

ENERGY STAR®

Lighting Celebration & Marketing Toolkit



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What is the Lighting Celebration?

ENERGY STAR certified lighting products have been critical to the success of the ENERGY STAR program since their launch in 1997. Throughout this remarkable **25+ year collaboration**, the ENERGY STAR program and lighting partners have transformed the lighting market and helped to foster widespread adoption of energy efficient LED lighting, helping consumers save energy, save money, and protect the environment.

In celebration of our shared success, we will be holding an all-day **social media celebration** to celebrate the success of the ENERGY STAR lighting program. We invite you to share the materials from this toolkit in your online promotion or share your own!

When: Wednesday, November 15th (ALL DAY)

Where: Facebook, LinkedIn, and X (Twitter)





How to Participate

- ENERGY STAR's Lighting Celebration will be taking place throughout the day on **November 15th** across our social media platforms.
- To join the celebration, we ask that you engage with content we will be posting throughout the day our social media channels.
- Additionally, if you would like to celebrate your own achievements in the ENERGY STAR lighting program, we ask that you **please tag us using @ENERGYSTAR** so that we can find and amplify your posts.
- When drafting your post, be sure to tag ENERGY STAR
 - **Facebook:** Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
 - **LinkedIn:** Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list
 - **X (Twitter):** @ENERGYSTAR
- Remember to let ENERGY STAR know that you're participating!
Send an email to Jones.Leslie.A@epa.gov so we'll know to look for you.





Lighting Celebration Sample Social posts

GENERAL: Today, we're celebrating over 25 years of changing the world, one light bulb 💡 at a time! By promoting the switch to energy-efficient LED lighting products that have been ENERGY STAR certified, we've helped consumers save energy, save money, and reduce their carbon footprint. #ChangeTheWorld with @ENERGYSTAR

GENERAL: We changed a light and changed the world with @ENERGYSTAR! Through our collective efforts to promote energy-efficient LED lighting, we have helped consumers save over 1 trillion KWh of energy, proving that small changes can make a big impact on the planet. #ChangeTheWorld with @ENERGYSTAR!

CUSTOM: For over [insert number] years, [insert company name] has worked with @ENERGYSTAR to help transform the lighting market and save consumers energy and money. By [insert contributions], we helped consumers change a light and change the world – one light bulb 💡 at a time.

CUSTOM: [Insert number] years ago, we partnered with @ENERGYSTAR to bring energy efficient lighting to all Americans. This simple change had a big impact and helped consumers save over 1 trillion KWh of energy over the last 25 years – changing a light, and changing the world.



Lighting Celebration Sample Social Graphics

All graphics are available free to [download here](#).





ENERGY STAR Lighting Promotion

Marketing Materials Overview

Welcome to the ENERGY STAR Lighting promotion. The following slides provide an overview of available marketing materials, including messaging and creative resources, with easy links to facilitate access. Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.






Lighting Promotion Messaging

- The lighting promotion key messaging document includes educational content and the latest savings facts for you to integrate into your materials, as needed, to help promote the benefits of ENERGY STAR certified LED bulbs and fixtures.
- Also includes new messaging about recessed downlights and savings for specialty bulbs.

Link to [Lighting Products Key Messaging](#)



ENERGY STAR® Lighting Products
2023 Key Messages

General Messaging

Make the most of every life moment by lighting them with ENERGY STAR certified lighting. Only LED bulbs and fixtures that earn the ENERGY STAR label are independently certified to deliver high quality, save energy, and help protect the environment. Now there's a perfect light for every room of your home, including specialty bulbs and downlight fixtures, so you can light every moment wherever they happen and enjoy the savings.

Light every moment throughout your home with ENERGY STAR certified lighting. Only LED bulbs and fixtures that have earned the ENERGY STAR deliver:

- **Quality:** Whatever the moment, there's an ENERGY STAR certified LED light perfect for maximizing the impact.
- **Light Distribution:** ENERGY STAR certified LED bulbs and fixtures light the small, intimate moments AND the big, busy ones.
- **Long-Life:** Lasting over 13 years, ENERGY STAR certified lighting will be there for all of your special moments wherever they happen.
- **A Better Planet:** Protecting the climate for future generations so we can continue to experience special moments for years to come.

Whatever and wherever the life moment, there's an ENERGY STAR certified lighting product that will help make it perfect, with the quality performance, savings, and environmental protection you desire.

