



# 2009 ENERGY STAR Program Update

Peter Banwell, US EPA

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

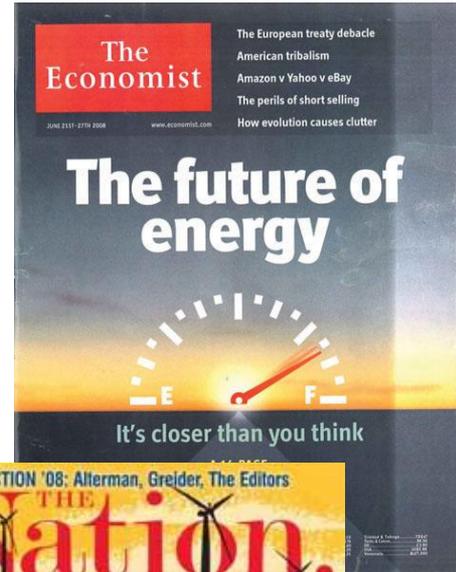
# Overview

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

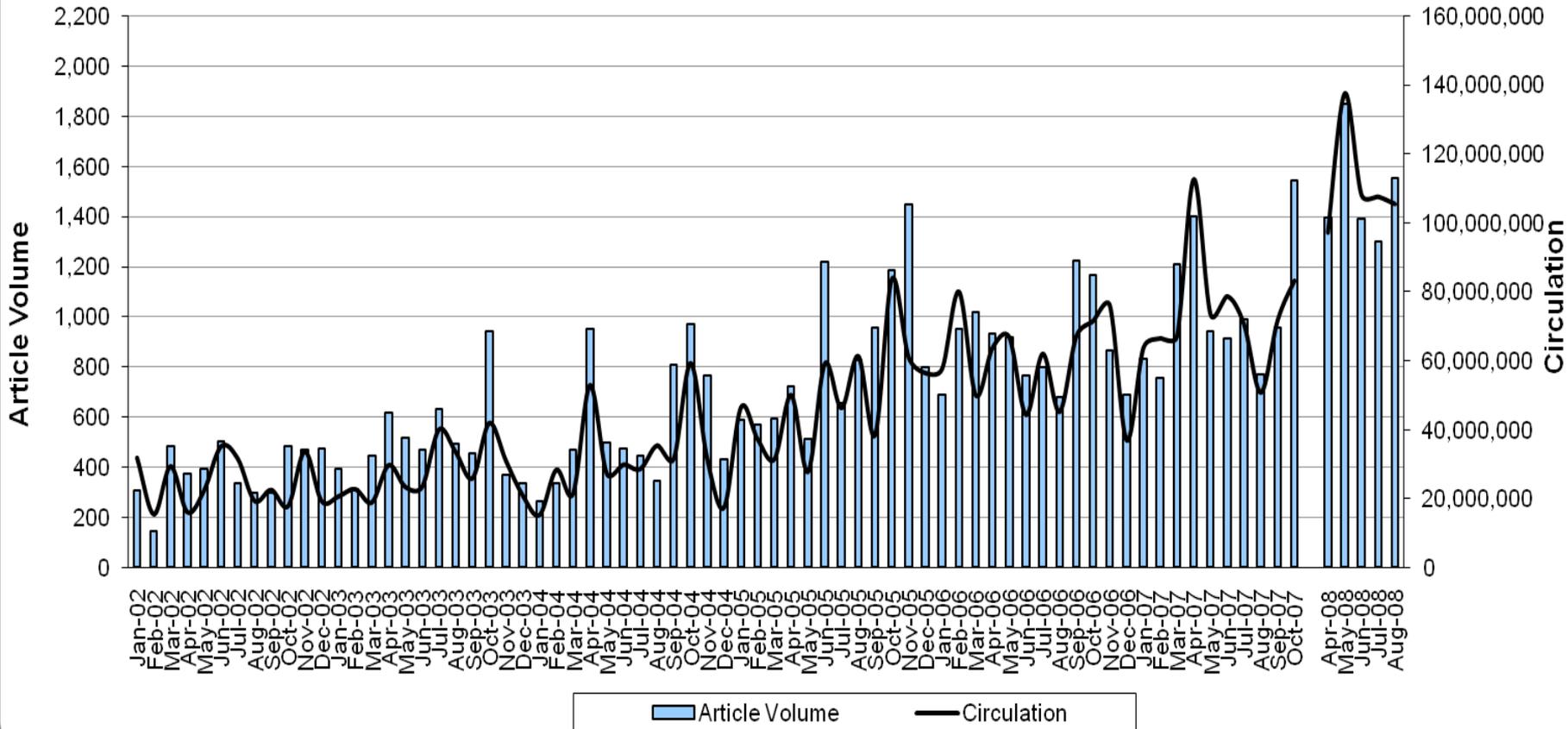
# 2008 in Review - Media



# 2008 in Review – Program Media



## PRODUCT ARTICLE VOLUME & CIRCULATION





MEN WOMEN KIDS CUSTOM BOOTS TIMBERLAND PRO™ SALE SHOPPING BAG 0 Items

**WHAT KIND OF FOOTPRINT WILL YOU LEAVE?**  
Every Timberland shoebox now carries a nutrition label. So you know exactly what went into making the shoes you put on your feet.

BECAUSE WE'RE AN OUTDOOR BRAND, WE HAVE A STRONG COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY. OUR EFFORTS ARE FOCUSED ON ENERGY, CHEMICALS, AND RESOURCES - AREAS THAT MOST AFFECT OUR COMPANY'S FOOTPRINT.

THROUGH OUR CODE OF CONDUCT, WE WORK WITH SUPPLIERS TO ENSURE THAT OUR PRODUCTS ARE MADE IN WORKPLACES THAT ARE FAIR, SAFE, AND WORK DISCIPLINED.

