



2008 ENERGY STAR Priorities

Peter Banwell, US EPA

ENERGY STAR Lighting Partner Meeting
Phoenix, AZ
February 25 – 27, 2008

Overview



- 2007 – year in review
 - Climate
 - Lighting market developments
- 2008 Priorities
 - Research
 - Marketing



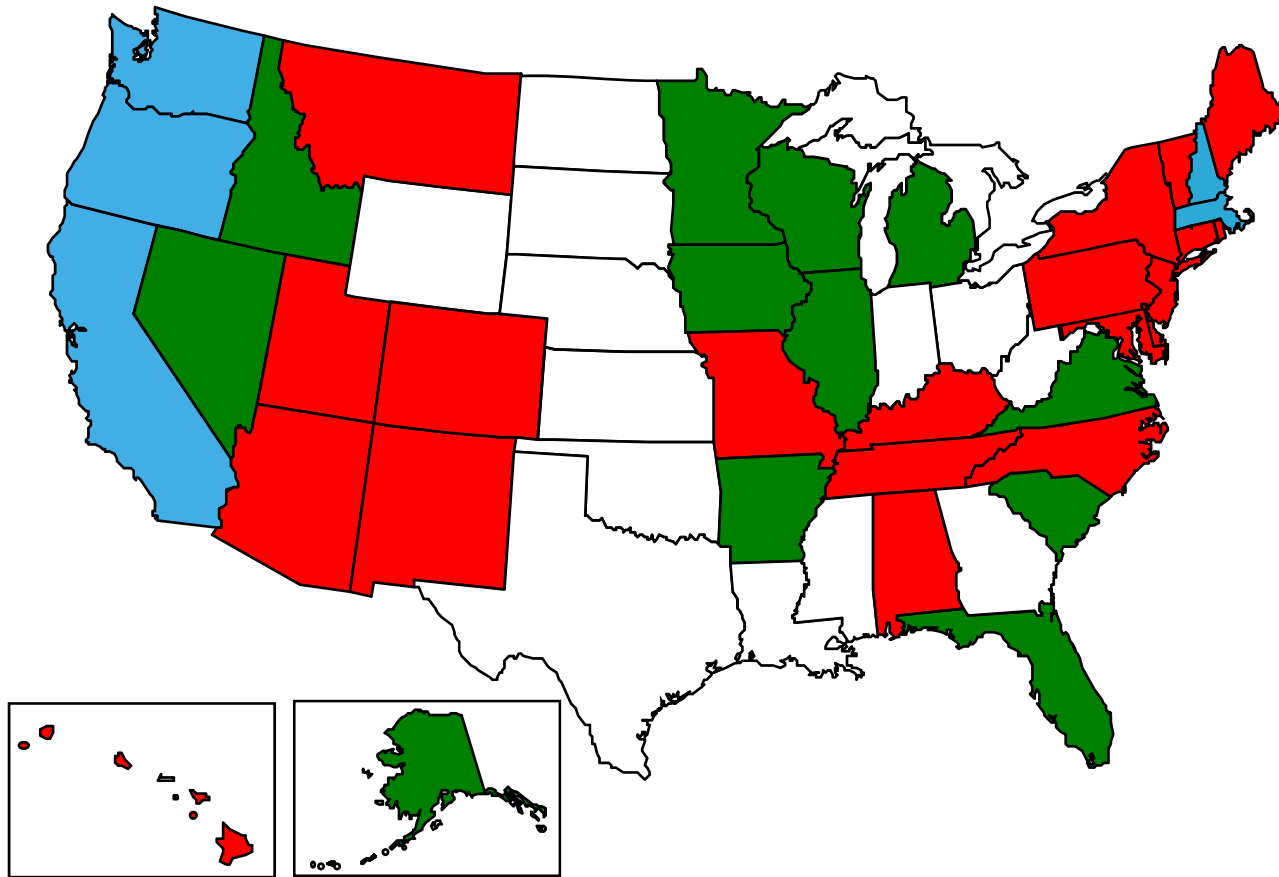
ENERGY STAR

Climate

Climate – Media Attention on Climate Change



Climate – States Addressing Climate Change



States with Climate Action Plans



States with Climate Action Plans In-Progress

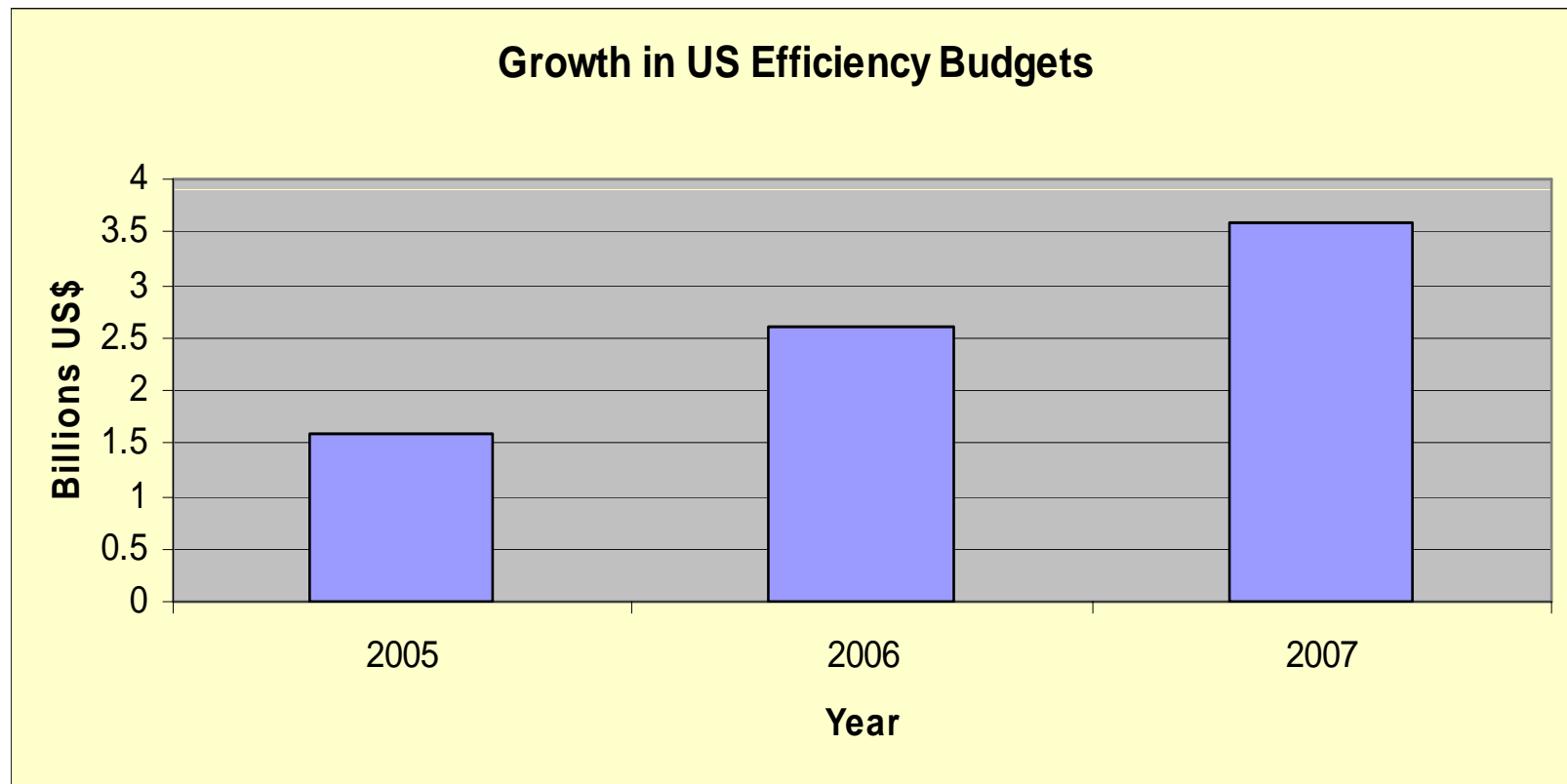


States with Carbon Caps and Climate Action Plans



No Climate Action Plan

Climate- Efficiency Budgets



Source: CEE

Climate - International Efficiency Efforts



- Australia - Phasing out inefficient lighting with new standards by 2009 to 2010.



- Canada - Phasing out inefficient incandescent lighting by 2012.



- Tokyo - Climate Change Strategy which calls on citizens to switch from incandescent to energy efficient fluorescent bulbs.



- European Union - Producing legislation to phase out inefficient incandescent lighting.



- Energy Bill- improving incandescent efficiency levels, starting in 2012.

