

# ENERGY STAR

## Retail Store Level (RSL)



# Understanding RSL & Opportunities for Regional Partnerships

March 2006

# What RSL Is (Broad Recap)



**RSL Provides measurement from a few different angles to EPA/DOE on the presence of ENERGY STAR at targeted national retail chains**

**Provides EPA/DOE with tangible data points to work with manufacturers to improve the extent and accuracy of product labeling**

**Provides a mechanism that EPA/DOE can monitor the effectiveness of targeted special campaign promotions (Ex: Change a Light)**

# What RSL Isn't



## RSL is not aimed at evaluating regional program effectiveness

- Limited number of observations
- Focuses on metro areas rather than program regions
- Does not account for the wide variety of regional program offerings
- Does not represent the full breadth of regional retail program participants
- Does not necessarily focus on all products included in regional program offerings

# RSL Elements - Key Points



## Sales Staff Evaluation

- “Typical” Consumer Experience
- Broadly focused on ENERGY STAR not individual training initiatives

## Display Check Inventory

- Limited Scope (specific retailers, limited observations)
- Captures if individual POP was developed by an EEP, but does not currently track prevalence of distinct program materials

## Product Shelf Inventory

- Limited retailers
- Limited, Varying Product Mix

# RSL – Regional Opportunities



- RSL provides a unique opportunity for regional programs to build upon and/or customize within regions to capture specific data important to particular programs
- Scope could be expanded for specific regions
- Allows for greater coordination between regional programs and national efforts

# RSL – Customized Opportunities



## RSL Components Can Be Customized for Individual Program Sponsor Needs:

- SSE: Determine Specific Regional Program Training and/or Sales Associate Knowledge
- DCI: Quantify the Prevalence and Use of Particular Program Materials
- PSI: Capture Detailed Product Level Data on Specific Products Promoted By EEPs (Label Information, Price)