WHERE IN THE WORLD THE SHOES WERE MADE, FACTORY LIST

**Our Footprint Notre Empreinte**

Environmental Impact Impact sur l'environnement	Community Impact Impact sur la communauté
Energy to Produce (per pair)* Energie utilisée (par paire)*	Hours served in our communities: Nombre total d'heures données :
3.1 kWh 3.1 kWh	119,776 119,776
Renewable energy (Timberland-owned facilities): L'énergie renouvelable (sites appartenant à Timberland)	% of factsheets assessed against code of conduct** % d'avis évalés pour leur conformité au code de conduite**
0% 0%	100% 100%
	Child labor* Main-d'œuvre enfantine**
	0% 0%
	Manufactured Fabriqué à
	DSI Vietnam, Vietnam DSI Vietnam, Vietnam

AN INCREASE IN CURBS FOOT REFRIGERATOR USES 17.4 kWh PER DAY.

THIS REPRESENTS THE TOTAL NUMBER OF HOURS FROM 5,998 EMPLOYEES SERVED IN 2005. WE OFFER OUR EMPLOYEES 40 PAID HOURS A YEAR TO SERVE IN THEIR COMMUNITIES IN LINE WITH OUR MISSION TO EQUIP PEOPLE TO MAKE THE DIFFERENCE IN THE WORLD.

ALWAYS THE SAME - ZERO.

\* Information based on global footwear production for 2005.  
\*\* Information based on production totale de chaussures en 2005.



