



# **ENERGY STAR**

## **Opportunities for regional collaboration in the Southwest**

**[mcnamara.maureen@epa.gov](mailto:mcnamara.maureen@epa.gov)**



# What is ENERGY STAR?



**Nationally recognized label that helps consumers and businesses easily identify products, homes, and buildings that help protect the environment by reducing energy waste**



# ENERGY STAR Awareness



- Growing awareness and influence:
  - 56% of US households recognize the label
  - 67% of household recognize the label in areas with local programs (2+ years)
  - 1 in 5 households knowingly purchased an ENERGY STAR qualifying product last year
- Loyalty: 66% of purchasing households likely to recommend ENERGY STAR to friends

# ENERGY STAR Overview



- A. Voluntary
- B. Public-private partnership
- C. Recognized, trusted symbol
- D. Third-party credibility of EPA and DOE
- E. Program Goals:
  - Reduce energy use
  - Reduce greenhouse gas emissions

# Why Utilities Participate



- Customer satisfaction/business image
- Systems benefit/public goods or PUC mandates
- Increase shareholder value
- Decrease the time and expense and increase efficacy of their energy efficiency programs
- Develop strategic alliances
- Contribute to a greater good

# Household Attitudes



- **79% prefer a utility that offers energy efficiency services over a utility that only provides electricity**
- **87% very concerned about the environment**
- **95% believe they are responsible for their energy use and can make a difference**
- **72% of adults make a special effort to look for products that are energy-efficient** (Gallup 2000)

*\*Energy Conservation and Efficiency study 9589, May 2002.  
Schulman, Ronca and Bucavalas, Inc. and Research into Action, (May 2002).*

# What EPA and DOE Provide



- Strategic planning
- Specification development
- National campaign and targeted promotions
- Tools and resources
- Partner recruiting and support
- Quality assurance and oversight

# Utility/State Roles



- Raise consumer awareness of the value of ENERGY STAR qualified products, homes, buildings and promote best practices
- Engage local partners in cooperatively promoting qualified products and improving building and home energy performance
- Meet state/local mandates for reducing kW, kWh, and air pollution



# Tying in to National Campaigns

# EPA Public Service Campaigns



- EPA has run 3 successful, broad-based public education campaigns
- Last campaign generated \$20 million in ad value
- 2004 campaign focuses on key fact:
  - Your home is responsible for more pollution than your car---twice as much greenhouse gas pollution

# Distribution



- National broadcast and print distribution
- English/Spanish versions
- Summer 2004 launch (already aired 3400 times)
- Opportunities for partners to incorporate relevant messaging or leverage campaign via marketing, customer education, outreach

# “Action” piece



- Centered on 5 steps:
  - Change a Light
  - Seal your home
  - Heat and cool smartly
  - Look for the ENERGY STAR on products (listed)
  - Tell friends and family

# Brochure



ENERGY STAR<sup>®</sup> action guide



**YOUR HOUSE POLLUTES  
TWICE AS MUCH AS  
YOUR CAR...**

**THESE 5 STEPS CAN  
CHANGE THAT.**

- HELP YOUR HOME HELP US ALL**
1. Change five lights.
  2. Look for ENERGY STAR qualified products.
  3. Give your heating and cooling system an annual check up.
  4. Seal up your home and add better insulation and duct-work.
  5. Tell family and friends how they can help.



To learn more about what you can do visit us at [energystar.gov](http://energystar.gov) or call 1-888-STAR-YES to get started.



ENERGY STAR action guide



**STEP 1**

**CHANGE 5 LIGHTS**

Change a light and you help change the world. Replace your 5 most frequently used light bulbs or fixtures with ones that have earned the ENERGY STAR, and you'll help the environment while saving money on energy bills. If every household did it, together we'd prevent more than 1 trillion pounds of greenhouse gases.

**STEP 4**

**SEAL UP YOUR HOME**

Close up air leaks to the outside, install adequate insulation and choose ENERGY STAR qualified windows when replacing old windows. That way you'll eliminate drafts, keep your home more comfortable and save a lot of energy that would otherwise be wasted.



