



ENERGY STAR

Partner Webinar: ENERGY STAR Communications - Moving into 2014

December 12, 2014



Learn more at energystar.gov

Media Highlights



- 3.1 million impressions from Change the World PSA
- Development of ENERGY STAR podcasts for certified lighting and consumer electronics: energystar.gov/podcasts
- Online placement of cooling/lighting infographics, podcasts, and other messaging in Rodale, AARP, Tree Hugger, Sustainablog, and Jean Chatzky blog

LIGHTING MADE EASY
BRIGHTEN OUR PLANET'S FUTURE WITH ENERGY STAR®

Even with all the new lighting choices, saving money on your electricity bill is still simple: Look for the ENERGY STAR for energy savings. No matter the technology or the performance claims, only bulbs with the ENERGY STAR label meet strict guidelines for efficiency and performance that set them apart.

Look for the ENERGY STAR

ENERGY STAR certified bulbs use less energy than standard incandescent bulbs, fewer greenhouse gas emissions.



- ★ Use **75%** less energy than incandescent bulbs
- ★ Save **\$40-\$135** in energy bills
- ★ Provide the same brightness (lumens) as incandescent bulbs
- ★ Last **10-25** times longer than incandescent bulbs
- ★ Help protect the environment and prevent global warming

Choosing the Right Brightness & Color

[MORE LUMENS = MORE BRIGHTNESS]

Look for the light output you need to match the brightness of your old incandescent bulbs.

JOIN THE MILLIONS WITH THE ENERGY TO CHANGE THE WORLD.

THE PEOPLE: Millions of ENERGY STARs across America

THE ENERGY: Saved more than 2.2 trillion kWh with EPA's ENERGY STAR® program

THE POTENTIAL: Saving energy reduces the greenhouse gases that cause climate change

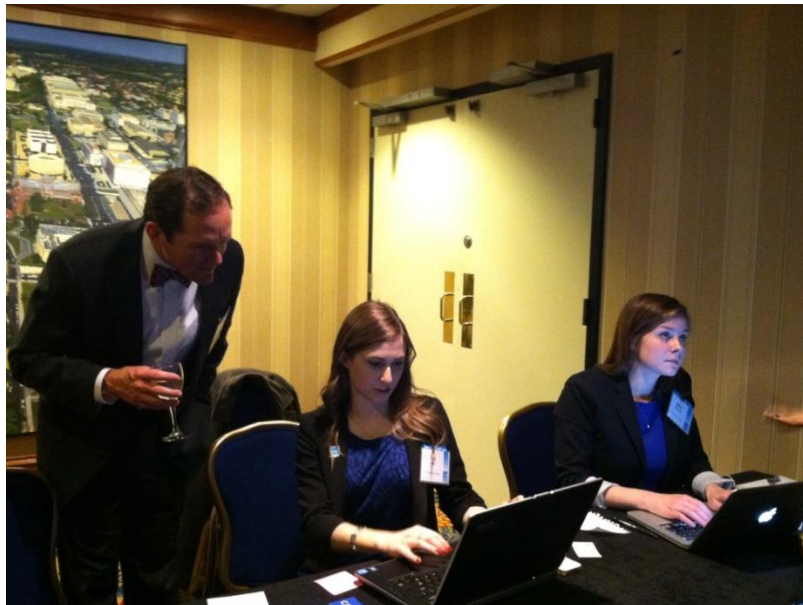
THE RESULTS: Prevented more than 1.8 billion metric tons of greenhouse gases and saved over \$230 billion on utility bills

From its beginnings 20 years ago, ENERGY STAR has grown to be one of the most successful energy conservation movements in history. Today, right in their own homes, millions of people across America are making a difference in the fight against climate change. Join the movement at energystar.gov/changetheworld.