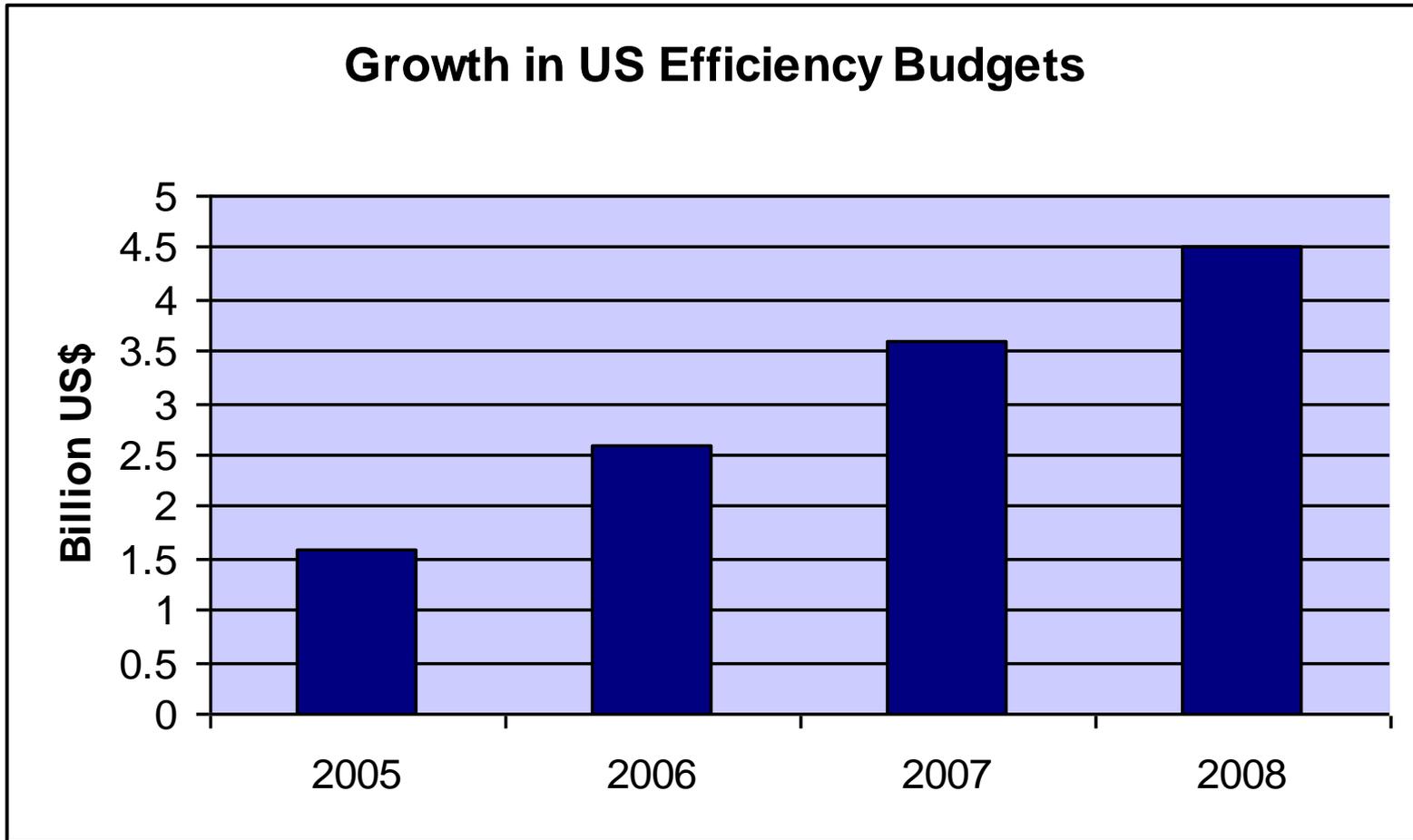
Greener Together™



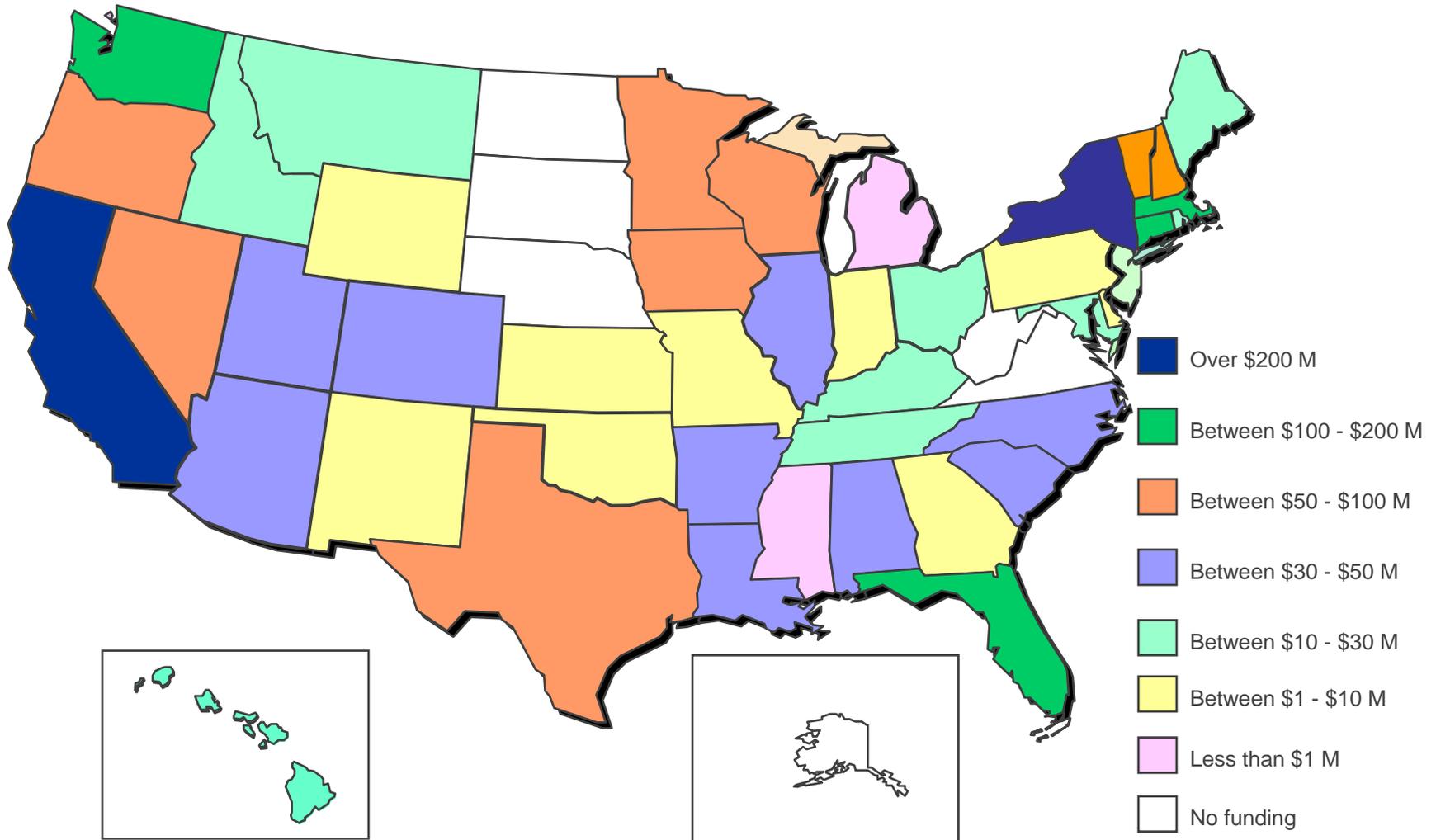
Underwriters Laboratories



# 2008 in Review – Efficiency Budgets



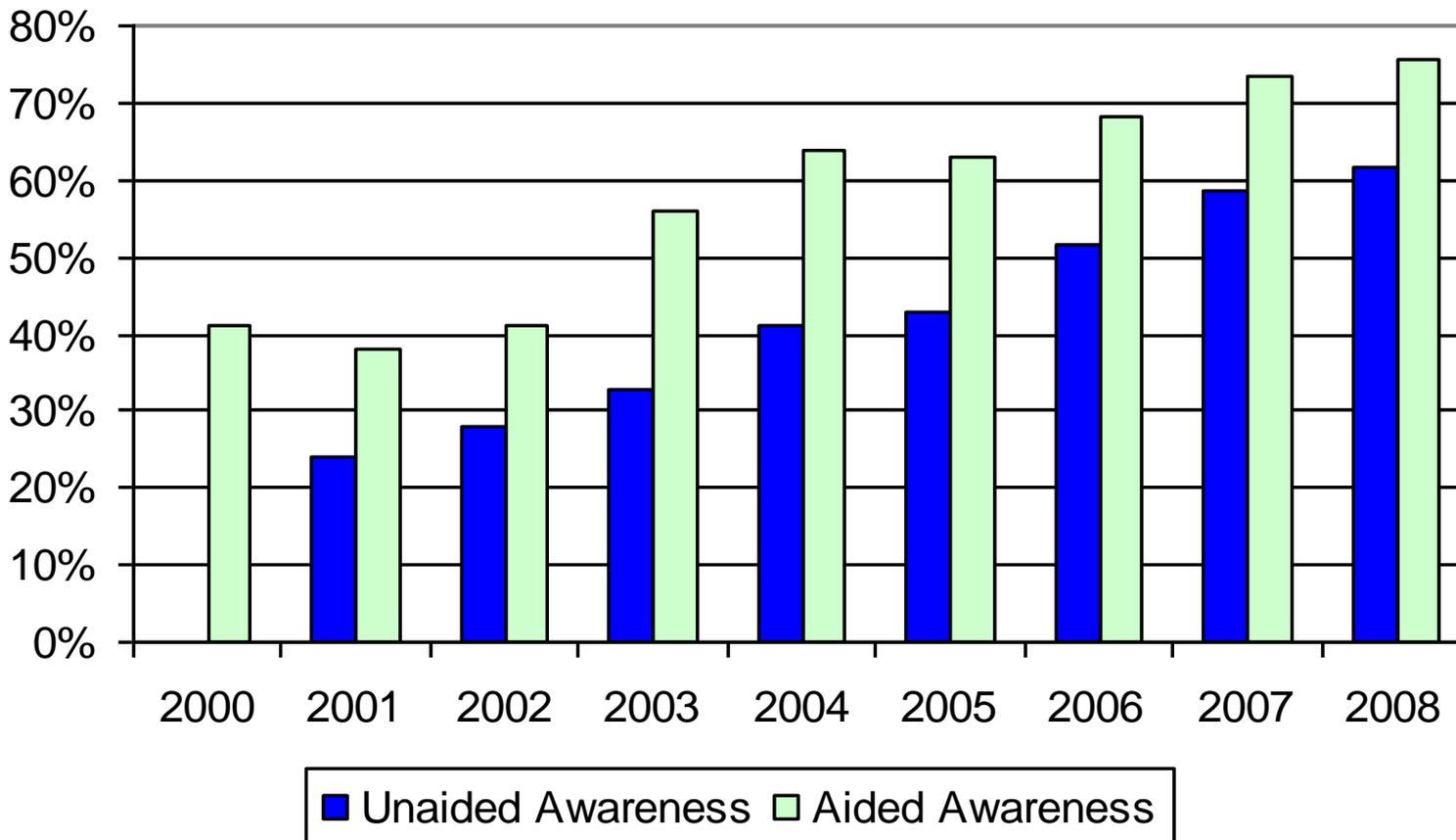
# 2008 in Review: Utility Funding for Energy Efficiency



