Brand Promise & Key Principles

• Products
  – Protect the environment
  – No tradeoffs
  – Cost effective
  – Available for purchase

• Brand
  – Voice of authority
  – Binary
  – Power of the individual
Outreach is Key

- Consumer action is key to success
- Outreach is key to action
  - About energy efficiency
  - Ways to take action
- Results
  - Awareness greater than 70%
  - Strong understanding of brand
  - 1+ billion impressions per year via media outreach
  - 10 million web visits per year
National Campaign: “Change the World, Start with ENERGY STAR”

- National platform
  - Launched Earth Day 2008
  - Built upon success of Change A Light
  - Expanded pledge
  - Testimonials feature
  - Seasonal product promotions
  - Multi-city tour

www.energystar.gov/changetheworld
National Campaign: ENERGY STAR PSAs

- Designed to work across ENERGY STAR program
- Profiles of people who act
- Call to action: Join them in the fight against global warming
- Formats
  - 30 second TV PSA
  - 2 minute video
  - 4 print PSAs
  - 2 C&I, 1 Residential, 1 Special

www.energystar.gov/psa
Targeted Campaign: ENERGY STAR Low Carbon IT

- Computer and monitor power management campaign
- Launched April 2008
- Assists and recognizes organizations for reducing energy consumption
  - Self activation instructions
  - Software tools for PCs
  - Software tools for networked environments
  - Employee messaging
- Online interface and tools

www.energystar.gov/powermanagement
Targeted Campaign: ENERGY STAR Challenge

- National call to action
- Speaks to building owners/operators
- Reduction goal of 10%
- Call to action:
  - Benchmark
  - Take action to improve
- Meeting this goal would
  - Save $20 billion a year
  - Reduce GHG emissions the same amount as taking 30 million vehicles off the road

www.energystar.gov/challenge
ENERGY STAR Offers…
Campaign Building Blocks

Web Banners

Image Library

Campaign Identifiers

www.energystar.gov/changetheworld
ENERGY STAR Offers…
Publications

Residential Resources

C&I Resources

Educational Resources

www.energystar.gov/publications
Online Education Tools:
ENERGY STAR @ Home

Living Room

Electronics

Consumer electronics play an increasingly larger role in your home's energy consumption, accounting for up to 15% of household electricity use. Many consumer electronics products use energy even when switched off. Electronics equipment that has earned the ENERGY STAR help save energy when off, while maintaining features like clock displays, channel settings, and remote control functions.

Learn about the environmental impact of consumer electronics and what you can do to help.

home theatre system

Look for the ENERGY STAR on consumer electronics products. These products use less energy without sacrificing quality or performance. Seal any holes with caulk or spray foam where pipes or TV/cable wires and vents enter or exit your home.

Learn More

Click on a room or a ★ to learn more.

www.energystar.gov/home
Online Education Tools: ENERGY STAR @ Work

- New tool provides energy-saving tips for the workplace
- Average American worker spends almost 8 hours/day at work
- Offers unique opportunity for people to make significant impact in fight against global warming

www.energystar.gov/buildings
Online Education Tools: For Homeowners and renters

• To assess their home and take action
  – Home Energy Yardstick
  – Home Energy Advisor
  – Seal and Insulate DIY Guide
  – Home Performance with ENERGY STAR
  – And other tips

www.energystar.gov/homeimprovement
Online Consumer Tools: Product Rebate Finder

Special Offers and Rebates Search Results
The links below will take you to websites external to the energystar.gov domain. Exit

You may be eligible for federal tax credits if you make energy-efficient improvements to your home in 2006 or 2007. Read more about federal tax credits for energy-efficient improvements.

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Special Offer/Rebate</th>
<th>Products</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alliant Energy</td>
<td>Dollar Incentive, Other</td>
<td>CFL Bulbs</td>
<td>01/01/2008 - 12/31/2008</td>
</tr>
<tr>
<td>800-723-7635</td>
<td></td>
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<tr>
<td></td>
<td>A mail-in rebate covering 50% of the purchase price of ENERGY STAR qualified CFL bulbs is available to Alliant’s Minnesota customers. Minimum of 5 bulbs per rebate claim form. Maximum of 25 bulbs per customer account each year.</td>
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</tr>
<tr>
<td>Alliant Energy</td>
<td>Rebate - Mailin</td>
<td>Window Components</td>
<td>01/01/2008 - 12/31/2008</td>
</tr>
<tr>
<td>1-800-723-7635</td>
<td>Rebate - Mailin</td>
<td>Windows, Doors &amp; Skylights</td>
<td></td>
</tr>
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<td></td>
<td>Alliant offers Iowa customers a $25 mail-in rebate for ENERGY STAR qualified doors and windows. Rebate applies to replacement windows and doors only. ENERGY STAR qualifying doors (5 max.) - rated for northern climate zone (U-factor 0.35 or less) or insulating value of R-5 or greater, min. size of 8 sq. ft. each; ENERGY STAR qualifying replacement window/sashes - rated for northern climate zone (U-factor 0.35 or less), min. size of 8 sq. ft. each, one opening equals one window.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Online Partner Tools: DIME

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.

What you can do:

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 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

- All Lighting Product Opportunities
  - Ceiling Fan
  - CFL
  - Light Fixture
Online Partner Tools:
Partner Resources Section

- General Partner Resources
  - Logos
  - Publications
  - Awards
  - Web Linking Policy
  - National Campaigns
  - Training Resources: ENERGY STAR Training Center

- Partner Resources by Type
  - Program design guidance
  - Product specification updates
  - Product specs At-A-Glance
  - ENERGY STAR sales data reports
  - …and more

www.energystar.gov/partners
Useful Links:
www.energystar.gov

www.energystar.gov/changetheworld
www.energystar.gov/nationalcampaigns
www.energystar.gov/training
www.energystar.gov/DIME
www.energystar.gov/homes
www.energystar.gov/homeperformance
www.energystar.gov/homeimprovement
www.energystar.gov/business
www.energystar.gov/industry
www.energystar.gov/productdevelopment
Thank You!

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Learn more at energystar.gov