



Brand Promise & Key Principles

- Products
 - Protect the environment
 - No tradeoffs
 - Cost effective
 - Available for purchase
- Brand
 - Voice of authority
 - Binary
 - Power of the individual



Outreach is Key

- Consumer action is key to success
- Outreach is key to action
 - About energy efficiency
 - Ways to take action
- Results
 - Awareness greater than 70%
 - Strong understanding of brand
 - 1+ billion impressions per year via media outreach
 - 10 million web visits per year

National Campaign: “Change the World, Start with ENERGY STAR”



- National platform
 - Launched Earth Day 2008
 - Built upon success of Change A Light
 - Expanded pledge
 - Testimonials feature
 - Seasonal product promotions
 - Multi-city tour



U.S. ENVIRONMENTAL PROTECTION AGENCY • U.S. DEPARTMENT OF ENERGY



www.energystar.gov/changetheworld

National Campaign: ENERGY STAR PSAs



- Designed to work across ENERGY STAR program
- Profiles of people who act
- Call to action: Join them in the fight against global warming
- Formats
 - 30 second TV PSA
 - 2 minute video
 - 4 print PSAs
 - 2 C&I, 1 Residential, 1 Special



www.energystar.gov/psa

Targeted Campaign: ENERGY STAR Low Carbon IT



- Computer and monitor power management campaign
- Launched April 2008
- Assists and recognizes organizations for reducing energy consumption
 - Self activation instructions
 - Software tools for PCs
 - Software tools for networked environments
 - Employee messaging
- Online interface and tools



CAMPAIGN STATUS

Low Carbon IT Campaign

501,912
Computers Pledged to Power Manage.

259,522,229
LBS of Greenhouse Gas Emissions Avoided Annually.

169,069,856
kWh Saved Annually.

Check back regularly to see how your efforts and those of others are collectively making a difference!

A photograph of a white computer monitor and tower PC.

Targeted Campaign: ENERGY STAR Challenge



- National call to action
- Speaks to building owners/operators
- Reduction goal of 10%
- Call to action:
 - Benchmark
 - Take action to improve
- Meeting this goal would
 - Save \$20 billion a year
 - Reduce GHG emissions the same amount as taking 30 million vehicles off the road

An advertisement for the ENERGY STAR Challenge. It features a photograph of a smiling man with a young girl sitting on his shoulders, both looking out over a beach. The text on the advertisement reads: "The building you work in today affects their tomorrow." followed by a paragraph: "(Association) is proud to be a part of the ENERGY STAR® Challenge to improve our nation's energy efficiency. In partnership with EPA, we've joined assoc. actions, e.g., created the Building Energy Efficiency Program to bring our members the support you need and the recognition you deserve for sustained operational excellence. Join with us to improve your buildings' energy efficiency and your bottom line while we protect the environment for generations to come. To start making your buildings work harder, visit (assoc. website)." Below this is a placeholder box labeled "LOGO". At the bottom of the advertisement, it says: "Take the ENERGY STAR® Challenge. Improve the efficiency of your buildings by 10% or more. Protect the environment." and "The ENERGY STAR Challenge is administered by the U.S. Environmental Protection Agency. Visit energystar.gov/challenge to learn how you can save on energy savings." The ENERGY STAR logo is in the bottom right corner of the advertisement.



www.energystar.gov/challenge

ENERGY STAR Offers... Campaign Building Blocks



Web Banners



Campaign Identifiers



Image Library



www.energystar.gov/changetheworld

ENERGY STAR Offers... Publications



Residential Resources

Office Equipment

Home Electronics

A Guide to Energy-Efficient Heating and Cooling

ASK ABOUT ENERGY STAR

C&I Resources

BENCHMARKING TO SAVE ENERGY
Protect Our Environment Through Energy Efficiency

ENERGY STAR

Quick List of ENERGY STAR® Resources for Buildings

Save Energy, Save Money, and Fight Global Warming	Tools and Resources	Have These Tools or Resources Help You
GET STARTED See several expert online energy management guides.	ENERGY STAR Challenge ENERGY STAR Products Technology in Use Today Sustainable Building Design	Take the ENERGY STAR Challenge and receive a badge for 100% compliance. See www.energystar.gov/100 . Browse an ENERGY STAR Product guide for the latest, sustainable products and services. Identify "green" products and services that are ENERGY STAR qualified and use them in your building.
IMPROVE YOUR ENERGY USE Look for online ENERGY STAR guides to help address energy management, energy audits, and energy conservation.	Advanced Practice Facility (APF) Reviews Detailed Energy Efficiency Programs Field's Performance (APF)	Find examples of award-winning energy performance from real-world buildings. Identify regional energy conservation leaders and learn from their experiences. Search for Professional Engineer (PE) and Building Performance Institute (BPI) certified energy auditors in your area.
MEASURE YOUR ENERGY USE Learn more about real-time energy monitoring and how to use it to improve energy efficiency.	Product Design Design Tools	Discover detailed information on how to design a building that is more energy efficient from the start. Identify energy conservation opportunities and track performance over time. Learn more about the design process and how to use it to improve energy efficiency.
LEARN FROM THE ENERGY STAR Find tips and ideas on how to use ENERGY STAR-qualified products.	ENERGY STAR Building Performance Institute (BPI) Building Department Real-World Design Solutions	Find ENERGY STAR-qualified products and services for your building. Learn more about the design process and how to use it to improve energy efficiency. Learn more about the design process and how to use it to improve energy efficiency.
IMPROVEMENTS Identify potential improvement opportunities and make them a reality.		Learn more about the design process and how to use it to improve energy efficiency.

ENERGY STAR® is a government-backed program helping businesses and individuals protect the environment through superior energy efficiency.