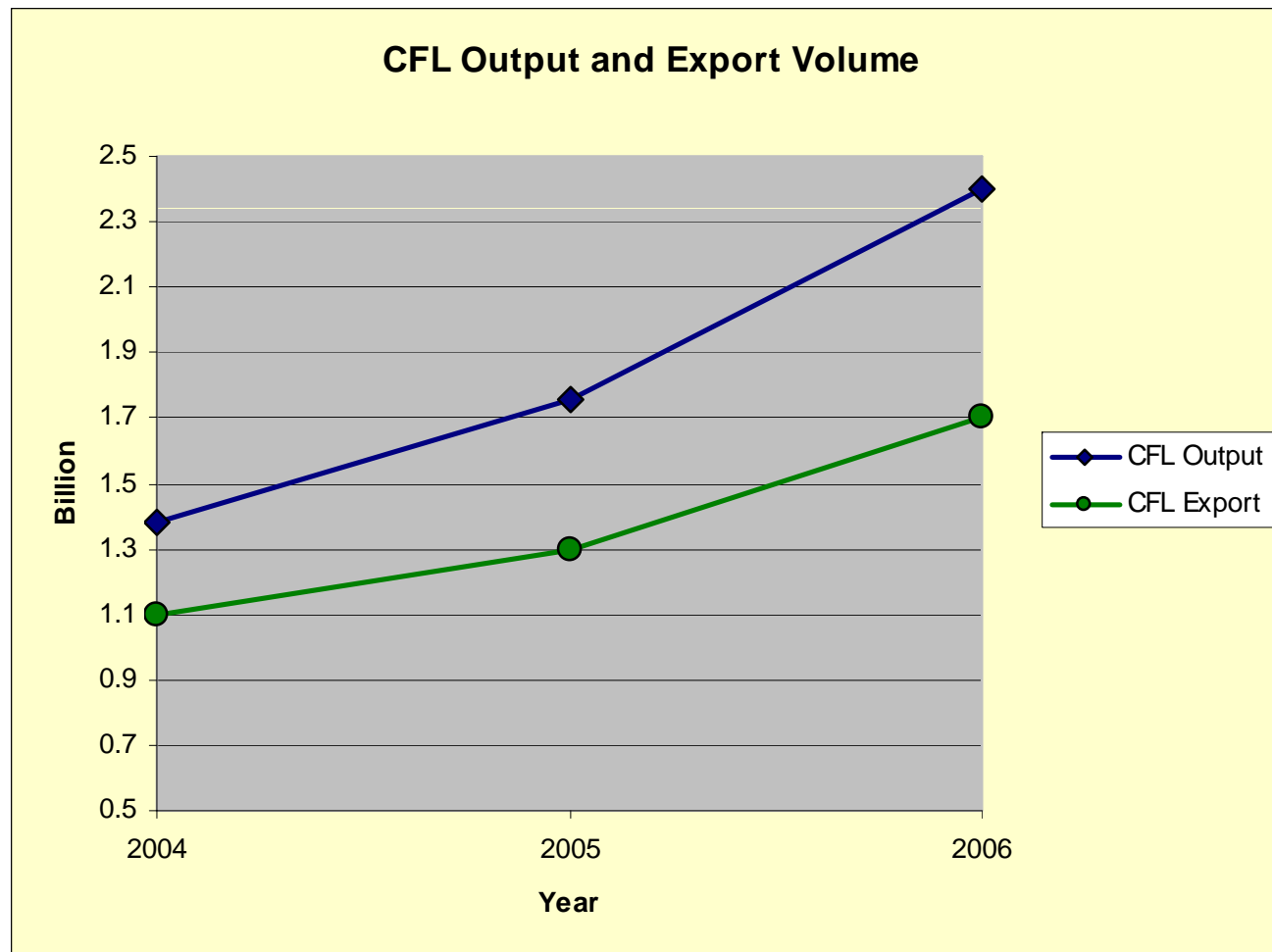


Lighting Market Developments

Lighting Market Developments – International - China



Shipping Statistics from China



Lighting Market Developments – TCP – Nanjing, China



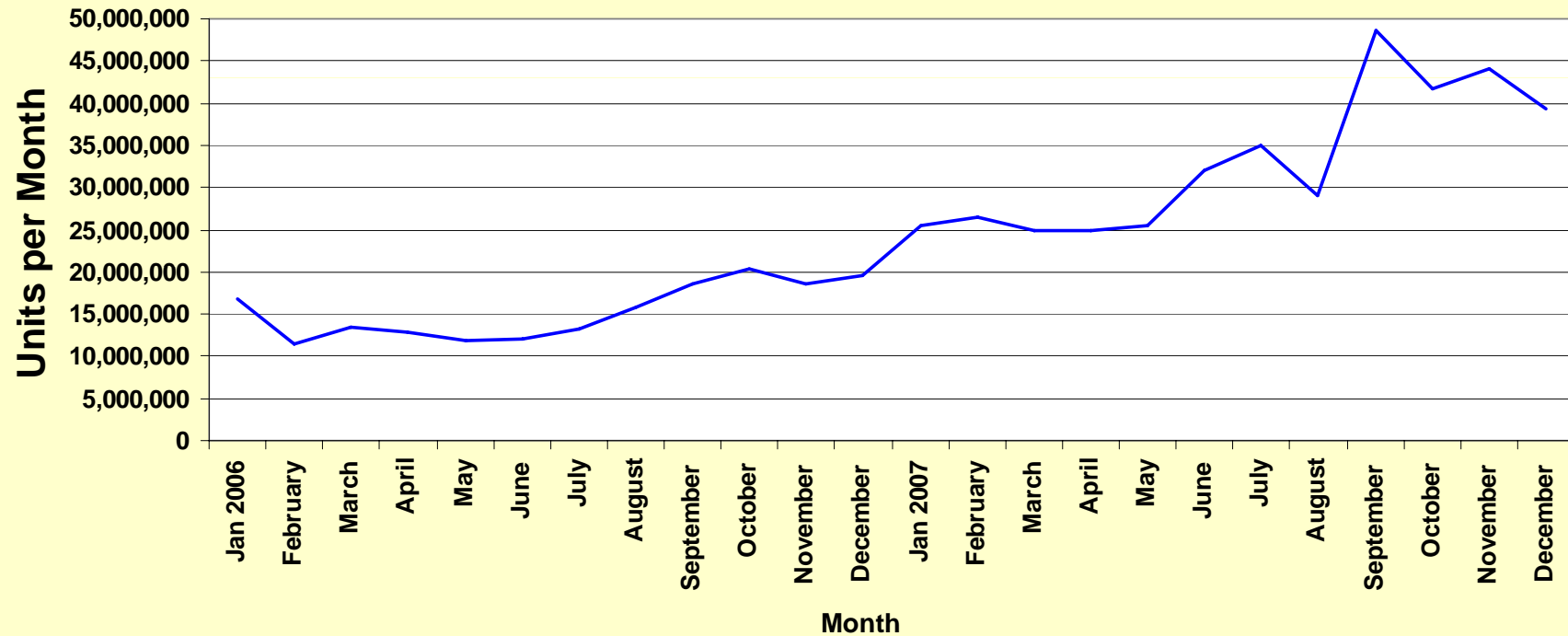
Lighting Market Developments – Topstar - Xiamen, China

