



U.S. Environmental Protection Agency

Update on ENERGY STAR 2005



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ENERGY STAR Success: Partners, Sales, and Savings



- Partners:
 - More than 1,400 manufacturers; labeling more than 28,000 product models
 - Over 550 retailers; more than 21,000+ storefronts
 - 330 state energy agency and electric utility partners
- Sales: More than 1 billion ENERGY STAR qualified products have been sold in the US to date
 - These products helped reduce greenhouse gas emissions by more than 485 billion pounds.
- With the help of ENERGY STAR, Americans saved
 - \$10 billion in their utility bills
 - 135 Billion kWh or 4 % of total 2004 electricity sales

ENERGY STAR

Qualified Products



- More than 40 product categories now carry the ENERGY STAR including:
 - Office equipment
 - Consumer electronics
 - Home Appliances
 - Heating and Cooling Equipment
 - Lighting and signage
 - Others

Since our last meeting...



- New specifications launched:
 - External Power Supplies: January 2005
 - Room Air Cleaners: July 2004
 - Vending Machines: April 2004
 - Commercial Cooking Equipment: August 2003
- Revisions Completed:
 - Ceiling Fans: October 2003
 - Vent Fans: September 2003
 - TVs/VCRs: September 2003
 - RLF: March 2003
 - Audio/DVD: January 2003

In progress...



- New Specs in Development
 - Battery Chargers
 - Commercial Dishwashers
 - Digital Television Adapters (DTA)
 - Pre-Rinse Spray Valves
- Spec Revisions Underway
 - Imaging Equipment
 - Computers
 - Dehumidifiers
 - HVAC (AC/ASHP)
 - Programmable Thermostats
 - Roof Products
 - Telephony

Active Power The New Frontier



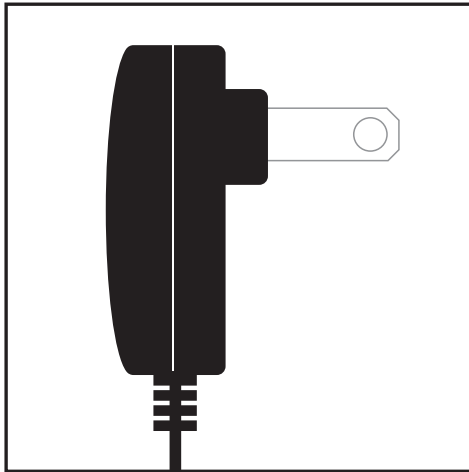
- Way to prevent additional pollution
 - Beyond sleep and standby
- Address through existing specs
 - During revision process
- Power Supply spec extends ES reach to many new products
 - Camcorders, Cell phones, Digital cameras, MP3 players, PDAs

External Power Supplies



- Spec addresses efficiency at various loads
 - International coordination
 - Test procedure developed
- Goals
 - MESSAGE: Bring the ENERGY STAR label to a new class of hot products – portable high-end electronics
 - Retailer-OEM EPS promotion

Graphic Allows OEM to Promote Their Product with No Confusion



Powered by an
ENERGY STAR[®]
qualified adaptor
for a better
environment

Million Monitor Drive



- Campaign to address power management on at least 1 million computer monitors annually.
- Promotes network tools and technical assistance
- Largest corporations in US have participated:
 - Cisco Systems
 - Ford
 - GE
 - GM
 - Nike
 - Pitney Bowes
 - WalMart
 - Wells Fargo



Million Monitor Drive: Results



- As of January 2005, 6.4 million monitors enabled
- Estimated savings of 660 million kWh and \$50 million:
- Next phase underway -- Computer Power Management:
 - Pilot implementations at universities and schools
 - New network tool that activates CPM
 - Working with industry to make CPM technical improvements



Strategies to Improve Program Integrity



- Improve program quality assurance: **improve quality of data**
 - Enhance test methods
 - Global approach to testing and test procedures
 - Independent expertise: expanded role for labs
 - Compliance Testing Initiative
 - Automated web data submittal checks
- Evaluate quality of the consumer experience in-store
 - Retail Store Level Assessment

Compliance Testing Initiative



GOAL: To protect the integrity of the label by identifying potential compliance problems and setting in motion a review process to ensure manufacturers take corrective measures.