Media Highlights



- **Social Media** – ENERGY STAR continues to engage partners and consumers
 - 22,500+ Likes on Facebook
 - 34,000+ Followers on Twitter



Media Highlights



- The ENERGY STAR Current Blog
- EPA's Blog to Help You Protect the Climate by Saving Energy
- Thousands of subscribers
- Weekly posts by EPA and partners like LG, NYSERDA and National Grid
- Website:
 - blog.epa.gov/energystar



2013 Campaign Successes



- **ENERGY STAR Pledge**
 - 3.2 million+ individuals
 - Pledged actions equal an estimated:
 - 15 billion GHG emissions prevented
 - \$1.2 billion saved in utility costs
 - 689 Pledge Drivers
 - 2012-2013 Top Pledge Drivers
 - Georgia Power Company
 - Girl Scouts of the USA
 - Samsung Electronics
 - Nissan North America
 - Ameren Illinois

The screenshot shows the ENERGY STAR Pledge website interface. At the top, there is a navigation bar with links for 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. A search bar and social media icons are also present. Below the navigation bar, a blue banner reads 'CHANGE THE WORLD. Start with ENERGY STAR. Make a change today to save energy and protect the climate. 3,287,330 individuals already have.' The main content area is titled 'Take the Pledge' and includes instructions on how to pledge. A progress bar shows the user's progress through various categories: Lighting, Electronics, Appliances and Water Heaters, Heating and Cooling, Seal and Insulate, and Assess Your Home. The 'Lighting' category is currently active, showing a list of pledged items: 'I PLEDGE TO MAKE THE FOLLOWING: Product Changes: Replace lightbulbs (up to 50) Purchase ENERGY STAR light strings this holiday season Other Energy-Saving Changes: Turn off lights when not needed'. Below the progress bar, there is a 'SIGN YOUR PLEDGE' section with a form for entering the user's name, email, and zip code, and a checkbox for 'Have Kids?'. On the right side of the page, there is a 'READY To Make A Change?' section with a link to 'EXPLORE OUR INTERACTIVE MAP' and a 'CURRENT ENERGY STAR ACTIVITY' section listing recent pledges.

2013 Campaign Successes



- Team ENERGY STAR
 - Reached nearly 280,000 youth and families through website, Boys & Girls Clubs of America, and PTO Today
 - 4.5 million impressions from joint PSA



Team ENERGY STAR makes it easy and enjoyable for the whole family to save energy and money while they do their part to protect the climate. With help from ENERGY STAR and the heroic team from the film, EPIC, everyone can make a difference for the planet.

JOIN TEAM ENERGY STAR IN THE EPIC FIGHT TO PROTECT THE CLIMATE

Yes! I want to join Team ENERGY STAR and be eligible to win a DVD of the movie, EPIC, as well as other cool prizes. I agree to receive ENERGY STAR certified electronics from LG Electronics and my picture on LG's electronic billboard in New York City.

First Name	My EPIC Pledge	
Last Initial	EPIC_Pledge_idios	
Email		
Zip		
Joining on behalf of a participating organization?		
Select		
Birthdate		
Month	Day	Year
<input type="button" value="SUBMIT"/>		
RULES AND ELIGIBILITY		

By signing up with Team ENERGY STAR, you acknowledge and agree that: 1) your contact information will be generated by the EPA's Privacy Policy; and 2) you may receive e-mail ENERGY STAR educational initiatives.

JOIN THE EPIC FIGHT TO PROTECT THE CLIMATE

With Team ENERGY STAR, you can make a big difference for our planet.

With the help of the Boys & Girls Clubs of America and schools across the country through School Family Nights, millions of young people are making a difference. Learn how you can help your family save energy, save money, and reduce greenhouse gas pollution by joining the team of ENERGY STAR and the heroic characters from EPIC today. Visit energystar.gov/team.