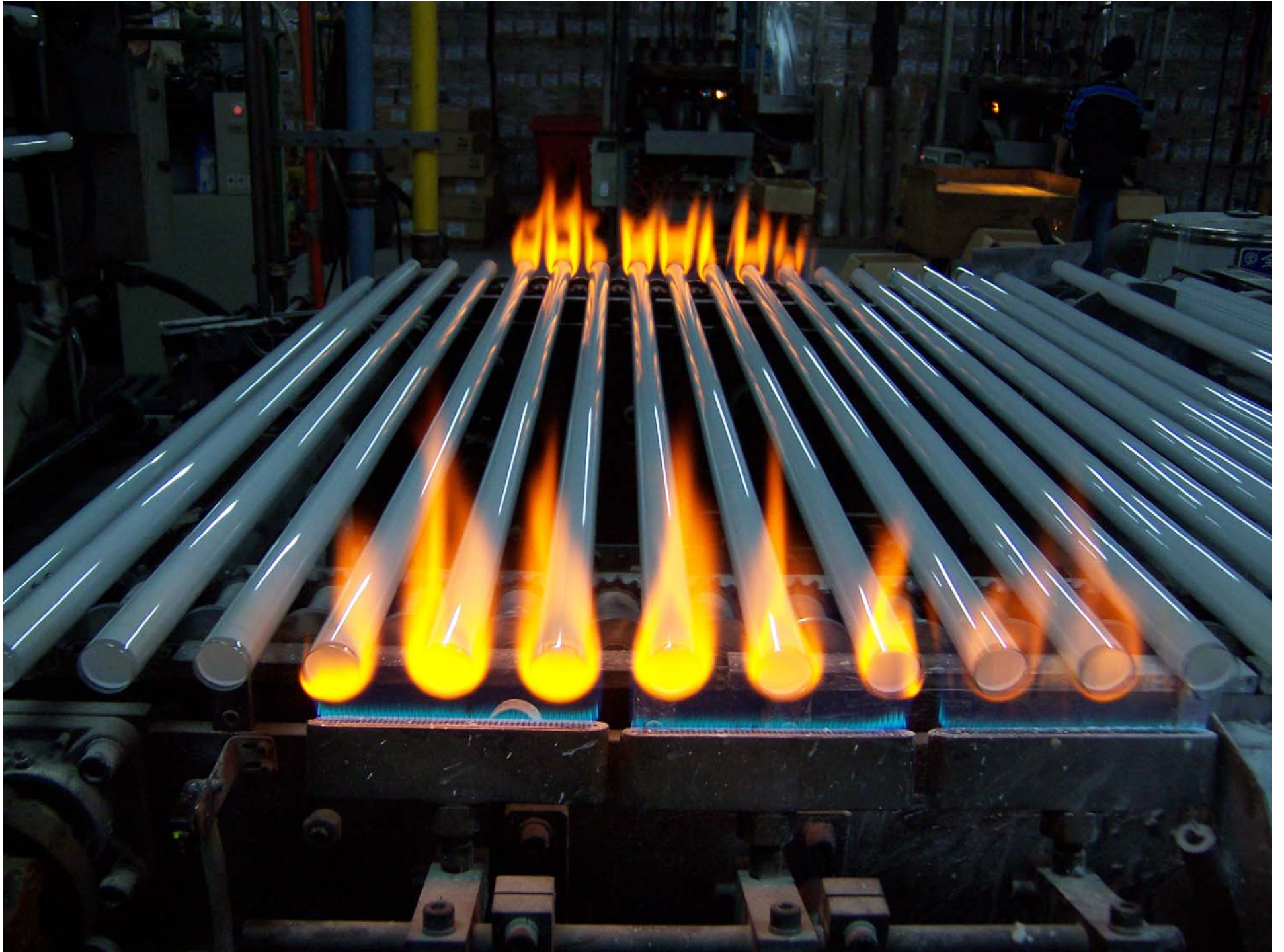


Lighting Market Developments - CFL Shipping Statistics

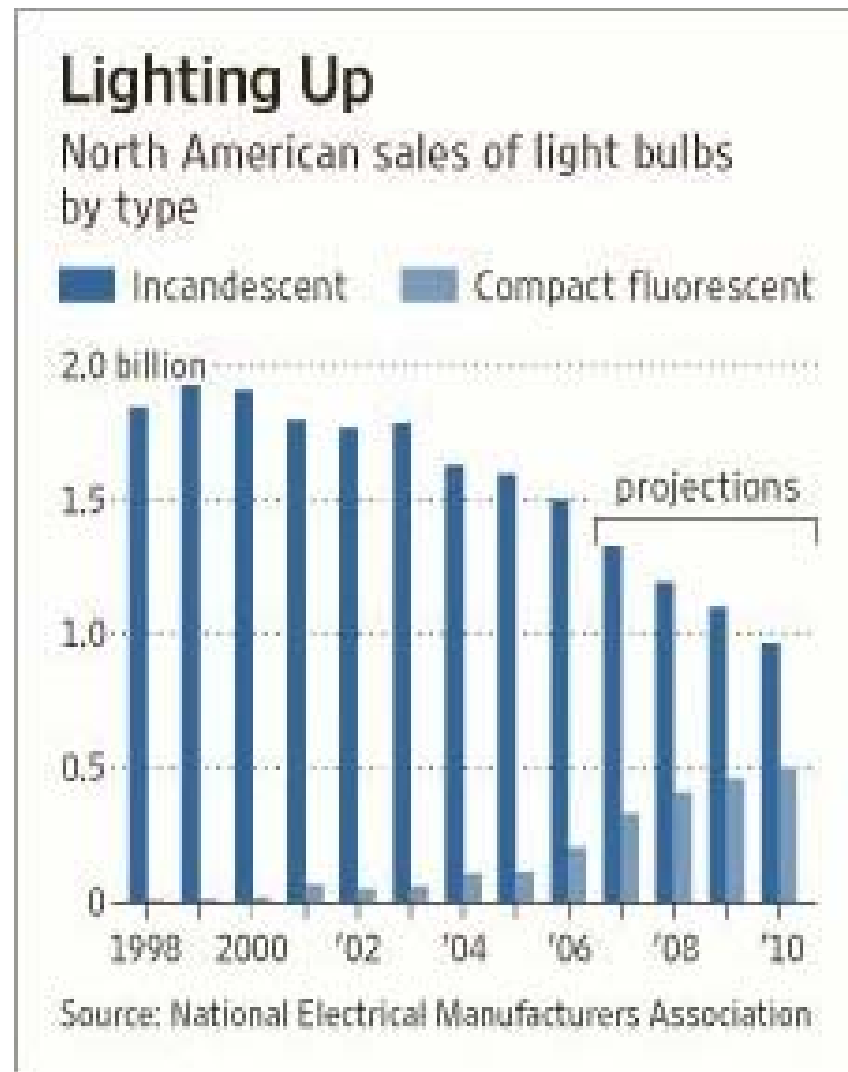


Screwbase CFL Imports to the U.S., 2006-2007





Lighting Market Developments - Decline in Incandescents



Lighting Market Developments - Fixture Spec Revision



- Finalized Version 4.1 Sept., 2007
- Effective date August 1, 2008
 - 10,000 hours
 - High heat and cycling test
 - “Off the shelf” testing requirement

Lighting Market Developments - Phase out of 2 ENERGY STAR Specs



- Market Transformation Victory!
- EPA sunsets traffic signals in 2007; exit signs in 2008.





Research Priorities 2008

Research Priorities 2008 – Quality Assurance Testing



What is QA-4?

