



**“Life takes energy”**  
Make it....“Clean Energy”



**Sharon Laudisi – March 13, 2007**



## What We Do:

- Promote market transformation by building market awareness and demand for ENERGY STAR® qualified products

## How We Do It:

- Through 108 Appliance Retail Stores and 156 Lighting Retail Stores
- Retail Sales (Home Depot, Lowe's, Sears Hardware, True Value etc.)
- Training/Rebates/Expos/Web-site
- Leverage Regional Partners (NEEP, NYSERDA, NYPA)
- New for 2006 - Unique Partnership with National Hockey League's New York Islanders

*\*Coming Fall of 2007 – New York Jets Partnership*

## Consumers

### *Various incentives throughout the year*

- \$2.00-\$3.50 off third party tested specialty lamps
- \$2.50+ off PNNL-tested reflector lamps
- Seasonal promotions on ENERGY STAR qualified CFLs
- Upstream incentives for qualified fixtures and ceiling fans
- LED holiday light rebates



## Retailers

**Field services to every enrolled store across Long Island, including hardware stores, independent retailers, mass merchants, DIYs, electrical distributors and lighting showrooms**

- Co-op advertising reimbursement for retailers
- Train sales associates and cashiers
- Place coupons, POP, and signage
- Verify product placement and price
- Organize and staff in-store lighting promotions

# ENERGY STAR

## Lighting and Appliance Program

### Results to Date:

■ CFLs	4,449,951
■ Fixtures	224,936
■ Clothes Washers	83,849
■ Torchieres	31,936

Total Participants:	4,779,672
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# Seasonal Promotions

## \$1 Multi-pack Coupons

### 2005 Change A Light Promotion:

- 385,257 CFLs rebated
- 60% third party tested

### 2006 Earth Day Promotion:

- 186,054 CFLs rebated
- 100% third party tested

### 2006 Change A Light Promotion:

- 419,566 CFLs rebated
- 71% third party tested

2005 CFLs Rebated

605,798

2006 CFLs Rebated

780,611





PARTNER OF THE YEAR

**You can do it.**

[www.homedepot.com/energy](http://www.homedepot.com/energy)



**We can help.™**



**n:vision™**







Energy saving  
compact fluorescent  
light bulbs (CFLs) use  
up to **75% less energy**  
and last up to  
**13 times longer** than  
incandescent bulbs.



**n:vision**™



ENERGY STAR  
AWARD  
2006

PARTNER OF THE YEAR



**You can do it. We can help.**

[www.homedepot.com/energy](http://www.homedepot.com/energy)

# I am an ENERGY STAR® contest



## KIDS SHINE WITH THE "I AM AN ENERGY STAR" CONTEST

Kids 18 and under - you can have your moment in the spotlight. Go to either [www.lipower.org/cei](http://www.lipower.org/cei) or [www.newyorkislanders.com](http://www.newyorkislanders.com) and check out the hot new "I am an ENERGY STAR" song. You can download the music, plus contest rules and a parental permission form. Send a video of yourself or you and your friends singing the song to the address on our website and you could win a chance to star in our new commercial and sing the National Anthem at a New York Islanders game. A panel of judges will pick nine finalists whose videos will be posted on our website where all of Long Island can vote for their favorites.

Be sure to enter by **March 15, 2007**  
You'll be a real ENERGY STAR.







## LIPA/NY Islanders Literacy Campaign

NY Islanders and LIPA staff to visit 20 schools to read a book about the environment and clean energy (created by LIPA and NY Islanders – Sparky's Day at the Beach).







## “Clean Energy Challenge”

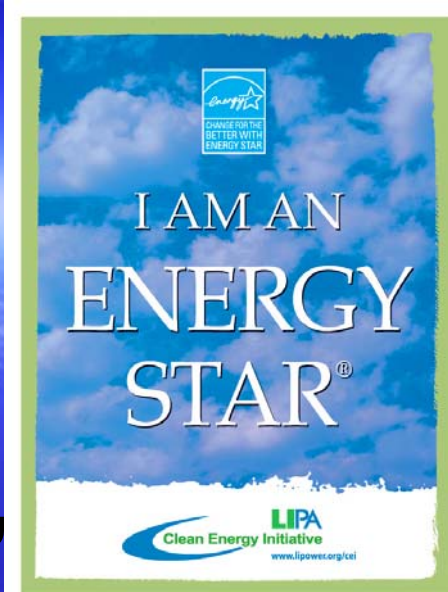
Students 6-8<sup>th</sup> will be required to either create a clean energy science project focusing on renewable energy or create a poster to identify five (5) actions they and their families can take every day to reduce the amount of electricity they use.

Students 9<sup>th</sup> – 12<sup>th</sup> will be challenged to create a clean energy project incorporating energy efficiency and renewable technology concepts into the redesign of Nassau Coliseum.

# What's next?

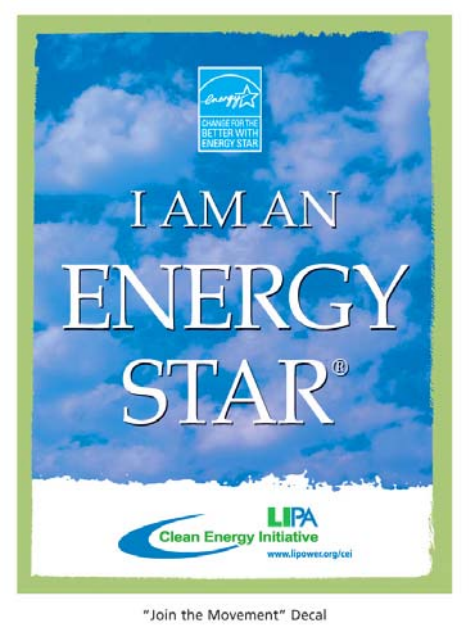
- PNNL Tested Reflectors for Hi-Hats
  - Why
  - How





"Join the Movement" Decal

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Make it....**"Clean Energy"**



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**Remember.... We're ALL Islanders!!!!**