ENERGY STAR action guide



**STEP 2**

**LOOK FOR PRODUCTS THAT HAVE EARNED THE ENERGY STAR**

Ask for us by name. You'll get the features and performance you want AND help reduce air pollution. Look for ENERGY STAR-qualified products in more than 40 product categories, including lighting, home electronics, heating and cooling equipment, and appliances. If you are building or buying a new home ask about ENERGY STAR: we qualify those too.



ENERGY STAR action guide



**STEP 5**

**TELL FAMILY AND FRIENDS**

Slip it into a conversation with your mother. Talk about it at a neighbor's barbecue. Pass it on at a PTA meeting or at work. We're asking you to help spread the word that energy efficiency is good for your home and good for our environment. Already Americans have purchased 1 billion products and last year alone reduced pollution equivalent to taking 15 million cars off the road. So tell 5 people and together we can help our homes help us all.

ENERGY STAR action guide



**STEP 3**

**HEAT AND COOL SMARTLY**

Improve the performance of your heating and cooling systems. Have them serviced annually by a licensed contractor, and remember to clean or replace air filters regularly. Also use an ENERGY STAR qualified programmable thermostat to avoid heating or cooling an empty house. And when it's time to replace old equipment, choose a high efficiency model, and make sure it's sized and installed properly. If just one household in ten bought ENERGY STAR heating and cooling equipment, the change would keep more than 17 billion pounds of pollution out of the air.



**ENERGY STAR  
It's a good sign.**

The Environmental Protection Agency's ENERGY STAR program is a voluntary partnership between consumers, their families and many of the most respected brand names. All of us are working together to achieve a common goal: to protect the environment for future generations by changing to more energy-efficient practices now. Since the typical home is responsible for twice as much pollution as the average car, EPA encourages homeowners to make their homes more energy efficient. The government awards the ENERGY STAR to those products, companies, homes and services that conform to specifications established by Environmental Protection Agency and Department of Energy. It's our future. Together, let's make a change for the better.



# What are National Campaigns?



- Umbrella campaigns
  - Provide a unifying call to action to all Americans
  - Target peak selling opportunities for products and services... allowing Partners to tailor activities to local markets/business interests

# National Promotions FY04/05



- Home Electronics
- Appliance Promotion
- Cool Change
- Million Monitor Drive
  
- Change A Light, Change the World

# Home Electronics 04/05



## Campaign Definition:

- Wintertime launch to encourage shoppers to give “Next generation Technology” that uses less energy and helps preserve our environment for future generations
- Emphasis: Home electronics and possibly computers
- Timing: Winter holiday launch will leverage broader media/partner interest throughout the year



# Home Electronics Holiday Campaign Successes



- Since the campaign was piloted in 2002, messaging has reached more than 22 million consumers
- It generated more than \$2.8 million in national television and print media

# Appliance Promotion 2005



**'03 Campaign achieved 40 million kWh in 3 months**

This year

- Manufacturer-driven promotions
- Flexible theme and messaging
- Opportunities include
  - Appliance recycling
  - Kitchen remodeling
  - Earth Day
  - Hispanic outreach
- DOE conference-call week of November 15

# Cool Change 2005



## Campaign definition:

- Summertime effort to encourage consumers to learn how to increase their summer comfort while reducing energy bills and helping out the environment.
- Emphasis: programmable thermostats, dehumidifiers, ceiling fans, & room air conditioners
- Timing: Launches Memorial Weekend w/EPA press release, but regional activity varies based on weather/climate trends.

## Call to Action:

- **Cool your world with ENERGY STAR**

# Cool Change Marketing Materials



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

New creative  
coming soon

Web “skyscraper”  
image



# Cool Change Successes



- Several leading manufacturers reported increased market share
- Great market reach through Internet
  - Campaign messaging appeared on AOL.com, Netscape.com, and TheWallStreetJournal.com
- Since the campaign was piloted in 2002, messaging has reached more than 28 million people through the Internet, magazines, and TV news spots.

