Overview of ENERGY STAR Program and Specification Development Process

For more information:

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Overview

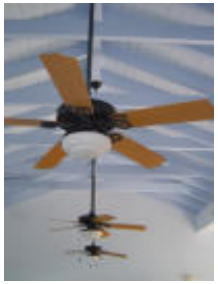
- ENERGY STAR program overview
- ENERGY STAR program successes
- ENERGY STAR specification development

What is ENERGY STAR?

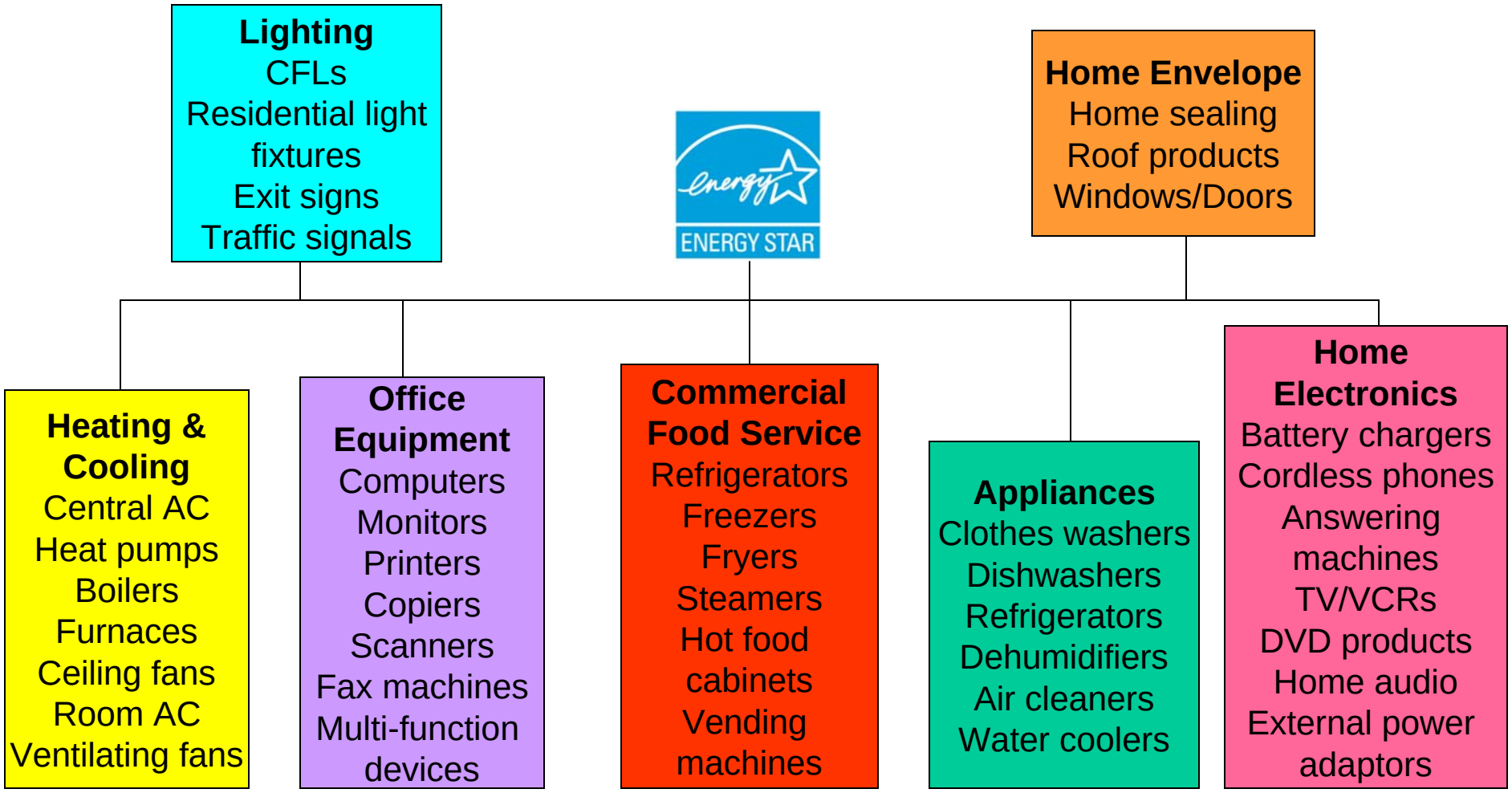
- ENERGY STAR is a voluntary program
- ENERGY STAR is the national symbol of energy efficiency, making it easy for consumers and businesses to identify high-quality, energy-efficient products
- ENERGY STAR distinguishes what is efficient/better for the environment without sacrificing features or performance
- Products that earn the ENERGY STAR meet strict energy performance criteria set by EPA or DOE

