



ENERGY STAR: Targets for 2014 and Beyond

ACEEE

March 31, 2014

Topics

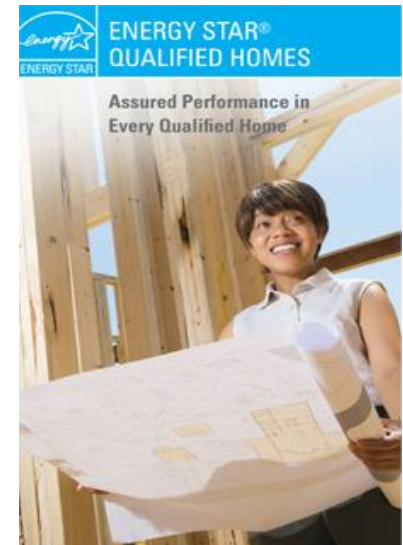


- ENERGY STAR Portfolio
- Products offerings
 - Emerging Technology Award
 - ENERGY STAR Most Efficient
 - ENERGY STAR Products program plans
 - Emerging themes in product specifications
- Communications in 2014

ENERGY STAR Portfolio



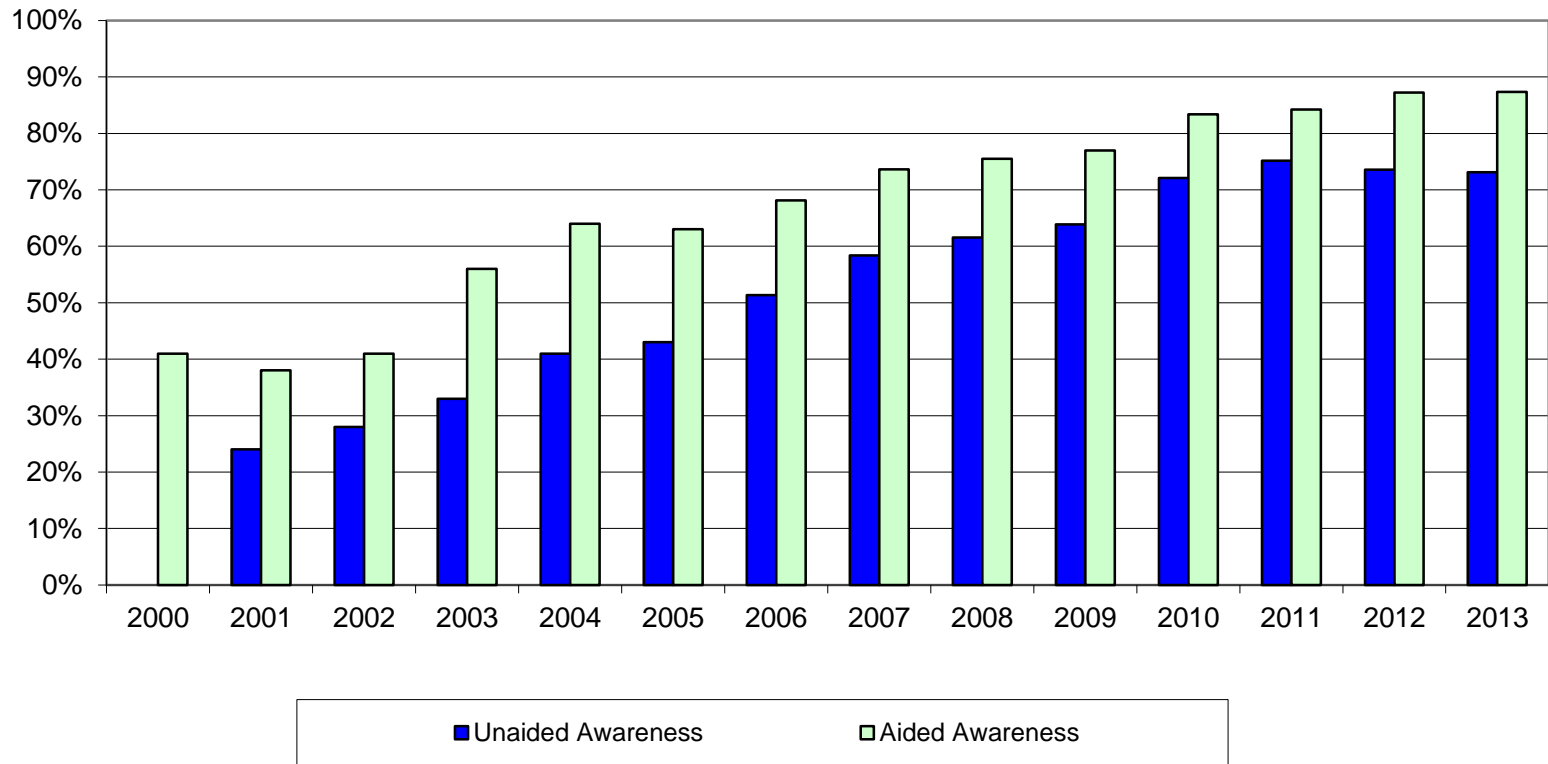
- Define and educate on energy performance through a single designation: ENERGY STAR
 - Product Efficiency
 - New/Existing Home Efficiency
 - Commercial Building Efficiency
 - Industrial Plant Efficiency