# Marketing Ceiling Fans



“Showroom”  
poster for in-  
store display

A photograph of a young boy underwater, wearing yellow goggles and colorful swim trunks. He is smiling and has bubbles around his head. The background is a clear blue water.Two white ceiling fans are shown side-by-side, floating in the water. A thin white line is positioned below them.

What's more refreshing  
than lower energy bills?

ENERGY STAR® qualified ceiling fans are more efficient than conventional models. This means you'll use less energy to get the same amount of cooling.

Ask one of our sales associates about what we have to offer that has earned the ENERGY STAR.

**IF HALF OF ALL CEILING FANS IN THE US WERE ENERGY STAR® QUALIFIED, THE CHANGE WOULD PREVENT AIR POLLUTION EQUIVALENT TO REMOVING MORE THAN ONE MILLION CARS OFF THE ROAD FOR ONE YEAR.**

Products that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the US Environmental Protection Agency and the US Department of Energy. [www.energystar.gov](http://www.energystar.gov)



ASK ABOUT  
ENERGY STAR

# Web Banner for Your Site or as Ad on Weather Site



Animated  
Banner



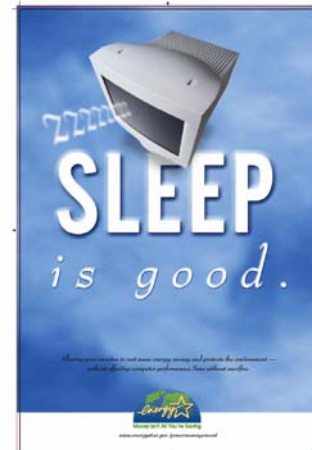
Static Banner

*Web Banners are 480 x 60 pixels  
Provided as GIF & Adobe ImageReady 7.0 files*

# Million Monitor Drive



- National campaign that addresses monitor power management
  - software tools (EZ Save, EZ Wizard)
  - services (e.g. activation during migration to Windows 2000)
- Participants used energy saving software on 1 million monitors
  - Pitney Bowes, Cisco Systems
  - Harvard University, Penn State



# MMD success



- More than 2.7 million monitors enabled saving nearly 600 million kWh
- (14 billion kWh potential nationwide, \$1 billion in energy savings)

- A more in-depth look at one national campaign:

Change A Light, Change the World

# What is Change a Light, Change the World?



Nationally coordinated effort each fall  
to encourage every American to  
make their next light an ENERGY STAR®, to  
Change a Light and Change the World.

# What is Change a Light, Change the World?



- Why Change a Light (or 5, for that matter)
  - Save more than \$60 every year in energy costs
  - Help prevent air pollution equivalent to the emissions from 8 million cars

# What is Change a Light, Change the World?



- Oct. 1- Nov. 30, national campaign acts as “umbrella” under which organizations participate individually or together:
  - 3<sup>rd</sup> party campaign sponsorship and joint timing offers unique marketing and PR angle
  - Supported by national PR push, partner “matchmaking,” free creative materials and array of in-store promotional tactics
  - Executed by partners locally/nationally through in-store promotions and PR outreach

# EPA Role



- Co-manage campaign
- Develop CAL CD
- Lead national PR strategy
- Support regional efficiency programs with promotional ideas/tactics and PR guidance

# How was Change a Light 2003?



- National media coverage:
  - TV: More than 80 broadcasts featuring energy-efficient lighting, reaching more than 2 million viewers
  - Radio: More than 900 broadcasts, reaching more than 6 million listeners
  - Print: Nearly 1.2 million impressions

# How was Change a Light 2003?



- Great participation:
  - Thousands of retailers
  - 18 lighting manufacturers
  - 85 regional programs/utilities/states
  - Nearly 100 showrooms made aware
- Strong regional and national sales
- Many regional PR events
- Tremendous increase in national consistency of messaging

# How was Change a Light 2003?



- Award winning for partners...four awards for excellence in campaign participation:
  - Ace Hardware
  - The Home Depot (for Cool Change, too)
  - Efficiency Vermont
  - Southern Minnesota Municipal Power Authority (for 3 campaigns)