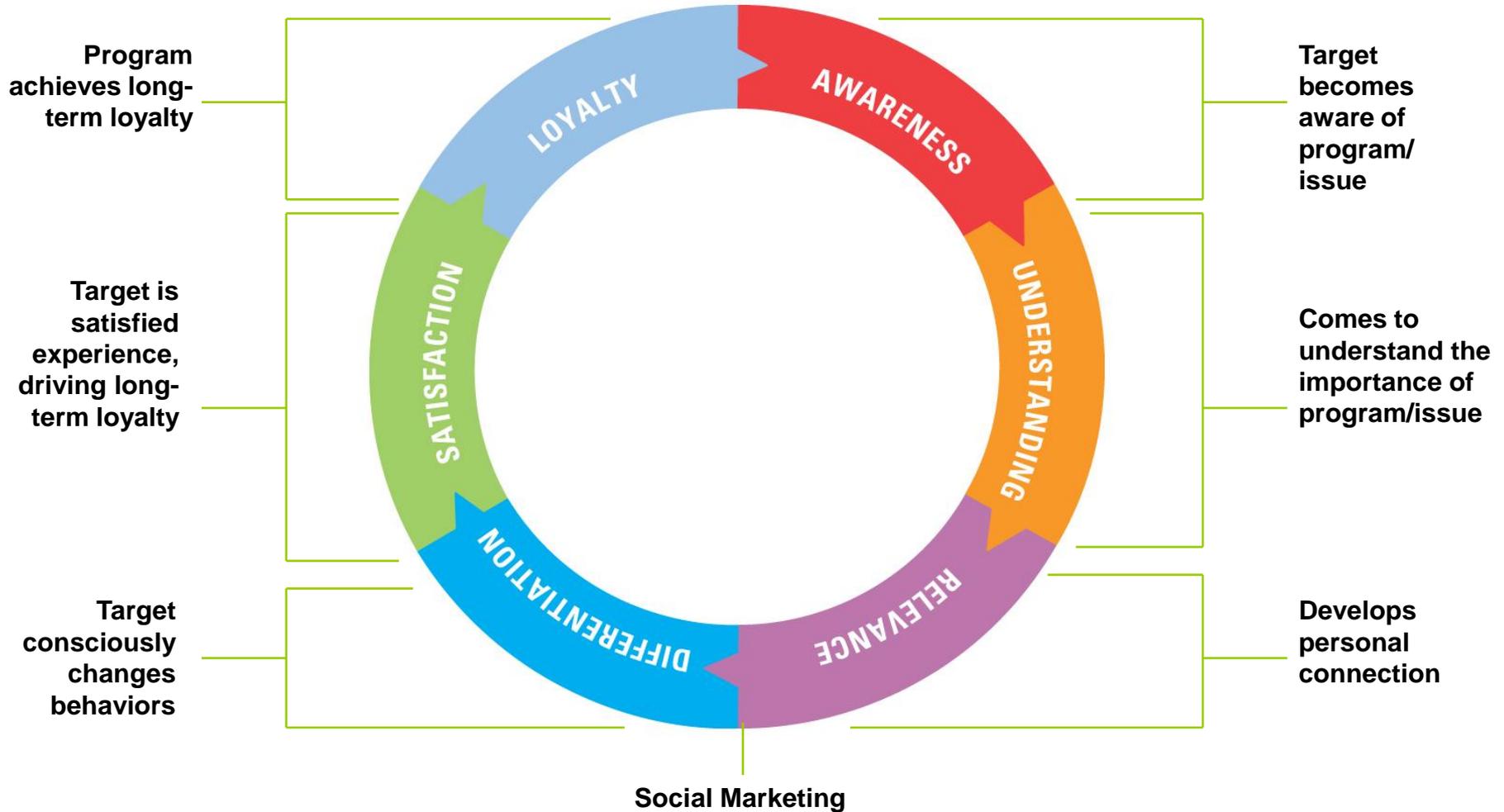
# 2008 in Review – National Awareness



## 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

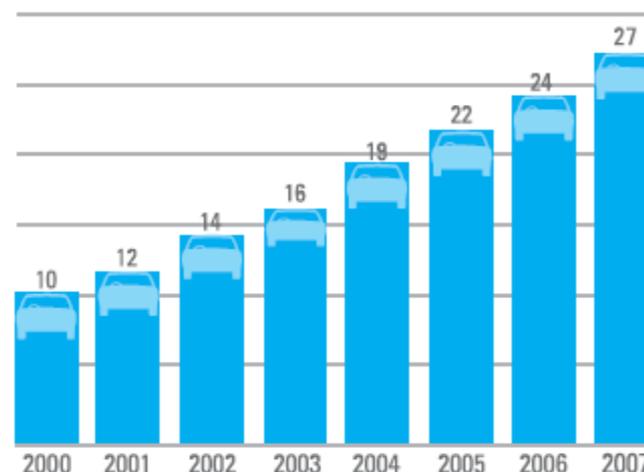
## CLIMATE LEADERS INDICATOR

2007

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



UTILITY BILL SAVINGS (in billions)