Products Tested To Date



- Televisions
- DVDs
- Monitors
- Telephony (e.g., Cordless Phones)
- Scanners
- Multifunction Devices and Upgradeable Digital Copiers
- Printers and Fax Machines

DVD Results



| Manufacturer | Model Number | DVD Product Type | Audio/DVD Partner Status | Standby Mode Power (Watts) | | | Pass/Fail |
|--------------|--------------|------------------|--|----------------------------|---------|---------|------------|
| | | | | Unit #1 | Unit #2 | Unit #3 | |
| 1 | A | DVD | No | 0.0 | 0.0 | 0.0 | N/A (Pass) |
| 2 | A | DVD | No | 1.3 | 1.2 | 1.2 | N/A (Pass) |
| 3 | A | DVD | Yes | 2.0 | 1.9 | 1.7 | Pass |
| 3 | B | DVD | Yes | 2.4 | 2.4 | 2.4 | Pass |
| 3 | C | DVD | Yes (model labeled, but not qualified) | 1.4 | 1.4 | 1.5 | Pass |
| 3 | D | DVD/VCR | Yes | 3.2 | 3.5 | 3.1 | Pass |
| 4 | A | DVD | No | 2.9 | 1.8 | 1.8 | N/A (Pass) |
| 5 | A | DVD/VCR | Yes (model isn't labeled or qualified) | 11.6 | 7.6 | 7.4 | N/A (Fail) |
| 6 | A | DVD | Yes | 1.7 | 2.0 | 2.0 | Pass |
| 7 | A | DVD | Yes | 0.3 | 0.4 | 0.3 | Pass |
| 7 | B | DVD | Yes | 0.4 | 0.6 | 0.4 | Pass |
| 7 | C | DVD | Yes | 0.5 | 0.8 | 0.3 | Pass |
| 7 | D | DVD | Yes | 0.6 | 0.6 | 0.4 | Pass |
| 7 | E | DVD | Yes | 0.3 | 0.3 | 0.3 | Pass |
| 8 | A | DVD | Yes (model labeled, but not qualified) | 0.9 | 0.9 | 0.9 | Pass |

Products to be Tested in 2005



- Battery chargers
- Air cleaners
- Dehumidifiers
- Computers

Consumer Experience: In-store



- Retail Store-Level Assessment
 - Sales Staff Evaluation (SSE)
 - A.k.a. “Mystery Shopping”
 - Assess retailer knowledge of ES and whether and how salespeople use it
 - Product Shelf Inventory (PSI)/display check
 - Check visibility and overall presence of label in store displays – compare stocking by different retailers
 - Assess availability and visibility on qualified products
 - Assess accuracy of product labeling

Consumer Experience: In-store



- Findings from October 2003 (4th round):
 - Average SSE score across all products, retailers, and locations was 43 points.
 - Across all locations and depts. Point of sale/point of purchase (POS/POP) display material was limited.
 - Qualified product labeling rates consistently high (i.e. above 75%)
 - Not-qualified product labeling rates are decreasing, although in some cases still high

How we use RSL Data?



SSE



- 1. Retailer**
- 2. EPA/DOE Training Plans**
- 3. Campaign Team**
- 4. Utilities?*

POS/POP
Audit




- 1. Campaign Team**
- 2. Retailer**
- 3. Utilities?*

PSI



- 1. EPA/DOE Sales Marketing**
- 2. Energystar.gov website**
- 3. Manufacturers re: labeling practices**
- 4. Utilities?*

ENERGYSTAR.gov



The screenshot shows the ENERGY STAR website homepage. At the top, there is a navigation bar with the ENERGY STAR logo on the left, a search bar with a "Go" button, and the slogan "THE QUALITY OF OUR ENVIRONMENT IS EVERYONE'S RESPONSIBILITY". Below the navigation bar is a main content area with several columns of links and information. On the left, there are links for "PRODUCTS", "HOME IMPROVEMENT", "NEW HOMES", "BUSINESS IMPROVEMENT", and "PARTNER RESOURCES". In the center, there is a section titled "5 Steps You Can Take To Reduce Air Pollution" with a sub-link "En Español". On the right, there are links for "WHAT IS ENERGY STAR?" and "NEWS ROOM". Below the main content area, there is a "WHAT'S NEW?" section with several news items. At the bottom right, there are logos for EPA Home and DOE Home, along with links for "Privacy", "Contact Us", and "Site Index".

ENERGY STAR® SEARCH

THE QUALITY OF OUR ENVIRONMENT IS EVERYONE'S RESPONSIBILITY


| PRODUCTS | HOME IMPROVEMENT | NEW HOMES | BUSINESS IMPROVEMENT | PARTNER RESOURCES | + WHAT IS ENERGY STAR? + NEWS ROOM |
|---|--|---|--|--|---------------------------------------|
| Appliances, Lighting, Heating and Cooling & more Find a Store Special Offers in certain regions | Solutions to common problems Home Energy Analysis Home Sealing Seal & Insulate | Make your next home ENERGY STAR Find Local Homebuilders and other partners | Reduce building and facility energy use in your organization Guidelines for Energy Management Find Labeled Buildings Education & Government | Join ENERGY STAR Who Has Joined? For Manufacturers For Retailers For Utilities/Efficiency Program Sponsors For Home Builders, Lenders, Raters For Energy Service & Product Providers New ENERGY STAR Identity Guidelines | |

5 Steps You Can Take To Reduce Air Pollution
[En Español](#)

WHAT'S NEW?