- Only ENERGY STAR certified LED bulbs and fixtures are certified to deliver:
 - Highest quality performance
 - Just the right brightness and color
 - Big energy savings—Last 13+ Years!
 - A Better Planet
- Use the ENERGY STAR Choose a Light Guide to find the perfect bulb shape, color, and brightness to light the moment in every room of your home. www.energystar.gov/choosealight.
- Be sure to look for the ENERGY STAR for energy savings. No matter the technology or the performance claims, only bulbs and fixtures with the ENERGY STAR label meet strict guidelines for efficiency and performance that set them apart.
- ENERGY STAR certified LED bulbs and fixtures come in all shapes, sizes, and styles to fit every room in your home. They include everything from general purpose bulbs, to accent and under cabinet lighting, recessed cans, outdoor lighting, and even ceiling fans. Whatever and wherever the moment, there is an ENERGY STAR certified light to make it perfect.
- ENERGY STAR certified lighting is available in a variety of shades of light, allowing you to customize the mood of your space. Available shades range from a soft, warm glow that

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.





Lighting Products – Sample Social Posts

Sample Post Text

[Video] Make the most of every moment! @ENERGYSTAR certified LED bulbs save energy and last longer so they will be there to brighten your moments for years to come. 💡 Watch this video to see how others #LightTheMoment and learn how a simple change can help you save energy, money, and protect the climate. https://www.youtube.com/watch?v=CVCVU_9RwUY

There are plenty of ways to #LightTheMoment— @ENERGYSTAR certified lighting includes everything from general purpose bulbs, to accent and under cabinet lighting, recessed cans, outdoor lighting, and even ceiling fans! Learn more about efficient lighting options at energystar.gov/lighting

With @ENERGYSTAR certified LED lightbulbs, you can spend more time making moments count and less time worrying about your energy bill. Upgrade some of your most used lightbulbs to ENERGY STAR certified LEDs and celebrate the savings with ENERGY STAR. 💡 <https://www.energystar.gov/productfinder/product/certified-light-bulbs/results>

Introducing a new way to light the moment— @ENERGYSTAR certified downlight retrofit kits. A must-have for any homeowner who already has recessed downlights, but wants to upgrade to the latest in LED technology. They are easy to install, better for the planet, AND save more energy than switching out the bulb. Upgrade now and start living your best-lighted life! #LightTheMoment www.energystar.gov/lightfixtures

Working on #DIY home renovations? If a lighting upgrade is on your to-do list, #LightTheMoment with @ENERGYSTAR certified retrofit downlights. DIY simplicity, easy compatibility, and big energy savings are now as simple as changing a bulb. www.energystar.gov/lightfixtures

[Video] With so many energy efficient lighting options to choose from, there's no need to suffer bad lighting! Explore thousands of efficient lighting products, including LED bulbs, decorative lights, ceiling fans, chandeliers, LED string lights, commercial lighting, and more., from ENERGY STAR. <https://youtu.be/Plqr0YzCJgk?si=w4Msq7HsAkOQV8ua>

LED lighting has come a long way in the last 25 years! Not only are ENERGY STAR certified LED bulbs more efficient than standard bulbs, they also come in a variety of attractive styles, brightness, and colors. Learn more about the many styles of efficient lighting from the experts @ENERGYSTAR <https://www.energystar.gov/products/ask-the-experts/are-vintage-light-bulbs-energy-efficient>



Light the Moment Seasonal Social Media – Fall Seasonal

All graphics are available free to [download here](#).





Light the Moment Seasonal Social Media – Fall Seasonal

All graphics are available free to [download here](#).



Light the Moment Seasonal Social Media – Winter Seasonal

All graphics are available free to [download here](#).





