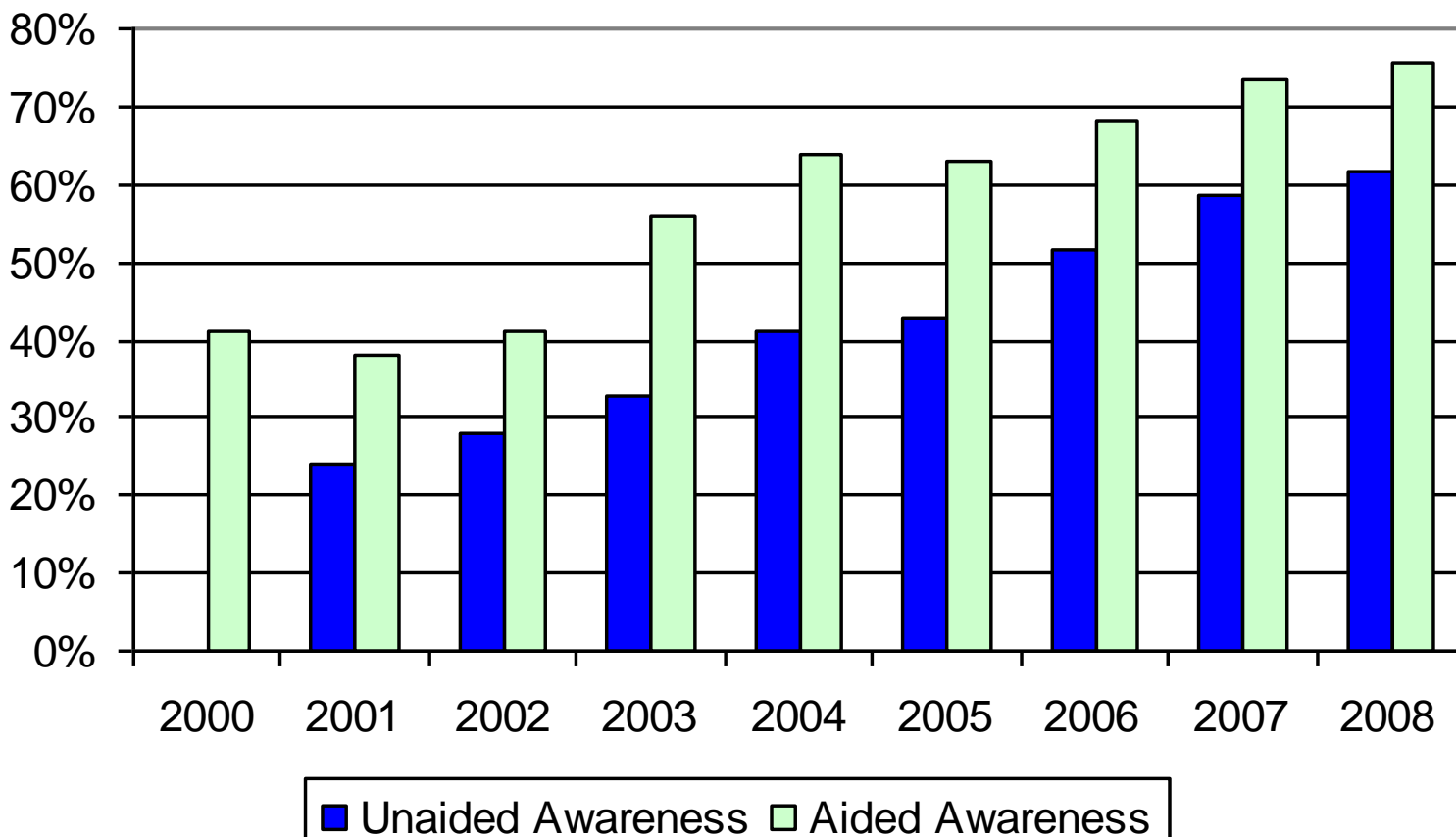




# 2008 in Review – National Awareness

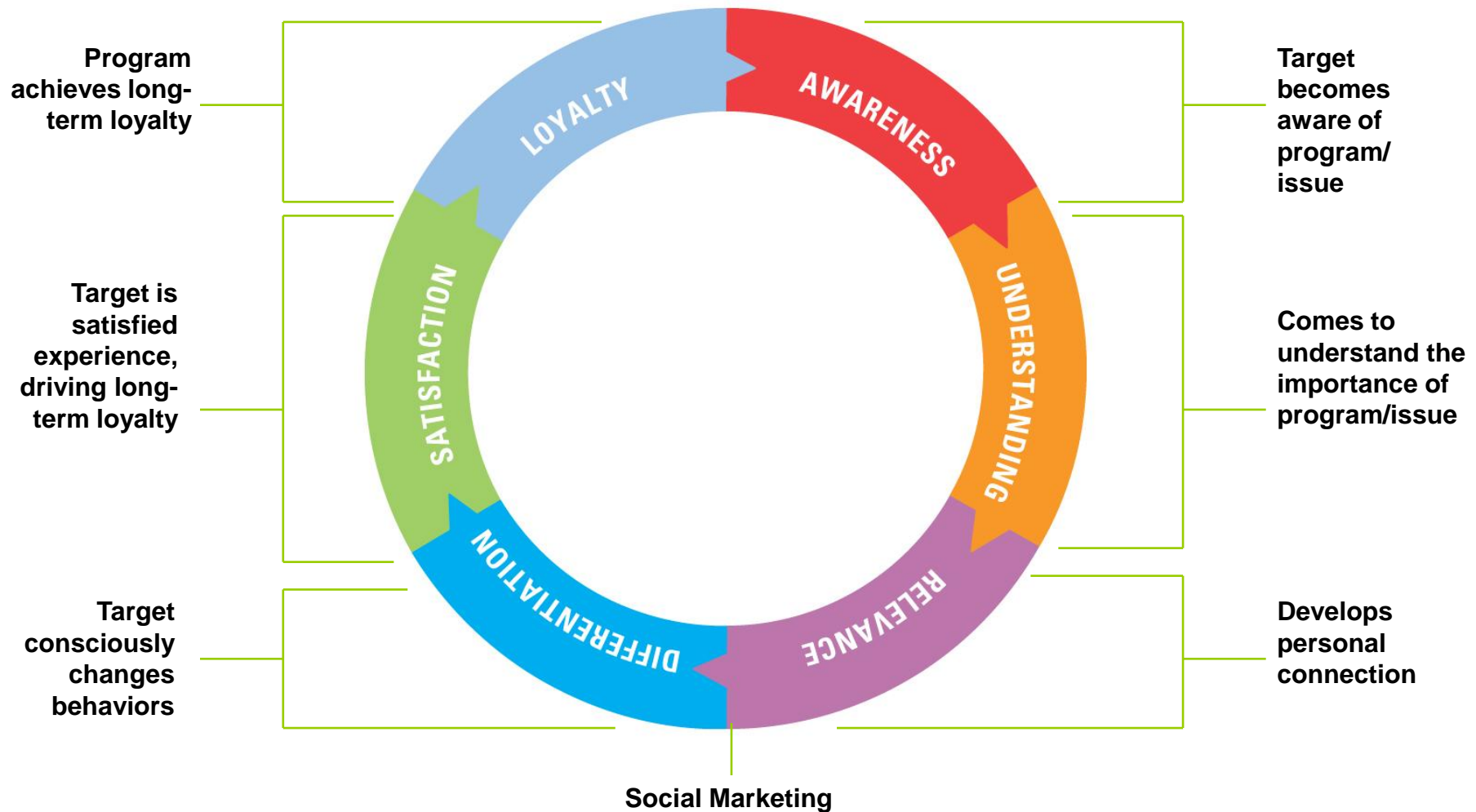


**Awareness of ENERGY STAR**





# 2008 Review: Brand Development





# 2008 Review: Overall Success



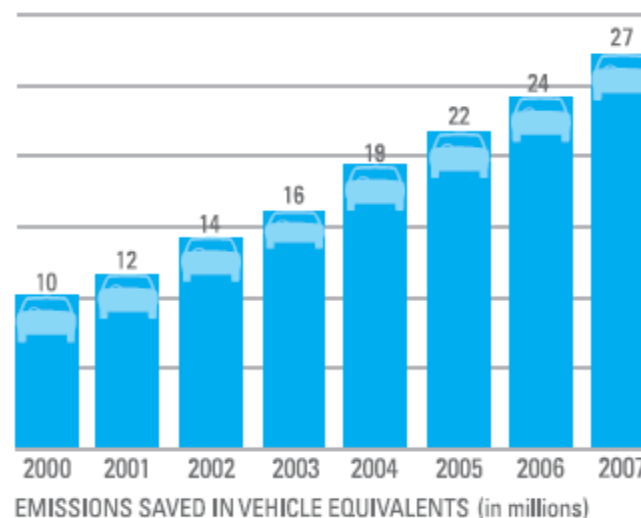
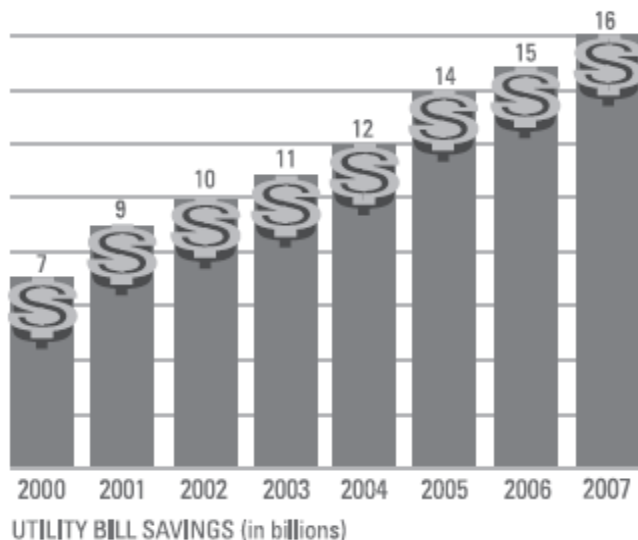