# 2004 Campaign ongoing



- National PR Plan: we're all about a national "hit" in 2004!
  - National morning show pitching ongoing
  - Home improvement TV shows being approached
  - National Public Radio story pitch
  - Long lead consumer publications outreach
  - Lighting trade publications outreach
  - National Radio News Release carrying CAL message
  - Targeted local print and radio outreach
- Working with partners
  - For utilities/regional partners: We'll contact you for story integration if considering your market for radio and print + CAL PR calls ongoing
  - EPA spokesperson can be provided for CAL PR events
  - Brainstorming with EPA and PR consultants...have ideas or need help creating some? Contact me!
  - Public relations kit

# Campaign Basics



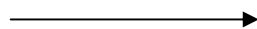
*Three easy ways to tie your PR and marketing efforts to the campaign:  
Basics of Participation*

1. Use the **Call-to-Action language** (where appropriate):
  - When creating PR, marketing, or promotional materials that you consider part of campaign participation—distinguish from “business as usual”
  - Marketing: “Make your next light an ENERGY STAR”
  - PR: “The U.S. EPA and U.S. DOE are encouraging every American home to change their 5 most frequently used lights...”
2. Use **Change a Light Promotional Mark**:
  - Use the Change a Light, Change the World mark in PR and marketing/promotional materials you define as part of your participation
3. Define **ENERGY STAR® as U.S. government**:
  - Use the “voice of authority” building block as is or as text when defining ENERGY STAR (“Products that earn the ENERGY STAR meet strict energy efficiency...”)

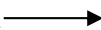
# Delivering on the Basics: 3 Building Blocks



1. Change a Light promotional marks



2. Change a Light mark and Voice of Authority



3. Change a Light mark, Voice of Authority, and call-to-action message



\* All building blocks are available in cyan & black

# Promotional Tactics



- On message, turn-key promotional tactics to bring Change a Light campaign in-store:
- Sweepstakes / Giveaways
- Community Tie-Ins
- In-store events
- Cross-category promotions w/lighting as lead

Beautifulify  
your environment

It's easy to see that ENERGY STAR® qualified fixtures add style to any decor. But what you can't see is that they help to beautify our environment by using less energy and preventing air pollution. So, when you look to brighten your home, choose an ENERGY STAR and Change a Light. Change the World.

HELP PROTECT OUR ENVIRONMENT FOR FUTURE GENERATIONS.  
MAKE YOUR NEXT LIGHT AN ENERGY STAR.

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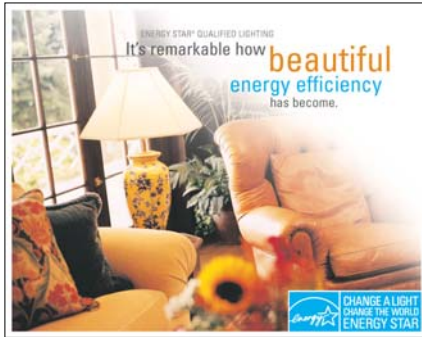
CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR

The advertisement features a photograph of a person lying on a light blue sofa in a lush, green outdoor setting with trees and a large tree trunk. A small table with a lamp is next to the sofa, and another lamp is on a side table. The text is overlaid on the image, and the bottom section contains a blue banner with white text and the Energy Star logo.