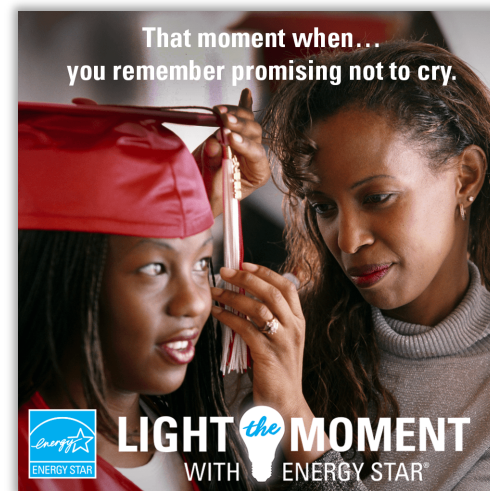
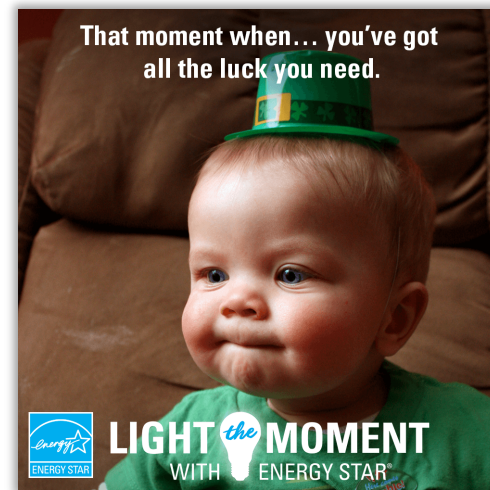
Light the Moment Seasonal Social Media – Winter Seasonal

All graphics are available free to [download here](#).



Light the Moment Seasonal Social Media – Spring Seasonal

All graphics are available free to [download here](#).



Light the Moment Seasonal Social Media – Summer Seasonal

All graphics are available free to [download here](#).



Light the Moment Video

- Make the most of your moments by lighting them with energy efficient ENERGY STAR certified LED bulbs! Use this engaging video featuring real, everyday moments to educate your customers about the benefits of ENERGY STAR certified lighting.
- Share the video on social media or embed it on your website.

Link to [Light the Moment Video](#)





Light the Moment LED Bulb Posters – Co-Brandable

- Co-brandable posters to be used in-store or at events. Posters are designed to be printed at 24”x36.”

Link to [Co-brandable Lighting Posters](#)





Light the Moment LED Bulb Posters – Co-Brandable





Light the Moment LED Fixture Posters – Co-Brandable

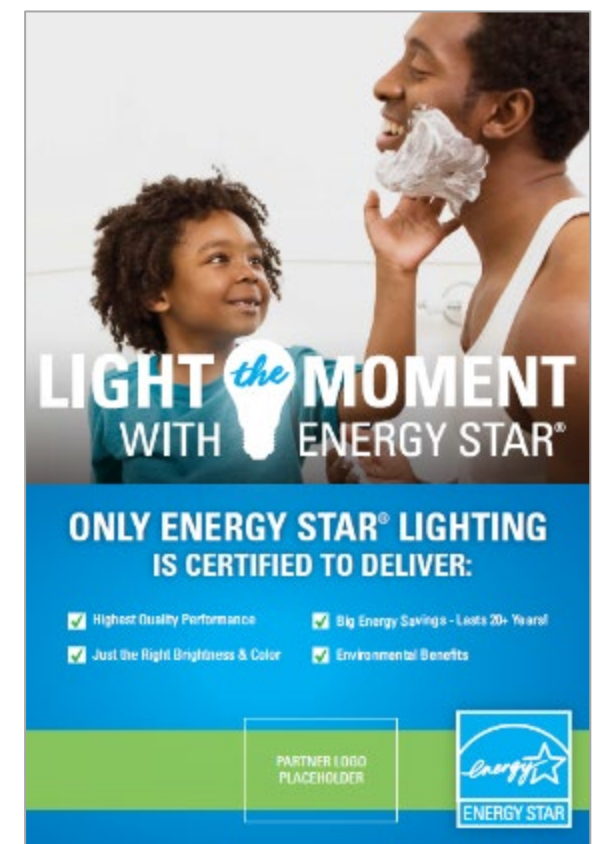
- Co-brandable posters to be used in-store or at events. Posters are designed to be printed at 24”x36.”

Link to [Co-brandable LED Fixture Posters](#)





Light the Moment LED Fixture Posters – Co-Brandable



Light the Moment Web Buttons

- Use these buttons to drive customers to EPA's Light Bulb Product Finder. The Product Finder highlights Featured Deals and buying guidance to help customers choose the right bulb.
- Add it to your website and link to www.energystar.gov/lightthemoment

Link to [Light the Moment Web Buttons](http://www.energystar.gov/lightthemoment)



Light the Moment – Recessed Downlights Factsheet

- Use the Recessed Downlights Factsheet to raise awareness about the features and benefits of ENERGY STAR certified LED recessed downlights.