## BENEFITS FOR 2007

Program	Net Savings (Billion \$)	Emissions Avoided (MMTCE)
<b>ENERGY STAR Total</b>	<b>\$16.3</b>	<b>42.4</b>
Qualified Products and Homes	\$8.8	18.1
Buildings	\$5.4	18.0
Industry	\$2.1	6.3
Clean Energy Supply Programs	—	4.8

## CLIMATE LEADERS INDICATOR

2007

Partners	155
Initial Inventories Submitted	111
Site Visits	81
Goals Announced	80
Goals Achieved	15





# Climate – Federal Action on Climate Change



## CO<sub>2</sub> Cap and Trade

- S. 3606 Boxer Lieberman  
Warner “Climate Security Act

## Energy Legislation

- Markey bill:H.R. 889 –  
“Save American Energy Act”
- Appliance Standards  
Improvement Act





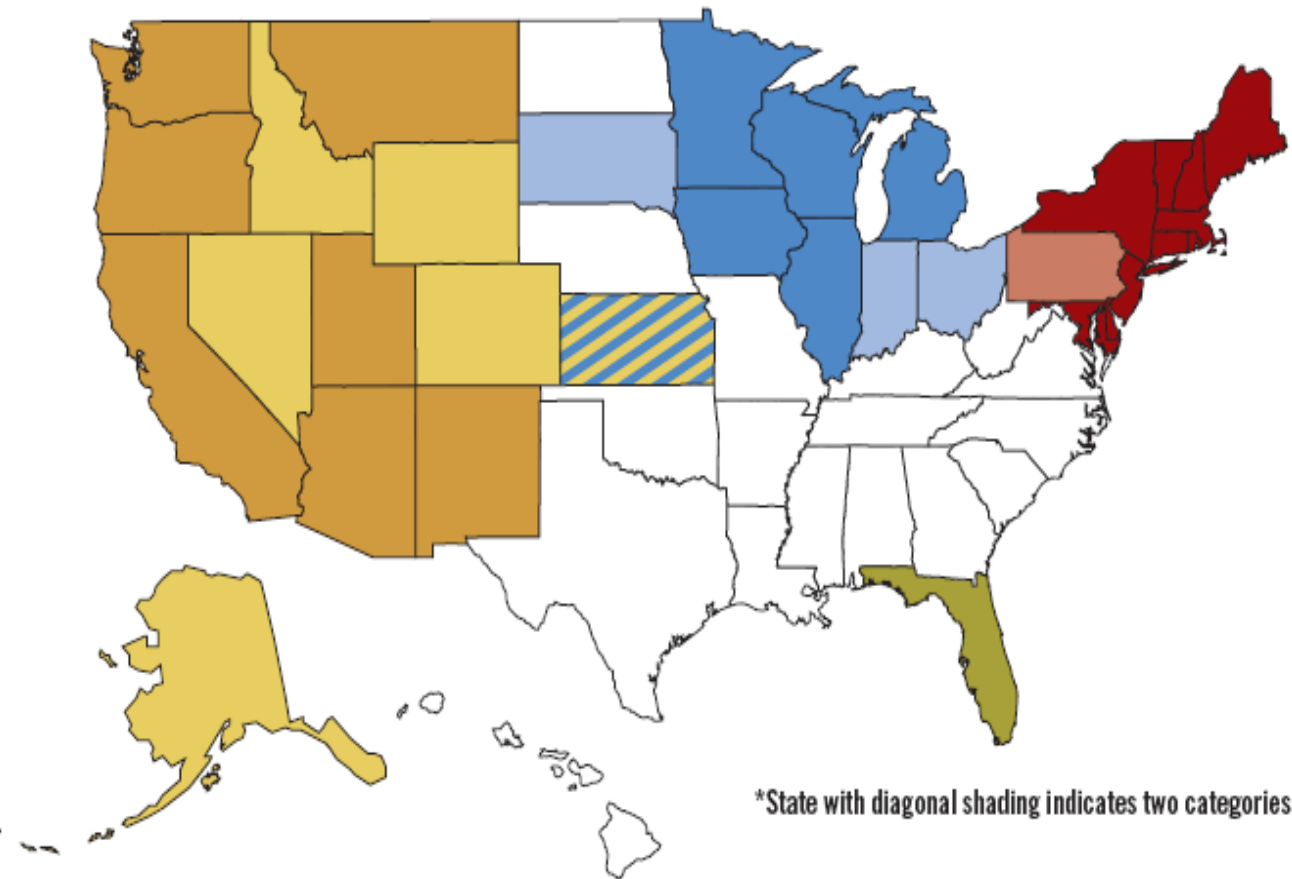
# Climate – State Action on Climate Change



