



# Marketing Lighting: The Broad Value ENERGY STAR® Delivers

Kirsten Murray, ICF International,  
on behalf of the U.S. Environmental Protection Agency

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# Agenda

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- Why we're here
- An ENERGY STAR refresher
- ENERGY STAR lighting
- A symbol of quality

# Why we're here

- Remember when fluorescent lighting made you look like this?



(Warner Brothers)



Gisele Bündchen

- ENERGY STAR lighting can make you look like this!

# Doomed to repeat history? No!



- CFLs may have been pushed into the market before the technology was fully developed.
- Desire not to repeat with LEDs.
- ENERGY STAR product specifications are designed to deliver energy savings without sacrifice
  - Lighting specifications have been borne out of a need for quality

# Commitment to Quality



- ENERGY STAR is the symbol for energy efficiency, but it also stands for quality.
- Lamps and fixtures that earn the ENERGY STAR should be reliable, high-quality replacements for incandescent.
- Lighting specifications include minimum performance that address issues such as light color, lifetime and brightness (lumen output).
- The simplest, most effective message?

**Look for the ENERGY STAR.**

# Changes in Lighting Landscape

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- New federal efficiency standards (EISA)
- New FTC Lighting Facts Label
- New Lighting Specifications
- **Only one ENERGY STAR!**





# An ENERGY STAR Refresher

# Energy and Environment



- Continued concern about rising energy costs and the environment
  - In particular, climate change
- Consumers are looking for information on how to save money and make a difference
- Subsequently, the value of ENERGY STAR is increasing:
  - Growing product categories
  - Increased partnerships
  - High levels of understanding, awareness, and loyalty



# Energy and Environment



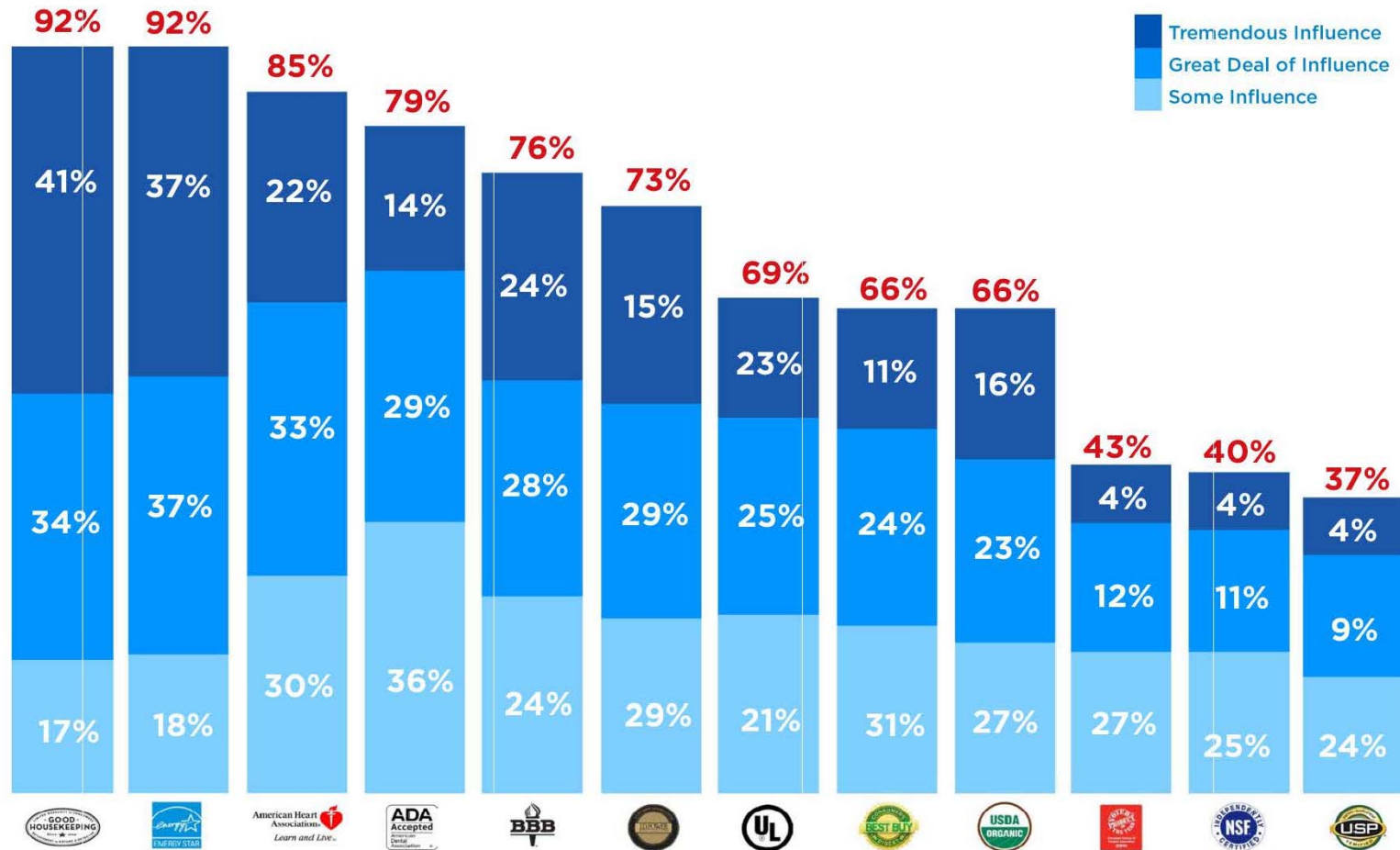
- 72% of Americans think global warming is probably occurring and 82% of those see global warming as a serious problem (ABC News/Washington Post Poll, 2009).
- A 2007 ImagePower Green Brands Survey shows a shift in the U.S.'s collective consciousness – green is no longer an issue marginalized to fanatical environmentalists
  - 90% of Americans agree that there are important green issues and problems
  - 40% of the U.S. population feels that the leading issue driving concern around the environment is global warming
  - 54% of consumers claim to always look for a model that is energy efficient when choosing a product for their home that uses energy.