Link to [Recessed Downlights Factsheet](#)

Upgrade Your Lighting with ENERGY STAR Certified Recessed Downlights

Recessed downlights bring a fresh and functional appeal to many home projects – make sure you choose wisely to save energy, save money and help protect the climate. Now you can brighten all the moments throughout your home with an ENERGY STAR certified light perfect for every room.

Only models that have earned the ENERGY STAR label are independently certified to deliver:

- ✓ Highest quality performance
- ✓ Big energy savings
- ✓ Just the right brightness and color
- ✓ A better planet

Choose the Right Recessed Lighting Kit for Your Project

ENERGY STAR certified kits make it simple to upgrade existing recessed fixtures or install new ones.

Upgrade existing recessed downlights to optimize energy savings and performance

Do you already have recessed downlights? Instead of just switching out the bulb, choosing a recessed light kit is a design-grade addition to your home that saves more energy and offers several additional benefits. Retrofit kits upgrade existing downlights by replacing the old bulb and trim with an ENERGY STAR certified LED light that screws into the existing housing, like a bulb. Advantages include:

- DIY Simplicity:** Upgrade your downlight without replacing or modifying the fixture inside the ceiling. Less hassle, less cost, no electrician needed; it is as simple as changing a bulb.
- Compatibility:** Retrofit kits make it easier to find a compatible light. Rather than choosing from a variety of bulb shapes and sizes, look for the diameter that matches your existing fixture.

Choose ENERGY STAR certified recessed fixture kits for new downlights

ENERGY STAR certified LED downlight kits simplify the process of installing new recessed downlights. Advantages include:

- Simplified installation:** These “canless” kits do away with the need for traditional housing, reducing the number of steps for installation and making it easier to do through a small ceiling opening.
- Flexible placement:** These lightweight, all-in-one kits work in spaces traditional recessed downlight do not. Slim versions fit in spaces with less than 2 inches of clearance above the ceiling. Because they are light weight, they do not need to align with ceiling joists and can even work with drop ceilings.

Benefits of ENERGY STAR Certified LED Recessed Downlight Kits

Whether you are installing new recessed downlights or replacing existing ones in your home, there are plenty of reasons to choose a kit that has earned the ENERGY STAR label:

Savings: The lights in these kits are designed specifically for downlight applications and provide optimal energy efficiency for this use. ENERGY STAR certified kits use up to 90% less energy than standard downlights, which means that each fixture can save you more than \$80 over its lifetime.

Light Quality: ENERGY STAR kits are independently certified to provide evenly spread light and meet the highest performance standards.

Attractiveness: These sleek downlights can elevate the look of any room in your home. Their low-profile complements most interior styles and means there is no fixture hanging down from the ceiling. Plus, with ENERGY STAR certified recessed light kits, the trim and LED light are one piece, providing the cleanest possible look and no view of a bulb inside the can.

Long Lasting: Recessed downlights that earn the ENERGY STAR label are tested to ensure they have a lifetime of at least 25,000 hours—that’s 25 times longer than a traditional

light bulb. With average use, you should not have to worry about replacing them for more than 20 years.

Dimming Capabilities: Many of these kits are dimmable when paired with a compatible dimmer switch and dim down to at least 20% of light output. ENERGY STAR certified kits provide dimming capability and compatibility information right on the package.

Light Color: ENERGY STAR certified recessed downlight kits are available in a range of colors from warm amber light to blue daylight (e.g., 2700K for soft, warm shades and 4100K+ for whiter, crisper shades). Many of these downlights allow you to set your preferred light color during installation. Some models are color tunable, allowing you to adjust the color of the lights using a smart device.

Lightbulb Fact: If every American home replaced their five most frequently used light fixtures or the bulbs in them with ones that have earned the ENERGY STAR, we would save more than \$5 billion each year in energy costs and prevent greenhouse gas emissions equivalent to the emissions from more than 5 million cars.

Visit [ENERGY STAR certified LED lighting](#) to learn more.



Light the Moment Factsheet - English

- Use the Light the Moment Factsheet to engage your customers and educate them about how to shop for ENERGY STAR certified bulbs.
- The fact sheet is ready to download and customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

Link to [Light the Moment Factsheet](#)

LIGHT *the* MOMENT WITH ENERGY STAR®

Table/Floor Lamp Lighting

General Purpose Lighting Bathroom Lighting Kitchen Lighting

ONLY ENERGY STAR LED BULBS ARE CERTIFIED TO DELIVER:

- ✓ Highest Quality Performance
- ✓ Just the Right Brightness & Color
- ✓ Big Energy Savings – Lasts 13+ Years!
- ✓ A Better Planet

Partner Messaging

Put Your Logo Here

Not sure what type of LED bulb is the right one for your moment?