Figure 1

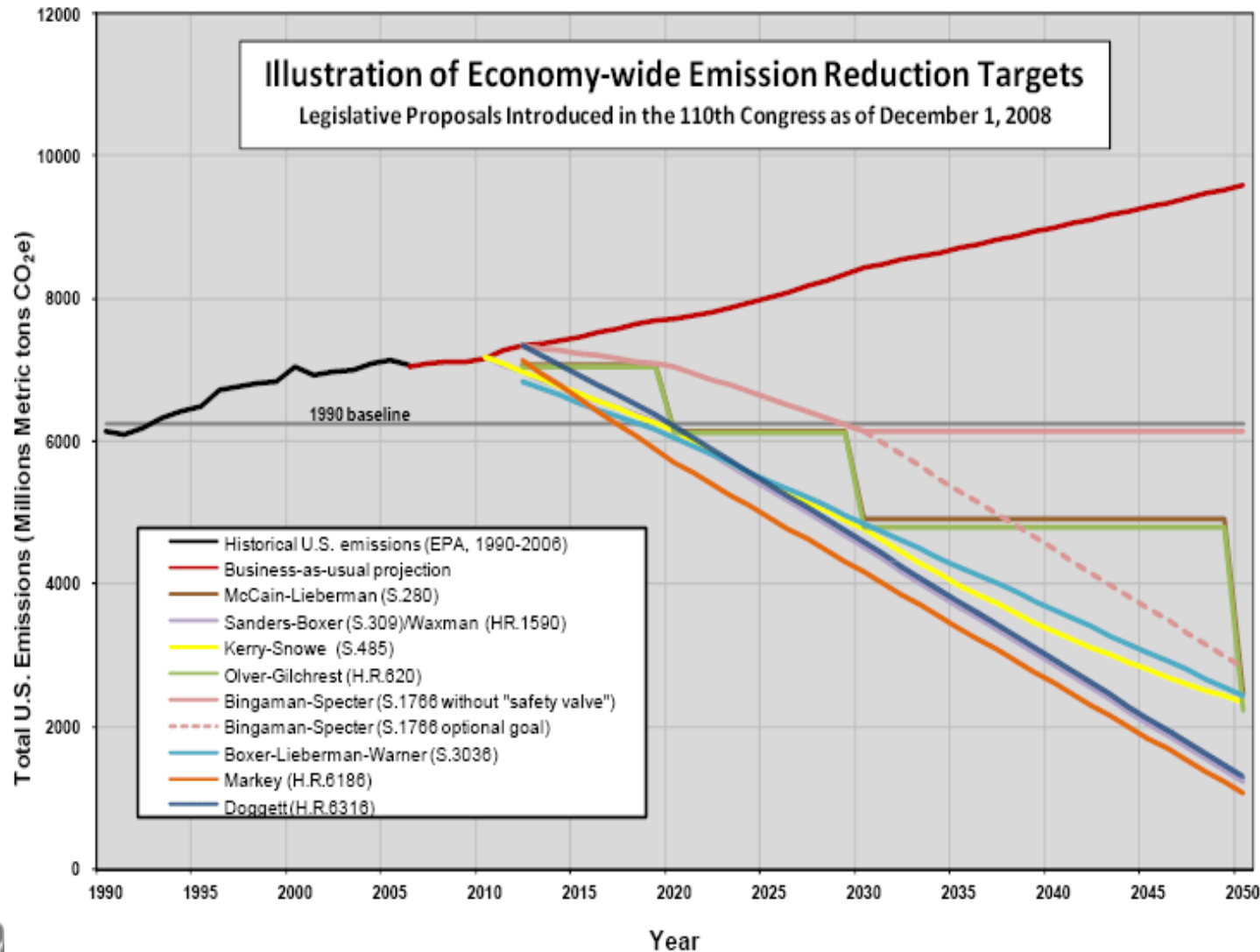
## Regional Cap-and-Trade Initiatives

- Western Climate Initiative
- Western Climate Initiative - Observer
- Midwest Greenhouse Gas Reduction Accord
- Midwest Accord - Observer
- Individual State Cap-and-Trade Program
- Regional Greenhouse Gas Initiative
- Regional Greenhouse Gas Initiative - Observer





# Climate – Federal Legislation on CO<sub>2</sub>

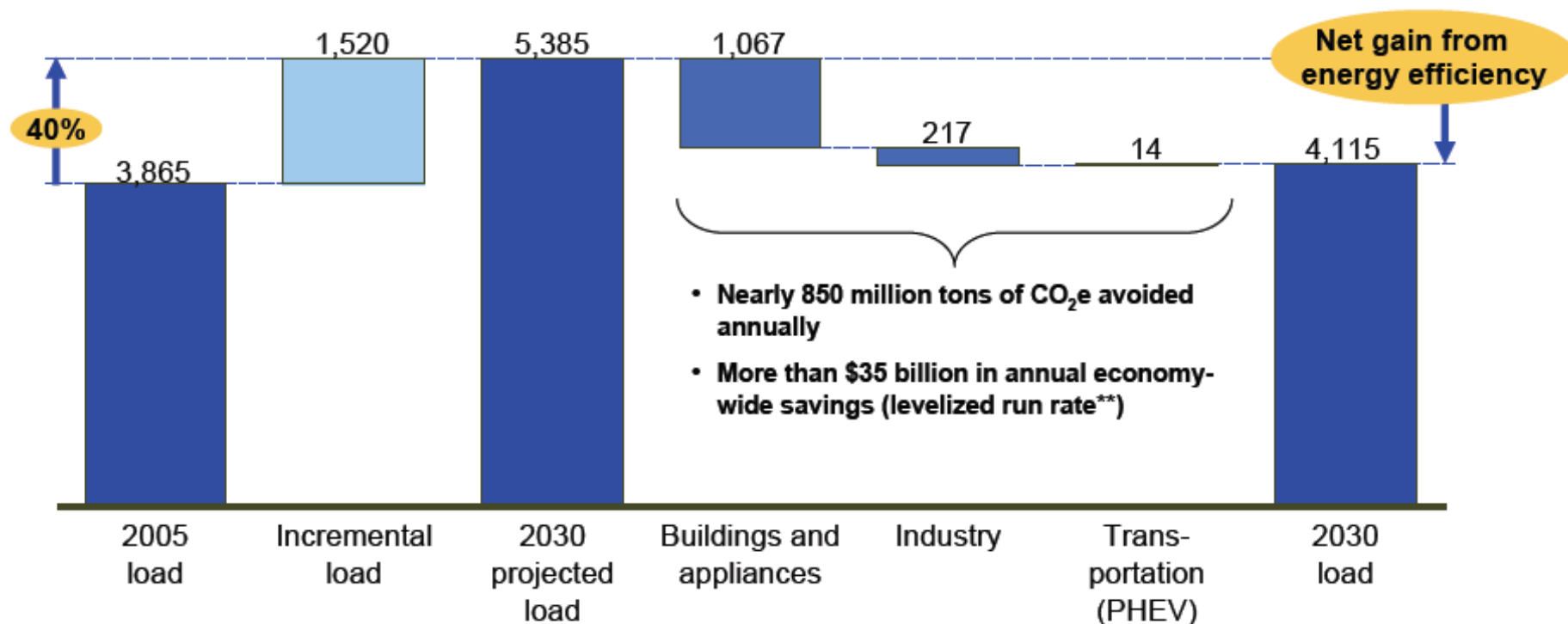




# Energy efficiency has potential to offset majority of projected new-build through 2030\*

MID-RANGE  
CASE – 2030

Terawatt-hours



- Opportunity set represents the realistic potential (adjusted for economics, behavioral, and structural issues), not a forecast
- Capturing a significant portion of this will require policy change
- Timing and magnitude of capture will have significant implications on product markets, asset planning and development strategies