- + [ENERGY STAR Awareness climbs to over 60 percent](#)
- + [2005 ENERGY STAR Awards Ceremony is March 15 - Register Now](#)
- + [Energy-Efficient External Power Adapters can now earn the ENERGY STAR](#)
- + [Heat Your Home Smartly this Winter](#)

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

 [EPA Home](#) [EPA Search](#)  [DOE Home](#) [DOE Search](#)

[Privacy](#) | [Contact Us](#) | [Site Index](#)

[ENERGY STAR Home](#) | [Products](#) | [Home Improvement](#)
[New Homes](#) | [Business Improvement](#) | [Partner Resources](#)

- Find-A-Product search tool
- Rebate/deal finder
- Online store locator

Communications & Marketing



- Key Messages
 - power of the individual to make a difference
 - the environmental choice
 - energy savings, without sacrificing quality or performance
 - **Government-backed** symbol providing valuable, unbiased information

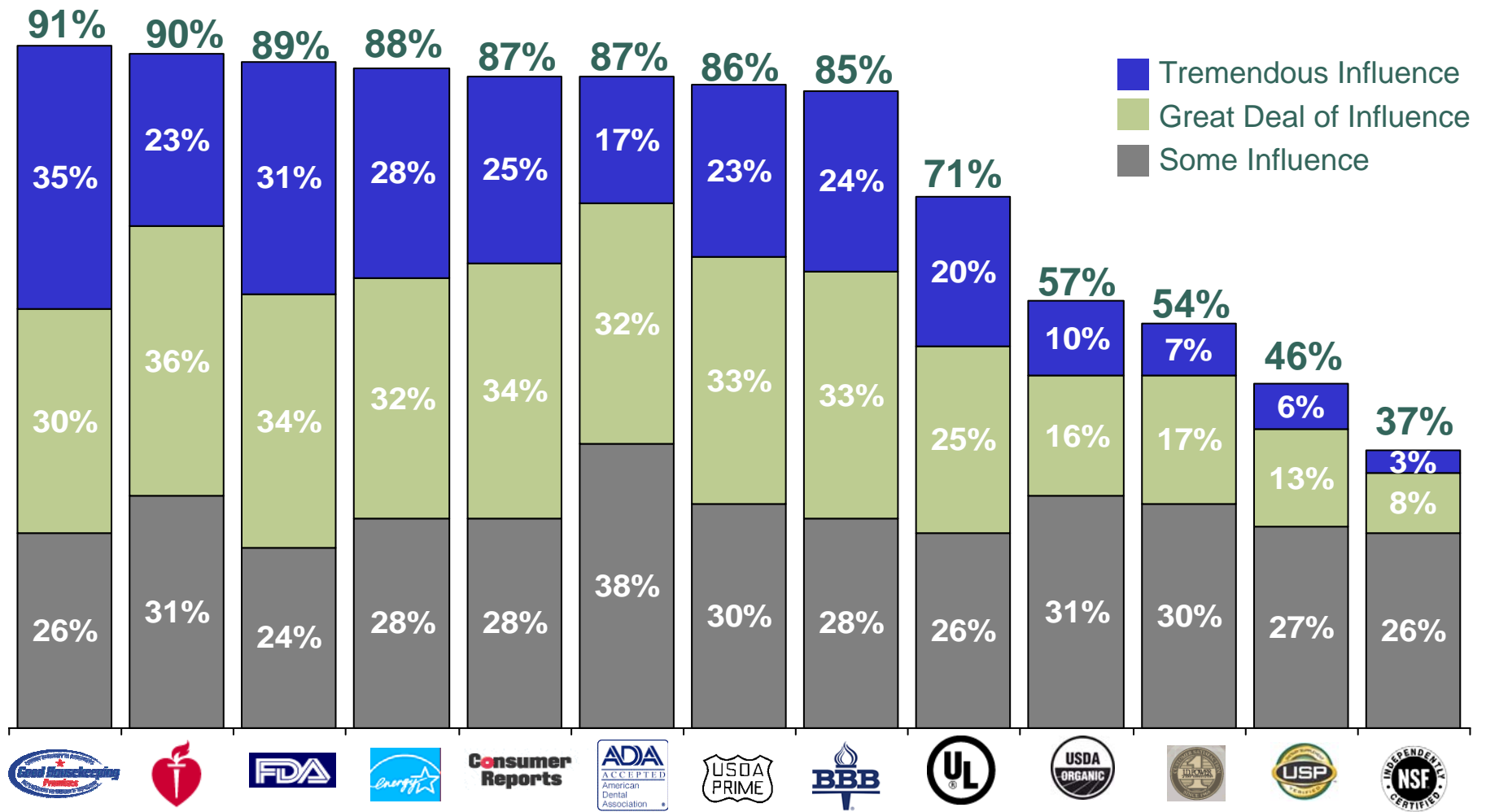
Growing Influence/Awareness



- Public awareness of ES jumped to 64% of US households in 2004
- 30% of US households knowingly purchased a qualified product in the past year
- 54% of households favorably influenced by label
- More than 70% of households would recommend labeled products to their friends
- 95% of recent purchasers say they are likely to buy a product with the ENERGY STAR label in the future