EMISSIONS SAVED IN VEHICLE EQUIVALENTS (in millions)



# 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



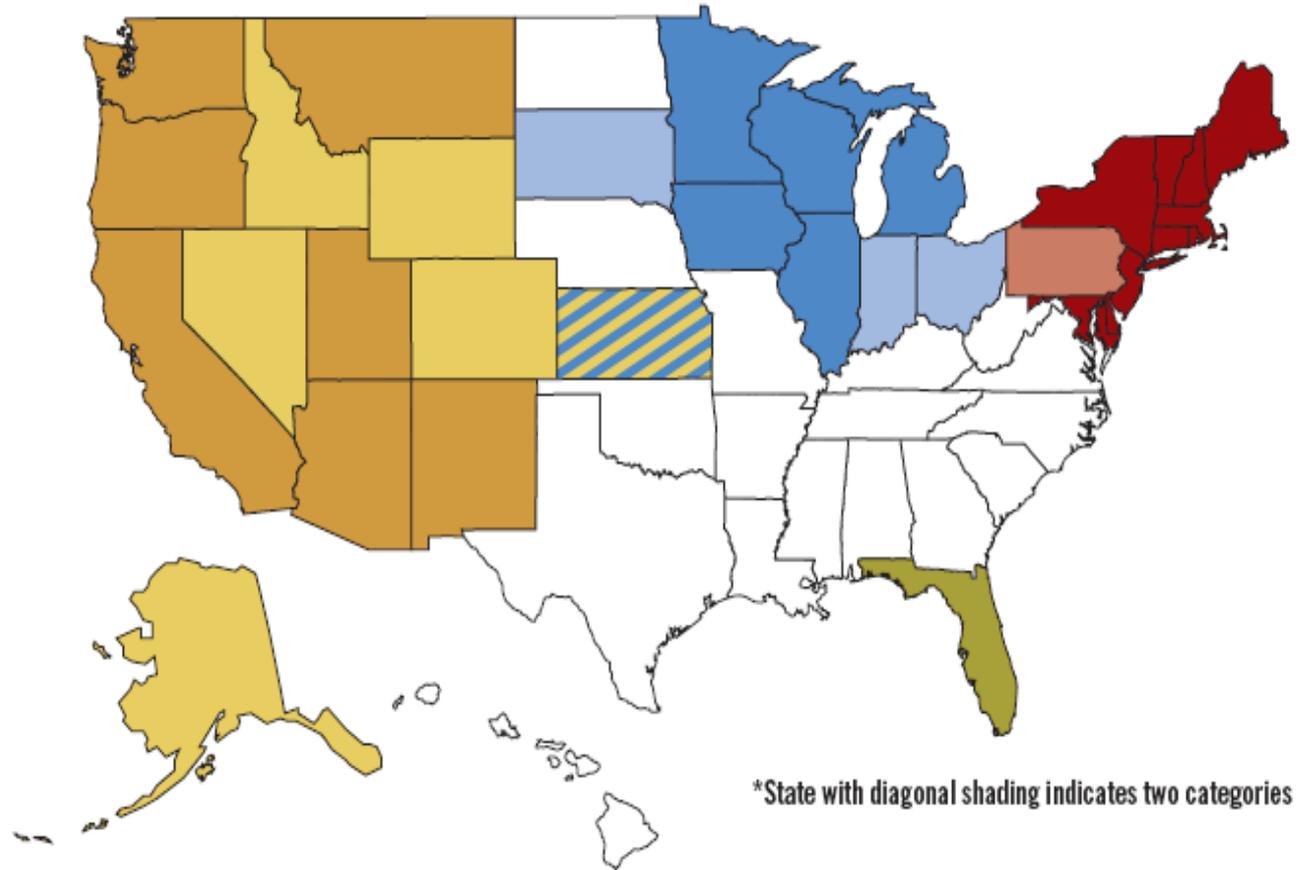
# Climate – State Action on Climate Change