ENERGY STAR

Homes, Buildings, Products



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



ENERGY STAR Partners in the US

- ENERGY STAR works with many stakeholders in reducing greenhouse gas emissions including
  - Manufacturers, retailers, and state and utility partners
- More than 1,500 manufacturers labeling more than 35,000 product models
- Over 800 retailers (with more than 21,000 storefronts)
- More than 450 utilities and other energy efficiency program sponsors promoting ENERGY STAR

Activities to Support Partners and Qualifying Products

- Publicity and consumer education
  - Public Service Announcements in print, TV, and radio
  - Annual National Promotions for Lighting, Cooling Equipment, Home Electronics, and Home Appliances
  - Consumer brochures
- Marketing tools
- Recognition with annual awards
- Purchasing tools including sample procurement language
- Consumer Web-site: www.energystar.gov

Outreach for Electronics/IT

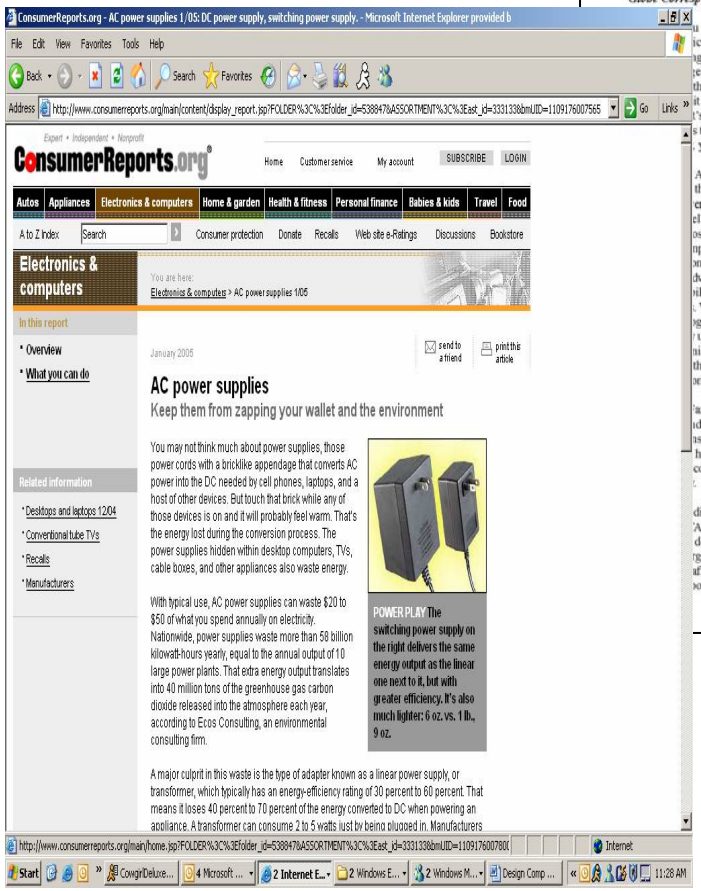
The Boston Globe

THIRD EDITION THURSDAY, AUGUST 26, 2004 HOUSE & HOME; H 1

LIFE AT HOME:

Reducing the wasted energy of power packs

By Alan R. Earls,
Globe Correspondent



ConsumerReports.org - AC power supplies 1/05: DC power supply, switching power supply. - Microsoft Internet Explorer provided b

ConsumerReports.org

Electronics & computers

AC power supplies

Keep them from zapping your wallet and the environment

Figuring real cost of power adapters - Microsoft Internet Explorer provided by ICF Consulting Group, Inc.

latimes.com MARKETPLACE

STANDARD PACIFIC HOMES

HOMES on latimes.com

From Orlando Sentinel

ENERGY CHECK

Figuring real cost of power adapters

By Ken Sheinkopf, Special to the Sentinel

Considered individually, efficient light bulbs and small household appliances may save little more than pocket change during the year. But when we add up the savings from all those items, they can make a big difference in our power bill.