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

Consumer Demand for Energy Savings, Environmental Protection



- 79% of US adults believe energy efficiency is important in electronics & appliances
- 56% of adults report purchasing a product because advertising on label said product was energy efficient
- 73% of US consumers believe that a product that is better for the environment is a somewhat to very important consideration when purchasing an appliance or other energy-using product

Big Picture



- Awareness increasing
- Anticipating future maturity of brand, from marketing/communications perspective
- Emphasis on activities that reinforce consumer understanding & relevance of ENERGY STAR
- Environmental/government connection improving but more work to be done

Marketing/Communications Tactics Evolve as Brand Matures



2004

**C
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- ✓ Awareness
- ✓ Understanding
- ✓ Relevance
- ✓ Differentiation
- ✓ Satisfaction
- ✓ Loyalty

2005-2007

**S
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- ✓ Awareness
- ✓ Understanding
- ✓ Relevance
- ✓ Differentiation
- ✓ Satisfaction
- ✓ Loyalty

2008-2010

**L
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M**

- ✓ Awareness
- ✓ Understanding
- ✓ Relevance
- ✓ Differentiation
- ✓ Satisfaction
- ✓ Loyalty

Tactics to Parallel Growing Maturity of Brand



- Logo exposure (packaging, in-store, web)
- EPA collateral materials
- Media relations/products
- Media relations/national promos
- POP/Retail circulars
- Sales training
- Web marketing (educational/3rd party/retail)
- LOHAS partnerships
- Web site

Outreach for All Products



- Influential targets
- Brand or product focus
- 2005: Power supplies



Outreach for IT/Electronics



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find your local member station:

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Tavis Smiley Show
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Hourly Newscast
Program Stream
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Computer Energy Waste a Major Cause of Pollution

[Morning Edition audio](#)

Energy-Saving Tips

- Turn off your computer and monitor when not in use for more than an hour.
- Screen savers do not save electricity. [Free software provided by the EPA](#) automatically puts monitors into energy-saving "sleep mode" when not in use.
- When purchasing new or replacement computers, consider buying efficient flat screens and laptops bearing the 'Energy Star' label.

June 17, 2004 -- Computers and computer monitors in the United States are responsible for the unnecessary production of millions of tons of greenhouse gases every year, according to the Environmental Protection Agency. In U.S. companies alone, more than \$1 billion a year is wasted on electricity for computer monitors that are turned on when they shouldn't be.

EPA officials say emissions could be drastically reduced if companies and individual computer users would follow a few energy-saving guidelines. [NPR's Chris Arnold](#) reports.

Related NPR Stories

- [Electronics' Final Cost](#)
- [EPA Lists Air Pollution Offenders](#)
- [2003 Blackout Led to Drop in Pollution](#)

Web Resources

- [Energy-Saving Advice For Your Computer From the EPA](#)
- ['Mass Energy' Energy-Saving Actions](#)

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Recipient's e-mail address:
[»Separate addresses with semicolons](#)



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Transcript.**

Outreach for IT/Electronics



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. Eavis,
Globe Correspondent

to name the ubiquitous electrical device that, according to Environmental Agency estimates, wastes the \$11 billion worth it consumes each year? It's something big and the refrigerator or you're wrong.

Andrew Fanara of the power pack that er to cordless tools, cellphones, many appli- electronic products uters and games. In power packs are twice each year and willion are in use in the . With existing power gy, more than half of used to power most nics products is con- the products are not on standby, he said.

anara says, consumer d small appliances isible for more than 40 household electricity compared with about 4 .

direct the agency's AR program, which development and mar- gy-efficient products. ff think a new design ower packs could help

cut the waste in half, and are work- ing to achieve one; Fanara recently returned from a negotiating session in China, where most of the world's power packs are manufactured. He says that with input from manufacturers worldwide, new energy-efficiency standards could emerge by fall, with some power packs sporting an EN- ERGY STAR designation as early as the end of the year.

Fanara concedes the more efficient products could be "marginally more expensive" than power packs avail- able today, but should save consumers money over the long run. Another possibility, he said, is that the indus- try may choose to offer higher-grade, more-efficient power packs that can work with more than one kind of consumer product, potentially further reducing energy use and reducing clutter around the home and office.