Figure 1

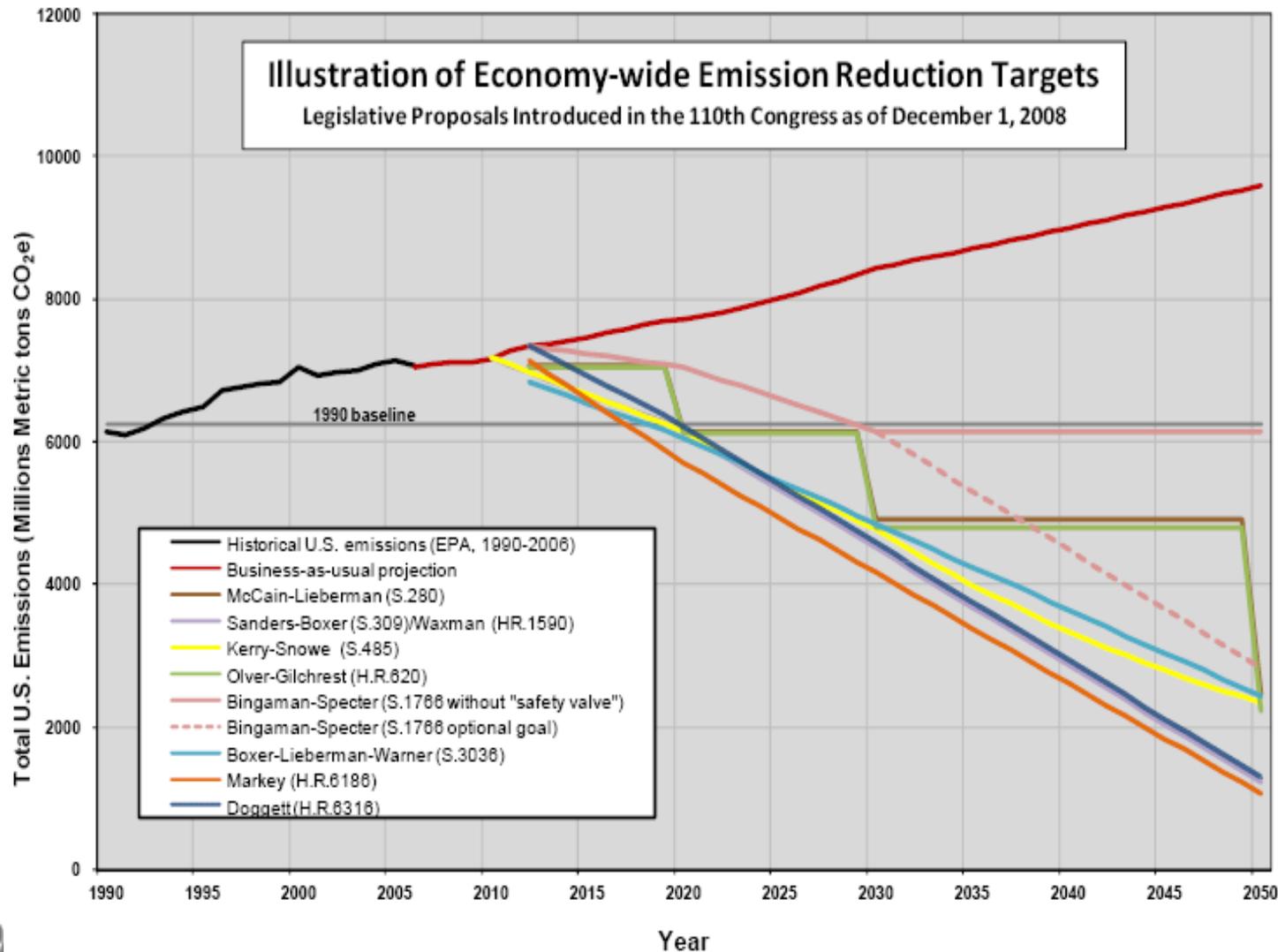
## Regional Cap-and-Trade Initiatives

- 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



Source: Pew Center on Global Climate Change

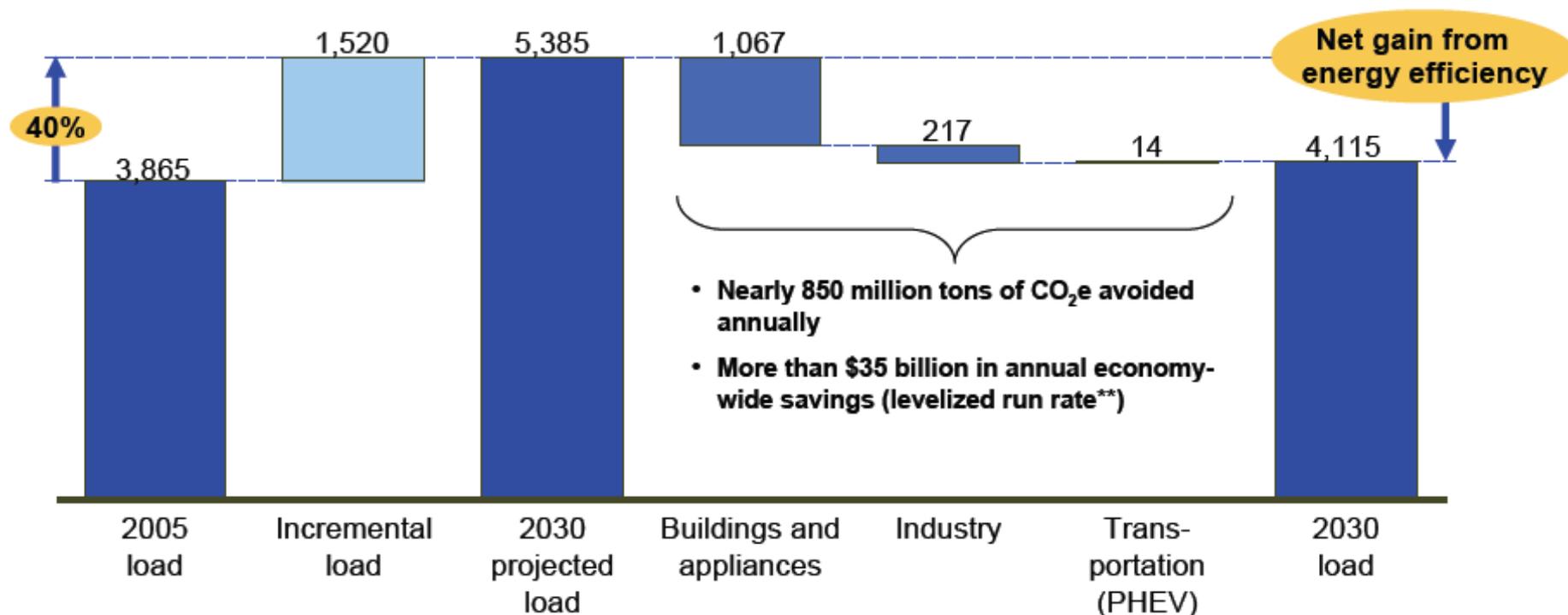
# Climate – Federal Legislation on CO<sub>2</sub>