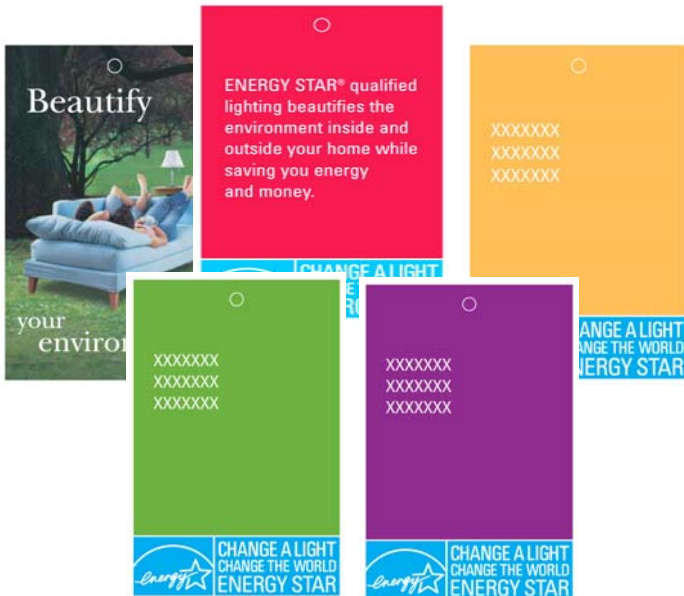
# Showroom/Display Suite



Fixture Brochure



Showroom Poster



Hang Tags

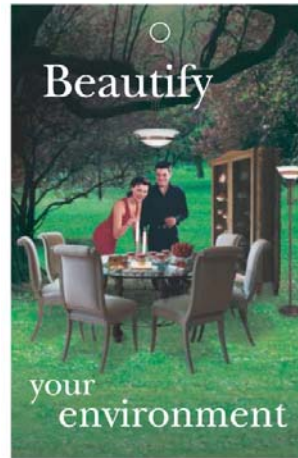


Window Decal and/or Stand-Up Card

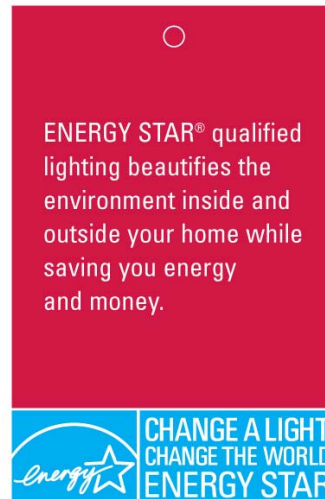
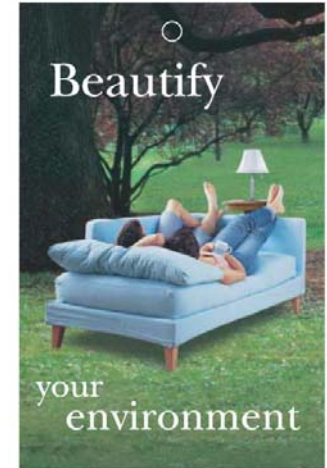
# Colorful Hang Tags



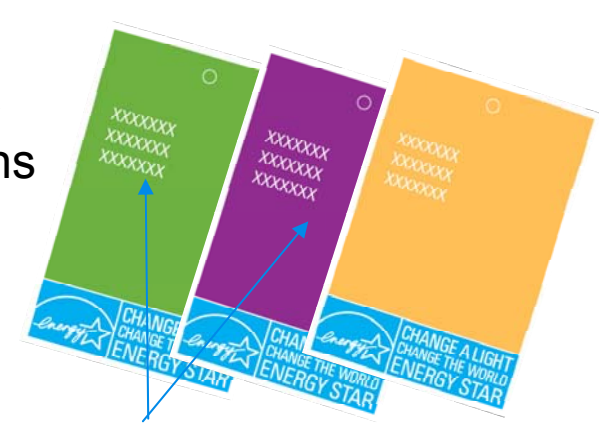
Print (and co-brand) these colorful hang tags for display



Front Options



Back Options



Customize with your logo, product, and message

# Public Relations Kit on CD



Kit includes:

1. Campaign Backgrounder
2. Press Release Template
3. Top 10 Ways to Save with Lighting

PR Campaign Essentials:  
3 Easy Guidelines  
Document on CD

**CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR**

Products that have the ENERGY STAR green performance logo are the leading energy efficiency guideline set by the U.S. Environmental Protection Agency under the U.S. Department of Energy.