Another EPA program is seeking to squeeze greater efficiency from another, similarly invisible energy consumer - television sets. As of July 1, the ENERGY STAR specification for TVs changed to lower the standby power requirements for analog TVs from 3 watts to 1 watt. Non-EN- ERGY STAR-qualified TVs use about 6 watts. Again, according to EPA estimates, if half of all US households replaced their existing TV with an ENERGY STAR model, the change would be like shutting down a large

electric power

Even compact bulbs, long a energy savers, offer a few energy-saving perks. A few screw-in chinks, not all not always real Welch, a Mars and homeowner first started us all bulky and fixtures in a ty the bulbs offer or lamp modifi and even then heavy, too od power to reali

Nowadays, th the EPA's ENI getting light b and making th ficient bulbs is practicality as Welch said ne compact flou installed all of good fit in aln provide ample nite impact on electric bill.

"They cost m light bulbs to last so much l electricity, yo long run," she

ConsumerReports.org - AC power supplies | OS: DC power supply, switching power supply - Microsoft Internet Explorer provided by

Home Customer service My account SUBSCRIBE LOGIN

Automotive Appliances Electronics & computers Home & garden Health & fitness Personal finance Babies & kids Travel Food

Electronics & computers

Overview

What you can do

AC power supplies

Keep them from zapping your wallet and the environment

You may not think much about power supplies, those power cords with a bricklike appendage that converts AC power into the DC needed by cell phones, laptops, and a host of other devices. But touch that brick while any of those devices is on and it will probably feel warm. That's the energy lost during the conversion process. The power supplies hidden within desktop computers, TVs, cable boxes, and other appliances also waste energy.

POWER PLAY The switching power supply on the right delivers the same energy output as the linear one next to it, but with greater efficiency. It's also much lighter: 6 oz. vs. 1 lb. 9 oz.

With typical use, AC power supplies can waste \$20 to \$50 of what you spend annually on electricity. Nationwide, power supplies waste more than 58 billion kilowatt-hours yearly, equal to the annual output of 110 large power plants. That extra energy output translates into 40 million tons of the greenhouse gas carbon dioxide released into the atmosphere each year, according to Ecos Consulting, an environmental consulting firm.

A major culprit in this waste is the type of adapter known as a linear power supply, or transformer, which typically has an energy-efficiency rating of 30 percent to 60 percent. That means it loses 40 percent to 70 percent of the energy converted to DC when powering an appliance. A transformer can consume 2 to 5 watts just by being plugged in. Manufacturers



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

Address: http://www.latimes.com/classified/readstate/oh/homesenergy/200205/ek020_1_1121161_story.html

STANDARD PACIFIC HOMES

HOMES on latimes.com

Place an Ad

- New to Existing Homes
- Property Preview
- Hot Properties
- Commercial Real Estate
- LA Times Classifieds
- Builder PR

Buyers or Sellers

- Find a Home
- Ads Seen in the LA Times
- Tools for Buyers
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- Finance Center

Renters

- Find Rentals
- Tools & Services
- Property Management
- News & Information
- Moving
- Place an Ad

Commercial

- Find Properties
- Find Services
- News & Information

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

Growing Influence/Awareness



- Comparing Nov 01 to Nov 04
 - volume of news articles about ENERGY STAR increased 86%
 - advertising equivalency increased 146%
 - Circulation increased 117%
- *Monthly* volume of news articles about ENERGY STAR has reached 1,400 articles, or a circulation of 140,000,000
 - November 2004 (example)
 - 1,125 articles
 - total circulation of 81,796,264
 - \$415,055 in earned media value

In-Store Quality – Retail



- Differentiated Marketing Campaigns support
- Co-marketing promotions
- Home Electronics traction in retail
- Increase retail participation in ENERGY STAR to capture awareness potential
- Training efforts

Major Retailers now Marketing ES



Major Retailers now Marketing ES



LOWE'S
Improving Home Improvement

FREE

Energy

SOLUTIONS GUIDE

**Together,
we're saving
more than
money.**

CHANGE FOR THE BETTER WITH ENERGY STAR

**Lowe's, named
"Retail Partner of the Year." Again.**

LOWE'S
Improving Home Improvement

Lowe's is your home

Our energies are focused on a more efficient world

As ENERGY STAR Retail Partner of the Year for the second year in a row, Lowe's is committed to offering you ENERGY STAR solutions for your home that help you save money and increase comfort.

From ENERGY STAR qualified lighting and appliances to heating and cooling products, we have it all. And with the tips and solutions offered in this guide, you'll learn about steps you can take to save energy and reduce air pollution.

Lowe's understands that the quality of our environment is everyone's responsibility and is proud to be your home for ENERGY STAR Solutions!

