



# ENERGY STAR

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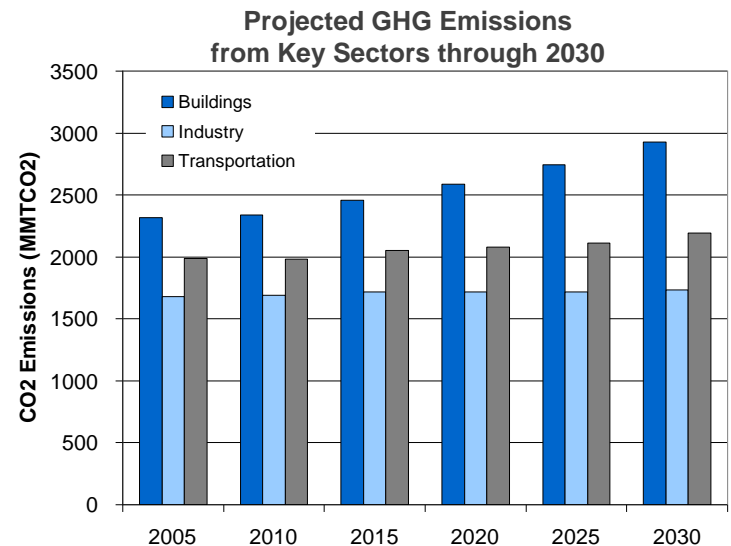
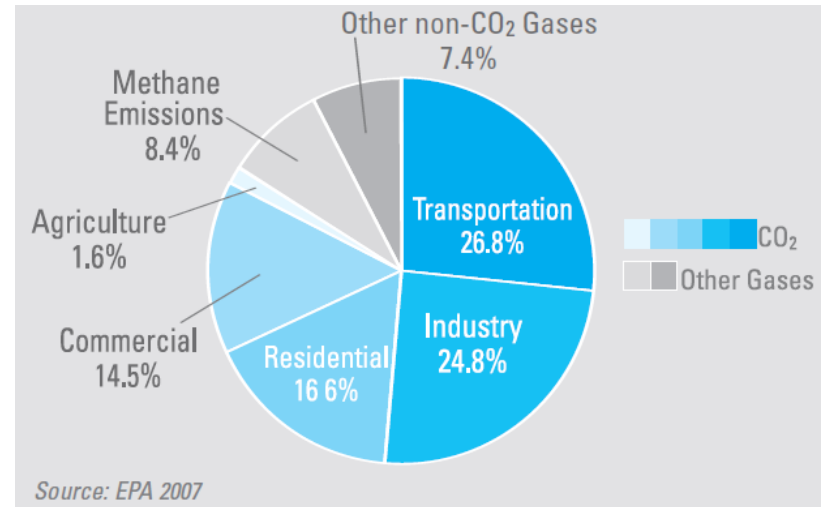


Learn more at [energystar.gov](https://energystar.gov)