**TEN WAYS TO SAVE WITH LIGHTING**

- 1) **Change five lights.** Replace your home's five most frequently used light fixtures, or the bulbs in them, with models that have earned the ENERGY STAR for energy efficiency. By making this change, a household can save more than \$60 a year in energy costs. The home's five most frequently used lights typically include: 1. Kitchen ceiling dome light, 2. Living room table lamp, 3. Living room floor lamp, 4. Bathroom vanity light, and 5. Outdoor porch or post lamp.
- 2) **Buy 1 instead of 10.** Compact fluorescent lamp light bulbs and can save you more than \$25 in energy costs.
- 3) **Consider the environmental savings.** Your car. If one room in every US household was brighter equivalent to the emissions from 5 million cars. Thus, changing the world can be as simple as changing a light.
- 4) **Buy products with a strong warranty.** A real ENERGY STAR qualified light fixture comes with a 2-year warranty.
- 5) **Keep cool with a ceiling fan.** By replacing an unqualified ceiling fan/light combo unit you can save \$10 blades and motors that move air 20% more efficiently to cool you without competing with heat from traditional fans with lighting are decorative, practical and will help.
- 6) **Install dimmers.** Dimmers provide a range of light lighting. Currently, most ENERGY STAR qualified light introduce compatible models. In the meantime, use dimmers.
- 7) **Flip a switch when leaving a room.** Saving leave a room, turn off the light and see the savings.
- 8) **Safety (and savings) first.** The bulbs in a halogen incandescent are not enough to fry an egg. ENERGY STAR safer temperatures, they last up to 10 times longer than energy and bulb replacement costs over their lifetime.
- 9) **Put your lights on a schedule.** There are many you need them. Install timers that automatically turn light on your outdoor fixtures to provide safety and to prevent products with photo cells or photo sensors that allow light qualified outdoor fixtures come with photocells or photo outdoor lighting if you are not currently planning to replace to save energy.
- 10) **Start with lighting.** Replacing your home's five that have earned the ENERGY STAR, is one of 5 simple home more energy-efficient. Other easy actions America earned the ENERGY STAR, including home electronics Sealing your home with adequate insulation, and 4. If efficiency is good for your home and the environment. With ENERGY STAR, you can save up to 30%, or about

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**PR Campaign Essentials**

It's as simple as 1-2-3:

1. **Make the connection between your local event or promotion and the national 2004 ENERGY STAR Change a Light, Change the World campaign.**  
When creating your 2004 PR materials, frame your event as a part of the "U.S. Environmental Protection Agency's national ENERGY STAR Change a Light, Change the World" campaign.  
**EXAMPLE:** "Partner's game fireworks turn-up event is part of the U.S. Environmental Protection Agency's national ENERGY STAR Change a Light, Change the World campaign."
2. **Use the Change a Light, Lead with or include the C when possible.**  
This year's "call to action" in them, with models that year in energy costs. If you to the emissions from most allows.  
**EXAMPLE:** "This fall the residents to replace your models that have earned \$60 a year in energy costs equivalent to the emission."  
3. **Define ENERGY STAR a program.**  
Use the "voice of authority" in your materials.  
**EXAMPLE:** include graph your press materials:  
"Products that have earned energy efficiency guideline of Energy. www.energystar.com"

**BACKGROUNDER**

The ENERGY STAR Change a Light, Change the World campaign is the U.S. Environmental Protection Agency's (EPA) annual challenge to Americans to switch to lighting products that have earned the ENERGY STAR – to save energy, money and protect the environment. In the campaign's 5<sup>th</sup> year, EPA with the U.S. Department of Energy (DOE) is partnering with leading manufacturers, retailers, local government, utilities and energy efficiency organizations nationwide. Through national and regional promotional efforts the campaign encourages consumers to replace their home's five most frequently used light fixtures, or the bulbs in them, with models that have earned the ENERGY STAR. By making this simple change, a household can save more than \$60 a year in energy costs. If every home in America made this change, we'd prevent air pollution equivalent to the emissions from more than 5 million cars.

The home's five most frequently used lights typically include: 1. Kitchen ceiling dome light, 2. Living room table lamp, 3. Living room floor lamp, 4. Bathroom vanity light, and 5. Outdoor porch or post lamp.