LEARN MORE AT www.energystar.gov

Educational Resources

NOW HEAR THIS!
Global Warming and YOU

YOU CAN BE AN ENERGY STAR!
A Who's Guide To Saving Our Planet For Who's Of All Shapes and Sizes!

JIM HORTON and THE MAJOR IN THE FIGHT AGAINST GLOBAL WARMING. See how you can help protect our planet and the environment by using energy savers in our homes, schools, and offices. Learn more at www.energystar.gov.



Online Education Tools: ENERGY STAR @ Home



home theatre system

Look for the ENERGY STAR on consumer electronics products. These products use less energy without sacrificing quality or performance. Seal any holes with caulk or spray foam where pipes or TV/cable wires and vents enter or exit your home.

[Learn More](#)

Living Room

* Electronics

Consumer electronics play an increasingly larger role in your home's energy consumption, accounting for up to 15% of household electricity use. Many consumer electronics products use energy even when switched off. Electronics equipment that has earned the ENERGY STAR help save energy when off, while maintaining features like clock displays, channel settings, and remote control functions.

[Learn about the environmental impact of consumer electronics and what you can do to help.](#)



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Click on a room or a ★ to learn more.

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www.energystar.gov/home

Online Education Tools: ENERGY STAR @ Work



- New tool provides energy-saving tips for the workplace
- Average American worker spends almost 8 hours/day at work
- Offers unique opportunity for people to make significant impact in fight against global warming

Bring Your GREEN TO WORK with ENERGY STAR®

The small steps you take at work to save energy can make a big difference in the fight against global warming.

Organizations across the country are working with EPA to improve the energy performance of the buildings where we work, shop, play and learn. You can help!

Click on the blue stars to learn more and start saving energy today.



Online Education Tools: For Homeowners and renters



- To assess their home and take action
 - Home Energy Yardstick
 - Home Energy Advisor
 - Seal and Insulate DIY Guide
 - Home Performance with ENERGY STAR
 - And other tips



Online Consumer Tools: Product Rebate Finder



**BUY PRODUCTS THAT MAKE
A DIFFERENCE**
U.S. Environmental Protection Agency • U.S. Department of Energy

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New Homes
Buildings & Plants
Partner Resources

Products Home > Products > Special Offers > Results

Special Offers and Rebates Search Results

The links below will take you to Web sites external to the energystar.gov domain. [EXIT](#) ⇄



You may be eligible for federal tax credits if you make energy-efficient improvements to your home in 2006 or 2007. [Read more about federal tax credits for energy-efficient improvements](#)

Sponsor	Special Offer/Rebate	Products	Dates
Alliant Energy 800-723-7635	Dollar Incentive: Other	CFL Bulbs	01/01/2008 - 12/31/2008
<i>A mail-in rebate covering 50% of the purchase price of ENERGY STAR qualified CFL bulbs is available to Alliant's Minnesota customers. Minimum of 5 bulbs per rebate claim form. Maximum of 25 bulbs per customer account each year.</i>			
Alliant Energy 1-800-723-7635	Rebate - Mail-in	Window Components, Windows, Doors & Skylights	01/01/2008 - 12/31/2008
<i>Alliant offers Iowa customers a \$25 mail-in rebate for ENERGY STAR qualified doors and windows. Rebate applies to replacement windows and doors only. ENERGY STAR qualifying doors (5 max.) - rated for northern climate zone (U-factor 0.35 or less) or insulating value of R-5 or greater; min. size of 8 sq. ft. each. ENERGY STAR qualifying replacement windows/sashes - rated for northern climate zone (U-factor 0.35 or less), min. size of 8 sq. ft. each, one opening equals one window.</i>			



Online Partner Tools: DIME





BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER
U.S. Environmental Protection Agency • U.S. Department of Energy

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Manufacturers

Retailers

Builders, Lenders, Raters & Sponsors of New Homes

Utilities/EEPS

Service & Product Providers

Buildings & Plants

Small Businesses

Congregations

For Contractors

For Federal Agencies

[Join ENERGY STAR](#)

Database for Incentives and joint Marketing Exchange

This tool is to help manufacturers and retailers identify regional incentive and marketing opportunities for promoting ENERGY STAR qualified products and to enable all partners to coordinate with the appropriate contact from other partner organizations on promotional opportunities.

What you can do:

Look up Incentives and Marketing Opportunities and their contacts for the following products:

- [All Appliance Opportunities](#)
 - [Clothes Washer](#)
 - [Dehumidifier](#)
 - [Dishwasher](#)
 - [Refrigerator](#)
 - [Room Air Conditioner](#)
- [All Heating & Cooling Equipment Opportunities](#) - includes opportunities for boilers, central air conditioners, furnaces, heat pumps, and programmable thermostats
- [All Home Improvement Product Opportunities](#) - includes opportunities for windows and insulation
- [All Lighting Product Opportunities](#)
 - [Ceiling Fan](#)
 - [CFL](#)
 - [Light Fixture](#)



Online Partner Tools: Partner Resources Section



- General Partner Resources
 - Logos
 - Publications
 - Awards
 - Web Linking Policy
 - National Campaigns
 - Training Resources: ENERGY STAR Training Center
- Partner Resources by Type
 - Program design guidance
 - Product specification updates
 - Product specs At-A-Glance
 - ENERGY STAR sales data reports
 - ...and more



Useful Links:

www.energystar.gov



- www.energystar.gov/changetheworld
- www.energystar.gov/nationalcampaigns
- www.energystar.gov/training
- www.energystar.gov/DIME
- www.energystar.gov/homes
- www.energystar.gov/homeperformance
- www.energystar.gov/homeimprovement
- www.energystar.gov/business
- www.energystar.gov/industry
- www.energystar.gov/productdevelopment



Thank You!

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Learn more at energystar.gov