# ENERGY STAR

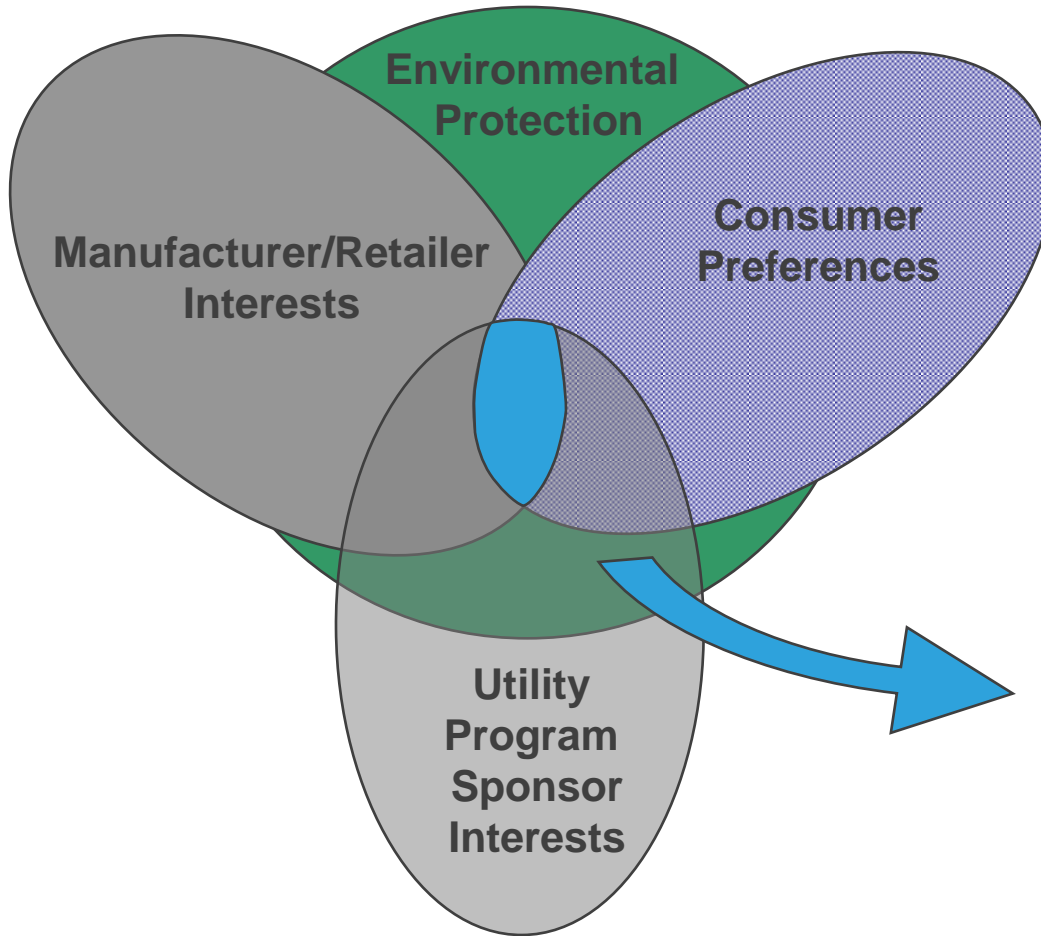


- GOAL: Reduce greenhouse gas (GHG) emissions through large win-win-win opportunities with today's energy efficient technologies and practices.
- Achieve 30% savings possible in many buildings, homes, and facilities
- Provide credible information to buyers
- Work with the marketplace to capitalize on motivations of individual actors



Source: AEO 2008

# Builds Upon Intersection of Interests



- Cost-effective
- No Sacrifice in Performance
- Govt backed

Consumer is Key



# ENERGY STAR

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- Protects the environment through superior energy efficiency
- No tradeoffs in performance or quality
- Cost effective (2<sup>nd</sup> price tag)
  
- ENERGY STAR is a government backed symbol providing valuable, unbiased information – source of authority
- Binary (Y/N)
- Power of the individual to make a difference

# ENERGY STAR Strategies



## Residential

### Labeled Products

- 50+ products / 2000 manufacturers
- 10-60% more efficient

### Labeled New Homes

- 20-30% more efficient

### Home Improvement

### Services

- beyond products
- ducts / home sealing
- whole home retrofits



## Commercial / Industrial

### Corporate energy management

- benchmarking, goals, upgrades (mgmt & systems --not widgets)
- whole building labeling for excellence
  - technical assistance

### Labeled Products

- for plug load, not system components

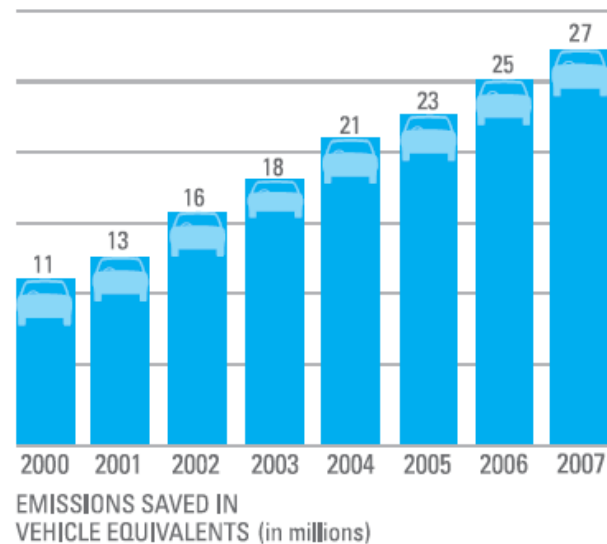
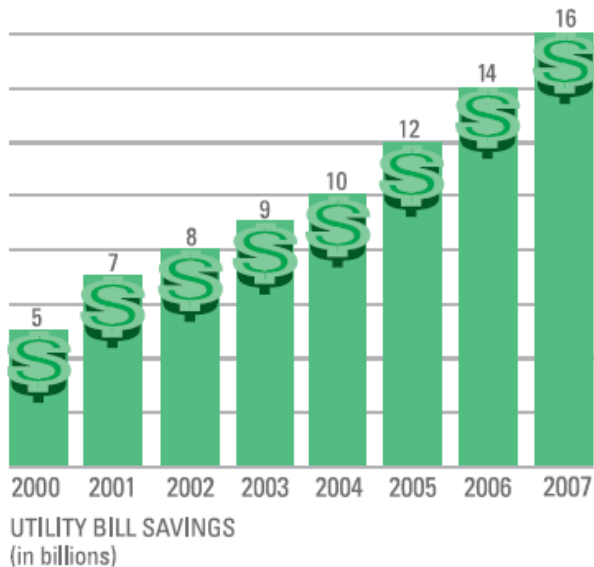
## Industrial