In 2013, about 87% of households recognize the ENERGY STAR label at the national level.

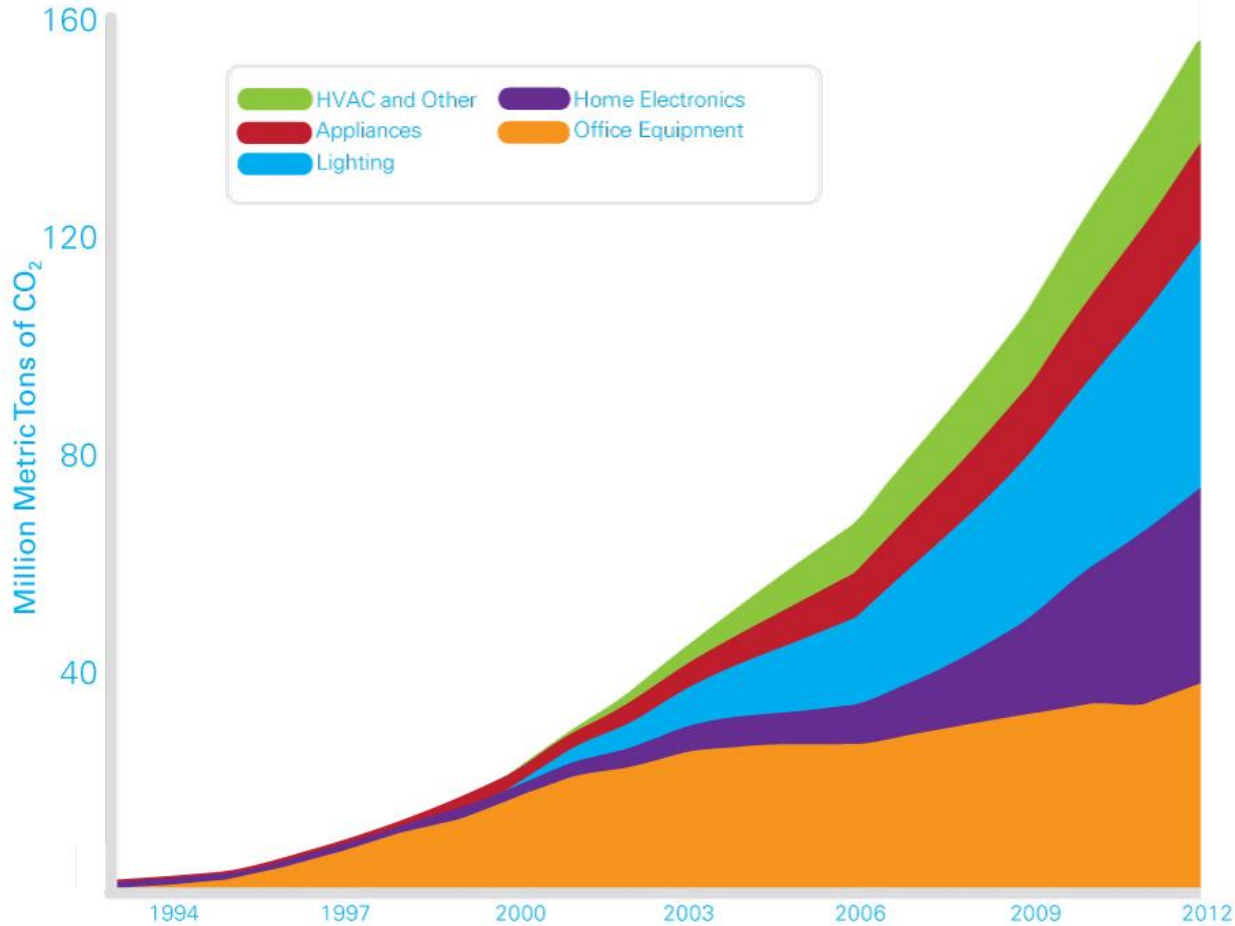


Awareness of ENERGY STAR



“National Awareness of ENERGY STAR for 2013”; EPA 2014 analysis of data from CEE survey

