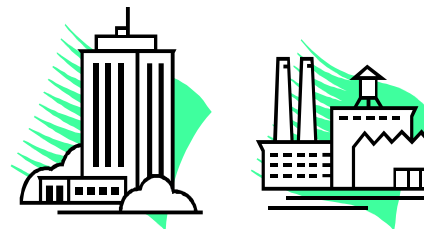


# ENERGY STAR in the US – a Portfolio of Broad Strategies



## Residential

- Labeled Products
  - 50+ products/1,500 manufacturers
  - 10 to 90% more efficient
- Labeled New Homes
  - 30% more efficient
- Home Improvement Services
  - Beyond Products
  - Ducts/home sealing
  - Whole home retrofits



## Commercial/Industrial

- Corporate energy management
  - Benchmarking, goals, upgrades
  - Whole building labeling for excellence
- Labeled products
  - For plug loads, not system components
- Small Business initiative

# ENERGY STAR Product Labeling



## 1. Objectives:

1. To reduce greenhouse gas emissions, caused by the inefficient use of energy
2. To make it easy for businesses and consumers to identify and purchase products with enhanced energy efficiency that offer savings on utility bills while maintaining performance, features, and comfort

## 2. What is ENERGY STAR?

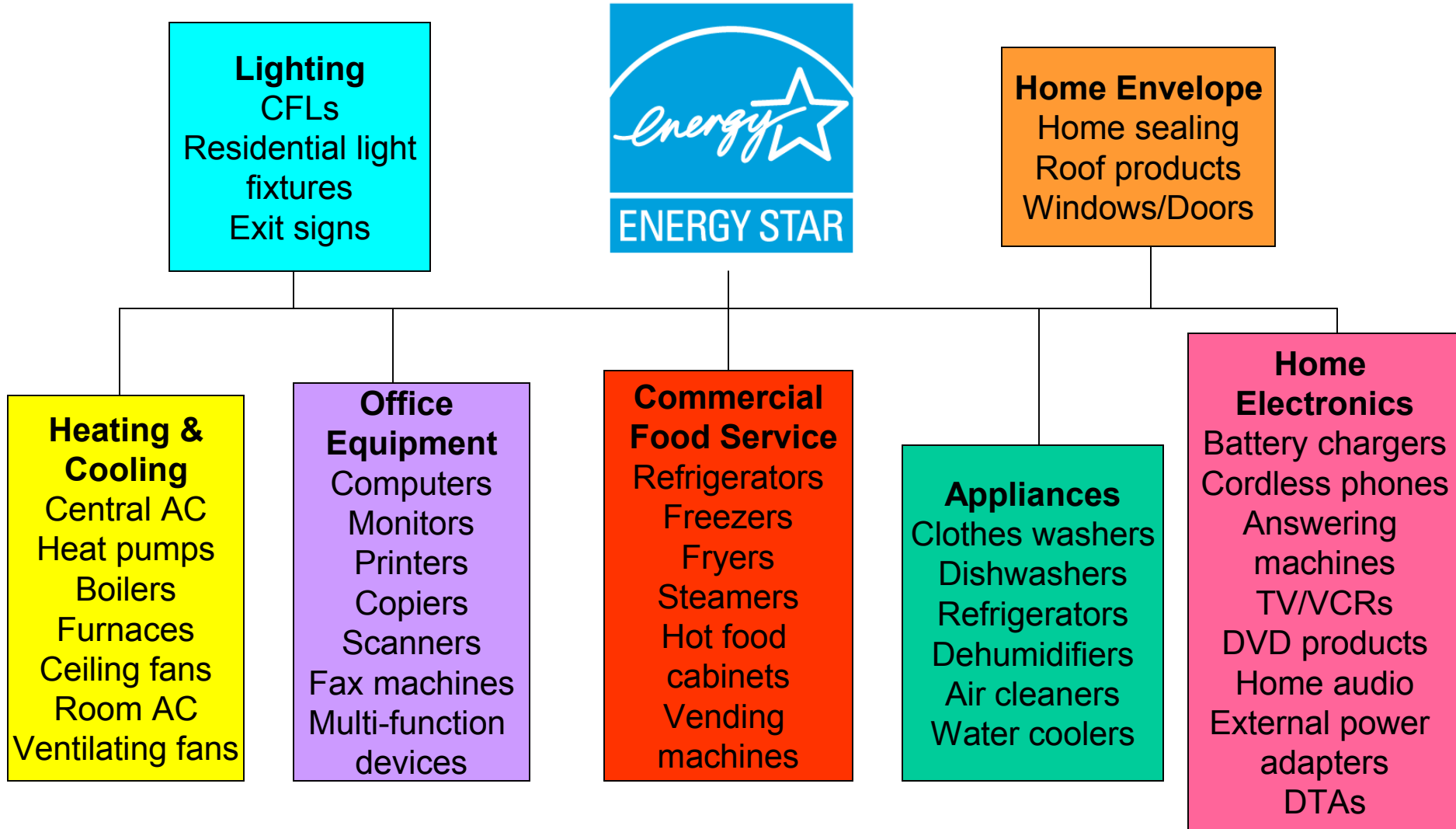
1. Distinguishes what is efficient/better for the environment with no sacrifice in features or performance
2. Voluntary program
3. Products that earn the ENERGY STAR meet strict energy performance criteria set by the US EPA or DOE