The average home has approximately 30 lights. If one room in every US household used ENERGY STAR qualified lighting, we would save more than 100 billion kWh of energy and keep one trillion pounds of greenhouse gases out of the air (over the lifetime of the fixtures and bulbs).

Homeowners can now choose from an increased variety of ENERGY STAR qualified lighting that is advanced in style, design and energy efficiency.

ENERGY STAR Qualified Lighting Products	
<input type="checkbox"/> Chandeliers	<input type="checkbox"/> Under-cabinet lighting
<input type="checkbox"/> Wall sconces	<input type="checkbox"/> Ceiling fans with lighting
<input type="checkbox"/> Torchiere floor lamps	<input type="checkbox"/> Close-to-ceiling fixtures
<input type="checkbox"/> Bathroom vanity lights	<input type="checkbox"/> Down lights
<input type="checkbox"/> Desk lamps	<input type="checkbox"/> Task lights
<input type="checkbox"/> Table lamps	<input type="checkbox"/> Ceiling drums (recessed cans)
<input type="checkbox"/> Pendants	<input type="checkbox"/> Compact Fluorescent Bulbs (CFLs)

**Protecting our environment starts at home.** Replacing your five most frequently used fixtures, or the bulbs in them, with ones that have earned the ENERGY STAR, is one of 5 simple actions that EPA is encouraging everyone to do to make their home more energy-efficient. Other easy actions Americans can take include: 1. Looking for other products that have earned the ENERGY STAR, including home electronics and appliances; 2. Heating and cooling your home smarter; 3. Sealing your home with adequate insulation; and 4. Telling family and friends—help spread the word that energy efficiency is good for your home and the environment. The typical household spends \$1,400 a year on energy bills. With ENERGY STAR, you can save up to 30%, or about \$420 a year, on your energy bills.

# Also on CD



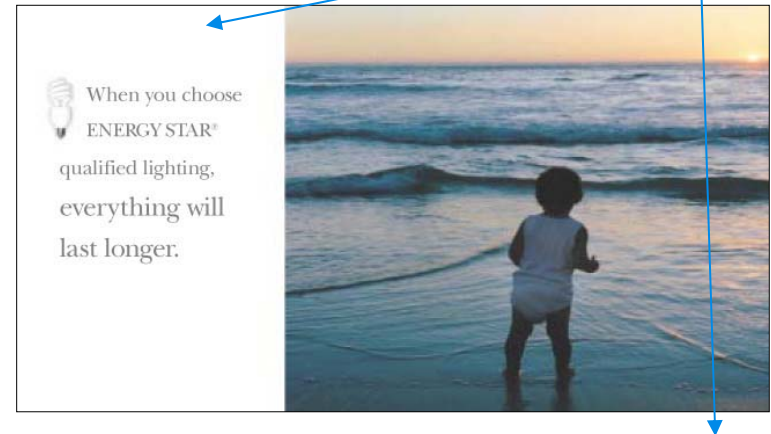
- Key marketing language
- Five fact sheets
  - CFLs, Fixtures Generally, Outdoor, Decorative, and Torchieres
- Bill stuffer
- Print ads for bulbs and fixtures
- General lighting handout
- Online lighting calculators
- Product images
- Web banners
- Infographics

# Bill Stuffer



**Customize with your logo(s), products, and message**

Distribute customized bill  
stuffers



ENERGY STAR® qualified bulbs last up to ten times longer than standard bulbs and use a lot less energy. In fact, if every U.S. household replaced their 5 most frequently used light fixtures or the bulbs in them with ones that have earned the ENERGY STAR, not only would each home save more than \$60 a year in energy costs, we'd collectively prevent air pollution equivalent to the emissions from 8 million cars. So choose ENERGY STAR qualified products and Change a Light, Change the World.