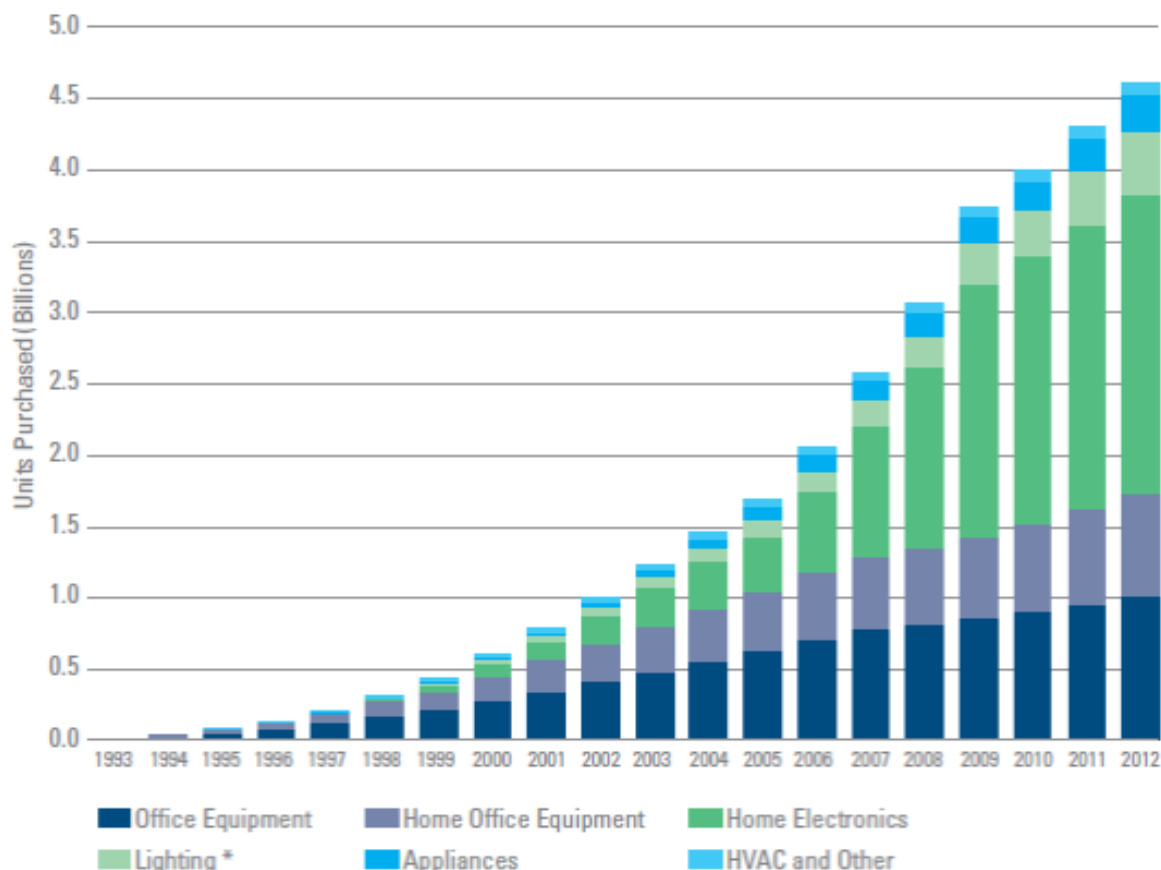
Annual Greenhouse Gas Emissions Avoided



ENERGY STAR Products Sold (Cumulative)*



Fig. 2. More than 4.5 Billion ENERGY STAR Certified Products Purchased Since 1993



Since the program's inception, thousands of individuals from more than 2,200 manufacturing companies, 1,600 retailers, 800 energy efficiency programs and the federal government have worked under the ENERGY STAR banner to define, build and create both supply and demand for energy-efficient products. Over the past 20 years, Americans have purchased a total of more than 4.5 billion ENERGY STAR products.