\* Energy efficiency would not completely offset the need for new construction, as additional power plants will be required to replace current facilities nearing retirement

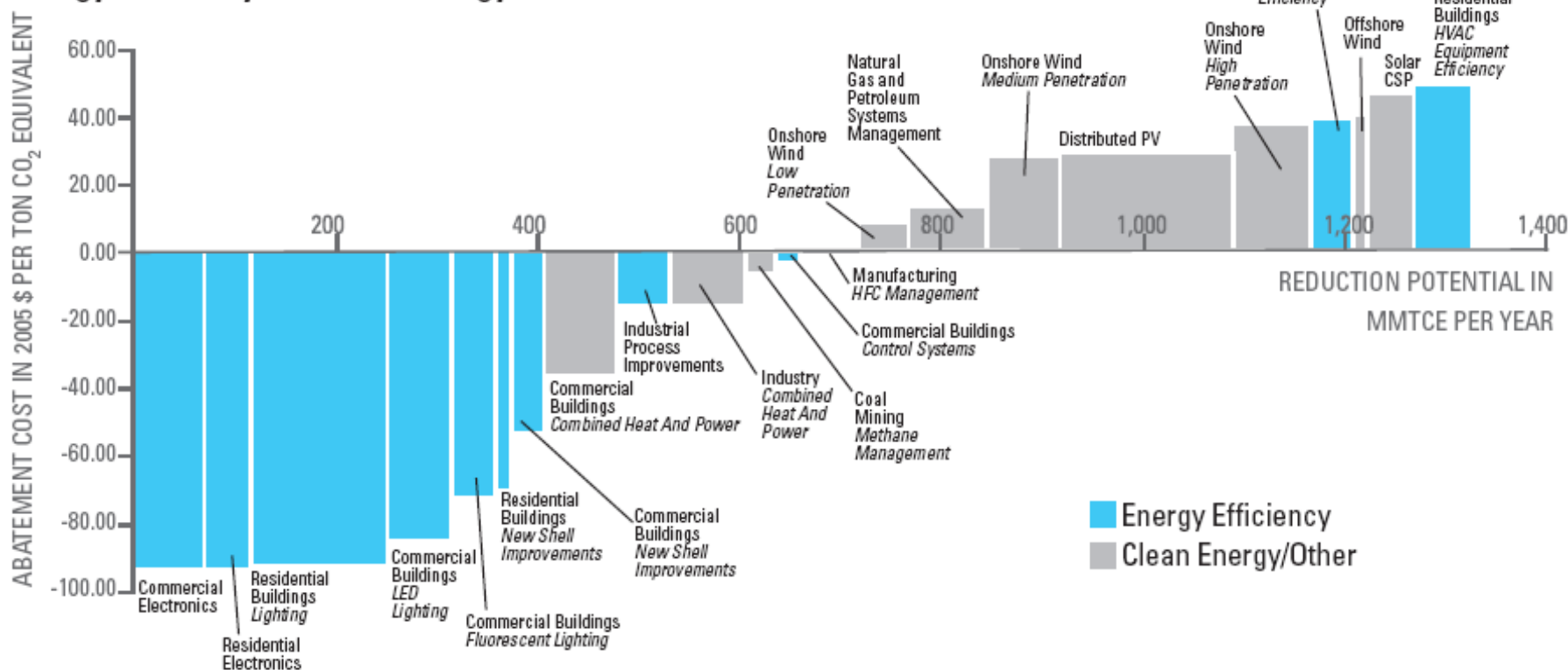
\*\* Savings (capital and operating expense) levelized at 7% real discount rate over the lifetime of a measure; 2005 real dollars