### Small business initiative

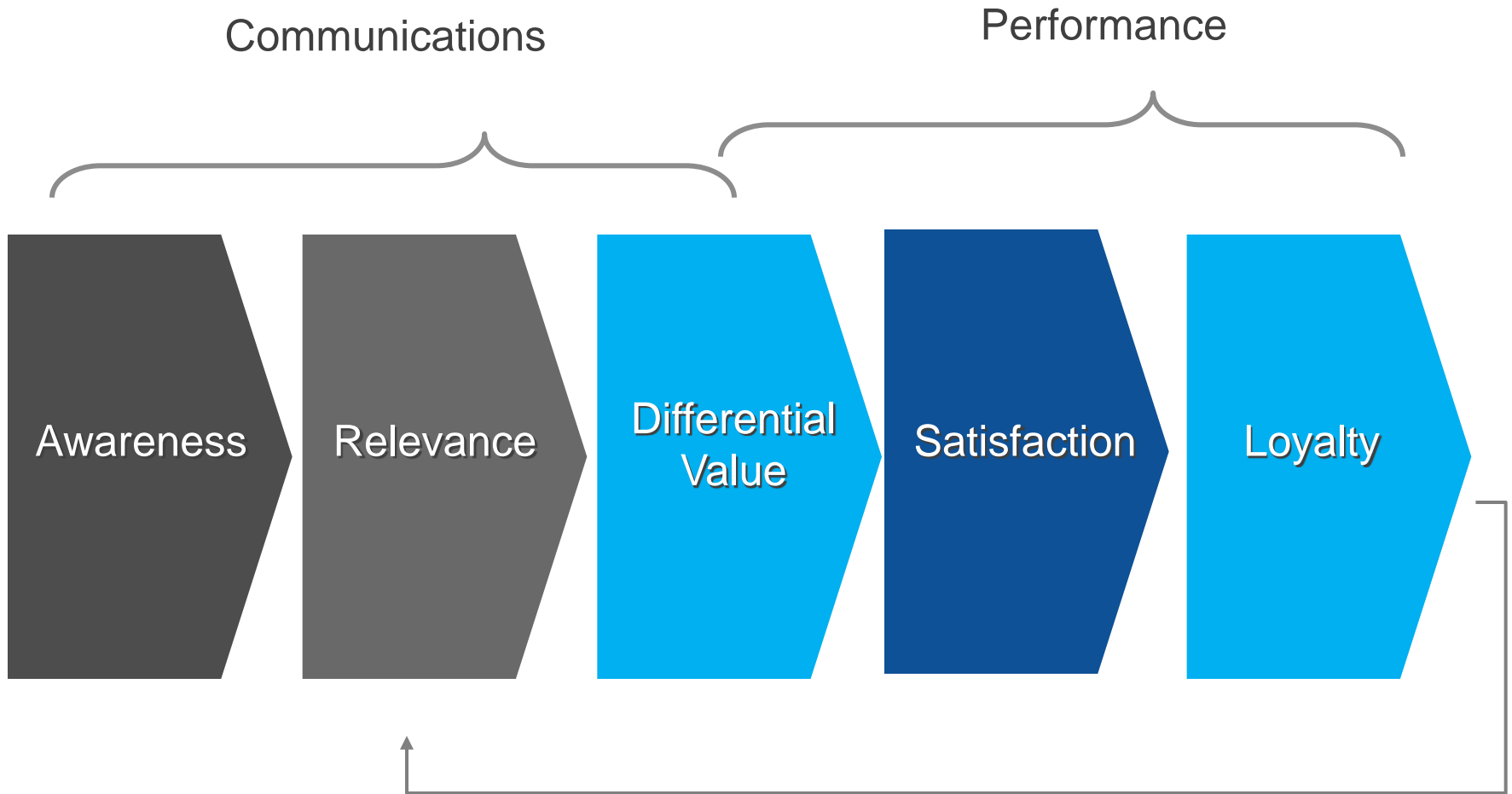
# Success: 2007 Accomplishments



- Americans with the help of ENERGY STAR prevented 40 million metric tons of GHG emissions— equivalent to 27 million vehicles and saved \$16 billion on energy bills
- Over 70% consumer awareness
- 12,000 partners
- More than 2.5 billion qualified products sold
- 840,000 new homes are ENERGY STAR
- Tens of thousands buildings benchmarked and thousands upgraded