**The lighting data do not include CFL sales. Product sales may not appear in every year a category was included in the program due to scale.*

ENERGY STAR

Emerging Technology Award

Objective:

Support market introduction of super efficient technologies

2013/2014 Award: Clothes Dryers

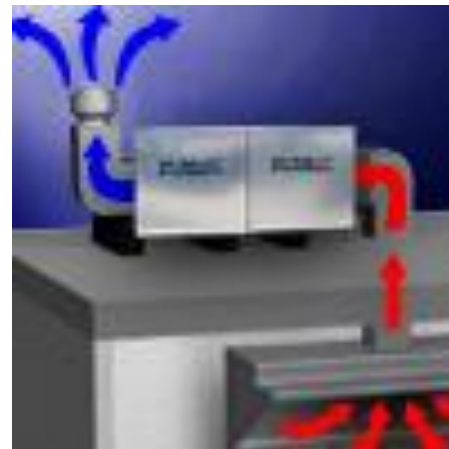
- 5 Models currently qualified
- Heat Pump models coming this year
- Hundreds of kWh per unit savings/year



ENERGY STAR 2013
Emerging Technology Award

2014 Opportunity: Commercial Kitchen Demand Control Ventilation

- 50% savings
- Developing draft 2014 criteria
- Available for comment in April



ENERGY STAR Most Efficient Objective and Target Audience



Objective: highlight the highest efficiency products in ENERGY STAR product categories where further differentiation is possible

Target:

- Likely to be high-income females, ages 30-50
 - Educated, health-conscious, active
 - Average HHI of \$100,000+
 - Likely to be members of Gen X
- Purchasers of luxury goods
 - Affluent females make 68% of household purchases
 - More likely to have a vacation or second home
 - Take finances seriously
 - Very active online, frequent users of social media platforms & online searches



**Most Efficient
2014**
www.energystar.gov

ENERGY STAR Most Efficient Status



- Interest is growing:
 - To date, fifteen utility efficiency program sponsors serving 46 million residential customers featured ENERGY STAR Most Efficient 2013 in their residential program offerings
 - Tripling in efficiency program sponsor participation since 2012
- In 2014, focus on consumer education
 - Regional spot market promotions of ENERGY STAR Most Efficient to high-end green consumers to educate them on the benefits
 - Increase awareness and demand
 - Coordinate implementation with utility partners (Spring/Summer)
 - Enhance ENERGY STAR Most Efficient website with price and locator information

70+ Product Categories Are Covered by ENERGY STAR in the US



Lighting
Residential lamps
Residential light fixtures

Home Envelope
Roof products
Windows/Doors

Heating & Cooling
Central AC
Heat pumps
Boilers
Furnaces
Ceiling fans
Room AC
Ventilating fans
Water Heaters

Office Equipment
Computers
Monitors
Printers
Copiers
Multi-function Devices
Servers
Storage
UPS

Commercial Food Service
Dishwashers
Refrigerators
Freezers
Ice Machines
Fryers
Steamers
Hot Cabinets
Griddles
Ovens
Vending machines

Appliances
Clothes washers
Dishwashers
Refrigerators
Dehumidifiers
Air cleaners
Water coolers

Home Electronics
Battery chargers
Cordless and IP phones
TV
Set Top boxes
Home audio



Keeping Specifications Up to Date, Pursuing New Opportunities

- From 2010 through 2013, EPA introduced 43 revised or new specifications
- In 2013 alone, EPA revised 11 specs and completed 4 new specs
- The pace continues in 2014, with 17 revisions and 13 new products in progress (not all will finish in 2014)
- Reviewing specs on a regular schedule to see if revision is warranted

2013 Accomplishments: New and Revised Specifications

Revisions Completed

- Boilers
- Commercial Refrigeration
- Commercial Ovens
- Computers
- Imaging Equipment
- Lamps
- Refrigerators/Freezers (w connected criteria)
- Roofs
- Servers
- Telephony
- Water Coolers

New Specifications Completed

- Commercial Water Heaters
- Pool Pumps
- Small Network Equipment
- Storage

Also: Efficiency criteria for game consoles

Electronics Revisions Planned for 2014



- Audio
- Computers (scope expansion to tablets)
- Displays
- Set-top Boxes
- Small Network Equipment
- Televisions
- Battery Chargers (sunset)

