



ENERGY STAR Updates and Welcome to St. Paul

Peter Banwell

US EPA

October 23, 2012



Learn more at energystar.gov



Thank You to Sponsors

ENERGY STAR would like to thank the following partners for their generous support of the 2012 ENERGY STAR Products Partner Meeting.



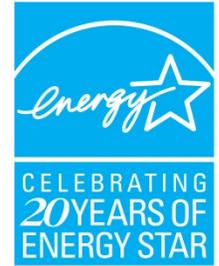


Logistics for Planning Your Day

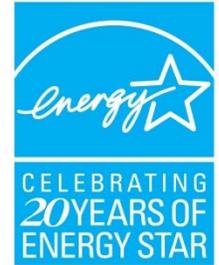
- Plenary and Cross-track sessions
 - **9:00 - 10am:** National Retailer Panel: Strategies for Energy Efficiency Program Partnerships
 - **12:15 - 1:15:** Lunch & Guest Speaker: Environmental Activism: The Role of Young People in Social & Environmental Change
 - **1:15 - 2:15pm:** Youth Change Agents: Real Stories of Young People Making a Difference in Protecting Our Climate
 - **4:30 - 5:30pm:** Connecting Consumers with ENERGY STAR Qualified Products: Advances in EPA Product Lists
- Retailer Meet & Greets
 - **2:15 - 4:30pm**
- Evening cocktail reception, hosted by Best Buy
 - **6:30pm** at The Science Museum



Quiz: When Did ENERGY STAR Begin?

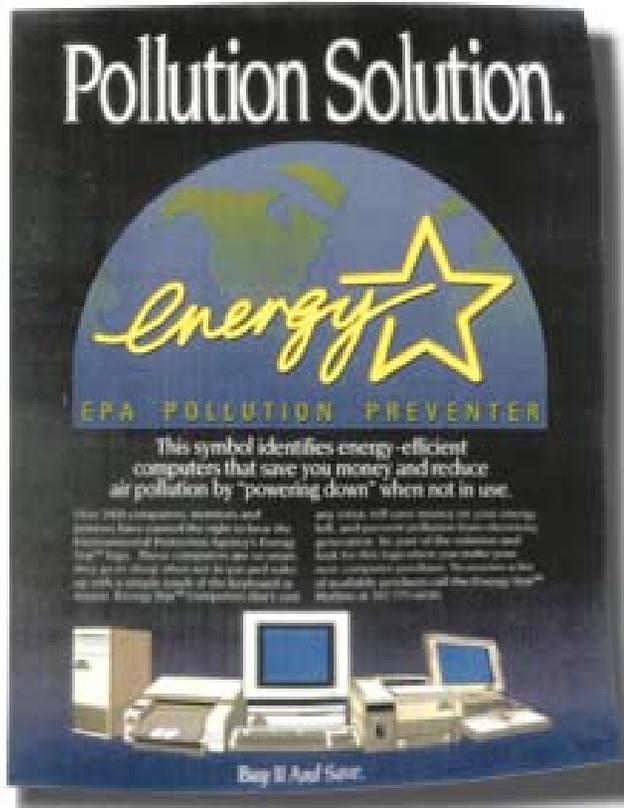
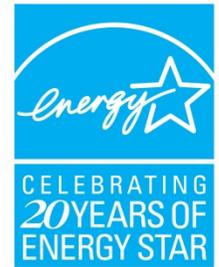


... a Star is Born



EPA launched the ENERGY STAR program with a small group of pioneering partners.

