ENERGY STAR Appliance Campaigns:
2006 Review and A Look Ahead

Joan Glickman
*U.S. Department of Energy*
Summary

- 2006 Appliance Campaigns
- What’s Ahead for 2007?
- 2007 Priorities
# 2006 Appliance Promotions Calendar

<table>
<thead>
<tr>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Clothes Washer Campaign</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Cool Your World - Room AC Campaign</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Refrigerator Retirement Campaign</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>Dishwasher Campaign</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*The table represents the monthly promotions for 2006.*
2006 Clothes Washer Campaign
(April 1 – September 30)

Objective:
• Promote clothes washers that already meet 2007 ENERGY STAR criteria

Actions:
• 5 manufacturers developed ENERGY STAR-themed clothes washer promotions
• 111 Energy Efficiency Program Sponsors (EEPS) offered rebates for qualified clothes washers
Partner Participation in 2006 Clothes Washer Campaign

Save up to $200 now on all Bosch ENERGY STAR qualified products:

- Nexxt Washer
- Nexxt Dryer
- Nexxt Dishwasher
- Nexxt Refrigerator
- Nexxt Microwave
- Nexxt Ranges
- Nexxt Ovens


Purchase any select GE Profile™ or GE® ENERGY STAR qualified topload washer and receive a $100 rebate!

Offer in effect June 21-August 6, 2006

EcoMagination

imagination at work

ENERGY STAR qualified clothes washers:

- Only use 40% of water and energy normally required by a conventional washer.
- Use 140 gallons of water per load. Increases on the $$$ offer by 20%.
- Reduce drying time and other pollutants found in a conventional washer.

$100 off Select ENERGY STAR® Qualified Clothes Washers
Max-In-Rebate

Save 100 by choosing an appliance made with a Modified energy booster at 1.0 or greater, which is 25% more efficient than the current federal standards.

Available at participating dealer locations only. For more info visit www.energystar.gov.
2006 Cool Your World With ENERGY STAR (Memorial Day – Labor Day)

Objectives:

• Target households that own older room air conditioners and multi-family buildings with multiple, inefficient units for replacement with ENERGY STAR

• Increase stocking and sales of ENERGY STAR qualified product at key retail stores

Actions:

• Participants provided incentives and consumer education through turn-in events for older, inefficient room air conditioners

• Increased retail promotion of the campaign
## 2006 Cool Your World Results – Web Hits

<table>
<thead>
<tr>
<th>Month</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>10,491</td>
<td>16,569</td>
<td>22,472</td>
<td>+ 214%</td>
</tr>
<tr>
<td>July</td>
<td>8,076</td>
<td>13,188</td>
<td>46,120</td>
<td>+ 571%</td>
</tr>
<tr>
<td>August</td>
<td>4,972</td>
<td>8,234</td>
<td>19,023</td>
<td>+ 383%</td>
</tr>
</tbody>
</table>
2006 Refrigerator Campaign (July 1 – September 30)

Objectives:

• Encourage the retirement and recycling of the 33 million refrigerators in American households manufactured before 1993

• Replacement with new ENERGY STAR models

Actions:

• Developed the Refrigerator Retirement Savings Calculator as an educational resource for consumers

• Promotions focused on both recycling and replacement of existing units
ENERGY STAR Refrigerator Replacement Calculator

- Consumer enters model number
- Calculator estimates annual energy costs and savings from replacing with ENERGY STAR
- “Special Deals” feature directs consumers to industry or EEPS’ offers
- “How To” information on local recycling
- Received more than 41,000 hits in the first 2 months
Objectives:
• Target the 30% of homeowners that do not own a dishwasher
• Identify and respond to obstacles preventing more widespread dishwasher use in certain segments of the population

Actions:
• Four manufacturers have expressed interest in participating in the pilot campaign
• California utilities will be offering incentives through 2008
• Promotion at the November Expo Tu Casa event in Los Angeles

Annual Savings from 2007 ENERGY STAR Dishwasher vs. Hand Washing
• 230 hours
• $35 in utility bills
• 5,000 gallons of water
Partner Resource Guides

- Developed to support partner promotions of ENERGY STAR appliances

- Includes consumer information, market data, and messaging to help partners promote ENERGY STAR appliances by highlighting the benefits of their use
Partner Resource Guides

**ANNUAL WATER CONSUMPTION**

**ENERGY STAR AUTOMATIC DISHWASHER**

**ENERGY STAR CLOTHES WASHER**

**2000-2004 NATIONAL MARKET SHARE**

- 2000: 9%
- 2001: 10%
- 2002: 16%
- 2003: 23%
- 2004: 27%

An ENERGY STAR qualified dishwasher can save nearly 5,895 gallons of water per year compared to washing dishes by hand.

**TECHNOLOGY SAVES YOU MONEY**

- **MORE PRECISE TEMPERATURE AND DEFROST MECHANISMS**
  - Helps the refrigerator operate more efficiently, while freezing food to the optimum temperature.

- **IMPROVED INSULATION**
  - Located in doors and exterior walls to help food stay cold and to muffle noise.