Heating Cooling and Other Revisions Planned for 2014



- Central Air Conditioners/Air Source Heat Pumps
- Furnaces (add furnace fan)
- Residential Water Heaters
- Ventilation Fans
- *Reviewing:* Ceiling Fans, Light Commercial HVAC, Room Air Cleaners, geothermal Heat Pumps

Appliance/Home Envelope/Lighting Revisions Planned for 2014



Appliances

- Residential Clothes Washers
- Residential Dishwashers
- Room Air Conditioners

Home Envelope and Lighting

- Windows, Doors and Skylights
- *Reviewing:* Luminaires, Decorative Light Strings, Lamps (Dimming, Scope Expansion)

Revisions to Commercial Food/Appliances Planned in 2014

- Commercial Dishwashers (total energy)
- Vending (scope expansion to snack)
- Commercial Water Heaters (scope expansion to Heat Pumps)

New Products Planned for 2014

- Commercial Coffee
- Hand Dryers
- Lab Grade Refrigerator/Freezers
- Large Network Equipment
- Medical Imaging Equipment
- Residential Clothes Dryers
- Wireless Chargers

Scoping Planned for 2014

- Commercial Boilers
- Convergence (functions provided by STB, SNE, Game Consoles, and Media Players)
- Sump Pump
- Transformers
- Whole Home Audio (system-wide approach)
- Wine/Misc Refrigerators

Cross-cutting Product Themes



- Connected/Communicating: Product/Consumer Behavior
- Performance: Cleanability, Dimmability
- Grid Efficiency: Voltage Transformers
- System Efficiency: Data Center Cooling

Change the World with ENERGY STAR - 2014



- Campaign Elements
 - Celebrate Earth Day with ENERGY STAR
 - Month-long ENERGY STAR Pledge Push and Twitter Party
 - ENERGY STAR LED viral video and sharing campaign
 - ENERGY STAR Most Efficient Spot-Market Promotions
 - ENERGY STAR Change the World Tour culminating on ENERGY STAR Day
 - October 28
 - Team ENERGY STAR

JOIN THE MILLIONS WITH THE ENERGY TO CHANGE THE WORLD.

THE PEOPLE: Millions of ENERGY STARs across America

THE ENERGY: Saved more than 2.2 trillion kWh with EPA's ENERGY STAR® program

THE POTENTIAL: Saving energy reduces the greenhouse gases that cause climate change

THE RESULTS: Prevented more than 1.8 billion metric tons of greenhouse gases and saved over \$230 billion on utility bills

From its beginnings 20 years ago, ENERGY STAR has grown to be one of the most successful energy conservation movements in history. Today, right in their own homes, millions of people across America are making a difference in the fight against climate change. Join the movement at energystar.gov/changetheworld



My ENERGY STAR

- Provides a one-stop-shop for consumers to find out about ways to save energy
 - Products, Home projects, tips & more
- Includes comprehensive offerings no matter where the consumer is in their energy-saving continuum
- Offers a deeper level of engagement for existing, savvy ENERGY STAR consumers
- Connect partners to consumers based on location and product need

The screenshot displays the 'Energy Savings at Home' section of the My ENERGY STAR website. At the top, there is a navigation bar with the ENERGY STAR logo and menu items: 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'BUYING AND BUILDING new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. Below this is a sub-navigation bar with 'Ways to save', 'Assess Your Home', 'Knowledge Center', 'Take the Pledge', and 'My ENERGY STAR'. The main content area features a blue banner with the text 'START SAVING NOW' and a welcome message. To the right of the banner is a 'My ENERGY STAR highlights' box showing 'RECENT ACTIVITY' (15 items on your to do list, 12 completed) and 'READY FOR YOU' (10 items to pledge). Below the banner is a section titled 'Change the World, Start with ENERGY STAR' with a family image. The main content is organized into a grid of 16 energy-saving tips, each with an image and a green plus icon:

- Purchase an ENERGY STAR clothes washer
- Replace all incandescent bulbs with CFLs
- Set your programmable thermostat
- See how your home measures up using the Home Energy Yardstick
- Tune up cooling equipment
- Have your duct system inspected
- Change your air filter
- Assess your home through Home Performance with ENERGY STAR
- Set a sleep mode for your home
- Turn off lights and electronics
- Plant trees
- Use efficient porch lighting
- Use a bike instead of a car
- Use refillable water bottles
- Insulate your attic
- Use your fridge efficiently