First ENERGY STAR Qualified Products



1992

Clinton Signs Executive Order



1993

ENERGY STAR Goes Global



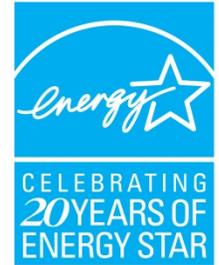
1995

Awareness Leaps



2000

Change the World



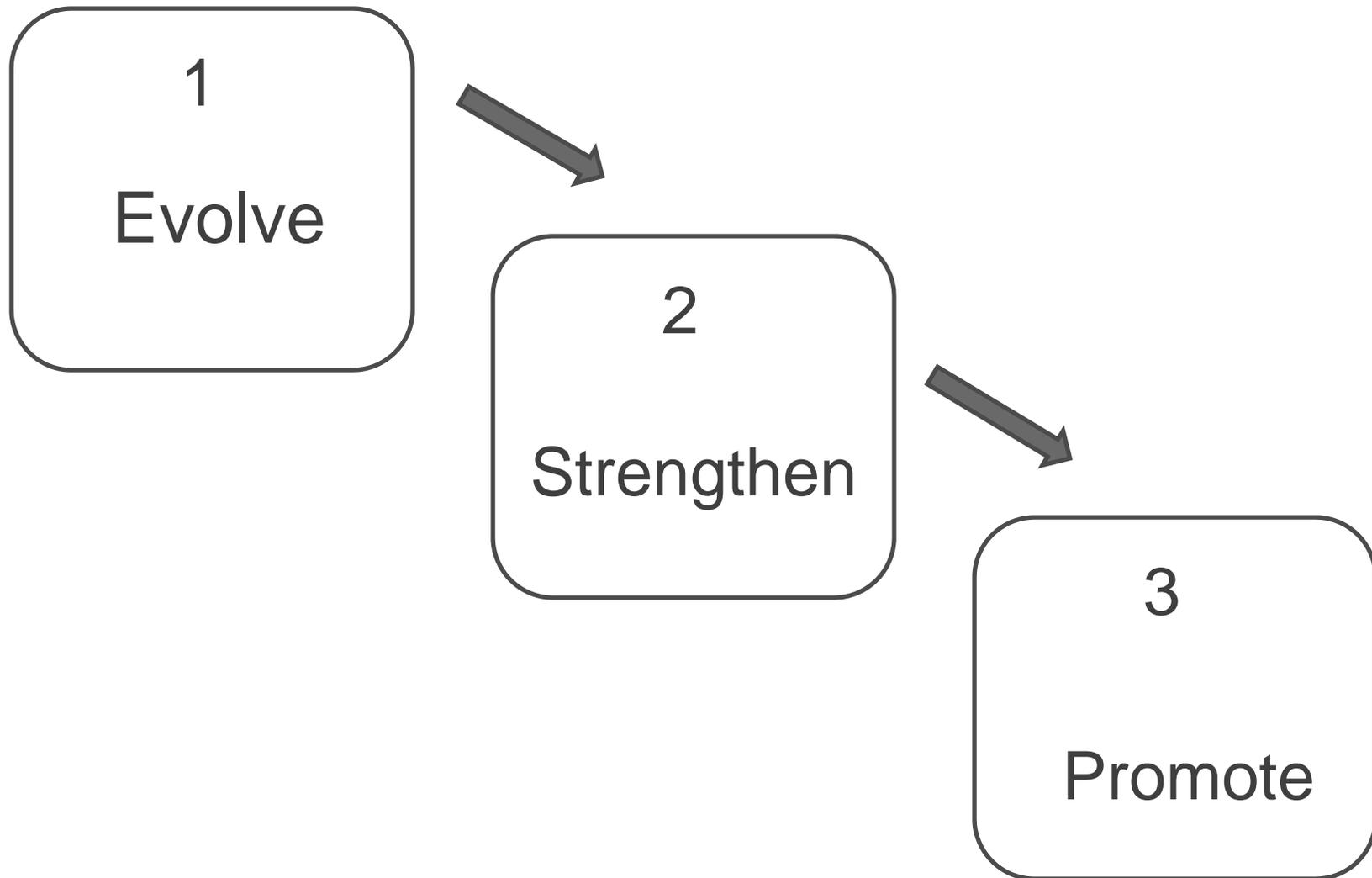
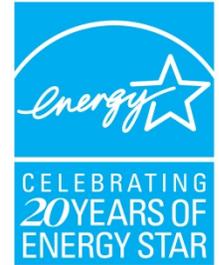
2005