LEARN MORE AT energystar.gov



2013 Campaign Successes



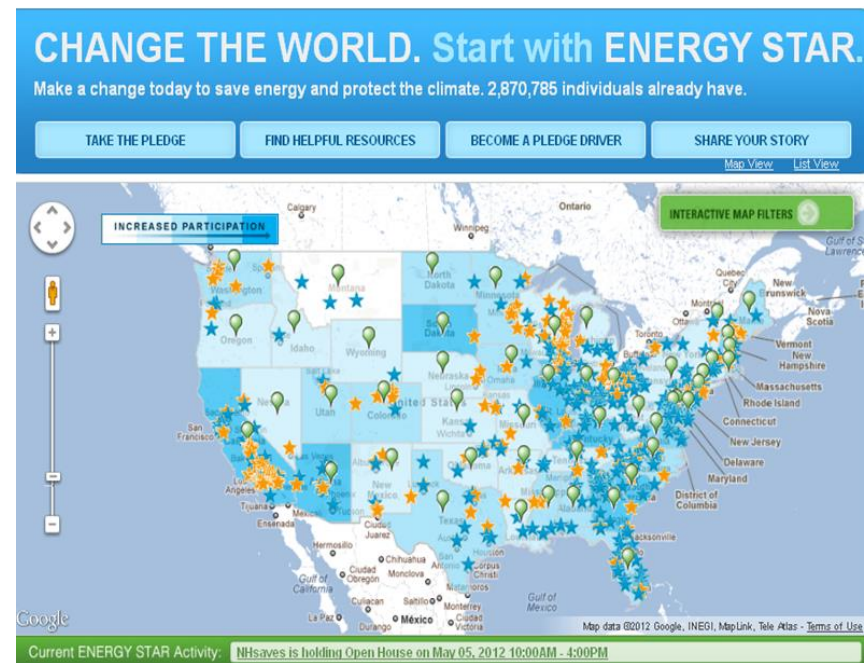
- **Campaign kick-off Twitter Party**
 - 154 unique twitter handles participating, including:
 - Samsung, National Grid, Georgia Power, Bosch, LG USA, Visio, and more...
 - More than 9 million total impressions
- **Team ENERGY STAR Summer Challenge Twitter Party**
 - 344 unique twitter handles, including:
 - GE Lighting, Philips, Southern California Edison
 - Received 372 retweets
 - Gained 101 followers that day – one of ENERGY STAR's highest on a single day!



2013 Campaign Successes



- ENERGY STARs Across America
- A national movement of partners and people across the country dedicated to saving energy
- Over 1,000 partner sponsored events across the country
- Over 100,000 page views



2013 Campaign Successes



- ENERGY STAR DAY
 - Atlantic City Event with BGCA
 - More than 250 attendees
 - Coverage from six local media outlets



