

# ENERGY STAR Updates and Welcome to St. Paul

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US EPA

October 23, 2012



Learn more at [energystar.gov](http://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

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- 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 & Greet
  - **2:15 - 4:30pm**
- Evening cocktail reception, hosted by Best Buy
  - **6:30pm** at The Science Museum

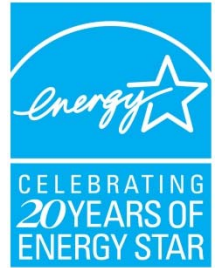


# Quiz: When Did ENERGY STAR Begin?



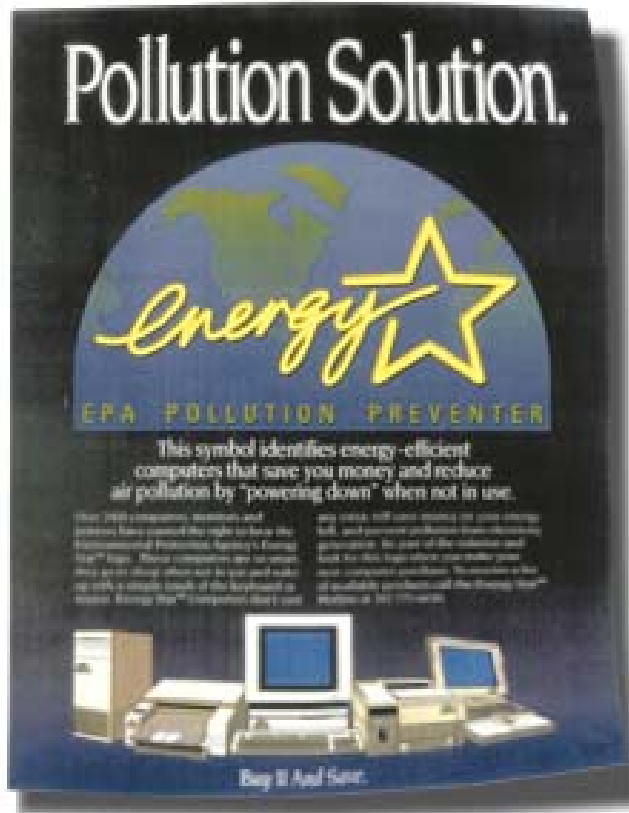