- **HIGH EFFICIENCY COMPRESSORS**
  - Use less energy to operate the refrigerator, often are quieter than regular compressors, and create less heat while they are running.
Looking Ahead to 2007: Appliance Campaign Focus

- **Clothes Washers**
  - New Criteria
  - Focus more activities and visibility of ENERGY STAR qualified models
  - Highlight water savings

- **Dishwashers**
  - New Criteria
  - Target 30% of homeowners without a dishwasher
  - Fall 2006 California Pilot for new users
  - Design national campaign

- **Refrigerators**
  - Focus on retirement of older (pre-1993) units
  - Promotion of the *Savings Calculator*

- **Cool Your World**
  - Summer month promotions
  - Focus on retiring old units in multi-family buildings
  - Joint promotion with EPA
Making 2007 a Success: DOE Priorities—Institutional/Large Buyers

• Identify new opportunities to promote ENERGY STAR Appliances among businesses
  – Aging Services Market
  – Colleges and Universities
  – Multifamily buildings

• Develop new tools to assist business consumers of appliances
  – Enhance and promote Online Bulk Purchasing Tool
  – Develop web content on commercial clothes washers
  – Reach out to multifamily property owners on room air conditioners
ENERGY STAR® Bulk Purchasing Request Form

Step 1: Choose a product from the list below
You can only select one product at a time. You will have the opportunity to request a quote for another product at the end of this process.

- ENERGY STAR Qualified CFLs
- ENERGY STAR Qualified Refrigerators
- ENERGY STAR Qualified Light Fixtures
- ENERGY STAR Qualified Dehumidifiers
- ENERGY STAR Qualified Room Air Conditioners
- ENERGY STAR Qualified Dishwashers
- ENERGY STAR Qualified Clothes Washers

Next
Making 2007 a Success: DOE Priorities—Consumer Outreach

- Expanded outreach to Hispanic consumers
- Enhanced analysis of effective messaging and techniques
  - Measuring Market Impacts Study (CFLs)
  - Examples of effective marketing efforts
- Web site improvements
  - Partner feedback encouraged
- Continue to develop tools/materials to educate consumers
Making 2007 a Success: DOE Priorities—Partner Collaboration

• Increase cooperation and information-sharing between partners
  – Identify opportunities to collaborate for mutual gain
  – Promote use of DIME: Database for Incentives and Joint Marketing Exchange
  – Collect required quarterly sales data for all ENERGY STAR products from all retailer and manufacturer partners

• Develop and share best practices and proven approaches
  – New program models
  – Alternatives to rebates
  – National Energy Efficiency Action Plan

• Assist partners in Southeast and Southwest launch new programs
  – Newly established Southeast Energy Efficiency Alliance
  – Southwest Energy Efficiency Partnership
    • Regional DSM spending has grown more than 5X over last 5 years
Database for Incentives and Joint Marketing Exchange

This tool is to help manufacturers and retailers identify regional incentive and marketing opportunities for promoting ENERGY STAR qualified products and to enable all partners to coordinate with the appropriate contact from other partner organizations on promotional opportunities.

Look up incentives and marketing opportunities and their contacts for the following products:

- **All Appliance Opportunities**
  - Clothes Washer
  - Dehumidifier
  - Dishwasher
  - Refrigerator
  - Room Air Conditioner

- **All Lighting Product Opportunities**
  - Ceiling Fan
  - CFL
  - Light Fixture

- **All Heating & Cooling Equipment Opportunities** - includes opportunities for boilers, central air conditioners, furnaces, heat pumps, and programmable thermostats

- **All Home Improvement Product Opportunities** - includes opportunities for windows and insulation

Use the Advanced Search to further customize your search by state, timeframe, campaign, and opportunity.

Request a list of contacts for coordinating with retailers

Request a list of contacts for coordinating with manufacturers.
Making 2007 a Success: Coordinated Market Transformation Strategy

• Integrate ENERGY STAR efforts with other DOE market transformation efforts
  – ENERGY STAR, one important part of a larger solution
  – Zero Energy Homes
  – EnergySmart Schools
  – Alternative fuels/E85
  – New Orleans/Southeast rebuilding efforts

• Seize public interest in broader energy concerns
  – Interest in climate change
  – Fuel prices
  – Oil dependence
  – Green building
Contact Information

Joan Glickman, DOE (Partner Liaison)
(202) 586–5607
joan.glickman@ee.doe.gov

Richard Karney, DOE (Products/Criteria)
(202) 586–9449
richard.karney@ee.doe.gov

Derek Greenauer, D&R (Appliance Team Lead)
dgreenauer@drintl.com
(301) 588–9387
## Table 1. Electric Utility Spending on DSM Programs in the Southwest, 2001-06

<table>
<thead>
<tr>
<th>State</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006 (est.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AZ</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>9</td>
<td>34</td>
</tr>
<tr>
<td>CO</td>
<td>3</td>
<td>11</td>
<td>13</td>
<td>21</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>NV</td>
<td>2</td>
<td>3</td>
<td>11</td>
<td>11</td>
<td>14</td>
<td>26 (1)</td>
</tr>
<tr>
<td>NM</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>UT</td>
<td>5</td>
<td>9</td>
<td>12</td>
<td>16</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>WY</td>
<td>~0</td>
<td>~0</td>
<td>~0</td>
<td>~0</td>
<td>~0</td>
<td>~0</td>
</tr>
<tr>
<td>Region</td>
<td>20</td>
<td>29</td>
<td>42</td>
<td>54</td>
<td>69</td>
<td>110 (1)</td>
</tr>
</tbody>
</table>

Notes: (1) Does not include an additional $3.7 million proposed by Nevada Power Company and Sierra Pacific Power Company in March, 2006.
Joan Glickman
U.S. Department of Energy
Office of Energy Efficiency and Renewable Energy
Phone: (202) 586–5607
Email: joan.glickman@ee.doe.gov