ENERGY STAR® Lighting Newsletter

LIGHTING THE WAY TO A BRIGHTER FUTURE

- EPA Releases First Draft of Luminaires V2.0
- Upcoming Stakeholder Meetings and Events
- 2014 ESPPM: Presentations Online
- Share Your Latest and Greatest Products
- Educate & Market Effortlessly with Updated ENERGY STAR Resources
- March 1 Deadline for Annual Shipment Data
- Beyond Excel: A Better Way to Find Certified Models

EPA Released the First Draft of ENERGY STAR Luminaires Specification V2.0

Released on December 17, 2014, the first draft ENERGY STAR Luminaires specification builds on the themes outlined in the Discussion Document released in October, focusing on streamlining the specification requirements, increasing efficacy levels to keep pace with new technology and capture greater energy savings and increasing flexibility to broaden the selection, customization, and availability of a wide variety of ENERGY STAR certified luminaires.

Some highlights include:

- An option for luminaires to use LED and CFL lamps certified to the ENERGY STAR Lamps Specification to support the majority of the testing required for certification of the luminaire
- Retrofit kit products for wall sconces and ceiling-mounted luminaires
- New criteria for connected luminaires
- Testing guidance for measuring color tunable luminaires

The comment period for the ENERGY STAR Luminaires V2.0 Draft 1 **closes on Friday, January 30, 2015**. For any questions on the Luminaires Specification process, please email Lighting@energystar.gov.

Thank you to stakeholders who participated in the Luminaires V2.0 Draft 1 webinar on January 21, 2015. In case you missed it, the presentation is now available on www.energystar.gov/luminaires. We value all of your feedback and look forward to receiving your comments.

Upcoming Events in April: Lighting Specification Meetings, ENERGY STAR Awards & Lighting Roadmapping

Lighting Specification Development: On April 21, 2015 EPA will host in-person and online stakeholder discussions in Washington, D.C. for both ENERGY STAR Luminaires and Lamps specifications. More details to come.

Lighting Roadmapping Workshops: If stakeholders have topics to discuss as part of the ENERGY STAR Lighting Roadmapping effort, EPA can hold an ENERGY STAR Roadmapping Workshop on April 20th, while many stakeholders are in Washington, D.C. for the ACEEE Market Transformation Workshop and ENERGY STAR Awards. If you have any recommendations for topics to discuss during this meeting, please email Lighting@energystar.gov.

ENERGY STAR Partner of the Year: Mark your calendars for EPA's annual Partner of the Year Awards on April 20, 2015! Registration for the Partner of the Year awards ceremony will be available in February at www.energystar.gov/awards. EPA appreciates the efforts of all partners contributing to the success of the ENERGY STAR program and we look forward to celebrating the many accomplishments of our partners.

2014 ENERGY STAR Products Partner Meeting: Presentations Online

More than 500 product brand owners, retailers, energy efficiency program sponsors, consultants, and government entities gathered for the 2014 ENERGY STAR Products Partner Meeting at the Phoenician Resort in Scottsdale, Arizona to showcase new ENERGY STAR developments, talk about emerging technologies, discuss ways to promote ENERGY STAR products, and to establish and strengthen business relationships with their peers.

If you missed any of this very full day-and-a-half of lighting sessions, you can either view the presentations online on the ENERGY STAR website at www.energystar.gov/partnermeeting, or click on the presentation links below to discover new activity pertaining to the technical and marketing aspects of the ENERGY STAR lighting program:

ENERGY STAR Program and Products Updates

- **ENERGY STAR Lighting Update** – Updates on the ENERGY STAR lighting, specifications, and market trends.
- **From New Construction to Retrofit - Promoting and Rebating ENERGY STAR Light Fixtures** – Covers a successful regional program model for rebating ENERGY STAR light fixtures across the residential market, from new construction to retrofit.
- **Lighting for the 21st Century Home and New Program Approaches** – Overview of residential energy use for lighting, residential lighting tools, and a look at up-and-coming lighting technologies and opportunities for creative new program approaches.
    - Laura Wilson, Navitas Partners, on behalf of the U.S. EPA
    - Tanya Hernandez, Acuity Brands
    - Cheri Davis, Sacramento Municipal Utility District

ENERGY STAR Lighting Technical Updates

- **Who Wants to be an ENERGY STAR?** – An ENERGY STAR game show that answers questions on product certification, test methods, and more!
- **The Latest in ENERGY STAR Lighting Standards and Test Methods** – Updates on new test methods and standards to ensure quality performance and consistent testing across the industry.
    - Alex Baker, Philips Lumileds Lighting Company
    - Austin Gelder, ICF International, on behalf of the U.S. EPA
- **EE Harmony: Control Freaks and Compatibility – Tips on Finding the Right Match for Quality Dimming** – Details the compatibility challenges of energy-efficient lighting and dimmers and identifies new solutions, resources, and tips for energy efficiency programs.
- **Luminaires Specification Revision Working Session** - A stakeholder meeting to discuss learnings from the Luminaires V1.2 specification and provide preliminary input on various elements of the new specification.
- **ENERGY STAR Lighting Roadmapping Workshop Update** – A recap of the Lighting Roadmapping meetings, topics that were discussed over the year, and an overview of recommending documents.