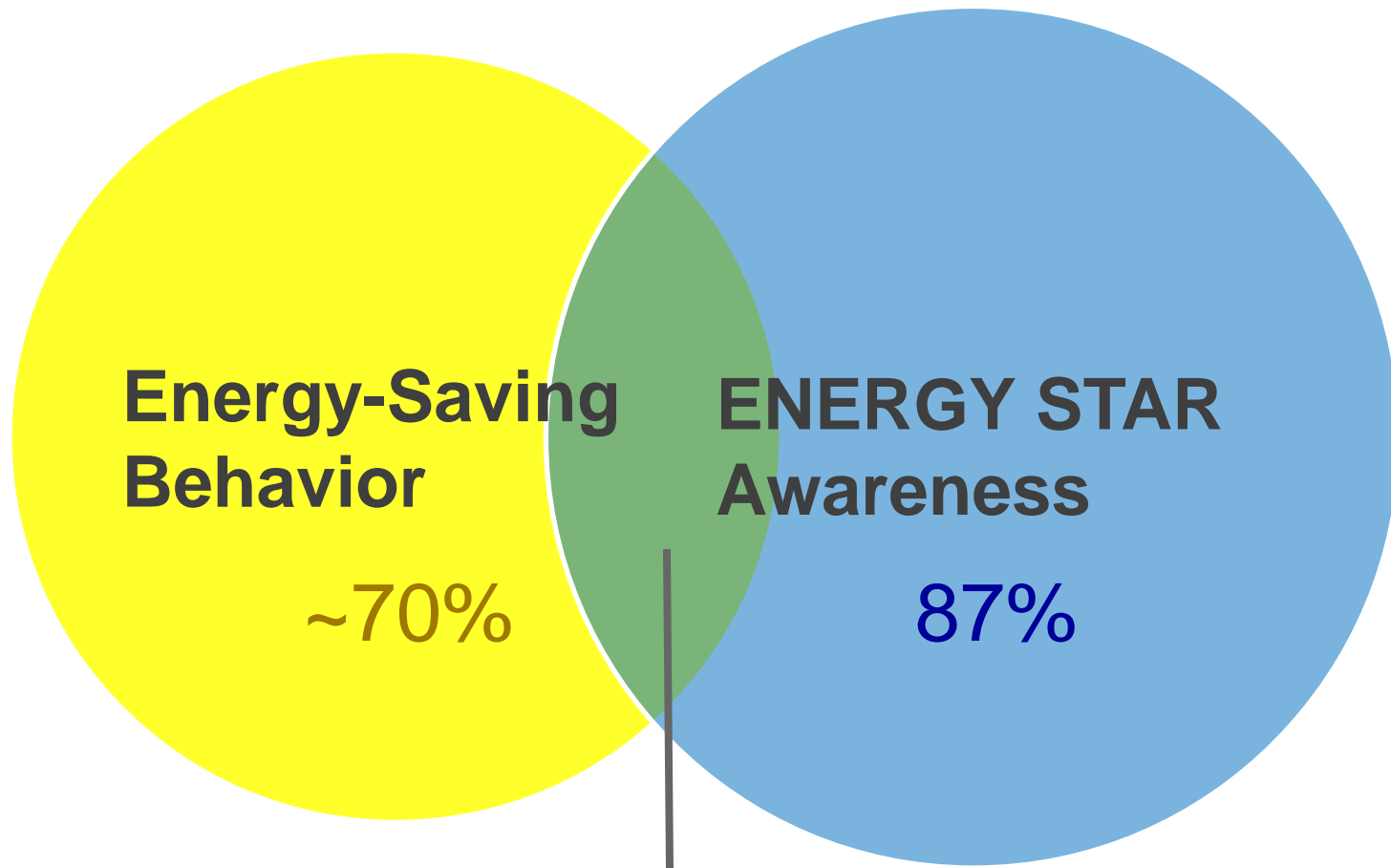
**BOYS & GIRLS CLUBS
OF AMERICA**





Moving Into 2014

Nexus of Awareness and Action



ENERGY STAR as the Agent of Change

ENERGY STAR as Agent of Change



- Leverage awareness and perceived value of ENERGY STAR to increase energy-saving behavior
 - Increasing ENERGY STAR's value as a way to reduce any barriers to action and increase adoption (sales and behavior change)

How Do We Get There?




- **Step 1:** Valuable and relevant content from ENERGY STAR
- **Step 2:** Drive adoption (sales and behavior change) utilizing strategic touch points
- **Step 3:** Provide effective outreach frameworks and resources that allow our partners to drive awareness and demand for their ENERGY STAR products / services
- **Step 4:** Ensure products / services deliver

Strategic Touch Points



- Web
- Media
 - In particular, social media
- Community-based / Grassroots
 - Community-based Social Marketing (CBSM)
 - Community activation campaigns



CHANGE THE WORLD, START WITH ENERGY STAR®


Like Us on Facebook Follow Us on Twitter

Gifts that Keep on Giving: Energy and Money Savings, Plus a Healthy Planet!

To commemorate Thanksgiving as well as celebrate the holiday season (and how could we forget today, "Black Friday"), the U.S. Environmental Protection Agency's ENERGY STAR program has tons of gift ideas that keep on giving plus some energy-saving tips for keeping your utility bills down during the busy holiday season.

- [ENERGY STAR Gift Ideas](#)
- [ENERGY STAR Holiday Tips](#)

Need more gift ideas? Check out the ENERGY STAR Product Finder at www.energystar.gov/productfinder/ to find the most efficient products for you and your family. While you are online, don't forget to take the [ENERGY STAR Pledge](#) and let EPA help you change the world! ENERGY STAR has dozens of ideas to help you and your loved ones save energy and money and protect the climate. Join the millions of Americans who have already joined the movement!



ENERGY STAR Gift Ideas

Here are ENERGY STAR's gift picks for 2013:

Electronics often find their way to the top of the holiday wish list. Make sure you look for the ENERGY STAR label to give your loved ones the gift of energy efficiency in addition to the latest and greatest in technology and features! Saving energy reduces carbon pollution, so these are purchases you can feel especially good about. A home equipped with TVs, set-top boxes, a Blu-Ray player and a home-theatre-in-a-box that have earned the ENERGY STAR, can save more than \$330 over the life of the products. If each TV, DVD player, and home theatre system purchased in the U.S. this year earned the ENERGY STAR, we would prevent more than 2.2 billion pounds of greenhouse gas emissions every year, equal to the emissions from more than 200,000 cars. Now that's a big gift!