# ENERGY STAR Market in the U.S.



- More than 50 product categories
- More than 1,700 manufacturers labeling more than 44,000 product models
- Over 900 retail partners bringing ENERGY STAR qualifying products and educational info to their customers
- Almost 40 states, 500 utilities, and many other program sponsors leveraging ENERGY STAR
- To date, American consumers have purchased more than 2 billion ENERGY STAR qualified products, 300 million of them in 2006.

# 50+ Product Categories Are Covered by ENERGY STAR in the US



# Guiding Principles for Specification Development



- Cost-effective efficiency
- Performance maintained or enhanced
- Significant energy savings potential
- Efficiency is achievable with several technology options
- Product differentiation and testing are feasible
- Labeling can be effective in the market

# ENERGY STAR Results in the U.S.



- The ENERGY STAR label has become the national symbol for energy efficiency, recognized by more than 65% of Americans.
- To date, Americans have purchased about 2 billion ENERGY STAR qualified products.
- In 2006 alone, Americans - with the help of ENERGY STAR:
  - Saved 170 billion kWh or almost 5% of total electricity demand
  - Saved \$14 billion on their utility bills
  - Prevented 37 million metric tones of greenhouse gas emissions equivalent to the annual emissions of 25 million vehicles
  - Helped avoid over 35,000 MW of peak power, equivalent to the generation capacity of more than 70 new power plants

# ENERGY STAR is International



- U.S. EPA has arrangements with agencies in other countries regarding ENERGY STAR for office equipment
  - Japan
  - Taiwan
  - Australia: also includes home electronics and others
  - New Zealand: also includes home electronics and others
  - Canada: also includes most other product categories
- U.S. Government has a formal agreement with the European Union on ENERGY STAR for office equipment

# US/EU Agreement on ENERGY STAR



- Original Agreement signed in December of 2000
- Recently renewed in December of 2006 for another 5 year period
- Renewal reinforces the unification of voluntary energy efficiency labeling programs in two of the major global markets for office equipment
  - Establishes uniform criteria for US and EU
  - Increases global supply of and demand for energy efficiency equipment
  - Reinforces ENERGY STAR as international leader in voluntary energy efficiency labeling
- EC and EPA remain Management Entities responsible for implementing the Agreement
- Continues to cover office equipment: computers, monitors, printers, copiers, scanners, fax machines, scanners, and multi-function devices



# Changes to Agreement with Renewal

- Minor changes to text based on EPA and EC experience in implementing program
- Update to reflect cyan blue ENERGY STAR logo and its guidelines for proper use (Annexes A and B)
- Reflects revisions to energy efficiency specifications for computers and imaging equipment
  - Mutually agreed upon by the EC and EPA
  - Addresses energy used in active mode as well as standby mode

# Savings potential from new specs



- **New Imaging Equipment specs will:**
  - save U.S. consumers more than \$3 billion in energy costs over the next five years
  - avoid greenhouse gas emissions equivalent to the emissions of more than four million cars.
  
- **New computer specs will:**
  - Save U.S. consumers more than \$1.8 billion in energy costs over the next 5 years
  - avoid greenhouse gas emissions equivalent to the emission of more than 2.7 million cars



- Helps organizations identify, specify, and purchase ENERGY STAR® qualified products as part of an overall energy management strategy.
- ES Purchasing effort makes it easy for institutional purchasers to buy qualified products.
- Estimate roughly 25 to 30 states are requiring ES through law, executive order, or purchasing policy.
- Many municipalities also require ES qualified products
- With great success with states, municipalities, schools, EPA is now also focusing on the federal government.



- Relies on on-line resources for institutional purchasing focus:
  - Savings calculators
  - Sample procurement language
  - Sector specific fact sheets for State and local government ;Higher Education; K-12 schools; Hospitality industry; Food Service Industry
  - On-line training sessions that reach dozens purchasing officials/annually
- Recently began examining federal purchasing and promoting the requirements of the 2005 Energy Policy Act
  - EPO Act requires that federal agencies purchase ES qualified products
  - In the next year, EPA will:
    - Conduct pilots at federal agencies
    - Raise general awareness
    - Conduct training