Sell Energy-Efficient Products

A Guide for Selling to the U.S. Government

The Federal Government spends $500 billion on goods and services every year and $20 billion on energy. For many product types, the U.S. Government is the single largest purchaser. Manufacturers and vendors can increase their sales potential by helping Federal purchasers meet their energy-efficient product purchasing requirements.

Being listed on the U.S. General Services Administration's (GSA) schedule and bidders list at *www.gsa.gov/portal/category/100635* is the first step toward selling products to the Federal Government. Vendors may also be interested in GSA's mentoring program, which partners small businesses new to selling to the Federal Government with experienced companies. Visit *www.gsa.gov/portal/content/105301* to learn more.

Contractual Requirements

Federal Acquisition Regulation (FAR) Part 23.2 requires agencies to include FAR clause 52.223-15 in their solicitations for energy-consuming products that fall under one of the more than 75 product categories covered by either the Federal Energy Management Program (FEMP) or ENERGY STAR®. The clause states that the winning bid must comply with the energy-efficiency requirements outlined in this document. See *www.acquisition.gov/far/html/52_223_226.html#wp1178433* to learn more.

By ensuring that bids meet or exceed the efficiency standards designated by FEMP and ENERGY STAR, vendors are not only helping reduce Federal energy use, but also ensuring their bid is considered. For information about bid protests, visit *www.gao.gov/legal/bids/bidfaqs.html*.

By offering energy-efficient products, manufacturers and vendors can differentiate their product, increase their sales potential, and help the Federal Government meet purchasing requirements. *Photo from iStock 19348428*

Demonstrate Product Value

Vendors may find it helpful to refer their customers to FEMP resources. These resources allow customers to learn about products and technologies from a neutral source. FEMP provides procurement guidance by publishing energy-efficiency requirements, purchasing tips, cost data, and other useful information. Vendors may also find FEMP cost calculators at *www.femp.energy.gov/calculators* useful to demonstrate to buyers the energy and environmental benefits of purchasing energy-efficient products.

FEMP has identified 50 new and underutilized technologies with demonstrated energy savings. Together with Federal technology deployment efforts, this list helps agencies access information about proven technologies and allows them to make purchases with confidence. If your product uses one of the underutilized technologies listed, refer potential customers to the FEMP website at *www.femp.energy.gov* for more information. Top underutilized technologies, as rated by FEMP, are: spectrally enhanced lighting, low ambient/task lighting, condensing boilers, super T8 lighting, and commercial ground source heat pumps. For the list of underutilized technologies and information about the ratings system, and to learn more about completed and ongoing technology deployment, go to *www.eere.energy.gov/femp/technologies/new_technologies.html*.

FEMP-Designated Efficiency Requirements

Products that meet FEMP-designated efficiency requirements are in the upper 25% of their class in energy efficiency. FEMP sets efficiency requirements for product categories that have the potential to generate significant Federal energy savings. For more information, visit *www.femp.energy.gov/technologies/eep_fempdesignatedproducts.html*.

Efficiency requirements are reviewed at least every two years and are updated as needed. FEMP does not test or measure product energy consumption or performance but does reference industry-recognized testing standards. To determine the appropriate efficiency level to require, FEMP gathers data from outside sources—such as public datasets, industry organizations, and manufacturers—for market energy-efficiency data. FEMP does not recognize, endorse, or otherwise identify specific product makes and models for Federal procurement. Any product that meets or exceeds the FEMP-designated efficiency requirement qualifies for Federal purchase.

Determine If a Product is Compliant

If your product category is covered by ENERGY STAR, then it must be ENERGY STAR-qualified to be eligible for Federal purchase. Products that meet ENERGY STAR specifications but have not earned the label do not qualify. FEMP sets minimum energy-efficiency requirements for many commercial products procured by the Federal Government that are not covered by ENERGY STAR. Products in FEMP-designated efficiency categories must meet or exceed the relevant FEMP-designated efficiency requirement.

To determine if a product meets the efficiency requirements, follow these steps.

Step 1: Visit FEMP's Covered Product Categories page at *www.femp.energy.gov/coveredproducts*, and choose the tab for the covered-product category of interest.

Step 2: Within the applicable tab, choose the product type and scroll down to the "Efficiency Requirements for Federal Purchases" table to find the relevant parameters for your type of product. This may be the capacity, fuel type, or other product characteristics. Compare the FEMP requirements from "Efficiency Requirements for Federal Purchases" with your product's technical specifications, keeping in mind that compliance must be determined based on the industry-recognized testing standards identified by FEMP. Any product that meets or exceeds the listed level meets Federal energy-efficiency requirements.

When making a bid, compare the performance of the product you offer to the efficiency requirement. When specifying a product that will be used by the Federal Government, make sure to specify the FEMP-designated efficiency requirement.

For a list of ENERGY STAR-qualified makes and models, visit the ENERGY STAR website (*www.energystar.gov*), and select the product category in which you are interested, and look for the Qualified Products List. When offering an ENERGY STAR-qualified product to the Federal Government, include the ENERGY STAR logo.

Technology Demonstration Opportunities

Technology providers (organizations that develop, manufacture, or install technologies) may want to reference results from past technology demonstrations or participate in future demonstrations. For more information, visit the Web pages of the following demonstration programs:

- The U.S. Department of Energy's Technology Deployment Program (*www.eere.energy.gov/femp/technologies/new_technologies.html*)

- GSA's Green Proving Ground (*www.gsa.gov/greenprovingground*)

- Environmental Security Technology Certification Program (*www.serdp.org/About-SERDP-and-ESTCP/About-ESTCP*)

- Navy's TechVal (*www.neco.navy.mil/synopsis_file/N6258312RFITV_Techval_Proposal_Form_2c.pdf*)

Resources

FEMP has a variety of resources available to further the purchase of energy-efficient products. They include:

- **Covered Product Categories List:** This list summarizes which product categories the Federal requirements cover (*www.eere.energy.gov/femp/pdfs/eeprod_categories.pdf*).

- **Buying Guidance:** FEMP provides tips to help buyers select the right product, size it properly, install it correctly, and use it effectively (*www.femp.energy.gov/coveredproducts*).

- **Cost Calculators:** Calculate the impact of a purchase, and get estimates on cost-savings payback times to help demonstrate the value of a purchase with FEMP and ENERGY STAR cost calculators (*www.femp.energy.gov/calculators*).

- **New and Underutilized Technologies:** FEMP has identified 50 new and underutilized technologies with demonstrated energy savings (*www.eere.energy.gov/femp/technologies/new_technologies.html*).

Recommended Compliance Statement

Only products that meet or exceed relevant requirements using testing procedures can be characterized as meeting FEMP efficiency requirements. Manufacturers are encouraged to attain verification from an independent third party.

Once you have determined a product meets the requirements, FEMP recommends using the following language in specification sheets and Federal bids: "This product meets FEMP-designated efficiency requirements for PRODUCT CATEGORY, placing it in the top 25% of equivalent products for energy efficiency. Visit *www.femp.energy.gov/technologies/procuring_eeproducts.html* for more information."

U.S. DEPARTMENT OF
ENERGY

Energy Efficiency & Renewable Energy

For more information, visit
femp.energy.gov

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FEMP
Federal Energy Management Program

DOE/GO-102012-3697
December 2012