20 Years of Saving Energy



2012

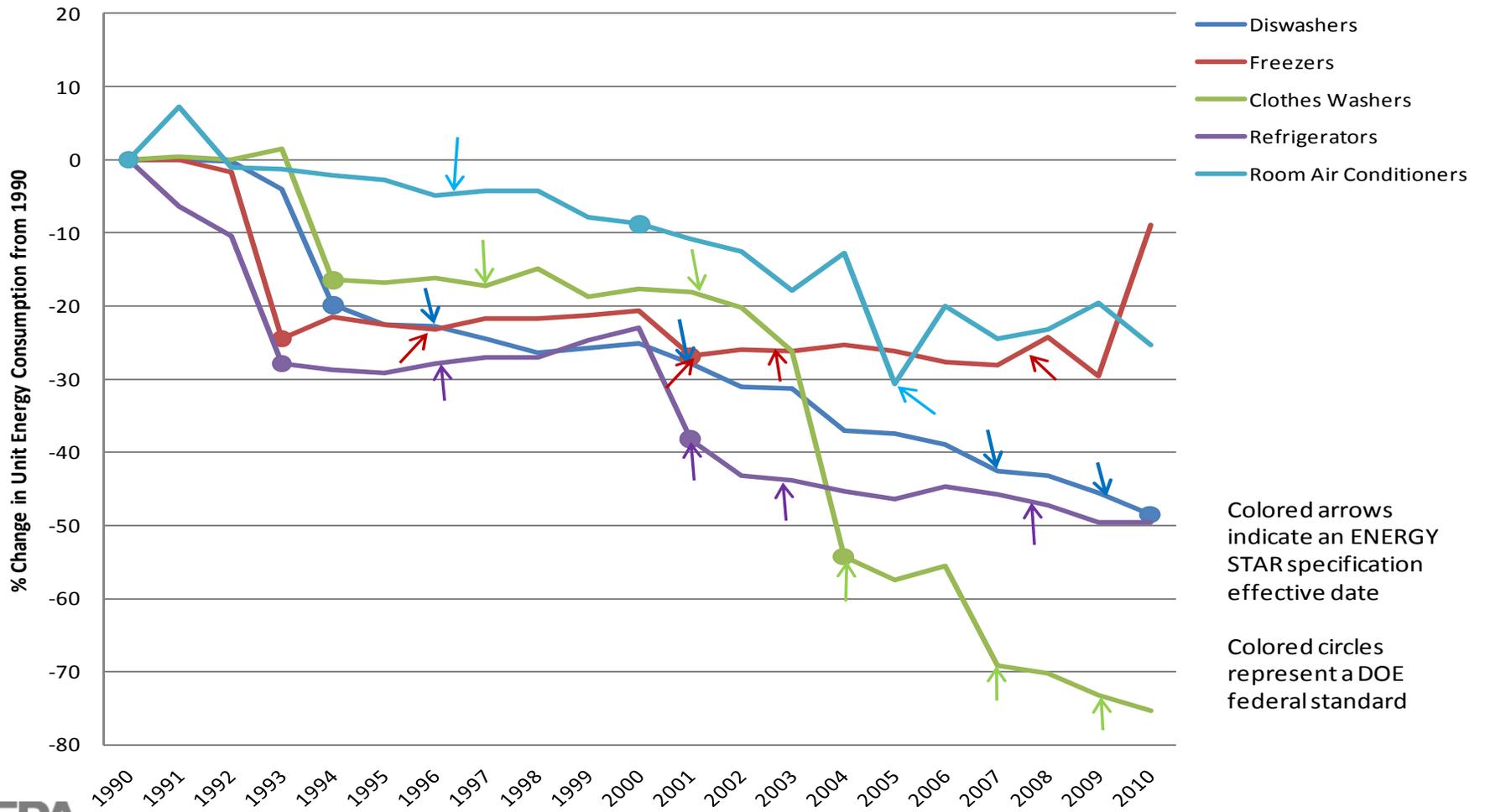
ENERGY STAR: Going Forward



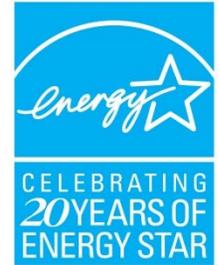
Evolve: Appliance Energy Efficiency



Home Appliance Energy Efficiency Trends



Evolve: Expanding Brand Reach



ENERGY STAR 2012
Emerging Technology Award

Most Efficient 2012
www.energystar.gov



—Large Cling—
Located on side of refrigerator
Size: 34" x 54"

LOOK INSIDE FOR FRESH SAVINGS

30

<p>GET A \$35 REBATE*</p> <p>When you buy an ENERGY STAR® qualified refrigerator.</p>	<p>EARN A \$35 INCENTIVE*</p> <p>For meeting energy and efficiency goals.</p>	<p>FREE PICK-UP*</p> <p>By the time you receive your new refrigerator.</p>	<p>SAVE UP TO \$180 A YEAR*</p> <p>In energy costs by getting rid of a second or third refrigerator.</p>
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*\$35 rebate applies to Energy Star® Most Efficient qualified models.