# ... a Star is Born

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

# First ENERGY STAR Qualified Products



1992



# Clinton Signs Executive Order

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1993

# ENERGY STAR Goes Global

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1995



# Awareness Leaps



2000

# Change the World

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2005

# 20 Years of Saving Energy

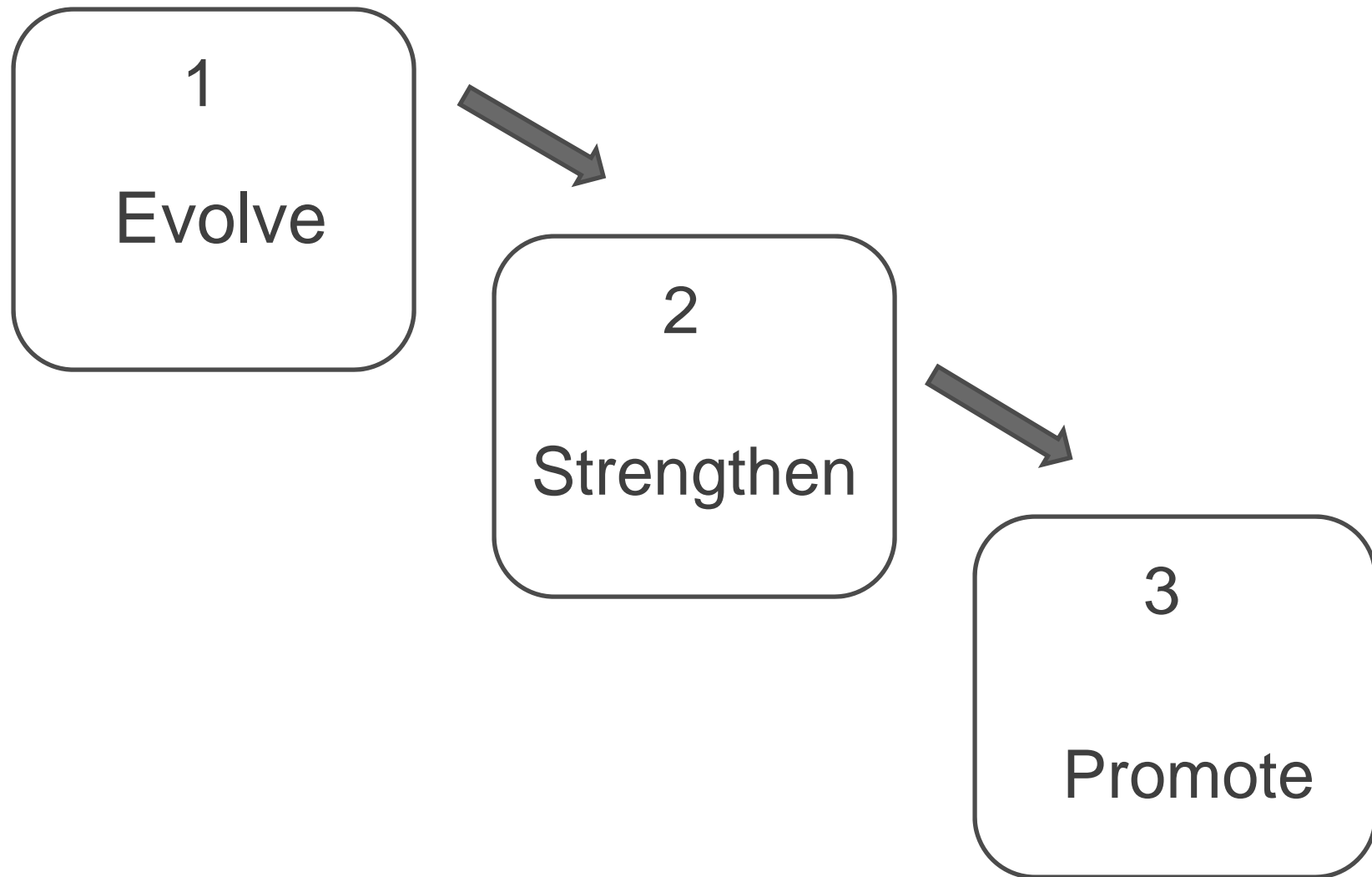
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2012