**HELP PROTECT OUR ENVIRONMENT FOR FUTURE GENERATIONS.  
MAKE YOUR NEXT LIGHT AN ENERGY STAR.**

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[www.energystar.gov](http://www.energystar.gov)



**CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR**

# Print Ads



*Customize with your logo, product, and message*



*Both Print Ad layouts available in 2 & 4 color, 8.5" x 11"*

# Web Banner



Beautify the environment

inside & outside your home.

ENERGY STAR® qualified lighting offers  
stylish design, energy efficiency, and longer bulb life.

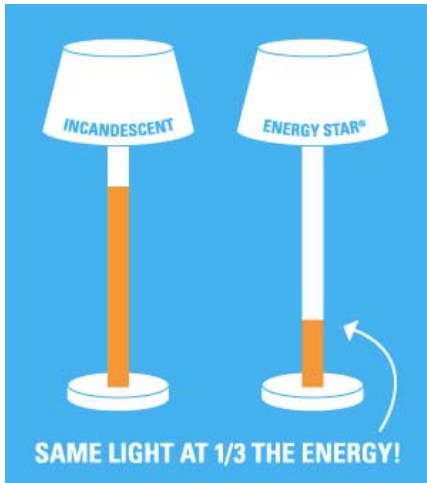


MAKE YOUR NEXT LIGHT  
AN ENERGY STAR®

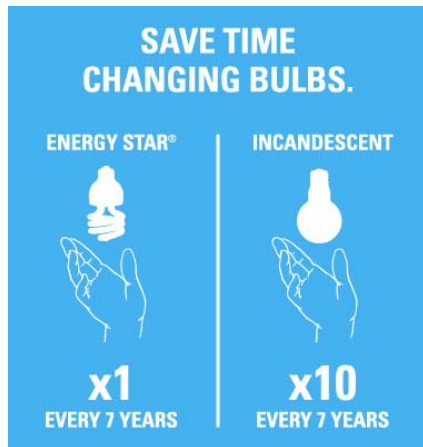


CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR

# Infographics



Energy Savings - Fixtures

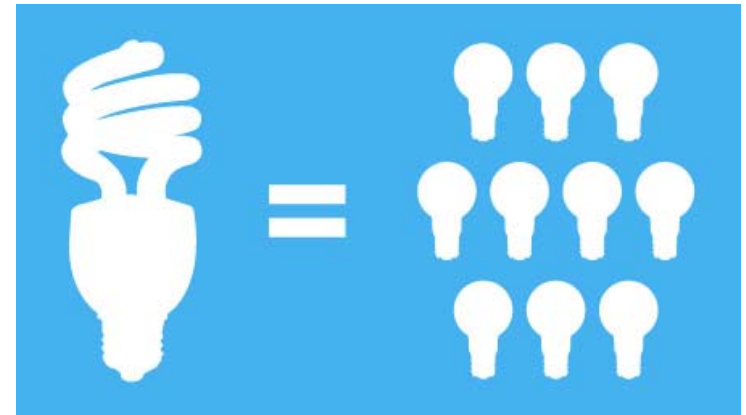


Time Savings - Bulbs

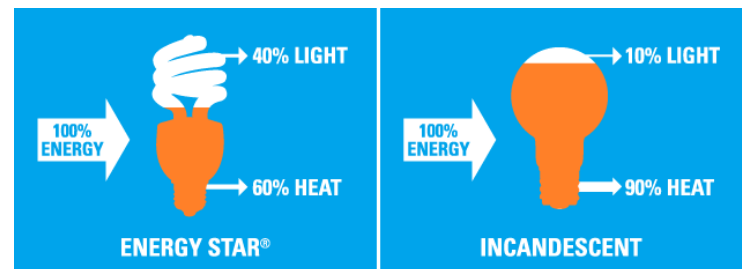
Clearly illustrate energy and money savings potential offered by ENERGY STAR qualified lighting products



Money Savings



Long life - bulbs



Energy Efficiency - light vs. heat

# Get started!



- Request a CD: e-mail [changealight@drintl.com](mailto:changealight@drintl.com)
- Get more information on [energystar.gov/nationalcampaigns](http://energystar.gov/nationalcampaigns) (click on Change a Light)