Talk to a store associate today. You can also visit sca.com/lowes, scan this code with your smartphone or call 1-800-736-4777.

LOWE'S IMPROVING

2012 ARP-HEER RETAIL POP | LOWE'S Refrigerator Clings

GET A \$35 REBATE*

When you buy an ENERGY STAR® qualified refrigerator.

See your store associate for details.

Size: 9" x 9"

GET A \$75 REBATE*

It's one of Energy Star's Most Efficient!

See your store associate for details.

Size: 11.5" x 5.5"



Evolve: 2012 Update



ENERGY STAR® Products Program Strategic Vision and Guiding Principles

Strengthen: 19 New/revised Specifications by End of 2012



New Specifications Completed:

- Commercial Water Heaters (planned 12/2012)
- Game Consoles (planned 12/2012)
- Small Network Equipment (planned 12/2012)
- UPS



Revisions Completed:

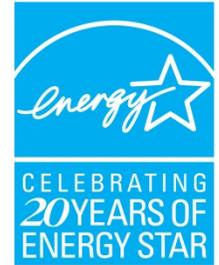
- Audio/Video
- CFL/LED Lamps (planned 2013)
- Displays
- Commercial Clothes Washers
- Commercial Dishwashers (*new product Flight*)
- Commercial Ice Makers (*new products flake & nugget*)
- Commercial Ovens (planned 12/2012, *new product combination oven*)
- Computer Servers (planned 12/2012)
- Dehumidifiers

- Imaging Equipment (planned 11/2012)
- Residential Refrigerators (planned 11/2012)
- Residential Water Heaters
- Roof Products (planned 12/2012)
- Room Air Conditioners
- Televisions

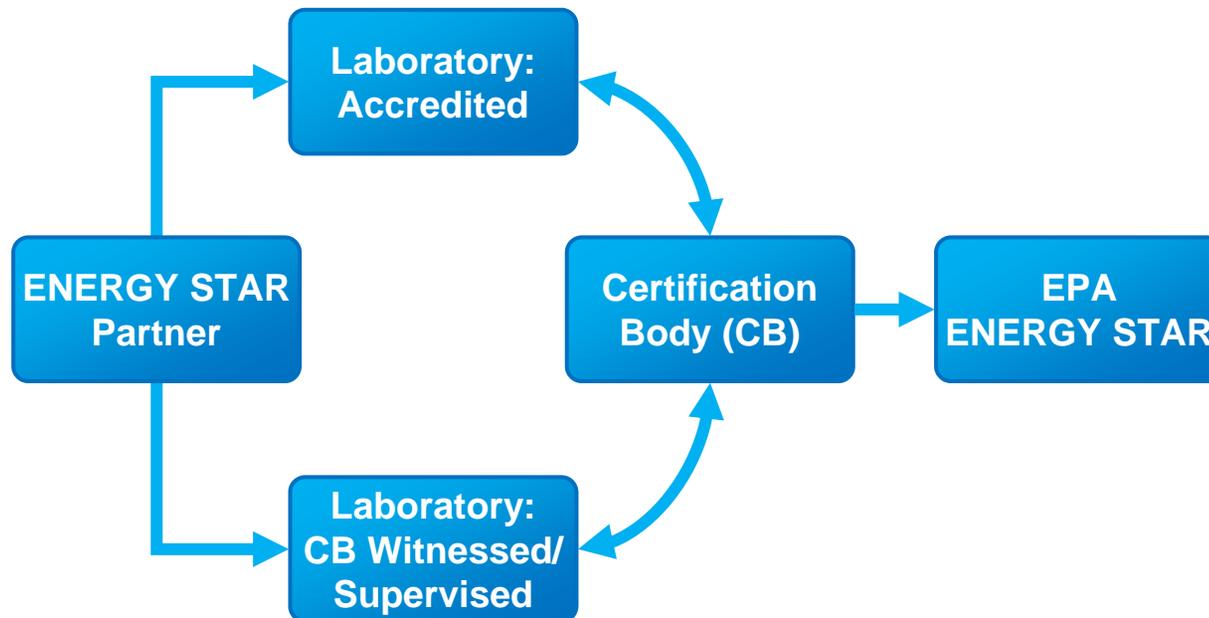


Source: Continental

Strengthen: Third Party Certification



- Effective January 1, 2011
- Product performance must be certified by an EPA-recognized certification body based on testing in an EPA-recognized laboratory