# ENERGY STAR: Going Forward

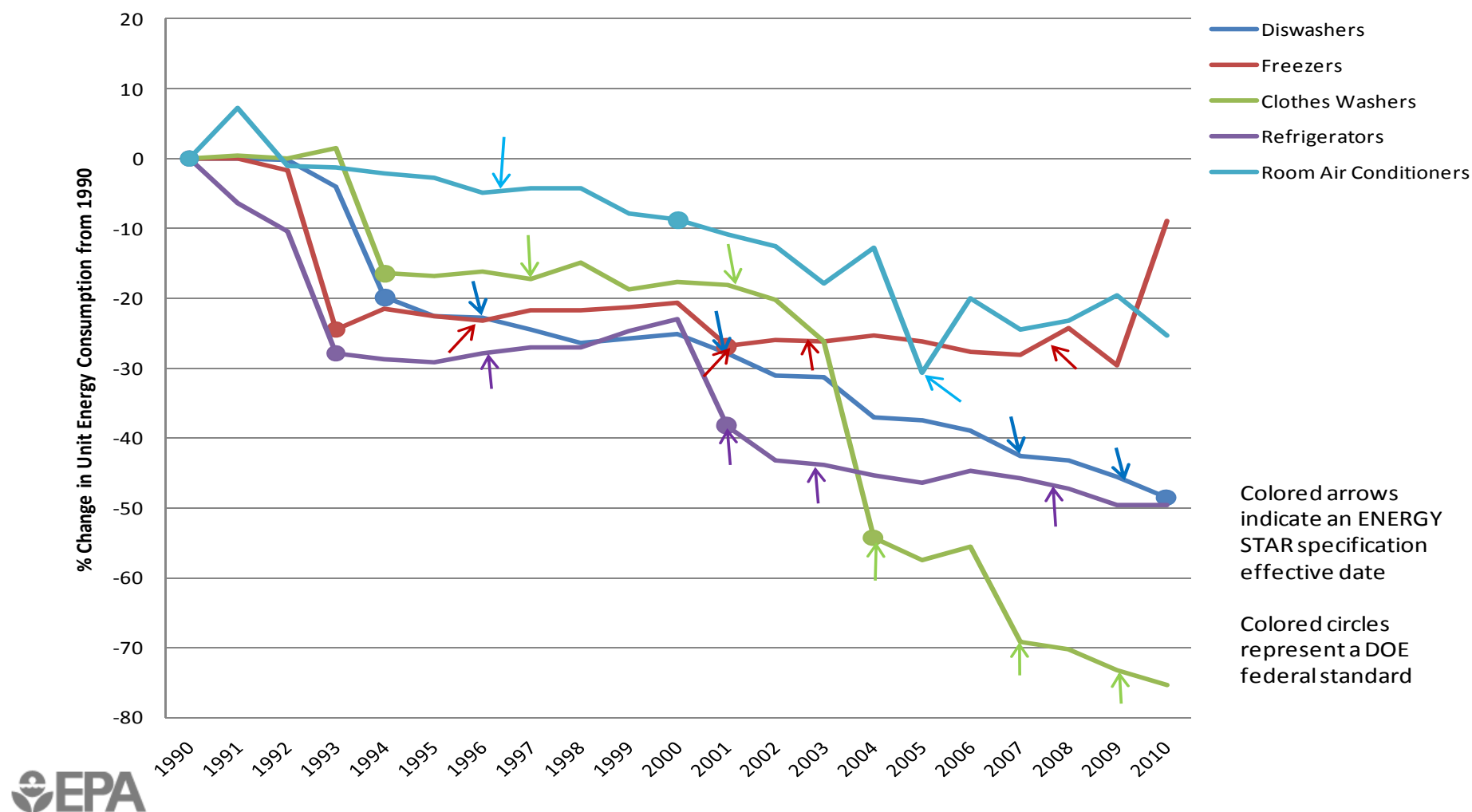
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# Evolve: Appliance Energy Efficiency



## Home Appliance Energy Efficiency Trends



# Evolve: Expanding Brand Reach



## ENERGY STAR 2012 Emerging Technology Award



Most Efficient  
**2012**  
[www.energystar.gov](http://www.energystar.gov)



30

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



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





# Evolve: 2012 Update

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## **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

