

RULE YOUR ATTIC!

CAMPAIGN OVERVIEW FOR STAKEHOLDERS

The simple
choice for
energy
efficiency.



In homes across America, poorly-sealed and under-insulated attics are taking money out of homeowners' pockets in the form of high utility bills. In fact, 9 out of 10 homes in the U.S. are under-insulated.* To encourage homeowners to take control over their high utility bills this heating season, the U.S. Environmental Protection Agency's (EPA) ENERGY STAR program is launching its third annual "Rule Your Attic!" consumer outreach campaign. The purpose of the campaign is to:

- A) Deliver engaging and useful content to homeowners about the financial, as well as comfort and environmental, benefits of sealing and insulating their attics and encourage homeowners to take action to improve the insulation in their own attics.
- B) Provide engaging content to partners, and other stakeholders, that can be shared with their audiences to amplify the importance of proper sealing and insulation in their homes.

Timed around when consumers are most interested in their home's heating issues, the campaign will launch on October 3rd and run through November 18th. Activity will resume after the holiday season on January 2nd and run to January 27th. As an ENERGY STAR partner or other stakeholder, there are a number of ways to participate.



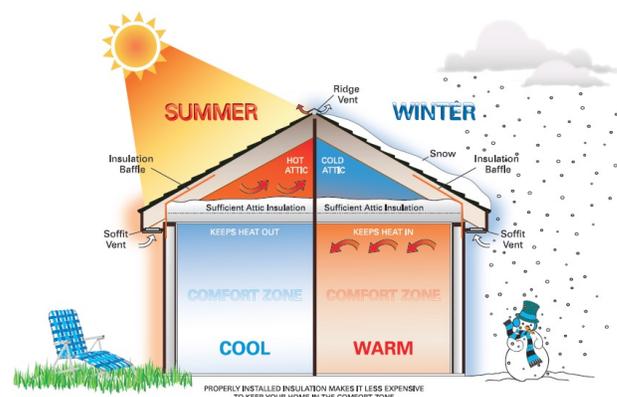
Engaging, Sharable Content

ENERGY STAR provides partners and other stakeholders with a turn-key consumer marketing platform to promote sealing and insulation. ENERGY STAR has created entertaining, **how-to videos, graphics, and blogs** that partners and other stakeholders, can **share via their social media channels** (such as Facebook and Twitter), **websites, and other outreach activities**.

Throughout the campaign, ENERGY STAR will offer content and resources that partners and other stakeholders can use to engage with homeowners to help drive sales of products/services or drive participation in energy efficiency programs. This content will be delivered through ENERGY STAR's website and social media channels, making it readily available for partners to share and generate engagement on their social platforms while spreading the word about the benefits of a sealed and insulated attic. Partners can download these materials for free from the [Rule Your Attic! 2016 Stakeholder and Partner Toolkit](#) or email insulation@energystar.gov for assistance. [Please note a separate campaign overview document is available for contractors.](#)

To help partners and other stakeholders participate in the campaign, the following items have also been created:

- A [directory](#) of available content, which includes [campaign identifiers](#) and [social media posts](#)
- A step-by-step [campaign timeline and participation guide](#)



*Compared to 2006 IECC standards, Source: Boston University and NAIMA

Campaign Messaging

Throughout the campaign, partners can use the how-to videos, graphics, campaign messaging, and other materials to encourage homeowners to do the following:

- a) **Measure:** Climb into the attic and measure the insulation level (how many inches deep is it?);
- b) **Get Solutions:** Learn how to make improvements to fix a poorly-sealed/insulated attic; and
- c) **Fix and Save:** Utilize the information and resources to take steps either with Do-It-Yourself (DIY) guidance or by hiring a local contractor to fix the problem.

Key campaign message

- This (Fall/year), take the first step to savings by measuring your attic's insulation so you can "Rule Your Attic!" Now is the perfect time to check your attic to prepare for the cold winter months ahead.

Supporting campaign messages

Measure

- Checking the insulation levels in your attic will help to determine if there is an opportunity to make your home more comfortable and energy efficient.
- In 9 out of 10 houses across America, under-insulated attics are wasting homeowners' money through high utility bills. (Compared to 2006 IECC standards, Source: Boston University and NAIMA)
- Adding insulation and sealing air leaks in your attic can help you save up to 10% on your home's annual energy bills and keep you more comfortable.

Get Solutions

- Improving your home's comfort is easier than you think. Simple fixes, like installing weather stripping on doors and caulking around windows, can be very effective in saving money and making your home more energy efficient.
- The EPA has resources available at energystar.gov/sealandinsulate to help you choose the best air sealing and insulation projects for your home.

Fix and Save

- Ready to fix your attic insulation levels? You can save up to \$200 per year in heating and cooling costs by sealing your home and adding insulation.
- In addition to energy savings, other benefits to sealing and insulating include: reduced noise from outside; less pollen, dust, and pests entering the home; and better humidity control.
- Many local utilities offer rebates for certain air sealing and insulation projects.
- Homeowners should make sure to have the right safety equipment on hand. Or you can contact a qualified contractor to help you get the work done if you are not comfortable taking on this type of project yourself.

Questions: Contact EPA's Doug Anderson at Anderson.doug@epa.gov or insulation@energystar.gov with questions on how you can participate in the 2016 Rule Your Attic! campaign.

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.