# Loyalty is the goal



# Loyalty is the goal – how are we doing?



Awareness

Relevance

Differential Value

Satisfaction

Loyalty

**70+%** of households recognize the label.

**65+%** of households that recognized ENERGY STAR feel that “buying ENERGY STAR labeled products helps protect the environment for future generations.”

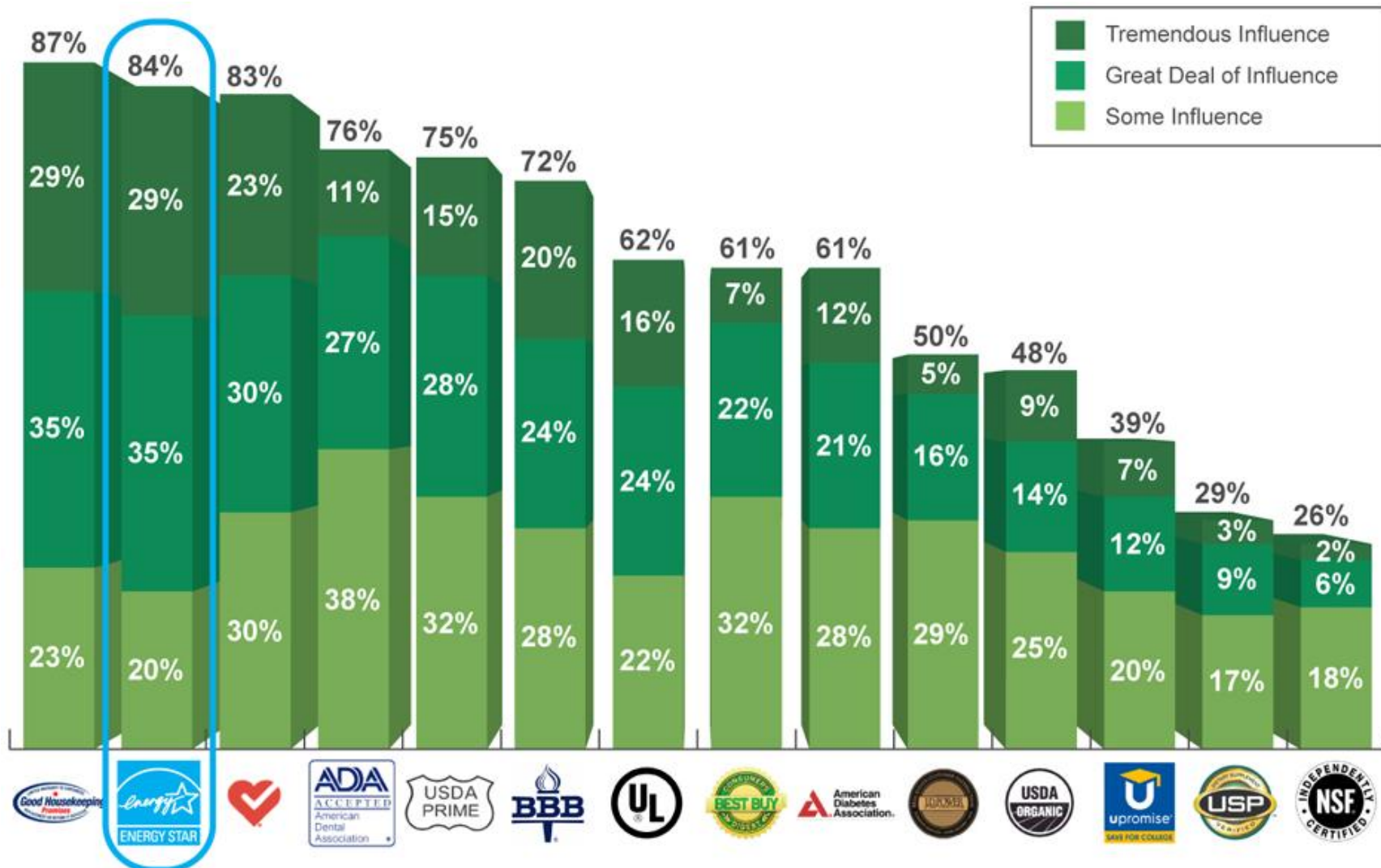
**55+%** agree “buying ENERGY STAR labeled products makes me feel like I am contributing to society.”