Resources: Sharable Content



- Develop sharable content EPA and Partners can use across platforms
 - Social media tips and posts
 - Videos
 - Podcasts
 - Infographics

LIGHTING MADE EASY
BRIGHTEN OUR PLANET'S FUTURE WITH ENERGY STAR®

Even with all the new lighting choices, saving money on your electricity bill is still simple: Look for the ENERGY STAR for energy savings. No matter the technology or the performance claims, only bulbs with the ENERGY STAR label meet strict guidelines for efficiency and performance that set them apart.

Look for the ENERGY STAR ENERGY STAR MEANS HIGH QUALITY AND PERFORMANCE. BULBS WITH THE LABEL HAVE BEEN INDEPENDENTLY CERTIFIED AND UNDERGONE EXTENSIVE TESTING.

ENERGY STAR certified bulbs use less energy, so they cost less to operate than standard incandescent bulbs. And less energy means fewer greenhouse gas emissions.

- ★ Use **75%** less energy than incandescent bulbs
- ★ Save **\$40-\$135** in energy bills
- ★ Provide the same brightness (lumens) with less energy (watts)
- ★ Last **10-25** times longer than incandescent bulbs
- ★ Help protect the environment and prevent climate change

Choosing the Right Brightness & Color INSTEAD OF WATTS, LOOK FOR LUMENS TO MEASURE THE BRIGHTNESS OF THE BULB.

[MORE LUMENS = MORE LIGHT]

Look for the light output you need to match the brightness of your old incandescent bulbs.

Old Incandescent Bulb (Watts)	ENERGY STAR Bulb Brightness (Minimum Lumens)
100 watts	1,600 lumens

My ENERGY STAR

- Provides a one-stop-shop for consumers to find out about ways to save energy
 - Products, Projects, tips, and more
- Includes comprehensive offerings no matter where the consumer is in their energy-saving continuum
- Integrates the ENERGY STAR Pledge
- Offers a deeper level of engagement for existing, savvy ENERGY STAR consumers
- Connect partners to consumers based on location and product need

MY ENERGY STAR

My ENERGY STAR highlights
RECENT ACTIVITY: 0 items on your to do list, 1 completed item
READY FOR YOU: 41 items to pledge
RETRAINING SHOW UP HERE [SAVE YOUR PROGRESS](#)

My To Do List | Completed Actions

1 action on your list.

Choose an ENERGY STAR certified TV

New ENERGY STAR certified TVs save energy when they are off on and can be found on standard TV models to large screen TVs with the latest features like 3D and internet connectivity.

MAIN BENEFITS

- Certified TVs are over 25% more efficient
- High-quality performance and features
- Save money
- Protect the climate

FACTS & STATS

If all TVs sold in US were certified models, 15 billion pounds of annual CO2 emissions would be prevented.

[ON YOUR TO DO LIST](#) [MARKED COMPLETE](#) [MORE INFORMATION](#)

Keep it up USERNAME, you're doing a great job!

MY ENERGY STAR IMPACT

Your ENERGY STAR actions are reducing your carbon footprint by: **0 lbs**

MY ENERGY STAR PROGRESS

Given the effort and energy-savings of your actions, here are the stars you've earned you're **1,825 lbs**

★ ★ ★ ★ ★
100

MY ENERGY STAR DIFFERENCE

Your ENERGY STAR actions, together with millions of other Americans, are making a big difference.

3,287,330 individuals	\$1,166,133,416 energy savings
---------------------------------	--

15,001,229,437 lbs
in carbon pollution reduction

You might be interested in these Ways to Save

- Choose an ENERGY STAR certified clothes washer
- Choose ENERGY STAR certified light bulbs
- Install and properly set a programmable thermostat
- Clear the area around the outdoor components of your HVAC system

See more ways to save

Home Energy Yardstick

Assess your home's annual energy use, compared to similar homes, by answering a few basic questions about where you live.