Now becoming more common in the typical household are the power packs that come with electronics and appliances, particularly with cell phones, PDAs, digital cameras, MP3 players and camcorders.

Odds are good that you have one or more of these products in your home. In fact, the Environmental Protection Agency estimates

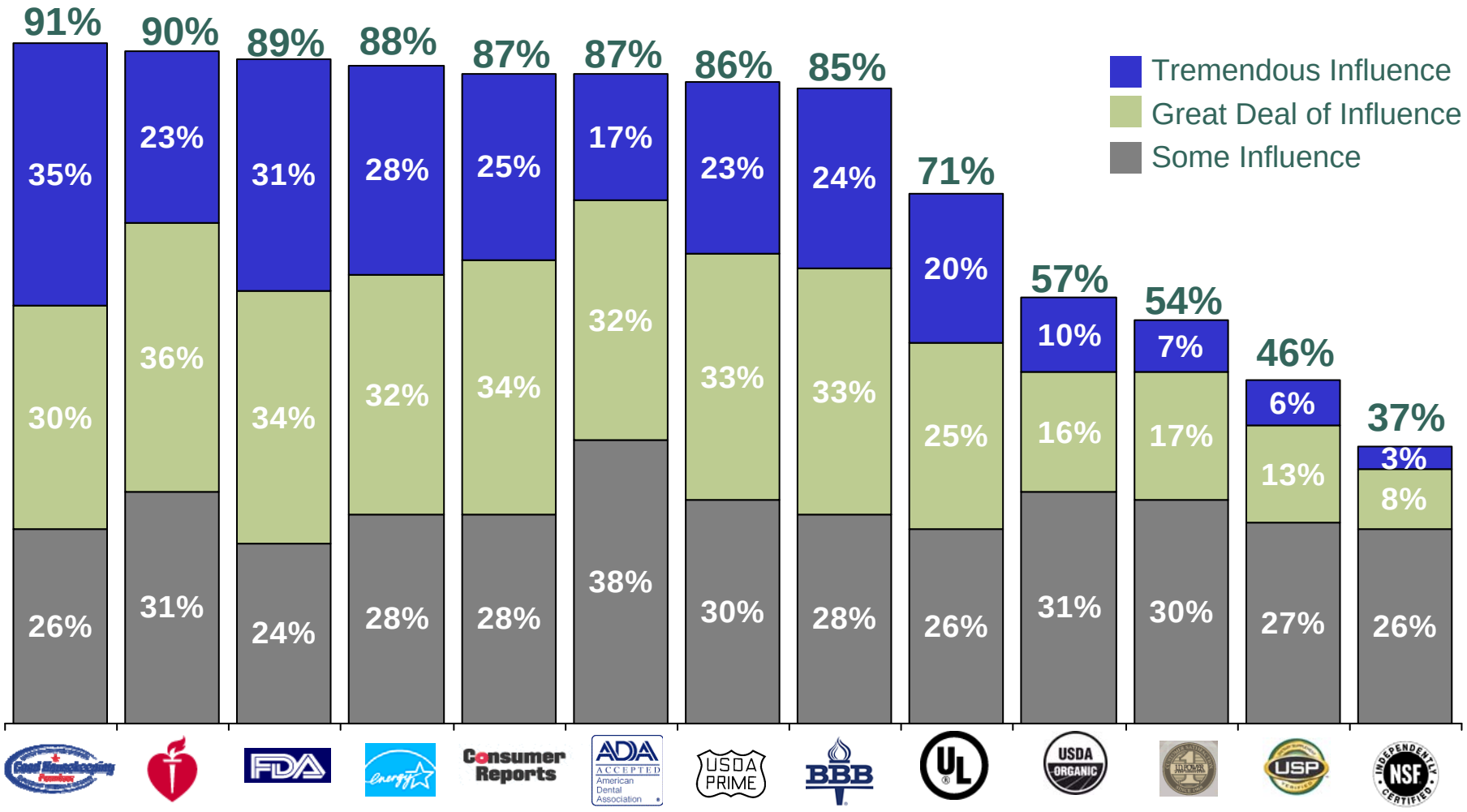
ENERGY STAR Successes

In 2005 alone, Americans:

- saved $12 billion dollars with ENERGY STAR
- prevented 35 million metric tons of greenhouse gas emissions
  - equivalent to removing 23 million cars from the road
- purchased about 175 million ENERGY STAR qualified products

