



## ENERGY STAR® Qualifying Home Products Sold through Retail Stores

### Retail Opportunity

Retail stores throughout the United States carry a wide variety of ENERGY STAR qualifying products including lighting, appliances, and office equipment. New product categories introduced in 2002 include ceiling fans and telephony (cordless telephones, answering machines, and combination units).

All of these product categories offer significant energy and environmental savings. For example, if by 2010 ENERGY STAR and its partners were able to increase market share for ENERGY STAR qualifying lighting fixtures to 16 percent, *annual* energy savings (from products sold between now and then) would exceed 27,000 gigawatt hours and reduce air pollution by approximately 3.85 million metric tons of carbon.

ENERGY STAR Qualifying Products for the Retail Sector		
<b>Office Products</b>	<b>Electronics</b>	<b>Telephony</b>
Computers and monitors	TV's	Cordless phones
Laser printers	VCRs	Answering machines
Scanners	TV/VCR combo units	
Fax machines	Audio equipment	<b>Construction Products</b>
Copiers	Set top boxes	Residential windows
Multifunction devices		Roof products
<b>Residential Lighting Products</b>	<b>Residential Heating and Cooling Products</b>	<b>Residential Appliances</b>
Compact fluorescent bulbs	Room air conditioners	Refrigerators
Lighting fixtures	Thermostats	Dishwashers
Ceiling fans with lights	Ceiling fans	Clothes washers
	Exhaust fans	Dehumidifiers



## Program design

Over the past several years, EPA and DOE have worked cooperatively with coordinators of energy efficiency programs in states throughout the country to enhance energy efficiency programming through ENERGY STAR. The program offers a wide array of tools and resources that many of these coordinators have used to improve their program's energy, financial, and environmental performance including:

- **Program design and implementation support** to assist in designing promotional activities that build consumer awareness for the benefits of ENERGY STAR qualified products
- **Consumer-oriented marketing materials** for use in energy efficiency public education campaigns
- **Coordination and information exchange** with different market actors including retailers, manufacturers, building operators, and utilities
- **Communications and media support** with an extensive ENERGY STAR brand awareness campaign
- **Technical and evaluation support** including market data on product availability and national sales of ENERGY STAR qualified products
- **Use of the ENERGY STAR logo.**

Retail-based program models that incorporate consumer outreach, cooperative marketing and coordinated promotions with retailers and manufacturers, and retailer education and in-store point of purchase labeling have worked effectively for many Regional Energy Efficiency Program Sponsors (REPS). The majority of these programs share the following common objectives:

- To encourage retailers to highlight ENERGY STAR on all of the qualifying products they sell
- To build market demand by educating consumers to ask for ENERGY STAR qualifying products
- To ensure delivery on promotional campaigns by ensuring activities are planned in advance and well coordinated with retailers and suppliers
- To promote a sustainable increase in market share for ENERGY STAR qualifying products.

## Sample program elements

Many successful regional programs have incorporated one or more of the following program elements:

- Consumer education that promotes the full ENERGY STAR product suite, as well as best practices such as right sizing room air conditioners or retiring second refrigerators



- Retail sales training on effective ways to promote ENERGY STAR qualifying products
- In-store labeling with point of purchase materials
- Financing for ENERGY STAR qualifying products or incentives/rebates for qualifying products
- Participation in nationally coordinated umbrella events such as the “Change a Light, Change the World” campaign
- Coordination with national retail chains via the federal ENERGY STAR program
- Monitoring and evaluation.

### **Key resources**

To help local programs spread the word about ENERGY STAR qualifying products in the retail sector, the program offers the following tools and resources:

- Nationally coordinated events such as Change A Light, Cool Change and a Holiday Consumer Electronics Promotion
- Periodic video news releases
- Sample and periodic news releases for print media
- Consumer education materials and creative templates including bill stuffers, in store point of purchase materials, posters and more
- Retail sales training tools including training videos, break room posters, pocket sales cards
- Retail network, online store locator, and special deals finder
- Savings information including product specific regional savings opportunities and annual unit savings estimates
- energystar.gov website and 1-888-STAR-YES Hotline

Partner resources can be found at [www.energystar.gov](http://www.energystar.gov).