INSIDE

- ENERGY STAR Qualified Products . . . 3
- Improving Your Home's "Envelope" . . . 4-5
- Saving on Heating & Cooling . . . 6-7
- Kitchen & Laundry Solutions . . . 8-9
- Living Room & Family Room Solutions . . . 10-11
- Other Solutions . . . 12

CHANGE FOR THE BETTER WITH ENERGY STAR

PARTNER OF THE YEAR 2004

Together, we're saving more than money

We're proud to have been selected by the EPA and DOE for this national honor in 2003 and 2004, which is awarded for outstanding efforts in promoting ENERGY STAR qualified products and reducing greenhouse gas emissions.

Sales Training



Training Materials available on-line

ASK ABOUT ENERGY STAR ENERGY STAR® QUALIFIED CEILING FANS

KEY SALES MESSAGES:

ENERGY STAR is:

- > A U.S. government-backed symbol of energy efficiency
- > No sacrifice, same features

ENERGY STAR qualified ceiling fans:

- > Move air 20% more efficiently than conventional ceiling fans
- > Are 50% more energy-efficient when coupled with an ENERGY STAR qualified light kit

ENERGY STAR qualified light kits:

- > Come with energy-efficient compact fluorescent light (CFLs) that use 2/3 less energy than incandescent bulbs
- > Last up to 10 times longer than incandescent bulbs and have to be changed once every 7 years

ENERGY STAR qualified ceiling fans can save consumers \$15-25 a year; qualified fan and light combinations offer the greatest savings.

TO MAXIMIZE ENERGY SAVINGS, SHARE THESE FOUR TIPS WITH YOUR CUSTOMERS

- 1 Ceiling fans cool people, not rooms – turn them off when leaving the room
- 2 Adjust your thermostat during fan use to save on air conditioning costs
- 3 For year-round savings, reverse the fan motor (clockwise) and operate on low speed in the winter to redistribute warm air
- 4 Hang the fan 8-9 feet above the floor for optimal airflow – minimum height requirement is 7 feet

FOR MORE INFORMATION: VISIT www.energystar.gov

Pocket cards

ENERGY STAR® SALES ASSOCIATE TRAINING

PROGRAMMABLE THERMOSTATS

Sales Associate Training Presentations

National Product Campaigns



- Cool Your World: March - May
 - Central air-conditioning, programmable thermostats
 - Early replacement, systems approach
- Appliance: April - June
 - Refrigerators, clothes washers, dish washers, room air-conditioners, dehumidifiers
 - Unified coupon, recycle the past
- Change a Light, Change the World: Oct - Nov
 - Indoor and outdoor fixtures, portables (table lamps and torchieres), CFLs, and ceiling fan light kits
- Holiday – consumer electronics: Nov - Dec
 - TVs, DVD players, VCRs, home stereo equipment

National Product Campaigns



Flex Your Power and Austin Energy



Job #EFP-64-045
EFFICIENCY PARTNERSHIP
Shell Dangler — Light
4C
Live: 6 1/2" x 4 1/2"
Trim: 7" x 5"
Bleed: 7 1/2" x 9"
August 2004
Prepared by Grey Worldwide
AD: Creative Services

“Change A Light, Change The World”

Austin Energy encourages the use of compact fluorescent lights (CFLs).

Make your next light an ENERGY STAR® to save energy and money and protect the environment.

AUSTIN ENERGY

energy STAR CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR

Visit us on the Web at www.austinenenergy.com and www.energystar.gov

National Product Campaigns



Hamm twins join forces for
Change a Light in Wisconsin

CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR

**The answer to
saving energy
is right before
your eyes.**

**CHANGE
FIVE**

focus on energy
The power is within you.

This advertisement features a yellow background with a dark grey border. At the top left is the Energy Star logo. The main text is in large, bold, white letters. At the bottom, there is a photograph of the Hamm twins in red and white singlets, one holding a compact fluorescent light bulb. The "focus on energy" logo is in the bottom right corner.

CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR

GREATNESS CORNER
15% LESS ENERGY USED
\$50 SAVINGS PER YEAR
JUST 18 HOURS TO REPLENISH
OFFERS SUPERIOR SERVICE PER USAGE

FOCUS ON ENERGY

**CHANGE A LIGHT,
CHANGE WISCONSIN
2004**

REDUCES UTILITY BILLS
SAVES ENERGY
PROTECTS THE ENVIRONMENT

Paul & Morgan Hamm

focus on energy
The power is within you.