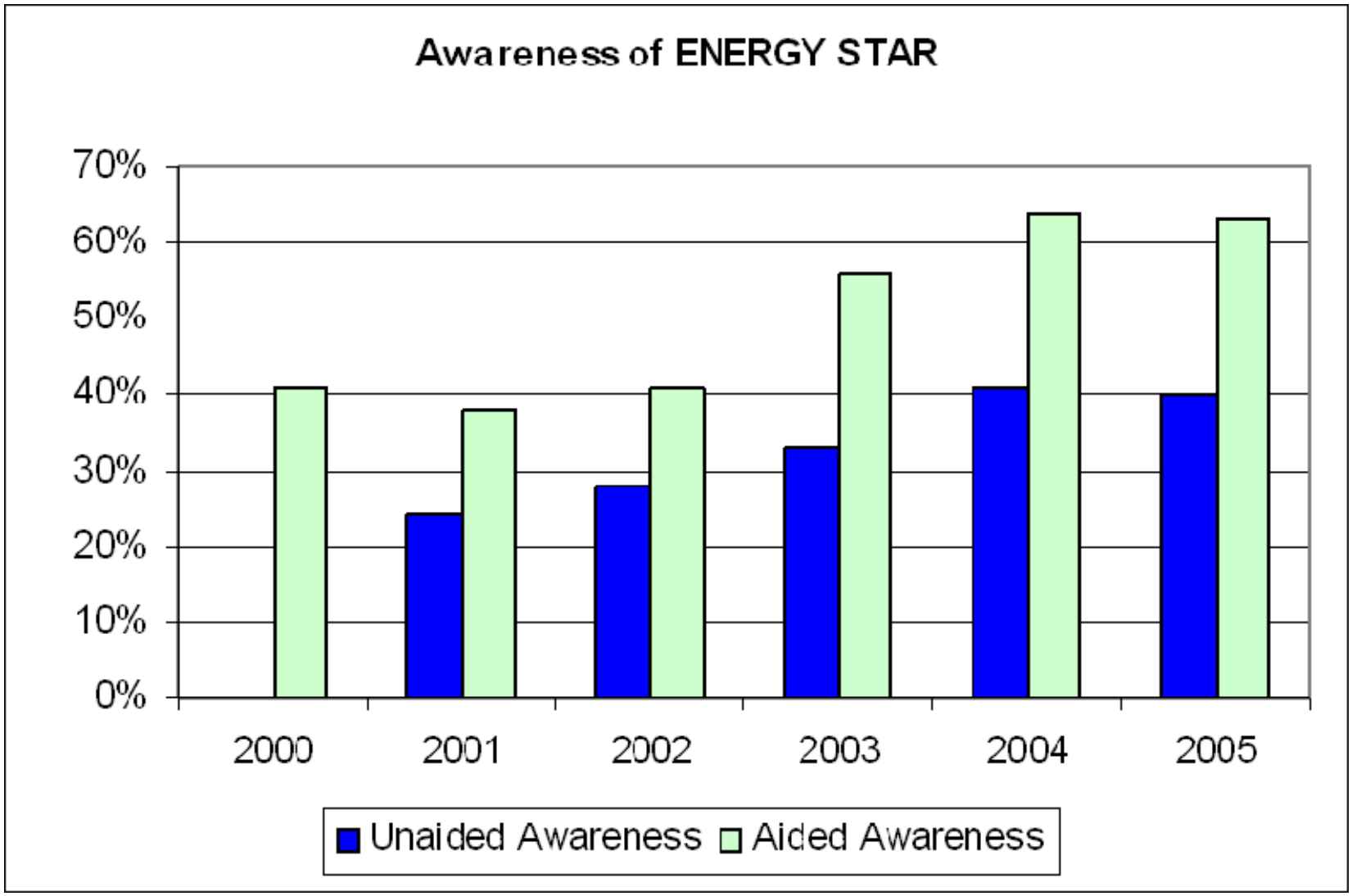
GOOD HOUSEKEEPING SURVEY

ENERGY STAR label ranks among the highest level of influence on product purchase among all consumer emblems, similar in ranking to the Good Housekeeping Seal and Consumer Reports.