# Climate: Strategies to Reduce CO<sub>2</sub>



## U.S. potential for greenhouse gas emissions reductions through energy efficiency and clean energy



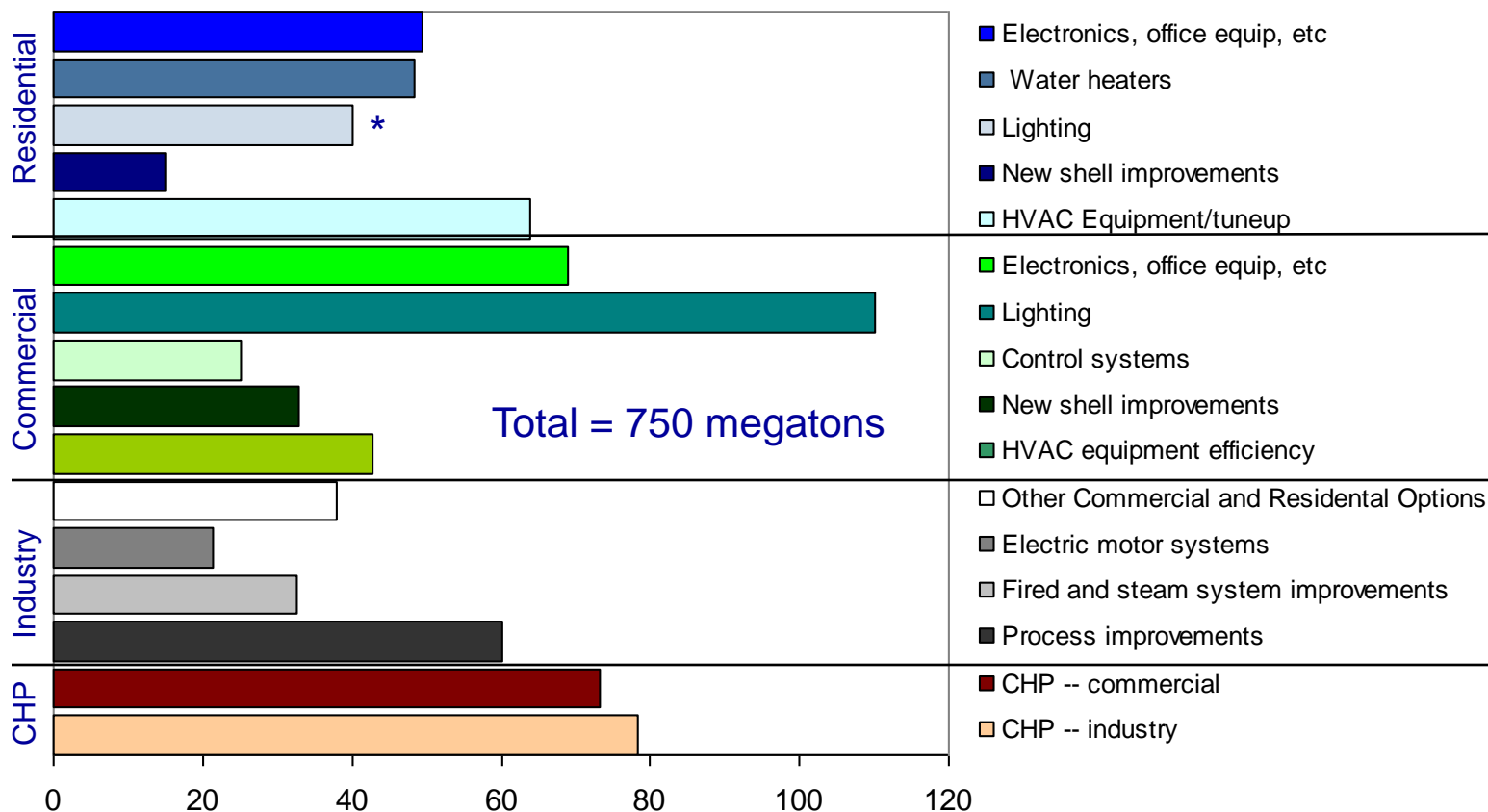


# Climate: Strategies to Reduce CO<sub>2</sub>



Approx  
Sector  
Totals

Annual 2030 GHG reductions from McKinsey Study (megatons CO<sub>2</sub>)



220 M ton

300 M ton

90 M ton

140 M ton



Source: McKinsey (2007)