Strengthen: Verification Testing, 2011 Wrap Up



Product Category	Number of Models
Appliances	100
Lighting and Fans	170
Heating and Cooling	509
Electronics and Office	15
Roofing Products	6
Commercial Food Service	11
Total Testing	811
Overall Compliance Rate	93%

Promote: 2012 Change the World Campaign



Goal: Convert interest into action

Elements:

- STARs Across America
- ENERGY STAR Pledge
- Team ENERGY STAR
- ENERGY STAR Day



Promote: Partner Examples, 20th Anniversary



TREAT YOURSELF TO SAVINGS.

SWITCH TO ENERGY STAR® CERTIFIED CFL BULBS AND SAVE. They use about 75% less energy than traditional bulbs and last at least 10 times longer. Plus, you can save even more with an instant discount from AEP Ohio at select retailers. For a list of participating stores and information on our other energy-saving incentive programs, visit AEPOhio.com/rebates.

AEP OHIO®
A unit of American Electric Power

   CELEBRATING 20 YEARS OF ENERGY STAR

Tips for a green home

- Schedule a no-cost home energy assessment through National Grid and learn ways you can save money and energy
- Turn off and unplug appliances when they're not in use—the energy they drain can add up to hundreds of dollars each year in energy usage
- Enable your computer's power management (sleep) feature to save up to \$85 per year
- Replace old incandescent light bulbs with energy-efficient Light Emitting Diode bulbs (LEDs) or Compact Fluorescent Light bulbs (CFLs) to make your home brighter for less
- Look for the ENERGY STAR® label when purchasing new appliances, lighting and electronics to ensure these products are meeting strict energy efficiency guidelines
- Recycle your old, working second refrigerator and receive a \$50 incentive

Learn more about what else you can do and other incentives available by scanning the QR code with your smart phone:



Or at the link below:
www1.nationalgridus.com/energyefficiencyprograms

Want to learn more?

HERE ARE A FEW RESOURCES TO GET YOU STARTED:

NationalGridCelebrates.com

See all of the projects submitted as a part of our ENERGY STAR® 20th Anniversary celebration, learn more about ENERGY STAR, National Grid's community outreach and more.

www1.nationalgridus.com/energyefficiencyprograms

Learn more about National Grid's community involvement and programs.

MassSave.com

Mass Save is an initiative sponsored in part by National Grid to provide energy efficiency resources, rebates and information to Massachusetts residents.

EnergyStar.gov

See how ENERGY STAR's many achievements have helped Americans save energy and protect the environment for the last two decades.

EERE.energy.gov/kids/

This kid-friendly page provides interactive ideas to get your kids more involved and aware of energy use.

1-800-ESTAR-4U

Feel free to give us a call at any time to learn more about what else you can do in your home or business.

 Printed on 100% recycled paper.

This program was paid for in part by the customers of Public Service Electric and Gas. Products that carry the ENERGY STAR label meet energy conservation and performance guidelines set by the U.S. Department of Energy (DOE) and U.S. Environmental Protection Agency (EPA). By choosing ENERGY STAR products, you save money, energy, and the environment without compromising quality or comfort.

nationalgrid

Join the celebration!



NATIONAL GRID IS CELEBRATING THE 20th Anniversary

of the U.S. Environmental Protection Agency's ENERGY STAR® program! In recognition of two decades of innovation and achievement, National Grid is challenging our local community to spread the inspiration. Learn more about our anniversary contest, the ENERGY STAR program, and how you can get involved through National Grid's community involvement efforts!



Conclusion



- ENERGY STAR has a 20 year history of success
- We are not standing still: Our plans are to continue to evolve, strengthen and promote the brand

Thank you to all ENERGY STAR Partners



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