Follow the steps below or visit our easy-to-use Choose A Light tool and we'll help you find it.

energystar.gov/choosealight

STEP 1: CHOOSE THE SHAPE

ENERGY STAR certified LED bulbs are available in a variety of shapes and sizes for any application—including recessed cans, track lighting, table lamps, and more.

	BULB TYPES				
TABLE OR FLOOR LAMPS	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD
PORCELAN FITTERS	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD
CEILING FIXTURES	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD
CEILING DOWN	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD
WALL SCONES	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD
RECESSED CANS	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD
ACCENT LIGHTING	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD

STEP 2: FIND YOUR BULB

Go to the lighting aisle and look for the ENERGY STAR label. Remember, only LED bulbs that have earned the ENERGY STAR have been independently tested to assure that they will save energy and perform as promised.

STEP 3: CHOOSE THE COLOR

Light color matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.

2200K 3000K 3500K 4100K 5000K 6500K

WARM COOL

Soft White, Warm White
Ideal for most indoor applications.

Neutral White, Cool White
Good for kitchens and work spaces.

Daylight (Looks like sky at noon)
Good for reading.

STEP 4: CHOOSE THE BRIGHTNESS

Use this chart to determine how many lumens you need to match the brightness of your old standard bulbs.

Standard Bulbs (Watts)	ENERGY STAR Bulb Brightness (Minimum Lumens)
40	450
60	800
75	1,100
100	1,600
150	2,600

STEP 5: CHECK THE PACKAGE

Make sure you're getting the bulb you want by reviewing the Lighting Facts label that shows key bulb details such as brightness, life, light appearance (or color), and energy used.

Lighting Facts Per Bulb

Brightness 850 lumens

Estimated Yearly Energy Cost: \$0.84

Based on 3 hourly, 11.4 kWh. Cost depends on rate and use.

Life: 25 years

Light Appearance: Warm Cool

Energy Used: 7 watts



Ask the Expert: Are "Vintage" Light Bulbs Energy Efficient?

- Learn about the different shapes and styles of LED lightbulbs that incorporate the benefits of energy efficiency as well as aesthetic preferences. This article explains the variety of energy efficient LED light bulbs and how even bulbs with a stylish vintage look and feel can still be energy efficient.
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [Are "Vintage" Light Bulbs Energy Efficient?](#)



Link to [Ask the Expert Identifier](#)



Ask the EXPERTS

Your go-to resource for the latest advice from ENERGY STAR experts on saving energy at home and work.

How-To Did You Know? Innovation & Tech

Related Stories

- What Goes into the Cost of Installing a Heat Pump Water Heater?
- An Air Cleaner Can be Helpful in High-Risk Wildfire Areas
- Multifunction Printers Can Help Reach Zero Carbon and Zero Waste Goals

Are "Vintage" Light Bulbs Energy Efficient?

Vintage style is all the rage. In homes, bars, and restaurants, you see the old-fashioned light bulbs adorning cozy, inviting spaces and adding a neat vintage vibe to décor. Some call them "Edison" bulbs, since they are designed to show the filament like the original light bulb invented by Thomas Edison.

Did you know that many of those vintage style light bulbs use the latest LED technology? Turns out, they are extremely energy efficient! Today's manufacturers have figured out how to string together tiny LEDs to look just like an old-fashioned filament. And, believe it or not, these LED filament style bulbs are some of the best energy saving light bulbs among those that earn the ENERGY STAR label.

Get the vintage look but be sure you make the smart choice of one that has gone through the extensive ENERGY STAR certification process. All "filament" LED bulbs that have earned the ENERGY STAR are [here](#). There are all kinds of shapes, from standard A19 to Globes and Candle shapes.

Have you been looking for tear shaped bulbs? This shape is called ST. You can find the list of certified bulbs with this shape [here](#).

Looking for that very warm amber glow? Check out the ENERGY STAR certified options [here](#). Many are also dimmable. Some even get warmer as they dim. For tips on dimming LED bulbs click [here](#).