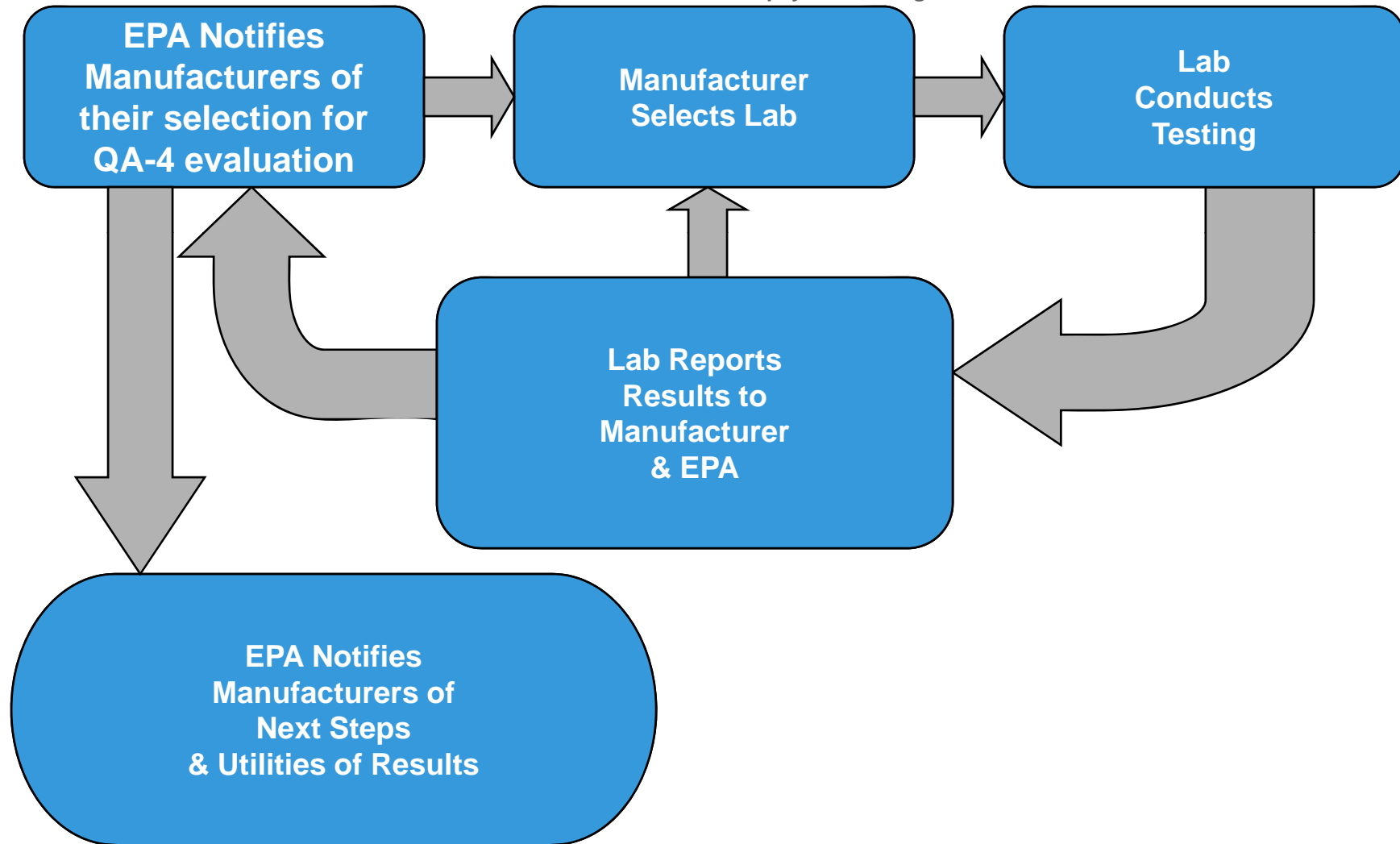
- Quality Assurance Program
- Manufacturer-financed.
- Required as a condition of ENERGY STAR participation for luminaires.
- Also extends to lamp/ballasts.



Research Priorities 2008 – QA-4 Testing Process



*Note: Manufacturer pays for testing



Research Priorities 2008– Occupancy Sensors



Goals:

- Work with the LRC.
- Apply commercial technology to residential applications.
- Development of a draft specification by the end of 2008.

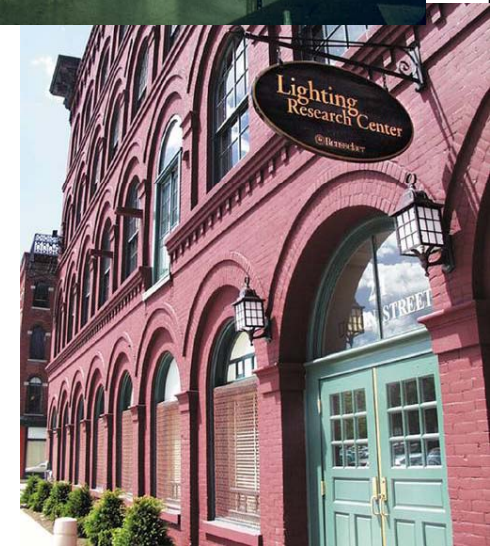
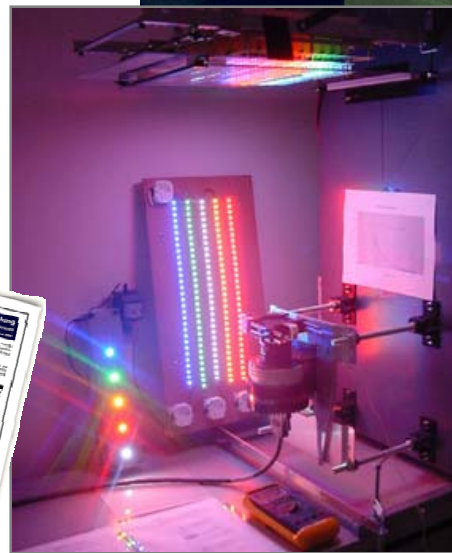