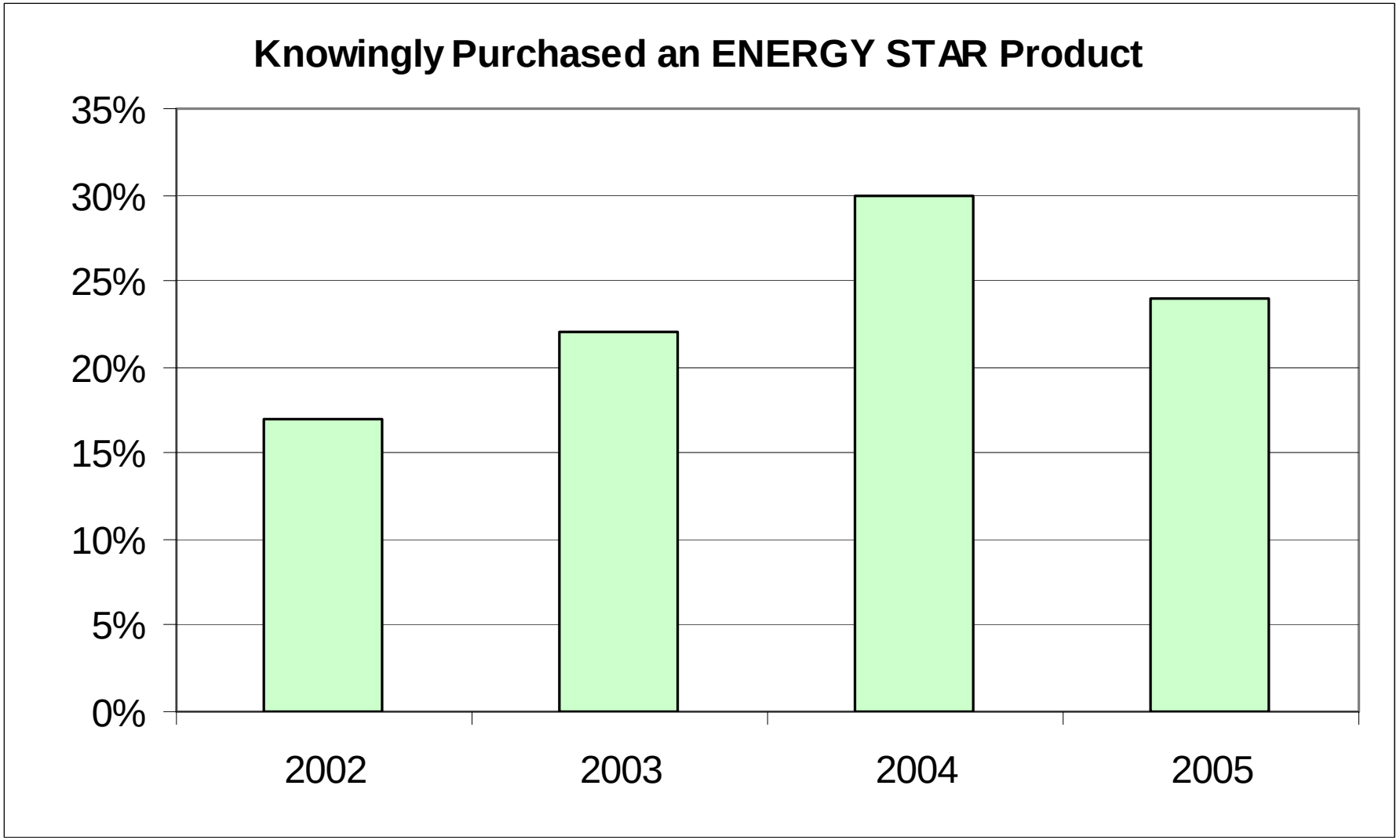


Source: Fairfield Research, May 2003

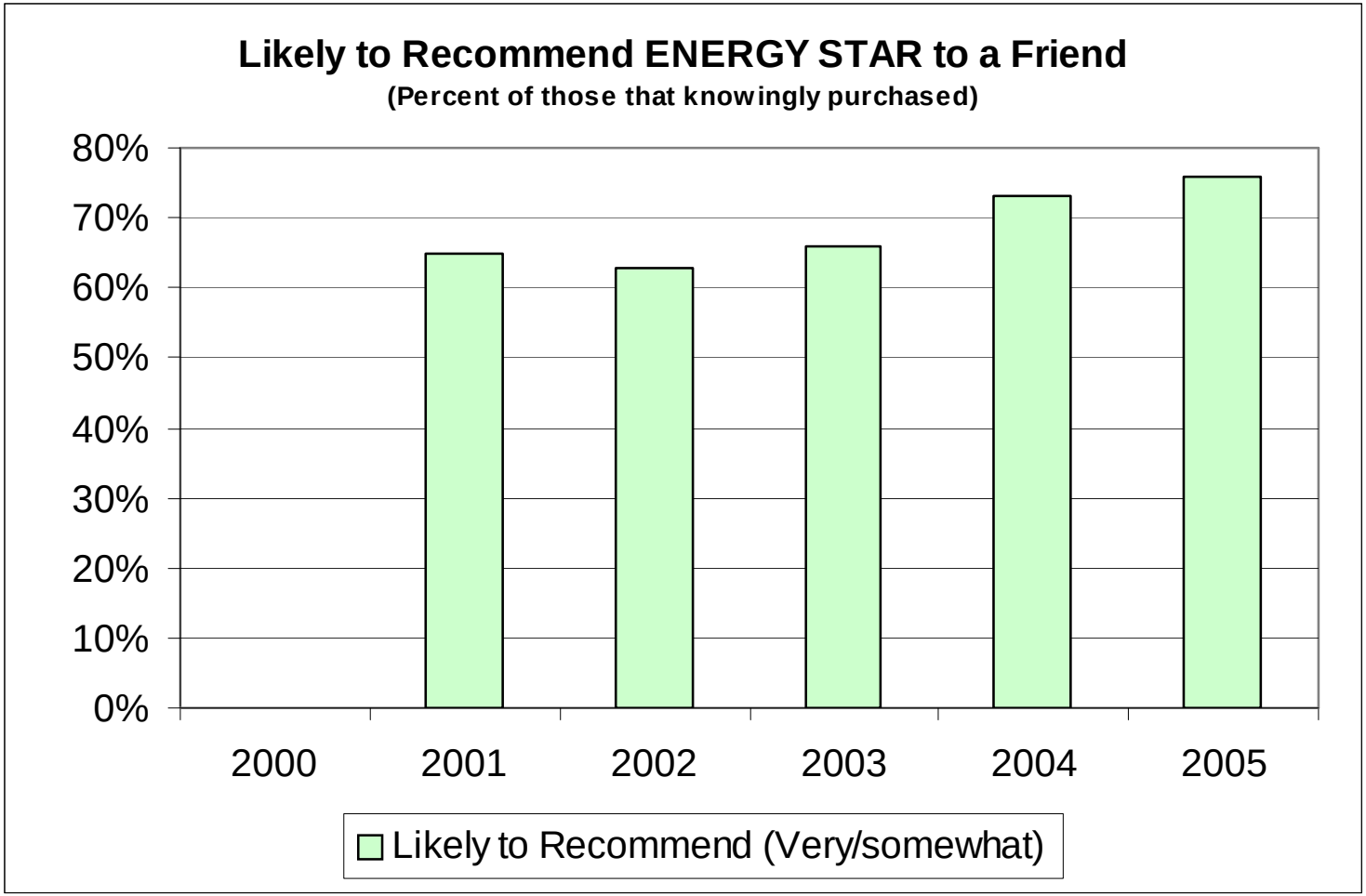
In 2005, more than 60% of households recognize the ENERGY STAR mark at the national level



Approximately one in four households knowingly purchased an ENERGY STAR qualifying product in 2005



Of the one in four households that knowingly purchased an ENERGY STAR qualifying product in 2005, more than 75% of them reported they are likely to recommend ENERGY STAR products to friends