# 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

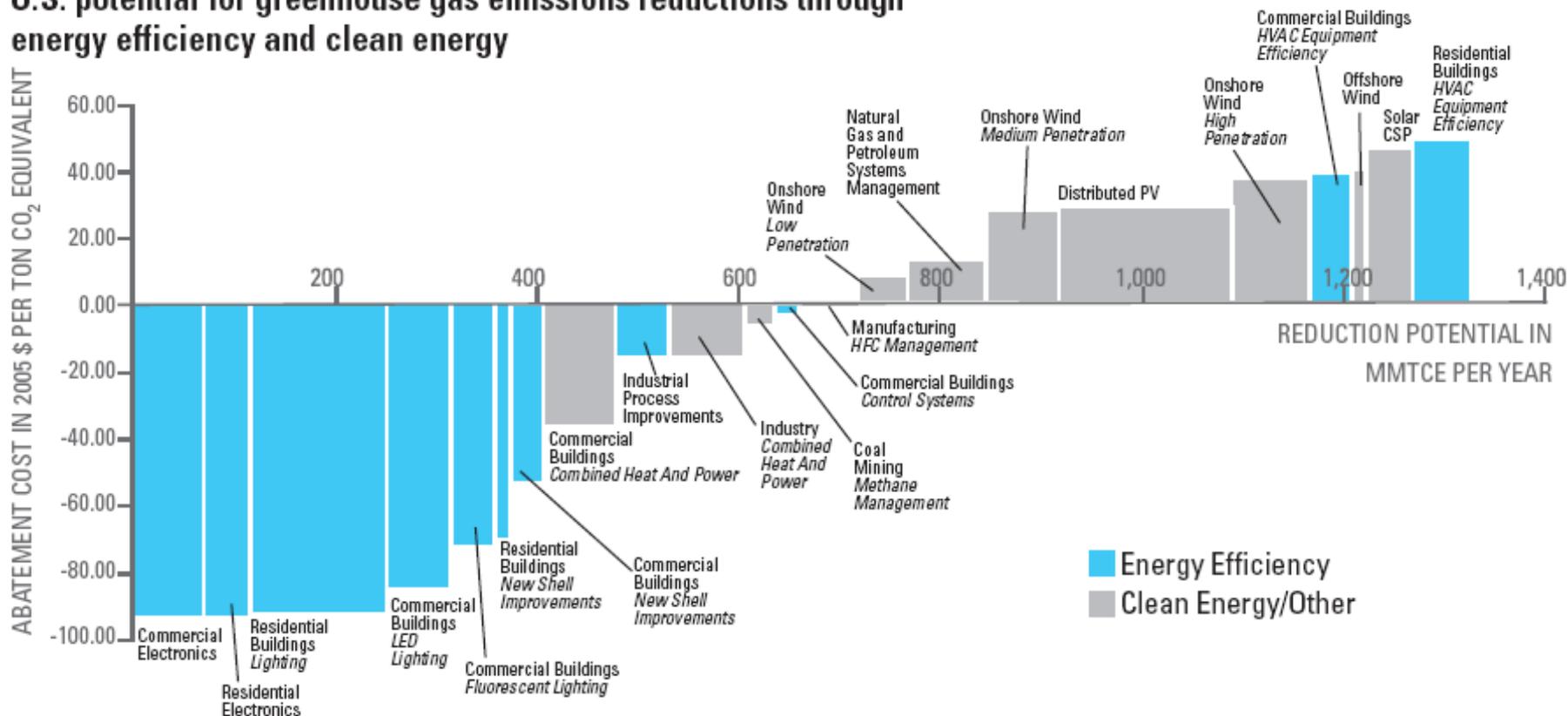
\* Energy efficiency would not completely offset the need for new construction, as additional power plants will be required to replace current facilities nearing retirement