**75%** agree that “the ENERGY STAR label indicates superior performance with respect to energy efficiency relative to products without the label.”

**80%** of knowing purchasers would likely recommend ENERGY STAR to a friend.



# Brand Influences Product Purchases



# ENERGY STAR in the RESIDENTIAL SECTOR

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- Products
- Advice and guidance
- New Homes
- Home Improvement – existing homes

# 50+ Product Categories Are Covered by ENERGY STAR in the US



## Heating & Cooling

Central AC  
Heat pumps  
Boilers  
Furnaces  
Ceiling fans  
Room AC  
Ventilating fans

## Office Equipment

Computers  
Monitors  
Printers  
Copiers  
Scanners  
Fax machines  
Multi-function devices

## Home Electronics

Battery chargers  
Cordless phones  
Answering machines  
TV/VCRs  
DVD products  
Home audio  
External power adapters  
DTAs

## Appliances

Clothes washers  
Dishwashers  
Refrigerators  
Dehumidifiers  
Air cleaners  
Water coolers

## Lighting

CFLs  
Residential light fixtures  
Exit signs

## Commercial Food Service

Refrigerators  
Freezers  
Fryers  
Steamers  
Vending machines

## Home Envelope

Home sealing  
Roof products  
Windows/Doors

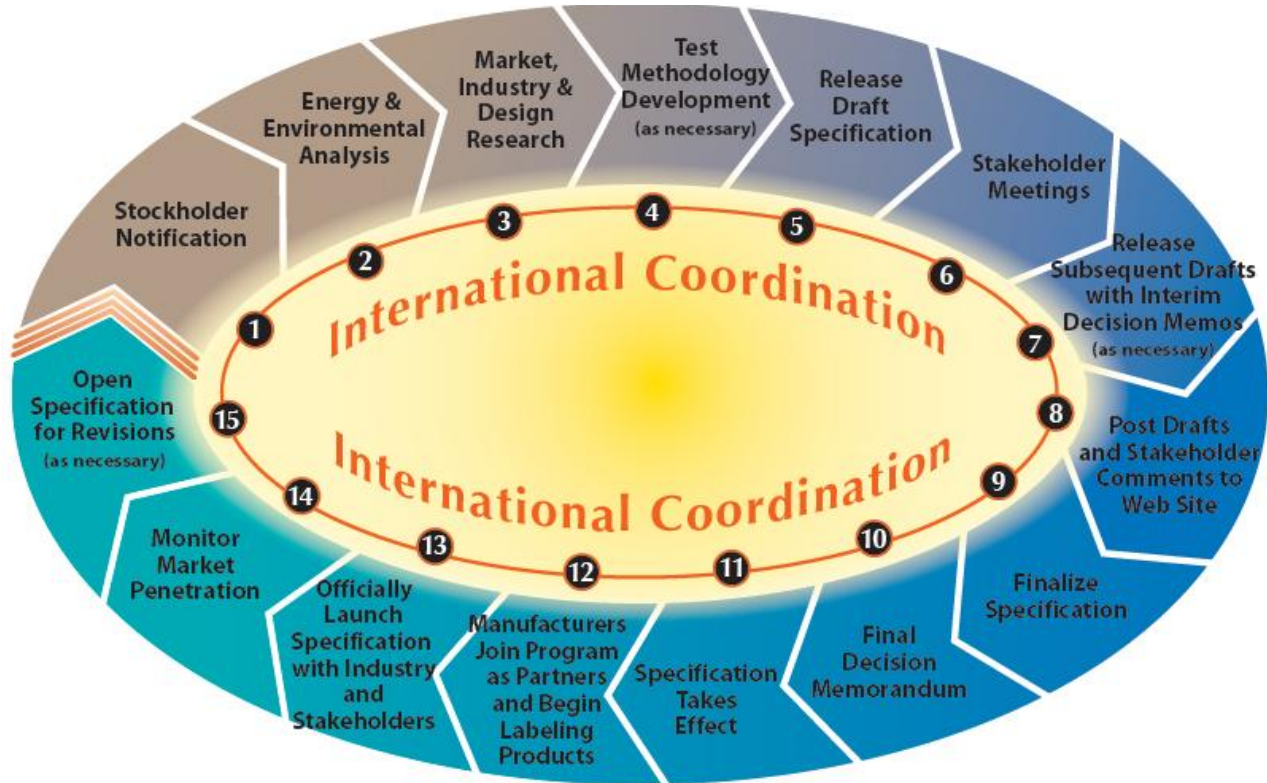
# ENERGY STAR label on products



# WIW: Important Process Elements



- Consistent
- Transparent
- Inclusive
- Responsive
- Clear



# Home Performance with ENERGY STAR



## Home improvement that makes everyone more comfortable.

Home Performance with ENERGY STAR®, sponsored by Southface, offers a comprehensive, whole-house approach to home improvement and energy efficiency that will make your home more comfortable and lower your energy bills. All while helping to protect the environment. So, you can feel even more comfortable in your own home.

