ENERGY STAR® Product
Marketing/Communications: What’s New

2010 ENERGY STAR Products Partner Meeting

Jill Vohr, EPA  October 6, 2010
Come a long way baby…. 

Awareness of ENERGY STAR

Thank You!

Source: Consortium for Energy Efficiency (CEE)
Household Survey, 2009
Sources Seen/Heard

Are We a Behavioral Changer?

All respondents: 100%

Aware: 77%

Purchased: 54%

Knowingly Purchased: 33%

Influenced/Loyal: 26%

Behavioral Opportunities: Electronics

• 89% of consumers say that energy efficiency will be a factor in choosing their next televisions
• 57% of consumers say that environmental friendly attributes will factor into their next CE purchase decisions
  – Opportunity: better associate energy efficiency and environmental benefits with ENERGY STAR electronics

Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2008 Energy Conservation, Efficiency and Demand Response.
Behavioral Opportunities: Practices

Approach to Saving Energy

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<tbody>
<tr>
<td>Always try to save energy</td>
<td>73%</td>
<td>69%</td>
<td>67%</td>
<td>67%</td>
<td>74%</td>
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<tr>
<td>Sometimes try to save energy</td>
<td>25%</td>
<td>23%</td>
<td>27%</td>
<td>30%</td>
<td>32%</td>
</tr>
<tr>
<td>Do very little to save energy</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know/Refused</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
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Change in Approach to Saving Energy

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<tbody>
<tr>
<td>More</td>
<td>64%</td>
<td>67%</td>
<td>69%</td>
<td>74%</td>
<td>64%</td>
</tr>
<tr>
<td>Less</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>No change</td>
<td>32%</td>
<td>33%</td>
<td>39%</td>
<td>47%</td>
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<tr>
<td>Don't know/Refused</td>
<td>1%</td>
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<td>2%</td>
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</tr>
</tbody>
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Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2008 Energy Conservation, Efficiency and Demand Response.
Behavioral Opportunities: Practices

Success of Energy-Saving Efforts

Source: Schulman, Ronca, and Bucuvalas, Inc., (SRBI), and Research into Action, Inc. 2008 Energy Conservation, Efficiency and Demand Response.
Behavioral Opportunities: Credibility

- How has increased scrutiny (and, in some cases, criticism) impacted brand trust and loyalty?
  - Await new data
  - In the meantime, we have good news to share
    - Third-party certification/verification
    - Increased attention to specification revisions
    - Growing partner engagement
Focus for 2011

- Effecting Behavioral Change
  - Change the World campaign
  - Youth Outreach
    - Agents for change and future users
  - Social Media
  - More....
    - Better understand barriers/motivators
    - Local pilots to test tactics

- Maintaining/Strengthening Brand Trust
  - Leverage influential consumer touch points
    - Cross sell with appliances
    - POS (in-store, online)
    - Better leverage your programs
Let’s Get Engaged!
Let’s Get Social!

• Change the World with Us
  – Social elements, such as pledge, events, “Tell Us How You Save”, and more…

• 2011 plans to take it further
  – On the Road with ENERGY STAR Testimonials/Documentary
    • How real people are making a difference in the fight against climate change
    • Join Us
Let’s Do Something!

- Exciting new partnership with DoSomething.org
  - Teen action advocacy group
  - November 9th launch: Interactive environmental game
    - Taking real-world actions to make a difference
eMission

http://www.hakuwalefiles.com/clients/emission/scene_test2b.swf