\*\* 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

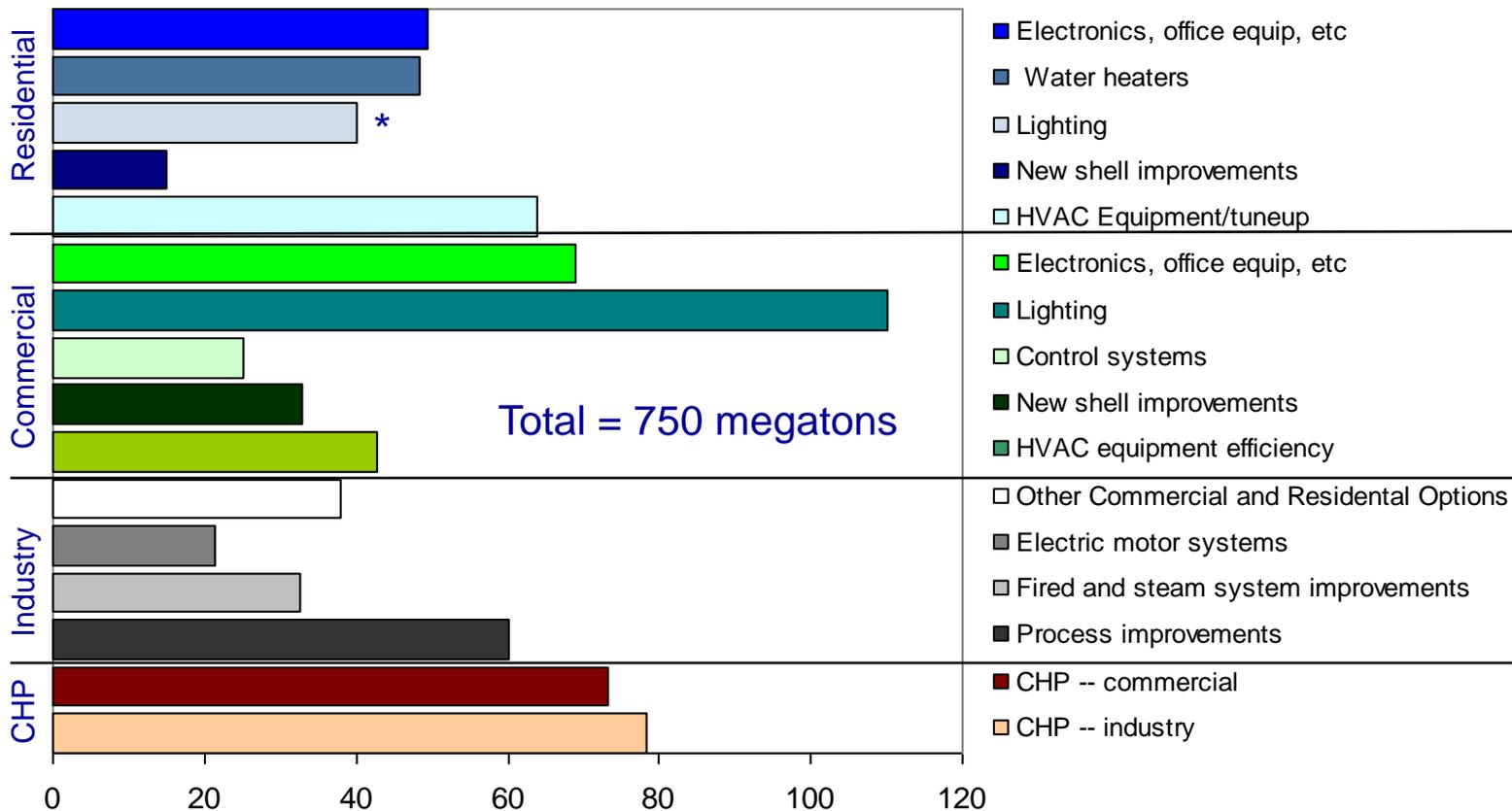


# Climate: Strategies to Reduce CO<sub>2</sub>



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

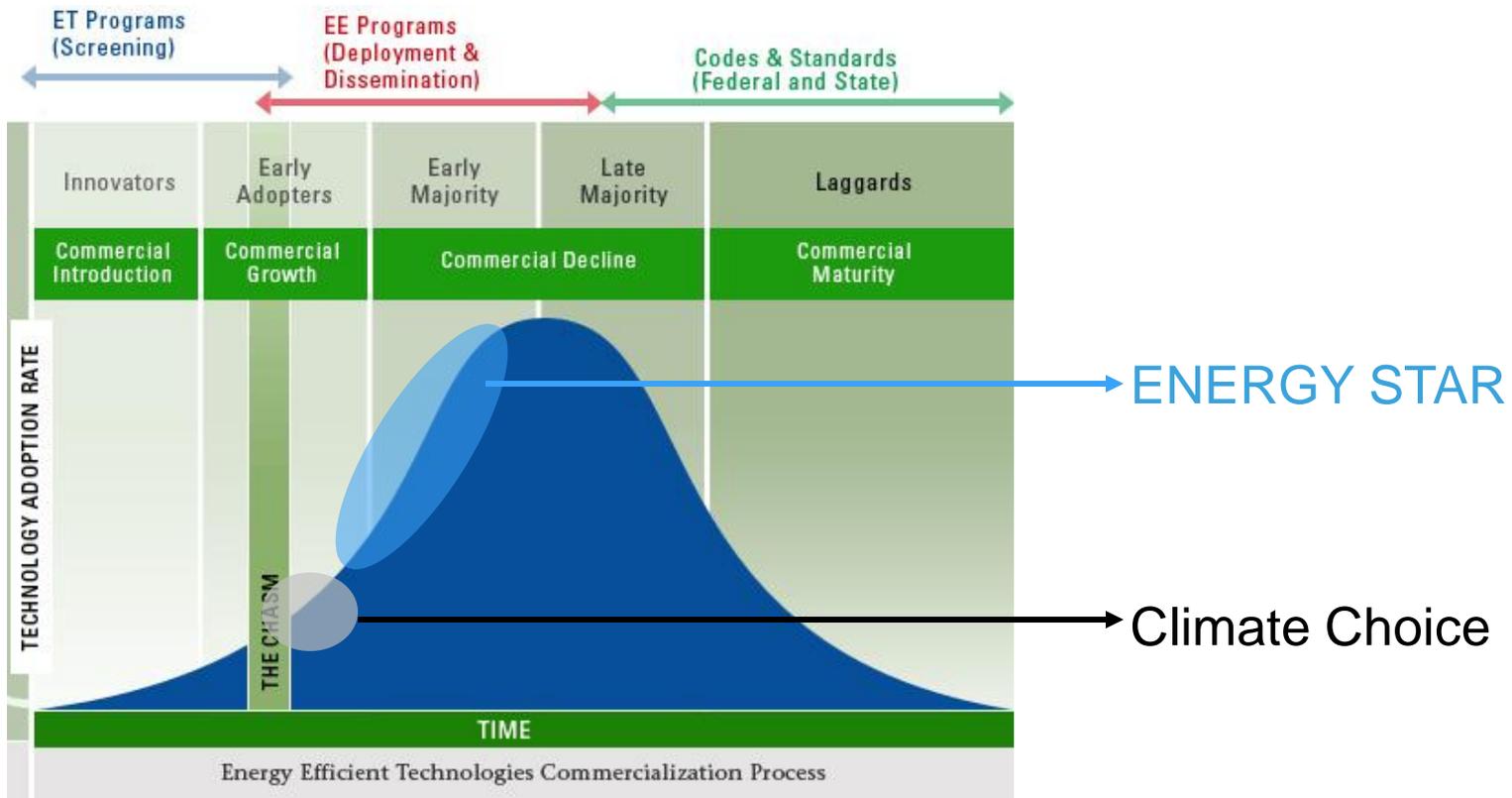
Note: Does not include operational and behavioral changes

# 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		Electronics, 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!