

RULE YOUR ATTIC!

2017 OVERVIEW FOR STAKEHOLDERS

The simple
choice for
energy
efficiency.



In homes across America, poorly-sealed and under-insulated attics are taking money out of homeowners' pockets in the form of high utility bills. In fact, **9 out of 10 homes in the U.S. are under-insulated.*** Through its "Rule Your Attic!" consumer outreach promotion, the U.S. Environmental Protection Agency's (EPA) provides resources to encourage homeowners to take control over their high utility bills this heating season through. The purpose of the promotion is to:

- A) Deliver engaging and useful content to homeowners about the financial, as well as comfort and environmental, benefits of sealing and insulating their attics and encourage homeowners to take action to improve the insulation in their own attics.
- B) Provide engaging content for other groups that can be shared with homeowners to amplify the importance of proper sealing and insulation in their homes.

The ENERGY STAR "Rule Your Attic!" promotion will launch on **October 23rd and run through November 17th** when consumers are preparing for winter. As an ENERGY STAR utility, program or stakeholder, there are a number of ways to participate.

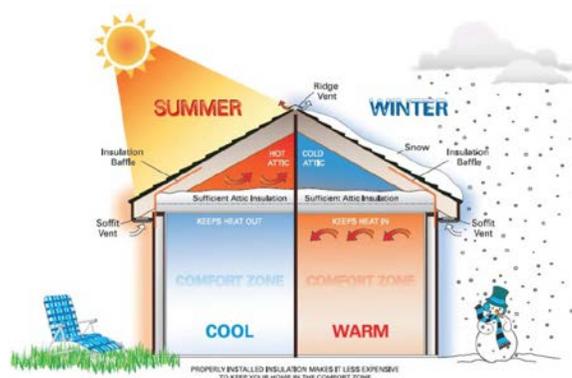
Engaging Shareable Content



ENERGY STAR provides partners and other stakeholders with a **turn-key consumer marketing platform to promote sealing and insulation.** ENERGY STAR has created entertaining, how-to videos, graphics, and blogs that partners and other stakeholders, can share via their networks, websites, and other outreach activities to engage with homeowners and help drive sales of products/services or drive participation in energy efficiency programs. This **content will be primarily delivered through ENERGY STAR's website**, making it readily available for partners to share and generate engagement while spreading the word about the benefits of a sealed and insulated attic. Partners can download these materials for free from the [Rule Your Attic! 2017 Stakeholder and Partner Toolkit](#) or email insulation@energystar.gov for assistance. [Please note a separate overview document is available for contractors.](#)

To help stakeholders participate in the promotion the following items have also been created:

- A [directory](#) of available content, which includes [promotion identifiers](#) and other materials
- A step-by-step [timeline and participation guide](#)



**Compared to 2006 IECC standards, Source: Boston University and NAIMA*

Messaging

Throughout the promotion, use the how-to videos, graphics, campaign messaging, and other materials to encourage homeowners to do the following:

- 1) **Measure:** Climb into the attic and measure the insulation level (how many inches deep is it?);
- 2) **Get Solutions:** Learn how to make improvements to fix a poorly-sealed/insulated attic; and
- 3) **Fix and Save:** Utilize the information and resources to take steps either with Do-It-Yourself (DIY) guidance or by hiring a local contractor to fix the problem.

Key message

- This (Fall/year), take the first step to savings by measuring your attic's insulation so you can "Rule Your Attic!" Now is the perfect time to check your attic to prepare for the cold winter months ahead.

Supporting messages

1) **Measure**

- Check your attic insulation level **today** to see if your home has low insulation levels. You may be missing a big opportunity to make your home more comfortable and energy efficient.
- In 9 out of 10 houses across America, under-insulated attics are wasting homeowners' money through high utility bills. (Compared to 2006 IECC standards, Source: Boston University and NAIMA)
- Adding insulation and sealing air leaks in your home can help you save up to 10% on your home's annual energy bills and keep you more comfortable. 10% is about \$200/year for the average US homeowner.
- In addition to energy savings, other benefits to sealing and insulating include: reduced noise from outside; less pollen, dust, and pests entering the home; and better humidity control.

2) **Get Solutions**

- The EPA has resources available at energystar.gov/sealandinsulate to help you understand the projects and choose the best approach to air sealing and insulation projects for your home.
- Check with your local utility to see if they offer rebates for certain air sealing and insulation projects or supplies. The utility may also offer free or discounted energy audits to help find problems you can fix.

3) **Fix and Save**

- Ready to take action and reduce winter heating bills? Cool Fall weather is a perfect time to work in an attic to get your home ready for winter.
- Sealing and insulating is a great, cost effective home improvement. You can 'Do-it-Yourself' or hire a contractor.
- DIY projects cost less but take more time and mean you may need to crawl around and get dirty. Homeowners should also read up on working safely and using the correct equipment.
- Contractors typically cost more but they can get the job done quickly, work safely using building science knowledge, and have the skills to find the hidden problems. Check with your local utility to see if they have lists of prescreened and certified contractors to do the work.

Questions: Contact EPA's Doug Anderson at Anderson.doug@epa.gov or insulation@energystar.gov with questions on how you can participate in the 2017 Rule Your Attic! promotion.

ENERGY STAR[®] is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.