Lutron

Research Priorities 2008 – LEDs



- EPA Support 2008:
 - LRC based project to evaluate LEDs
 - 15 funding members, all major LED manufacturers, UK, China
 - NVLAP-accredited labs
 - Publications





Marketing 2008

Marketing 2008 - National Promotion Plans for 2008



- **Change the World with ENERGY STAR campaign will Launch Earth Day 2008**
 - Building on CAL infrastructure
 - Expanding pledge
 - Seasonal opportunities
 - EPA to issue RFP to sponsors

Marketing 2008 – Retail Targets



the magic of
 macy's

Crate&Barrel

Pier 1 imports

JCPenney Every Day Matters

west elm

WAL★MART
Save money. Live better.™

P O T T E R Y B A R N

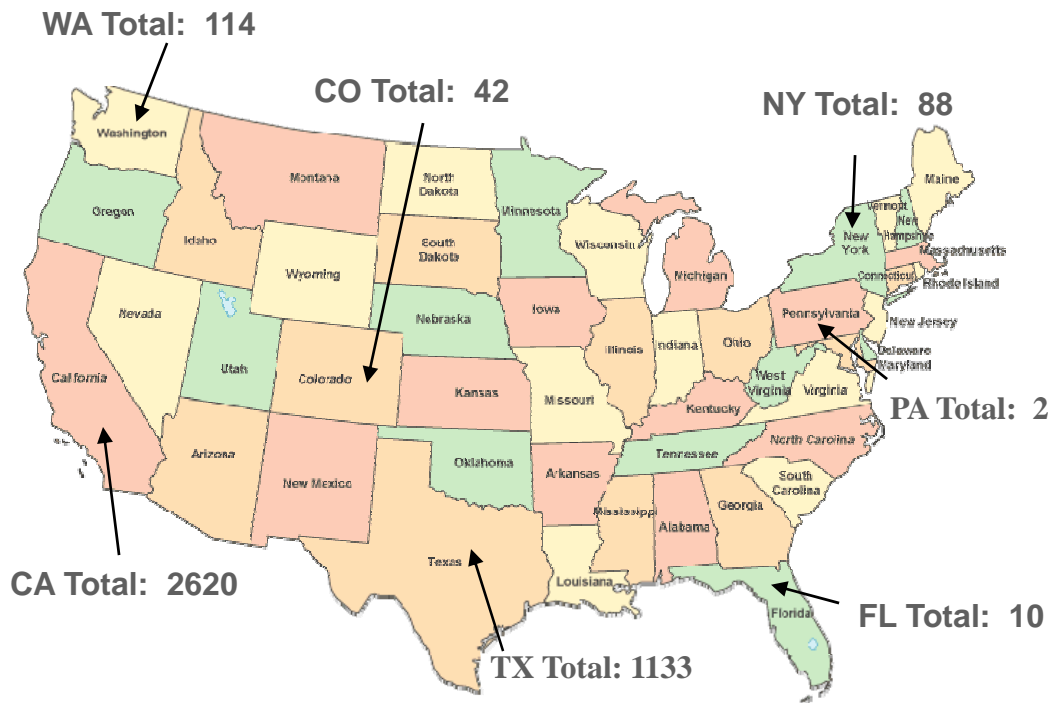
Marketing 2008 - Decorative Lighting Strings



- Developed by NRCAN, adopted by EPA, fall 2007.
- Program status:
 - Recruiting partners now
 - Ready for next holiday season



Marketing 2008 – Advanced Lighting Package



Goals for 2008:

- Work with organizations such as NAHB, LEED
- Work with program sponsors

**Total ALP Commitments
in 2007: 4,009**

Marketing 2008 – Support for Utility Programs



Marketing 2008 – Challenges



WORLDNETDAILY EXCLUSIVE

ENVIRONETDAILY
Consumers in dark over risks of new light bulbs
 Push for energy-saving fluorescents ignores mercury disposal hazards

Posted: April 16, 2007
 1:00 a.m. Eastern

By Joseph Farah
 © 2007 WorldNetDaily.com

WASHINGTON - Brandy Bridges heard the claims of government officials, environmentalists and retailers like Wal-Mart all pushing the idea of replacing incandescent light bulbs with energy-saving and money-saving compact fluorescent lamps.