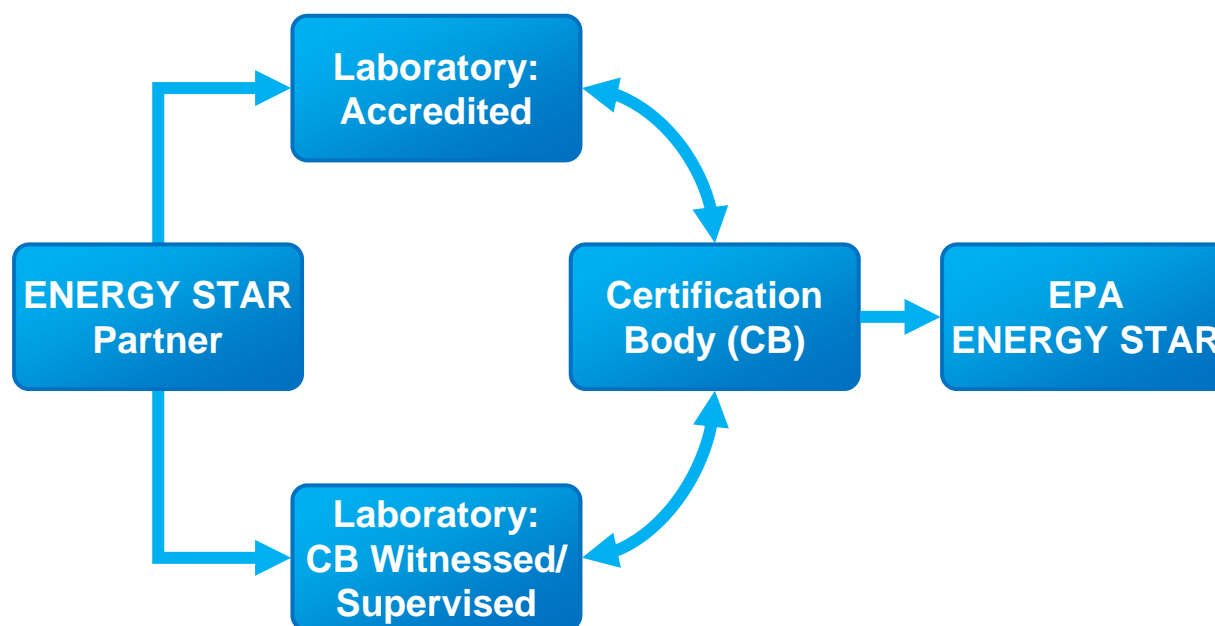


Source: Continental

# 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
<b>Total Testing</b>	<b>811</b>
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

Lighting

Electronics

Appliances and Water Heaters

Heating and Cooling

Seal and Insulate

Assess Your Home

I PLEDGE TO MAKE THE FOLLOWING:

**Product Changes**

Replace ☐ lightbulbs (up to 50)

Purchase ☐ ENERGY STAR light strings this holiday season

**Other Energy-Saving Changes**

☐ Turn off lights when not needed

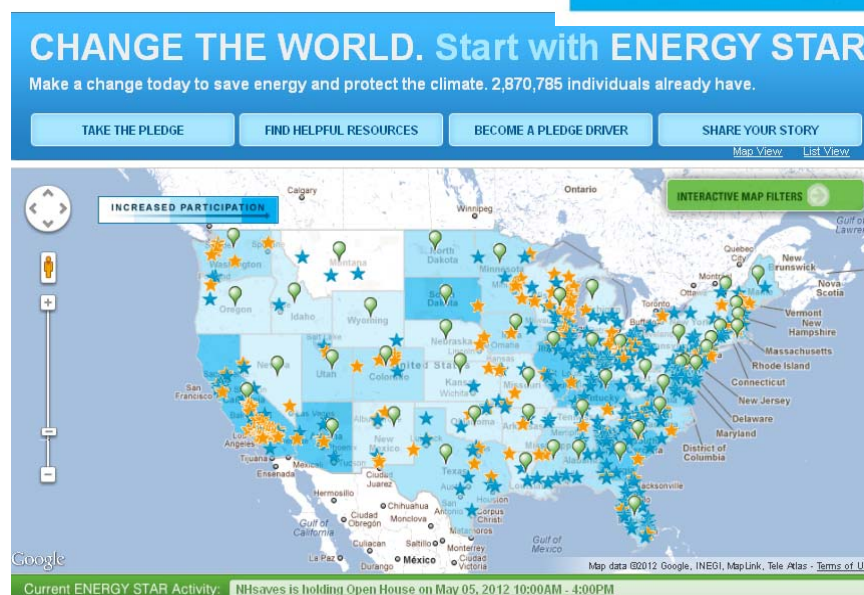
**THE PLANET NEEDS YOU!**

**SPEAK FOR THE TREES.**  
BE ENERGY EFFICIENT WITH THE LORAX AND ENERGY STAR.

Help the Lorax protect the climate with EPA's Team ENERGY STAR. Learn how your family can save energy and money, have fun, and earn exciting rewards. Visit [energystar.gov/team](#) today!

The Lorax, the Truffula Trees, and the Whos are trademarks of Dr. Seuss. © 2012 Energy Star.

ENERGY STAR








# Promote: Partner Examples, 20<sup>th</sup> 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](http://AEPOhio.com/rebates).

**AEP OHIO®**  
A unit of American Electric Power

## 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](http://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](http://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/](http://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 electric utility service providers. Products that are the ENERGY STAR label, 20th anniversary celebration and performance guidelines are 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

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- 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



The image displays a document with eight vertical columns of text. The text is extremely small and dense, appearing as a continuous block of characters across the entire page. The columns are separated by thin vertical lines, and the overall layout is highly structured, resembling a table or a series of parallel text streams. The text is too small to be legible, but it appears to be a mix of letters, numbers, and symbols, possibly representing a large dataset or a complex report.