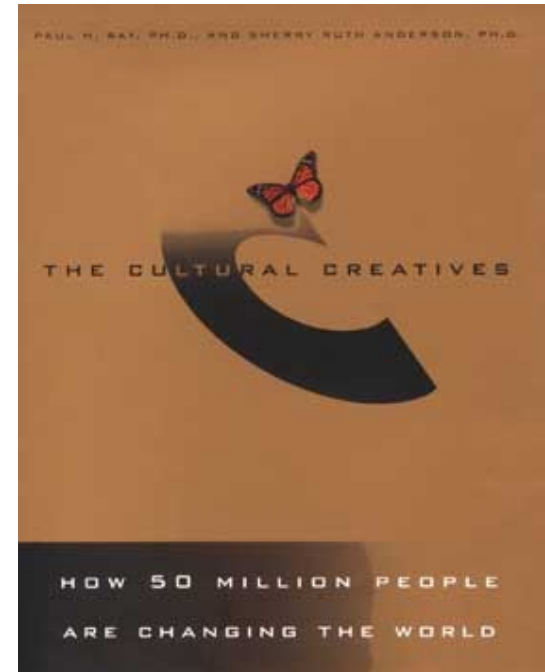
COMPACT FLUORESCENT LIGHT BULBS (CFLS) NET WT 158.4 MILLION KWh ANNUALLY (15,843 WI HOMES)

This advertisement has an orange background. It features the Energy Star logo at the top left. The title "FOCUS ON ENERGY" is in large, bold, white letters. Below it, the text "CHANGE A LIGHT, CHANGE WISCONSIN 2004" is in yellow. A photograph of the Hamm twins is the central focus, with one twin holding a CFL bulb. To the left of the twins, a vertical list of benefits is shown. At the top right, there are three circular icons representing energy savings, cost savings, and time to replace. The "focus on energy" logo is at the bottom right, and the product information is at the bottom.

Targeting Green/LOHAS Consumers

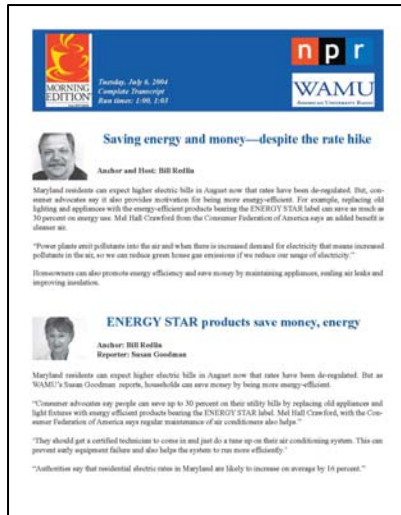


Living Arts Holiday 2004



- Receptive audience
- ~33%+ adult population
- Explosion of green consumerism & merchandising/media coverage of ENERGY STAR
- Expanding market share, profits for sustainable businesses

Recent News Articles



Increasing Interest in Global Warming



One Sweet Campaign to Fight Global Warming

DAVE MATTHEWS BAND **BEN & JERRY'S** SAVEOURENVIRONMENT.ORG

Take Action Today!

National Take action!

Write to your representatives and urge them to take legislative action.

Sign up
With SaveOurEnvironment.org
Get on their E-Activist A-list for legislative action alerts.

Letters sent to date on Global Warming Legislation
113296

Our Partners

That's it. Us & you & One Sweet Whirled in one sweet campaign to fight global warming.

Ben & Jerry's
SaveOurEnvironment.org
Dave Matthews Band

Local Investigate

the 12 States generating power through cleaner means.

Advocate
for Clean Energy Standards in your State - tell your Governor what Clean means for you!

Participate
Connect with Community Groups in your area.

We're all in it together. We're an eclectic collective of environmental advocates along with some innovative ice cream and music-makers, working in concert to tackle the man-made problem of global warming.

Explore OneSweetWhirled.org - once you discover how easy it is to make a measurable impact combating climate change personally, locally, and nationally, you'll want to share the results with everyone you know: friends, family, Congress!

Personal Pledge

To Reduce your Carbon Pollution

Offset
Empower Clean Energy
Wind Turbines → Quite literally the coolest revolution ever to blow your way!



Pounds of CO₂ Reduced to Date
232,473,151

Stonyfield Farm FOR A HEALTHY PLANET

About Us Our Products Wellness Earth Actions About Organic What's "Moo?" Recipes Strong Women Menu For Change Have-A-Cow Get Coupons & Newsletter Tours & C&P

Earth Actions

- What We Do
- We Oppose GMOs
- Profits for the Planet Program
- Environmental Packaging
- Lid Program
- About Organic
- Humane Animal Treatment
- Climate Change
- What You Can Do
- Healthier Transportation
- Healthier Home
- Healthier Food
- HOME

Climate Change

[Click here](#) to hear Gary speak about Stonyfield Farm's efforts to decrease its impact on climate change.