\* Modified due to EIAS standard

Note: Does not include operational and behavioral changes



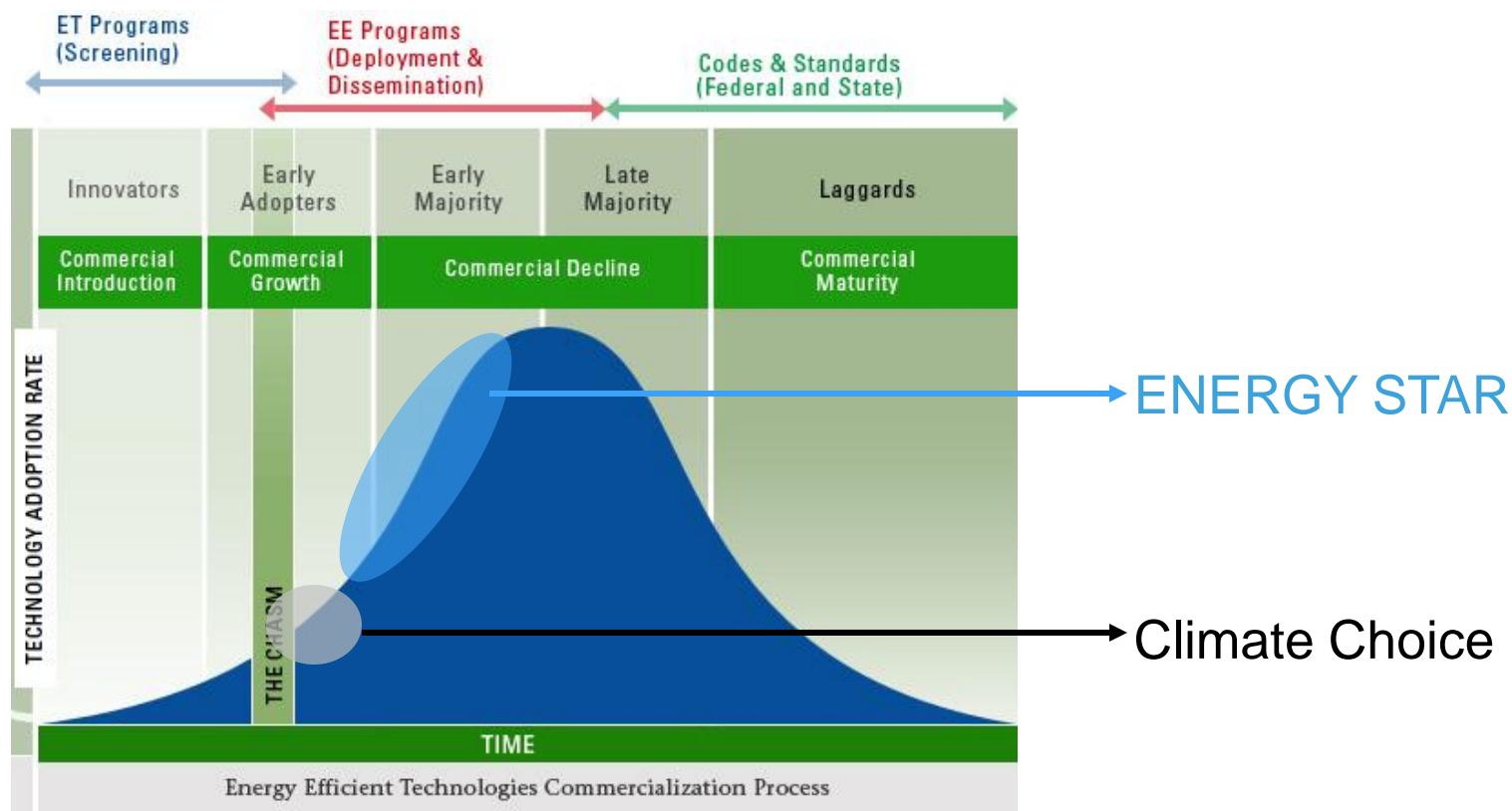
# EPA's 2009 Plans



- Continue to deliver energy efficiency infrastructure
  - Commercial Buildings
  - Homes
  - Products
  - Industry
- Position the brand to effectively meet growing needs



# 2009 Plans: Climate Choice





# 2009 Plans: Climate Choice



## Draft criteria development underway

- ✓ Micro CHP
- ✓ Demand Response Lighting Ballasts/Drivers
- ✓ Advanced New Construction Homes
- ✓ Photovoltaics





# 2009 Plans: New Specifications



- RLF 4.3 –
  - Revision underway
  - Marketing underway
- Occupancy Sensors
  - Determine interest
  - Development of a draft specification by the end of 2009



*Lutron*



# 2009 Plans: Consumer Media Calendar



	Q1			Q2			Q3			Q4		
	J	F	M	A	M	J	J	A	S	O	N	D
Preview product announcements	Long Lead Media Tour											
Seasonal Hits •Print •Broadcast •PR	Heating Home Sealing			Earth Day	Cooling Home Sealing		Electr- onics, Gifts			CAL/ Lighting Energy Month	Heating Home Sealing Holiday Light Strings Power Strips, Adapters Electronics, etc	
Ongoing Communications	Consumer behavior related to energy efficiency. Energystar.gov product pages, Newsletter, Opportuntistic PR Media Outreach & Partnerships											



# Conclusions

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- 2008 was a strong year
- Spending will continue to increase
  - Program sponsors
  - Legislative drivers
- ENERGY STAR (we) offer needed infrastructure for delivery
- 2009 Should be a great year!