Author: Taylor Jantz-Sell



Ask the Expert: How to Choose and Install Recessed Lighting

- Learn about how you can upgrade your recessed downlights, yourself. This article outlines how recessed downlights work and provides tips and guidance on what to look for when shopping and installing new lighting, yourself
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [How to Choose and Install Recessed Lighting](#)



Link to [Ask the Expert Identifier](#)



The screenshot shows the 'Ask the Experts' section of the Energy Star website. It features a navigation bar with 'How-To', 'Did You Know?', and 'Innovation & Tech' categories. Below is a featured article titled 'How to Choose and Install Recessed Lighting' with a thumbnail image of a modern living room. To the right, there are 'Related Stories' including 'Save Energy with Smart Home Products', 'Get Federal Tax Savings and Other Rebates for Energy Efficiency Home Upgrades', and 'How to Choose a Room Air Cleaner'. Below the article title is a short introductory paragraph and a flowchart that helps determine if a lighting project is a DIY or an easy DIY based on whether it's an update to an existing fixture and if it's recessed.

How to Choose and Install Recessed Lighting

Many of us spend more time at home these days, and for some, that brings to light all the household projects that we've put off. If you're upgrading recessed downlights, there is no better time than the present. You now have design-grade options that have earned the ENERGY STAR that will make this an easy upgrade, as long as you are armed with the right information. ENERGY STAR certified downlight kits make it possible to upgrade existing recessed fixtures or install new ones, so let's see what path is right for you.

```

graph TD
    Q1{Are you updating an existing ceiling light fixture?}
    Q1 -- NO --> A1[This is probably not a DIY project since it requires new wiring.]
    Q1 -- YES --> Q2{Are the existing fixture(s) recessed downlights?}
    Q2 -- NO --> A2[This may be a DIY]
    Q2 -- YES --> A3[This is an easy DIY]
  
```

Additional Resources

LED Bulbs Made Easy Just Look for the ENERGY STAR®

- Independently certified to deliver efficiency and performance.
- Lasts 15 times longer = big \$ savings
- Same brightness (lumens), 70-90% less energy (watts)
- Help protect the environment and prevent climate change

Only LED bulbs that have earned the ENERGY STAR label have been independently certified and undergone extensive testing to assure that they will save energy and perform as promised.

ENERGY STAR certified LED bulbs are available in a variety of shapes and sizes for any application—including recessed cans, track lighting, table lamps, and more. You can even find certified bulbs that are dimmable. Use this chart as a guide to finding the right ENERGY STAR certified bulb for your light fixture and remember to always check the packaging for proper use.

	BULB TYPES			
TABLE OR FLOOR LAMPS	STANDARD			
PENDANT FIXTURES	STANDARD	GLOBE	MINI	CANDLE
CEILING FIXTURES	STANDARD	CANDLE		
CEILING FANS	STANDARD	CANDLE		
WALL sconces	STANDARD	GLOBE	MINI	
RECESSED CANS	MINI	SPOT	FLUO	
ACCENT LIGHTING	MINI	SPOT		

BRIGHTNESS

For brightness, look for lumens, not watts. Lumens indicate light output. Watts indicate energy consumed. ENERGY STAR certified bulbs provide the same brightness (lumens) with less energy (watts). Use this chart to determine how many lumens you need to match the brightness of your old standard bulbs.

Standard Bulbs (Watts)	ENERGY STAR Bulb Brightness (Minimum Lumens)
40	450
60	800
75	1,100
100	1,600
150	2,600

COLOR/APPEARANCE

ENERGY STAR certified bulbs are available in a wide range of colors. Light color, or appearance, matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.

2200K	3000K	3500K	4100K	5000K	6500K
WARM			COOL		
Soft White, Warm White Ideal for most indoor applications.		Neutral White, Cool White Good for kitchens and work spaces.		Daylight (think blue sky at noon) Good for reading.	

ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at www.energystar.gov/lighting.

[Light Bulb Purchasing Guide \(PDF\)](#)

ENERGY STAR®. The simple choice for energy efficiency.

THE LIGHT BULB REVOLUTION

EPA predicts widespread consumer adoption of LED lighting by 2020 if utility programs persist.

October 2017

[The Light Bulb Revolution \(PDF\)](#)



Contact Us

As always, we appreciate your partnership and the great work you do to help your audiences save energy with ENERGY STAR. If you have any questions or comments regarding the toolkit or lighting celebration, feel free to reach out to us at jones.Leslie.a@epa.gov.