ENERGY STAR Lighting Marketing Updates

- **Not All Efficient Lighting is Created Equal** – Highlights best practices to emphasize the value ENERGY STAR offers consumers in navigating their many lighting choices, highlighting collaboration between the Agency and partners, and community based social marketing.
    - Taylor Jantz-Sell, U.S. EPA

- Stan Mertz, CLEAResult
- Cheryl Winch, The Cadmus Group, Inc. on behalf of Mass Save
- Amy Sadler, Duke Energy

A big **thank you** to our partners for your patience and flexibility during the venue change. Please let us know if you have any thoughts or recommendations for the next ENERGY STAR Products Partner Meeting by contacting Lighting@energystar.gov with your ideas!

Stay tuned for an email announcement on the 2015 ENERGY STAR Products Partner Meeting in the near future! If you don't currently receive updates on the meeting, please contact Elizabeth Caiafa, ICF International, at Elizabeth.caiafa@icfi.com to be added to the list.

Highlight Your Latest and Greatest Products!

The ENERGY STAR lighting Facebook tab highlights ENERGY STAR certified lighting products in the marketplace, provides purchasing tips, and highlights the quality that these ENERGY STAR lighting products provide to customers.

Partners can take advantage of this marketing opportunity for free. Utility programs can leverage all the content right on your own Facebook tab, seamlessly co-branding the tab, and product manufacturers and brand owners can gain increased visibility by showcasing the latest certified products, videos and reviews. Submit your graphics, videos, blog posts and articles to Lighting@energystar.gov.

The Simple Marketing Choice: New ENERGY STAR Lighting Tools & Resources

The ENERGY STAR lighting webpages have been updated with new **partner resources and savings figures**. Check out the Lighting Resources for featured ENERGY STAR resources like the 2014 Light Bulb Price Trends or the Database for Incentives and Joint Marketing Exchange (DIME) – a new tool for retailers and manufacturers. DIME connects partners to other organizations for collaborative opportunities for new promotions and events, all in one search tool!

There are also newly updated tools like the ENERGY STAR Light Bulb Purchasing Guide – use these to resources, and other tools, to help customers make the simple choice for their lighting needs.

Brand Owners: Submit your 2014 Unit Shipments of ENERGY STAR Products no later than March 1, 2015

As a reminder, all partners with ENERGY STAR products certified in 2014 are required to report annually their certified product unit shipment data. EPA sent a notification to all partners with ENERGY STAR certified products on January 5, 2015. All ENERGY STAR partners must provide unit shipment data for all ENERGY STAR models certified under its ENERGY STAR partnership shipped to or within the United States from January 1, 2014 – December 31, 2014. Please submit all data to Unitshipmentdata@energystar.gov no later than March 1st, 2015.

EPA's unit shipment data webpage, www.energystar.gov/unitshipmentdata, provides the data collection process timeline, a link to Frequently Asked Questions (FAQs), data collection forms, EPA correspondence, and summary reports from previous years.

There is a Better Way to Find Model Numbers Using the ENERGY STAR Product Finder Tool

Energy Efficiency Program Implementers: Please note that EPA requires additional model numbers that are part of a product family certification to be listed on one line of the ENERGY STAR certified products list in the additional models field. You may use the ENERGY STAR Product Finder search tool to determine if a model is on the ENERGY STAR list. Alternatively, you may search both the model number and additional model information fields on the ENERGY STAR list. EPA has also provided an excel macro available on the ENERGY STAR Product Finder homepage under Resources. If you need help locating model information, please contact your ENERGY STAR Account Manager or email Lighting@energystar.gov.

The Product Finder Tools Webinar can also help you navigate and familiarize yourself with the many features designed to help you analyze large data sets of product information.

Look for the Next Lighting Newsletter!

Help Us Keep Our Mailing List Up to Date!

Did someone forward this to you? Or do you know longer wish to receive these notices? You can sign-up or unsubscribe by updating your contact information in your "My ENERGY STAR Account" (MESA) or email Lighting@energystar.gov.

As always please feel free to send us any questions or suggested topics for our next newsletter!

Check out ENERGY STAR's Great Marketing Resources!

Free Resources Available to Partners

Use to educate consumers, colleagues, social media followers, friends and family too!

ENERGY STAR Lighting Resources - **Updated!**
Light Bulb Purchasing Guide - **Updated!**
ENERGY STAR Products Partner Meeting - **Updated!**
ENERGY STAR Lighting FAQs
ENERGY STAR Lighting Training Center - **Updated!**
Light Bulbs Product Finder
Light Fixtures Product Finder
"Illuminated" – EPA's Lighting Podcast
"Ask the Expert" Video
Interactive Choose a Light Guide