Home Performance with ENERGY STAR

This is a very brief description of what the program does and how it can help a family save money on their energy bill.

PLEDGE TO SAVE ENERGY

Here are the key energy saving actions that you can take to change the world. Pledge to do something today and together we can reduce greenhouse gases and protect the climate.

My ENERGY STAR highlights

RECENT ACTIVITY

4 items on your to do list
3 completed items

READY FOR YOU

55 items to pledge

RETURNING? SIGN IN [HERE](#)

[SAVE YOUR PROGRESS](#)

Select Actions to Pledge

Choose from the categories below and select the actions you pledge to complete. Once you have made your selections, add your name and email to complete your pledge. You'll receive a list of everything you've pledged, as well as links to any available rebates and other special offers.



Lighting

I pledge to take the following actions:

- Replace lightbulbs (up to 50)
- Purchase ENERGY STAR light strings this holiday season

Other Energy-Saving Changes

- Turn off lights when not needed

Electronics



Appliances & Water Heaters



Heating & Cooling



YOUR PLEDGES

0% fully pledged

1 item on your to do list
ready to pledge

Lighting

0 of 2 actions pledged

Electronics

1 of 8 actions pledged

Appliances &
Water Heaters

0 of 6 actions pledged

Heating & Cooling

0 of 3 actions pledged

Seal & Insulate

0 of 2 actions pledged

WHAT OTHERS ARE DOING



See what actions others are taking to protect the climate!

[See the map](#)

My ENERGY STAR Promotion



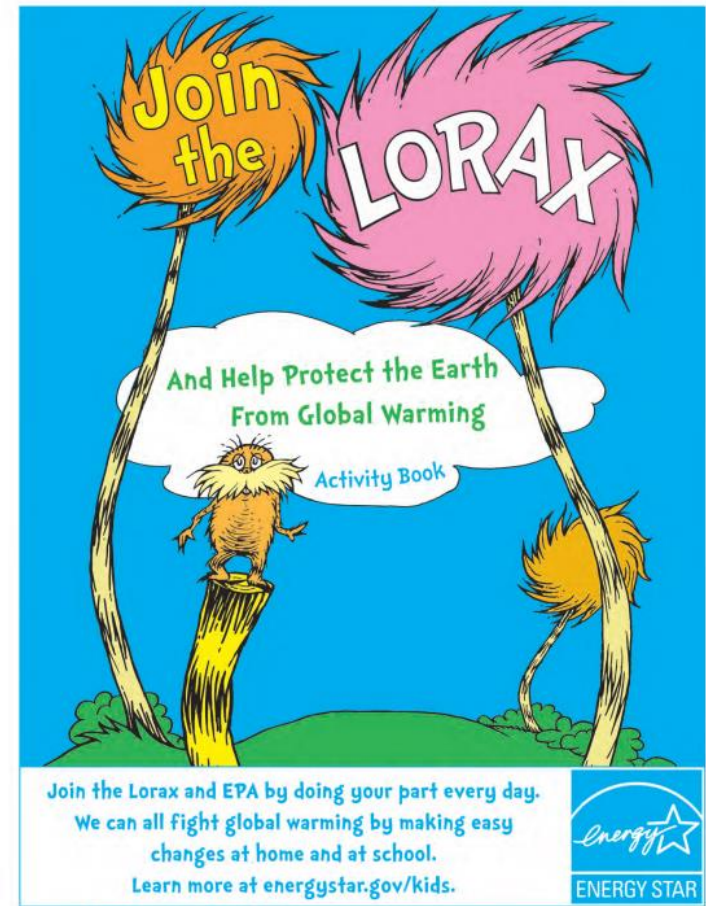
- Consumer Launch Earth Day 2014!
 - Generate awareness to increase users
 - energystar.gov
 - Media
 - Digital
 - Social
 - Radio Media tour