Find a participating contractor at [southface.org/homeperformance](http://southface.org/homeperformance)



- Whole house retrofit program
- Sponsored by a utility, state or municipal government
- Specially-trained contractors
  - evaluate homes using state-of-the-art equipment
  - recommend comprehensive improvements
  - offer to install the improvements
- Quality assurance program
- Homeowner chooses and pays for improvements based on credible information.

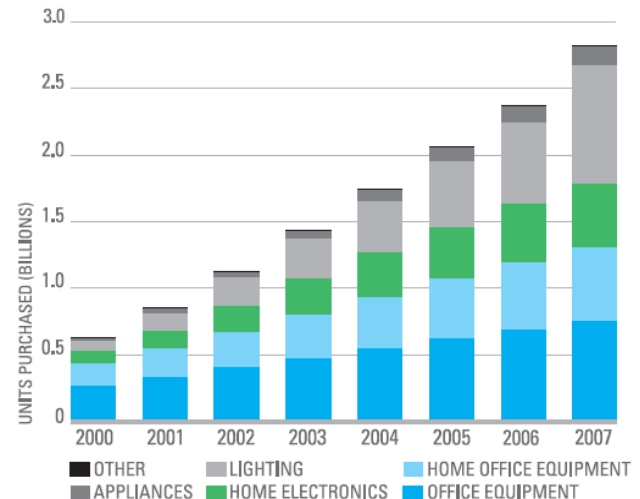
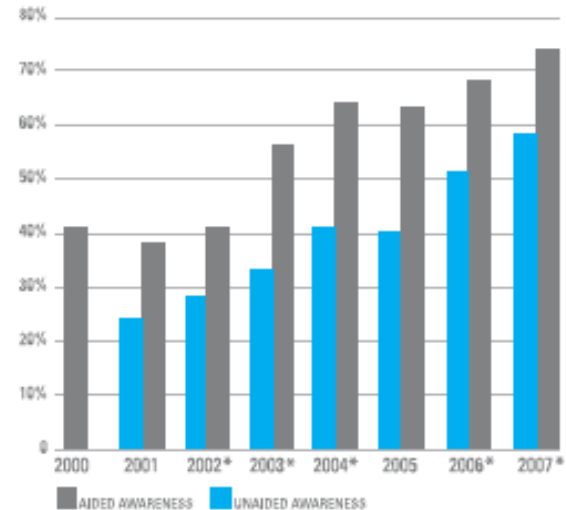






# Building Demand: Outreach Critical to Results

- Specifications are a foundation; People must ACT to achieve environmental benefit
- EPA devotes substantial resources to outreach with strong results
  - Annual outreach strategy
  - Media reach of 1 billion plus per year
  - 10 million web visits in 2007



# 2008-09 Campaigns



## ENERGY STAR Change a Light Day Oct 1, 2008

- Turnkey materials available to promote the day and ENERGY STAR qualified lighting
- Many events across country
- 1.8 million pledges to date

## Change the World, Start with ENERGY STAR

- Launched Earth Day 2008
  - Expanded pledge
  - Nationwide events
- Local sponsors
- Community based events
- Thru this Fall



# The ENERGY STAR Pledge



**CHANGE THE WORLD. START WITH ENERGY STAR**

## I pledge to:

Replace at least one light in my home with an ENERGY STAR qualified one.