Guiding Principles of Specification Development

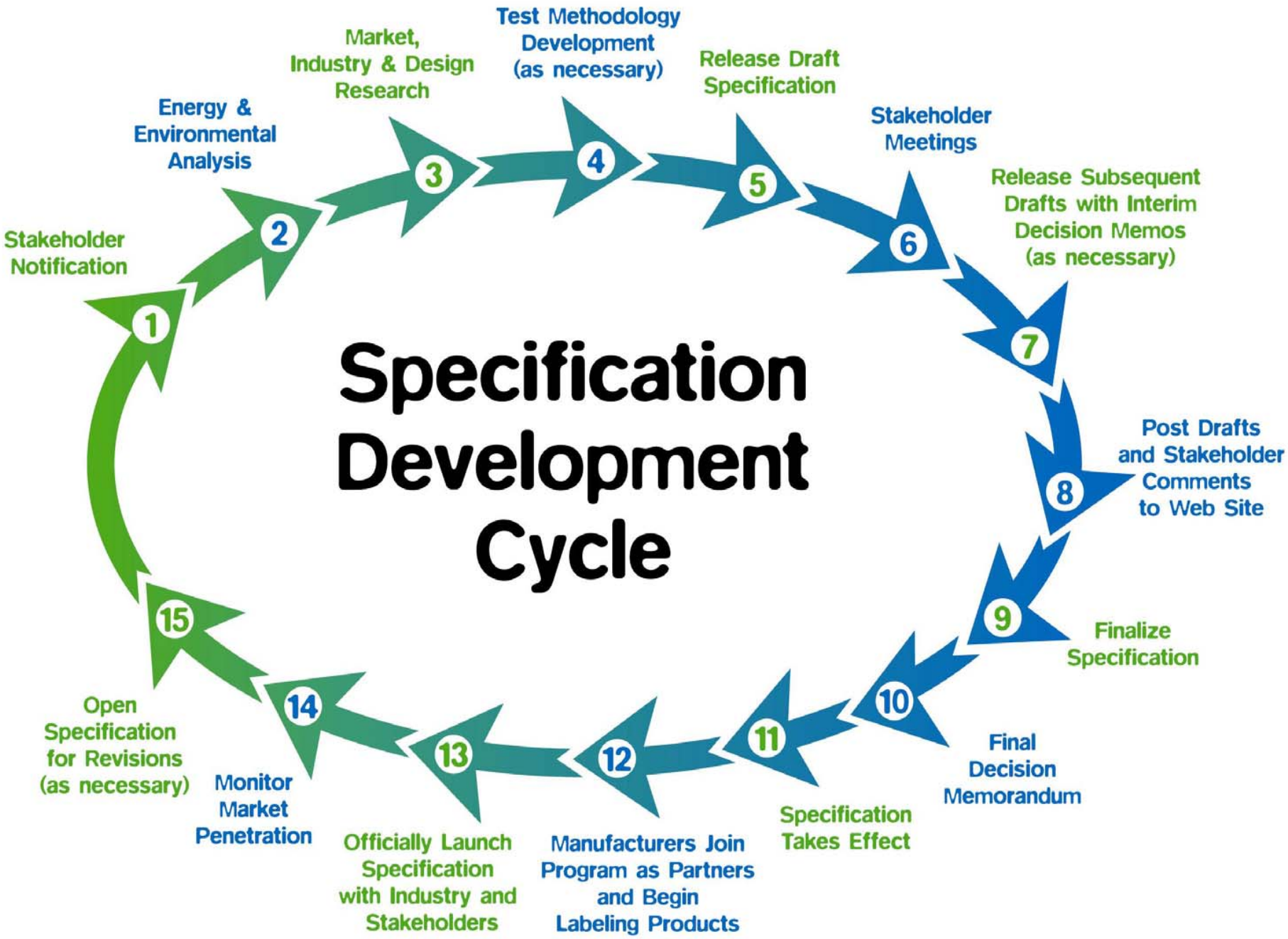
- Cost-effective efficiency
- Performance maintained or enhanced
- Significant energy savings potential
- Efficiency is achievable with non-proprietary technology
- Product differentiation and testing are feasible
- Labeling can be effective in the market

Developing an Effective Specification

1. Energy and environmental analysis

2. Market research and design analysis

3. Specification development (with significant stakeholder involvement)


Specification Development Cycle
1
Stakeholder Notification
2
Energy & Environmental Analysis
3
Market, Industry & Design Research
4
Test Methodology Development (as necessary)
5
Release Draft Specification
6
Stakeholder Meetings
7
Release Subsequent Drafts with Interim Decision Memos (as necessary)
8
Post Drafts and Stakeholder Comments to Web Site
9
Finalize Specification
10
Final Decision Memorandum
11
Specification Takes Effect
12
Manufacturers Join Program as Partners and Begin Labeling Products
13
Officially Launch Specification with Industry and Stakeholders
14
Monitor Market Penetration
15
Open Specification for Revisions (as necessary)

Important Process Elements

- Consistency
- Transparency
- Inclusiveness
- Responsiveness
- Clarity

ENERGY STAR Stakeholders