# ENERGY STAR Refresher



- ENERGY STAR is a government-backed program dedicated to helping individuals protect the environment through superior energy efficiency.
- Products that have earned the ENERGY STAR meet strict energy-efficiency guidelines set by the US Environmental Protection Agency.
- With more than 60 product categories, ENERGY STAR products are available in over 40,000 retail storefronts in the US and Puerto Rico and are actively promoted by approximately 700 utilities programs.
- These products not only cut customers' energy costs, but also help protect the environment and reduce greenhouse gas emission intensity which contributes to climate change.
- **ENERGY STAR is a trusted and recognized brand**
  - 92% of people report having seen the ENERGY STAR logo. As a comparison, 86% report having seen the recycling chasing arrows (2011 Fairfield Research).

# About ENERGY STAR



SOURCE: Fairfield Research, July 2011

The ENERGY STAR mark ranks among the highest level of influence on product purchase among all consumer emblems, equal in ranking to the *Good Housekeeping Seal*.

# Why ENERGY STAR?



- ENERGY STAR is the only environmental brand which cuts across all trends and segments, offering a consumer platform which fills both pragmatic needs for energy savings and environmental aspirations of global warming reduction
- ENERGY STAR makes it easy for retailers to offer environmental products – and for customers to find those products
- ENERGY STAR increases sales
  - 66% of consumers indicate that they are more likely to purchase an item due to the presence of the ENERGY STAR logo (2007 LOHAS Report)
- ENERGY STAR offers expert educational content on energy and environmental savings
- Credibility of EPA and DOE; enhanced testing and verification through 3<sup>rd</sup> party accredited labs

# ENERGY STAR Network



- More than 700 utility and state energy efficiency program sponsors promoting ENERGY STAR to households nationwide
- More than 1,500 retail partners; 40,000 storefronts
- Nearly 3,000 manufacturers
- More than 8,500 home builders
- More than 3,600 commercial and industrial business customers
- 7 international governments or unions

# ENERGY STAR at Retail



- ENERGY STAR is a trusted brand that represents consumer confidence.
- Assists retailers and their sales teams to carry and sell more qualified products while educating consumers about the value of ENERGY STAR.
- Coordinates with retailers to develop ENERGY STAR marketing and communications engagement.
- Works with manufacturers to identify ENERGY STAR qualified products opportunities for selection and promotions.