How many bulbs do you plan to replace with an ENERGY STAR qualified bulb? (up to 50) \_\_\_\_\_

### Make my home heating and cooling system work better. I will:

- Set or program my thermostat to save energy while I'm asleep or away from home
- Have my heating and cooling equipment tuned-up by a professional and change my air filter
- Seal obvious leaks and repair disconnections in my home's duct system

### Make sure my home is well sealed and insulated. I will:

- Seal my home's envelope (outer walls, ceiling, windows, doors, and floors) with caulk, spray foam, or weather stripping, and add insulation to the attic.

Choose ENERGY STAR qualified equipment for my home office. I plan to purchase a(n):

- Computer
- Monitor
- Melt-Function Device
- Fax
- Ink-Jet Printer

Choose ENERGY STAR qualified home theater products. I plan to purchase a:

- TV
- DVD player
- Home Theater In a Box (sound system)

Enable my ENERGY STAR computer and monitor to sleep while I'm away.

Choose ENERGY STAR qualified products for my kitchen and laundry. I plan to purchase a:

- Clothes Washer
- Dish Washer
- Refrigerator

Purchase ENERGY STAR holiday lights this holiday season. I plan to buy \_\_\_\_\_ light strings

I'd like to receive quarterly e-mails from ENERGY STAR with energy-saving tips.



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# ENERGY STAR in the Commercial and Industrial Sector

# Commercial Sector Approach:

## Whole Building Performance



- Whole Building Energy Performance
  - Integration of systems
  - Better design
  - Management practices and capital investments
- Performance Measurement System
  - Can not manage what you can not measure
  - Provide missing market information
    - How to measure efficiency / performance?
    - When is a building efficient?
  - Link performance to measured data (i.e., energy bills)
- Leadership in the market place
  - Recognition for superior performance
  - Integration with service providers and utility programs
  - Energy efficiency is the first step to green

# Energy Performance Rating is Key to ENERGY STAR Efforts



Is 10 MPG high or low for an automobile?



Is 90 kBtu/SF/YR high or low for an office building?