So, last month, the Prospect, Maine, resident went out and bought two dozen CFLs and began installing them in her home. One broke. A month later, her daughter's bedroom remains sealed off with plastic like the site of a hazardous materials accident, while Bridges works on a way to pay off a \$2,000 estimate by a company specializing in environmentally sound cleanups of the mercury inside the bulb.

Brandy Bridges of Prospect, Maine, shows a newspaper insert promoting the type of CFL (compact fluorescent lamp) bulbs she says have caused elevated levels of mercury in her home upon breaking (photo courtesy: Ellison American)

Mercury

- Perform technical analysis on mercury issues.
- Develop written documents and technical reports on mercury.
- Organize and host workshops related to mercury.

Color

“...those who feared compact fluorescents would turn their home into a place with all the charm and warmth of a gas station restroom.”

The New York Times

January 9, 2008

Any Other Bright Ideas?

SYLVANIA HALOGEN 64.99
An incandescent halogen bulb that emits a crisp, bright light.

HALOGEN MINI-BULB 25.99 to 28.99
A compact fluorescent bulb with a limited lifetime.

U.S. ENERGY STAR SMART DIMMABLE 21.99 to 23.99
A compact fluorescent bulb that works with most dimmers.

PHILIPS HALOGENA 28.97 for a two-pack
One of the only halogen bulbs that meets federal efficiency standards that will begin to take effect in 2012.

PHILIPS ENERGY SAVING IC CEILING FAN BULB 21.99
A covered compact fluorescent designed to work in ceiling fans.

LENNIS LIGHTING PHAROS BULB 20.99
A technologically complex bulb, lighter than an LED chip.

SYLVANIA DAYLIGHT 62.99 for a two-pack
An LED halogen bulb with a cooler light than both CFLs and incandescents.

AMERICAN LIGHTING SMART LIGHT 28
A compact fluorescent that works in table, floor and ceiling lamps, as well as in floor torches.

AMERICAN LIGHTING ERBLS 44.99
An induction bulb that creates light with the help of a magnet and is expected to last for 37 years.

SYLVANIA SOFT WHITE MICHIGAN 29.99 for a two-pack
A compact fluorescent that turns on instantly.

HEX 28.99 for a two-pack
A compact fluorescent with a rubber coating that helps reduce light.

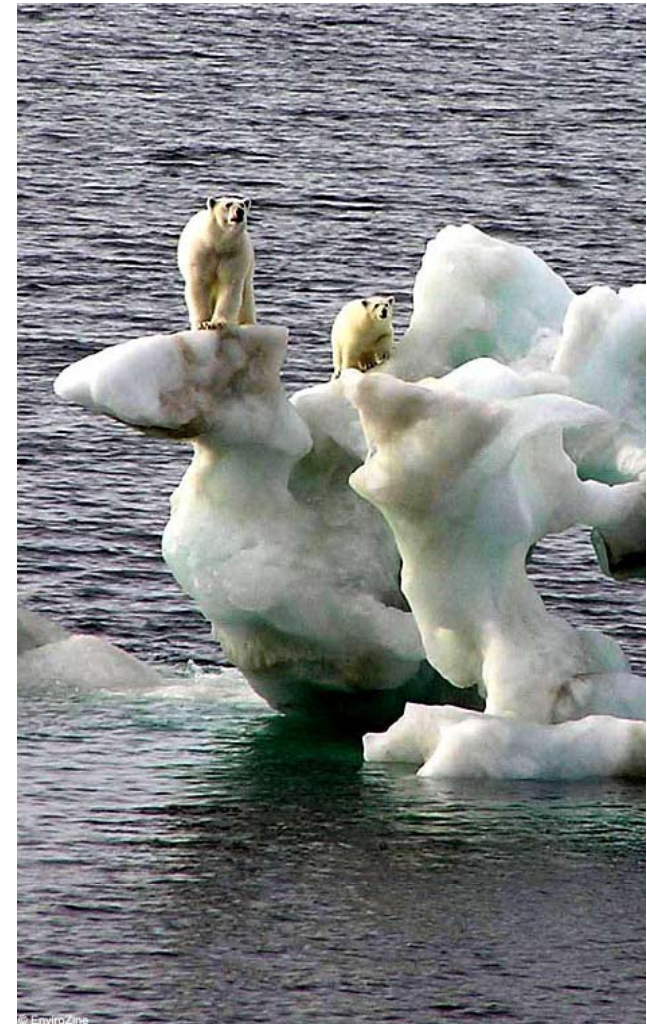


Conclusions

Conclusions



- **Climate change is real**
- **Lighting markets are changing fast**
- **Research Priorities 2008:**
 - QA-4
 - Occupancy sensors
 - LEDs
- **Marketing Priorities 2008:**
 - EPA's Change the World
 - New Retailers
 - Decorative Lighting Strings
 - Advanced Lighting Package
 - Utility Program Support



© EnviroZine

Thank You



THE POWER TO MAKE IT HAPPEN®