# Why ENERGY STAR Works



- **Credible** – Recognized, trusted symbol – government backing provides objective, third-party information upon which businesses and homeowners can make informed decisions.
- **Market-based** – Program works to identify market barriers to broader adoption of energy efficiency and develop strategies and related tools for overcoming barriers to alter decision making for the long-term.
- **Financially smart** – Consumers can save money on utility bills and businesses can make money selling efficient products and services.
- **Environmentally-beneficial** – Reducing energy consumption helps individuals reduce their carbon footprint, organizations meet corporate sustainability goals, and states and utilities meet local mandates to reduce greenhouse gas emissions and control air pollutants.



# ENERGY STAR Lighting

# Lighting Overview



- **Scope:**
  - Cover multiple technologies (LED, Fluorescent, Halogen, HID)
  - Carry a variety of features (photo & motion sensing, dimming, three-way etc.)
  - Are available in a variety of styles, shapes, sizes and configurations
  - Include light bulbs, fixtures, ceiling and vent fans with lights, and light strings
- **Key Benefits:**
  - Follow strict quality guidelines for consumer benefit
  - Are performance tested in a 3<sup>rd</sup> party certified lab and subject to off-the-shelf testing
  - Use about 75% less energy
  - Produce about 75% less heat
  - Last 6-50 times longer (depending on light source & application)
  - 2-3 year warranty, depending on product

# Third Party Certified



- EPA requires all ENERGY STAR products to be third-party certified to ensure consumer confidence in the ENERGY STAR label and to protect the investment of ENERGY STAR manufacturing partners
- Product is tested in an EPA-recognized laboratory that meets international standards for quality and competency
- Ongoing “off-the shelf” quality assurance testing occurs to ensure that products continue to deliver superior energy efficiency and performance

# We've learned...



# Consumer Concerns

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- They flicker.
- They hum.
- They don't dim.
- They take a long time to turn on.
- They don't look good (color).
- They're too bright.
- They're too dim.
- They have mercury (CFLs).
- They cost too much.
- The government is telling me what to buy!

# But...

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- They save energy.
- They last a long time.
- They reduce greenhouse gas emissions.
- They reduce summer cooling costs.
- They reduce time on a ladder for maintenance.

# Why we keep raising the bar

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- If consumers don't like it they won't use it and if they don't use it they can't save energy.
- Energy efficient lamps are different
  - Efficient replacements have had missteps in the past that scarred the market for widespread adoption
    - Energy efficient lighting can have very good or very poor lighting characteristics
    - Energy efficient lighting does not always behave the same as what consumers are used to



# ENERGY STAR as a symbol of quality

# ENERGY STAR lighting is better



- Lighting specifications address:
  - Efficiency
  - Correlated Color Temperature
  - Color maintenance
  - Color quality
  - Lifetime
  - Minimum operating temperature
  - Warranty
  - Lumen maintenance
  - Start time
  - Run-up time
  - Operating Frequency
  - Transient Protection



**ENERGY STAR relies on  
Partners like you!**

# Leverage the broader value ENERGY STAR delivers



- Share the ENERGY STAR Lighting message: ENERGY STAR lighting means high quality.
- Co-brand with ENERGY STAR
- Let us know if you need help.
- Share your ENERGY STAR lighting marking success stories through our newsletter!

# Need more information?

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[www.energystar.gov/lightbulbs](http://www.energystar.gov/lightbulbs)

[www.energystar.gov/lightfixtures](http://www.energystar.gov/lightfixtures)

Or send an email to:

[lamps@energystar.gov](mailto:lamps@energystar.gov)

[luminaires@energystar.gov](mailto:luminaires@energystar.gov)