Fuel Efficiency  
MPG



Energy Efficiency Rating  
1 - 100



# Eligible Space Types



Hospitals



Retail



Office Buildings



Hotels



Medical  
Office Buildings



Waste Water  
Treatment Plants



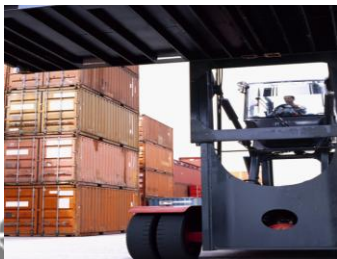
Courthouses



Financial Centers



Warehouses



Dormitories



Supermarkets



Schools

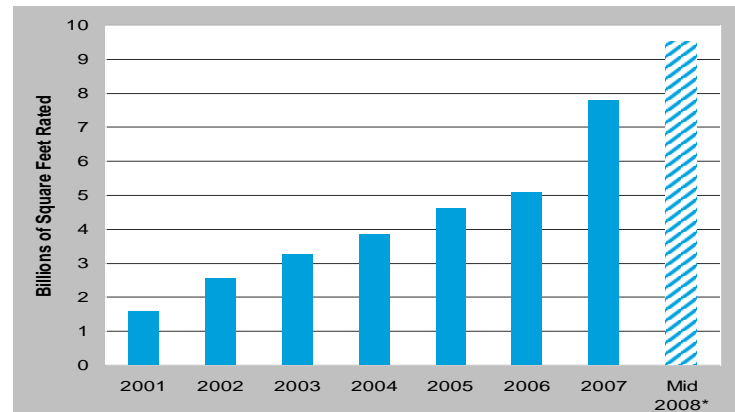


# 2008 Update and ENERGY STAR Challenge

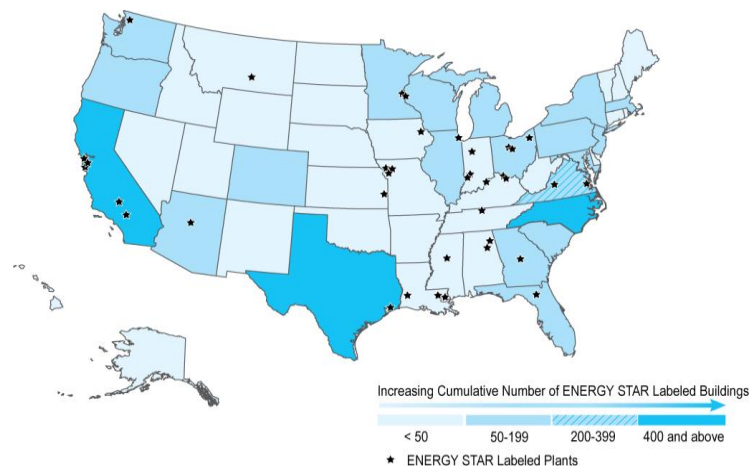


- Over 9 billion square feet of commercial space has been benchmarked
- 4,900 buildings have earned the ENERGY STAR
- ENERGY STAR Challenge
  - Galvanizing more than 1500 end users, ie, states, associations
    - 36 state
    - 270 local governments
    - 99 school districts
    - 35 associations

### Rated Floor Space over 9 Billion



### 4,900 Facilities Labeled



# Participating in Challenge: LG&E and Louisville Kilowatt Crackdown



- “Louisville Energy Alliance” formed in response to Mayor Abramson’s launch of the ENERGY STAR Challenge to the community
- The first joint EE campaign led by major commercial real estate organizations in Louisville
  - BOMA (Building Owners and Managers Assoc.)
  - CCIM (Certified Commercial Investment Member)
  - ICSC (International Council of Shopping Centers)
  - IFMA (International Facility Management Assoc.)
  - IREM (Institute for Real Estate Management)
- Louisville Gas & Electric will provide all Crackdown participants with electronic energy data in the format needed to benchmark in Portfolio Manager.

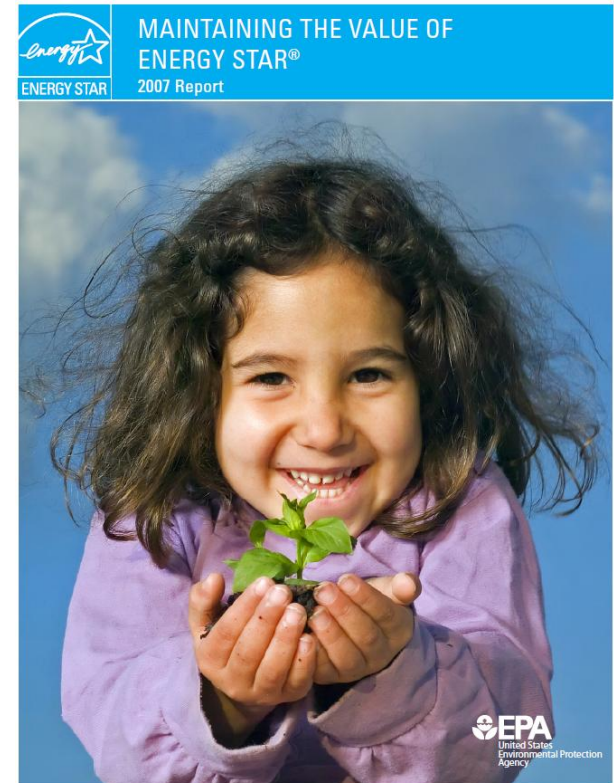


International Facility Management Association

# Protecting Integrity of ENERGY STAR Label



- Self-certification program
  - Similar to other U.S. self-certification programs (national appliance standards program and FTC EnergyGuide label)
  - Work well in competitive market places and with active consumer groups (Consumer Reports)
- EPA monitors use/protects integrity of brand
  - Product information /appropriate logo use required as condition of partnership
  - Routine checking of manufacturer submitted information
  - Selective product testing
  - User complaint line
  - Manufacturer information on competitors
  - Supplemental testing programs for problem areas -  
- lighting products
  - Tracking of logo use in advertisements, web, media
  - Insure correct use of mark: all violations dealt with; coordinated with EPA's Office of General Counsel





# Goals for the Future

- Triple carbon savings by 2012 (from 2000).
  - From 16 MMTCE to over 50
- Build consumer awareness of, and loyalty to, the brand
- Motivate consumers and build demand
- Maintain meaning/integrity of label on full suite of products
  - Quality, cost-effective, relevance
- Enhance partnership with utilities and energy efficiency program sponsors
- Promote standardized measurement of building energy efficiency
  - Commercial, industrial, residential
- Build home improvement – beyond products
  - Duct sealing, home sealing, whole home performance are big opportunities
- Transform C&I approaches
  - Whole building approach, many building types, also Industrial

# THANKS

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