The screenshot shows the ENERGY STAR website homepage. At the top, there are navigation links for 'ENERGY EFFICIENT products', 'ENERGY SAVINGS at home', 'ENERGY EFFICIENT new homes', and 'ENERGY STRATEGIES FOR buildings & plants'. A search bar is located on the right. The main content area features a large banner titled 'Have You Made the Switch?' with a photo of a woman and child reading a book. Below this is a 'SEE OUR PROGRESS' button and a progress indicator showing 1 out of 5 steps. To the right, there is an EPA logo and text explaining the ENERGY STAR program. Below the banner, there are sections for 'ENERGY EFFICIENCY' (with sub-sections for 'FOR YOUR HOME' and 'FOR YOUR BUSINESS'), 'LOG IN TO ENERGY STAR', 'PARTNER RESOURCES' (featuring CREE), 'TOOLS & INITIATIVES' (including 'DO ONE THING ENERGY STAR', 'Portfolio Manager', and 'SAVE ENERGY @HOME'), 'ENERGY STAR SOCIAL MEDIA' (with a Facebook link), and 'MOST VIEWED' (listing various resources like 'Federal Tax Credits for Energy Efficiency'). At the bottom, there are social media links for Facebook and Twitter, and a 'NEWS' section with several articles.

Other Earth Day Activities



- Earth Day Media Outreach
 - Announce Top Pledge Drivers
 - Drive participation in new My ENERGY STAR platform
 - Twitter Party
 - Digital media
- Dr. Seuss', The Lorax book-based Earth Day event kits
- Team ENERGY STAR Community Service Volunteers recruitment





New for 2014

NEW! Community Service Tour



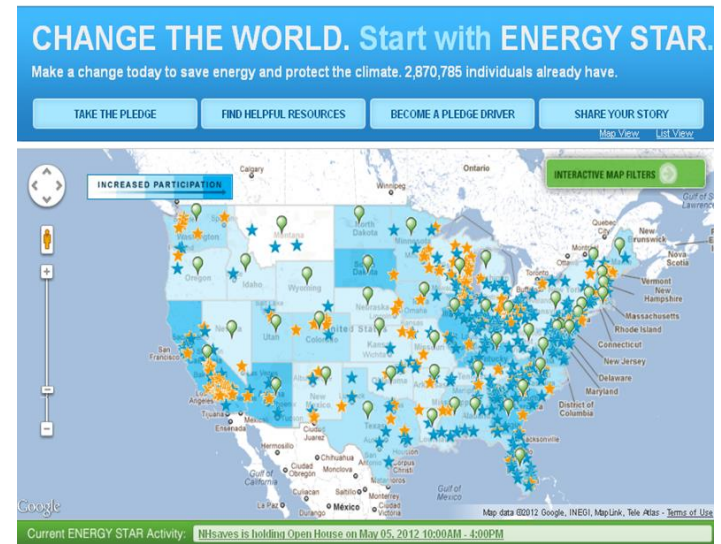
- 2014 Campaign Concept leading up to ENERGY STAR Day
 - Help you motivate behavior change with your consumers by facilitating community service events in your community that do good with ENERGY STAR



Community Service Tour



- Build on success of ENERGY STARs Across America
- EPA to partner with a nonprofit organization to develop a national tour of customized community service events that complement program sponsors' consumer behavior change call-to-actions
 - Help a family or group in need become more energy efficient
 - Promote ENERGY STAR energy-efficient products and behaviors
 - Use your existing plans and promotions as a foundation
- Involve broader community in doing good
 - Tie customer actions to donation that nonprofit uses to help people in need become more energy-efficient
- 10 markets in 10 weeks



Community Service Tour



- Community Service Event Examples:
 - BGCA Club efficiency upgrade and community event
 - Home energy efficiency upgrade for a family in need
 - Neighborhood lighting switch-out
- Community Engagement Examples:
 - Make 5 ENERGY STAR changes in your home and we will cover a BGCA family's energy bill for a month
 - Recycle your refrigerator and fill the fridge of a families in need
 - Buy an ENERGY STAR bulb and families in need receive an ENERGY STAR bulb
- EPA in discussions with BGCA and other nonprofit partner potentials
 - Program sponsors also provided flexibility to work with any existing nonprofit partners, e.g. their foundations