What is climate change?
Although there is still disagreement about the rate and extent of global warming, in recent years overwhelming agreement has emerged within the scientific community that the earth is warming, the warming is caused primarily by human induced emissions of gases (largely from the use of petroleum) into the atmosphere, and warming will continue if we don't reduce these emissions. These "greenhouse gases", so called because they trap heat in the same way that glass functions in a greenhouse, have always occurred naturally, but their increasing concentrations due to human activities (such as driving cars, using electricity and other things that use petroleum) is causing additional heat to be trapped, leading to changes in global weather patterns.

Is climate change the same as global warming?
Although "climate change" and "global warming" are often used interchangeably, the [Pew Center on Climate Change](#), a non-partisan independent research organization, answers the question this way:
"Global warming" refers to the gradual increase of the Earth's average surface temperature, due to a build-up of greenhouse gases in the atmosphere. "Climate change" is a broader term that refers to long-term changes in climate, including average temperature and precipitation, as well as changes in the seasonal or geographic variability of temperature and precipitation." So the effects of global warming are not simply a warming temperature, but variations in rainfall and other precipitation, wind, and storms. It is these other weather events that have the potential to cause extreme weather conditions such as tropical storms, ice storms and hurricanes.

Global Temperature Changes (1980-2000)



Mean (°F): 1.4

Timberland

DON'T WEAR IT, USE IT.™

WE STARTED OUT AS BOOTMAKERS, but we're about much more. Like you, we care about the strength of our neighborhoods, the well-being of our environment, and the quality of life in our communities. We believe in making a difference and invite you to join us.



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EARTH DAY 2004



On Earth Day, April 22, Timberland partnered with schools and communities in hands-on volunteer projects around the world. See how you helped make a difference.

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Learn how Timberland can invest in your organization



Marsh restoration gardener
Richmond, CA 94804

Food drive volunteer
Chicago, IL 60613

See all volunteer opportunities



Wear It. Use It.
City Element Backstrap
Support organizations that help our world. Our partners in service benefit directly from your purchase.

Timberland's grants can provide products or funding for your organization. Find out.

Marketing the Environment



JOIN CLIF BAR IN THE FIGHT AGAINST GLOBAL WARMING.

clifbar.com



Wash clothes in warm or cold water, not hot.
Carbon dioxide reduction = 350 lbs./year.*

Plant a tree.
Reduce cooling costs by planting trees next to your home.
Carbon dioxide reduction = 13 lbs./year.*

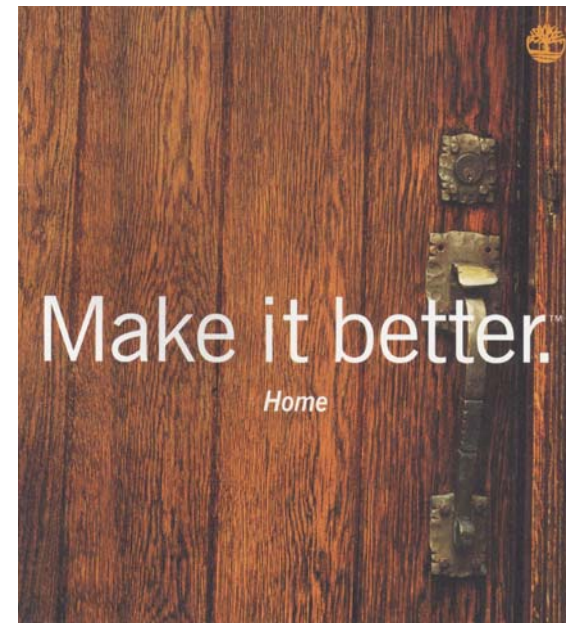
Buy energy-efficient compact fluorescent light bulbs.
Carbon dioxide reduction = 500 lbs./year.*

Buy green energy.
Join Clif Bar in supporting the development of new sources of wind energy through our partnership with Native Energy. Carbon dioxide reduction = 12,000 lbs./year. [Learn more at clifbar.com](#)

To find out more about the Environmental Defense Action Fund's Undo It campaign against global warming, visit [undoit.org](#).

* Carbon dioxide reduction amounts based on averages.

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Energy Program

So you know that energy efficiency is a great way to protect the environment while saving money, but do you know how to make your home more energy efficient?

PIRGIM is offering simple tips that require little investment but have significant payoffs in terms of energy savings.

Sign our Energy Star pledge and pledge to take five simple actions to save energy!

Follow these 3 easy steps to help out.

1. Look over the message below, and **feel free to add your own comments**. Using your own words makes the message more meaningful.

Because I care about protecting the environment while saving money, I pledge to increase my home's energy efficiency.

I will:

1. Change five frequently used lightbulbs or light fixtures to compact fluorescents or other ENERGY STAR-labeled products.
2. Install a programmable thermostat to consistently control my home's temperature and avoid unneeded heating and cooling at night and when I'm not at home.

A Business Issue



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