My ENERGY STAR

- Customers that sign up will get their own My ENERGY STAR dashboard where they can:
 - Track commitments or pledged actions on their “To-Do” List
 - Confirm completed actions
 - Get feedback and recognition based on progress
 - See offers automatically based on their zip code

The screenshot displays the My ENERGY STAR dashboard. At the top, there is a navigation bar with the Energy Star logo and links for 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'BUYING AND BUILDING new homes', 'ENERGY STRATEGIES FOR buildings & plants', and 'ABOUT ENERGY STAR PARTNER RESOURCES'. Below this is a search bar and a 'Home' link. The main header reads 'Energy Savings at Home' with a sub-header 'Advice, tools, resources and inspiration to help you save energy.' and navigation tabs for 'Ways to save', 'Assess Your Home', 'Knowledge Center', 'Take the Pledge', and 'My ENERGY STAR'.

The dashboard content is organized into several sections:

- MY ENERGY STAR**: A top banner with a blue background, containing a welcome message, a 'WELCOME, JPERSON | LOGOUT' link, and a list of 'My ENERGY STAR highlights' including '6 items already completed', '7 things on your to do list', '10 items to pledge', and '8 partner offers'.
- My To Do List**: A section titled '7 items on your list.' with a dropdown menu for 'Choose an ENERGY STAR clothes washer'. It includes a detailed description of the benefits of ENERGY STAR clothes washers, 'MAIN BENEFITS' (35% less energy, 35% less water, bigger loads, sophisticated wash systems, reduced drying time), and 'FACTS & STATS' (34 billion pounds of annual CO2 emissions). Below this is a list of actions: 'Have a professional tune up your HVAC system', 'Change your HVAC system air filter', 'Use your dishwasher efficiently', 'Power manage your computer and monitor', 'Find and seal leaks in your duct system', and 'Add insulation to your home'.
- Completed Actions**: A section for tracking progress.
- MY ENERGY STAR IMPACT**: A section showing 'Your ENERGY STAR actions are reducing your carbon footprint by 29,183 lbs'.
- MY ENERGY STAR PROGRESS**: A section showing a progress bar with stars and the text 'Given the effort and energy savings of your actions to date, here are the stars you've earned. More actions earn you more stars. More stars earn recognition from EPA and more.' with a progress bar showing 5 stars out of 100.
- MY ENERGY STAR DIFFERENCE**: A section showing 'Your ENERGY STAR actions, together with millions of other Americans, are making a big difference.' with statistics: '3,287,330,000 individual actions', '\$1,166,133,416 energy savings', and '15,001,229,437 lbs in carbon pollution reduction'.
- Your Rewards**: A section titled 'Follow these offer links to coupons, rebates and special offers from our partners.' with a list of 'Way to go! You have 6 reward offers!'. It includes three rebate offers: 'Rebate One: Lorem ipsum dolor sit amet', 'Rebate Two: Donec vitae vulputate tortor', and 'Rebate Three: Nunc orcus lectus ut facilis'.
- You might be interested in these Ways to Save**: A section with four tiles: 'Choose an ENERGY STAR clothes washer', 'Replace all incandescent bulbs with CFLs', 'Set your programmable thermostat', and 'Tune up cooling equipment'.

Kids Outreach: Team ENERGY STAR



- Youth engagement & education program
- Builds education and awareness around energy & environmental issues and identifies positive actions to empower young people
- Activities implemented through our ongoing partnership with the Boys and Girls Clubs of America

A promotional poster for the Energy Star campaign featuring Spider-Man. Spider-Man is shown in his iconic red and blue suit, crouching on a ledge and looking towards the viewer. The background is a cityscape at night. The text on the poster reads: 'BE YOUR OWN AMAZING. SAVE ENERGY AND FIGHT CLIMATE CHANGE.' At the bottom, it says: 'JOIN THE AMAZING SPIDER-MAN AND TEAM ENERGY STAR® TO HELP STOP THE SENSELESS WASTE OF ENERGY'. The bottom of the poster features logos for EPA, Boys & Girls Clubs of America, and Energy Star, along with the text 'LEARN MORE AT energystar.gov'. Small text at the very bottom reads: 'TM & ©2014 Marvel. The Amazing Spider-Man 2, the Movie © 2014 Columbia Pictures Industries, Inc. All Rights Reserved.'