The Value



- Be part of a national umbrella multi-media campaign and call-to-action supported by EPA
- Engage your customers in energy efficiency actions by leveraging association with nonprofit and helping your customers help others
- Build goodwill in your market with your customers
- Receive promotional support for your tour stop in your market and nationally
 - Earned media
 - Social media
 - ENERGYSTAR.gov and e-mail
- Receive donation support for nonprofit community service

The screenshot shows the ENERGY STAR website's Earth Day campaign page. At the top, there's a banner with the ENERGY STAR logo and a collage of diverse people's faces. Below the banner is the headline "CHANGE THE WORLD, START WITH ENERGY STAR®" and social media links for Facebook and Twitter. The main text introduces Earth Day and the EPA's celebration, highlighting energy-saving efforts and emissions prevention. It lists several "top pledge drivers" including Georgia Power, Samsung, Nissan, Girl Scouts, and Ameren Illinois. A section titled "Take the ENERGY STAR Pledge Again and Share it With Others" provides instructions on how to make a pledge, including a "PLEDGE TO MAKE THE FOLLOWING:" section with checkboxes for "Lighting", "Electronics and Water", "Appliances and Water Heaters", "Heating and Cooling", "Savings Programs", and "Audit Your Home". Below this, there's a "ENERGY STARS Across America" section with a map showing event locations across the United States.

The Roles



- EPA
 - Provides model for community service energy efficiency event and identifies national nonprofit partner option(s)
 - Provides manufacturers willing to donate product
 - Promotes tour nationally on energystar.gov and in media
 - Helps with local earned and social media
 - Creates sharable video and other event content
 - Partners with nonprofit which will provide broader support for people in need as an incentive for the program sponsor's call-to-action

The Roles



- Energy Efficiency Program Sponsor Partners
 - Coordinate local tour activities with partners and EPA
 - Identify and promote a customer call-to-action for the project/event (could be retail actions, event participation, project participation etc.)
 - Provide local promotional support
 - Measure customer actions
- The Nonprofit
 - Identifies family/community for energy efficiency upgrades
 - Promotes within their networks
 - Extends community support to wider audience
 - Receives donations and distributes to additional families/community members for energy efficiency

The Tour Timeline



- January 27: Send detailed tour information to Program Sponsors
- February 17: Project/event descriptions due
- March 7: Select Program Sponsor partners for tour
- Earth Day: Tour announced publicly
- Sept. 9: Launch tour – first stop/media event (West coast)
- October 28: Culminate Tour on ENERGY STAR Day – final stop/media event (East coast)

2014 Calendar



	Q1			Q2			Q3			Q4		
	J	F	M	A	M	J	J	A	S	O	N	D
ENERGY STAR Community Service Tour				Tour announced publicly on Earth Day Launch My ENERGY STAR Partner/Consumer Newsletter						Tour culmination on ENERGY STAR Day (October 28th) Partner/Consumer Newsletter		
Seasonal Media Outreach	Heating Home Sealing Tax Credits			Cooling Season Earth Day			Cooling Season			Heating Sealing and Insulating Holiday Tax Credits		
ENERGY STAR Product/Tip Media Outreach	Certified lighting/Lighting Challenge promotion, Electronics, Televisions, Specification revision effective for Imaging, Data Center Servers/Storage, Water Coolers, Commercial Ovens			Certified Pool Pumps My ENERGY STAR			Specification Revision effective for Refrigerators/Freezers (Connected Appliances), Set Top Boxes, Telephony, Boilers, Lamps, Commercial Refrigeration My ENERGY STAR			Specification revision final for ENERGY STAR Dryers My ENERGY STAR		
Social Media Outreach	Launch of ENERGY STAR Pinterest page and ENERGY STAR "Ask the Expert" video series									Release of 2014 Consumer Electronics Podcast		
				Twitter Party						Twitter Party		
	Daily engagement on ENERGY STAR social media channels (Facebook, Twitter, YouTube, and Pinterest)											

Changing the World, Together



- Our part: To provide partners a credible brand that has high market value
- Your part: To leverage that brand to deliver that value through:
 - ENERGY STAR products, service, and how-to's that deliver on energy savings
 - Hands-on programs that effect behavior change



Questions



- Please contact:

Jill Vohr (vohr.jill@epa.gov) or

Brittney Gordon (gordon.brittney@epa.gov)