

RESNET 2003 ANNUAL CONFERENCE  
FEBRUARY 25, 2003



# *Update ENERGY STAR*

# *Overview of Presentation*



- A review
- What are the numbers?
- Who is helping?
- So, why are we changing that logo....again?
- Who to talk to at RESNET 2003
- Who I am not talking to at RESNET 2003
- The future



## *What are the numbers ?*

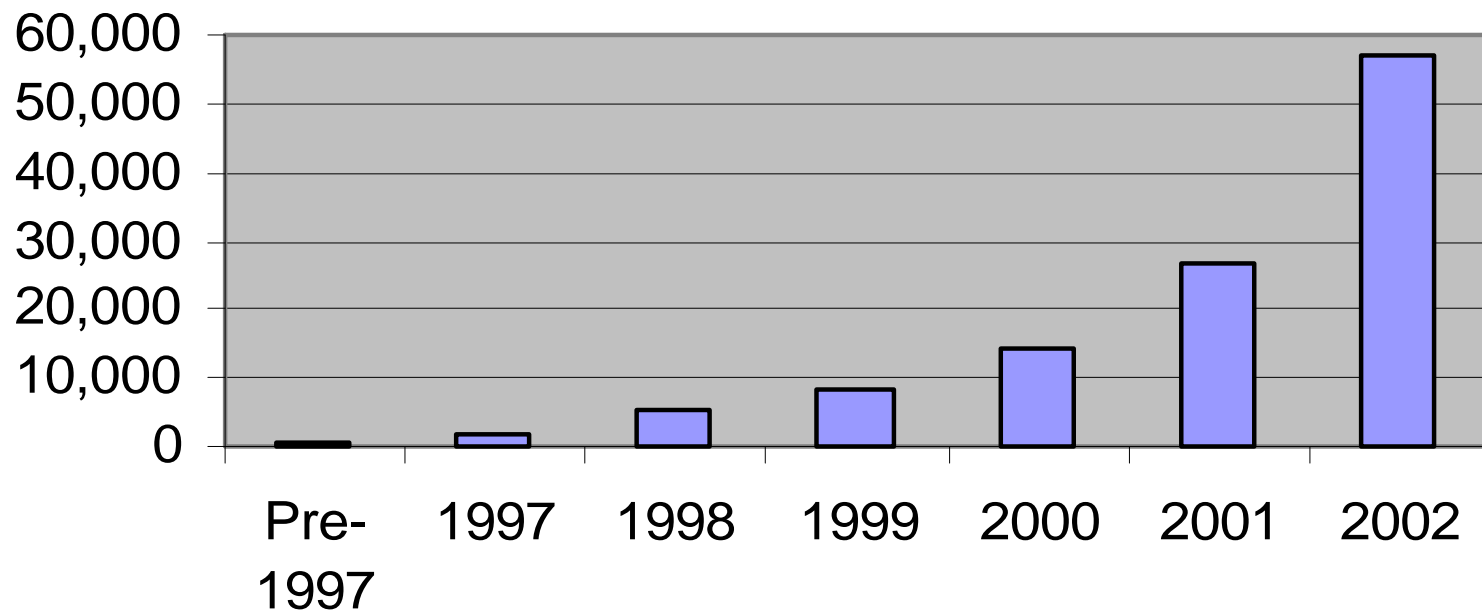


- *There are now more than 100,000 ENERGY STAR Homes in the ground !!!*

*What are the numbers ?*



## Number of ENERGY STAR Homes Constructed In each Year





# *What are the numbers ?*



**Summary of National Data (2003)**

Verification Method	# of Homes	% of Total Homes
HERS	29133	78%
BOPs	5773	15%
Equivalent	0	0%
Manufactured	2411	6%
Total	37317	100%

**Summary of National Data (2003)**

Rating Type	# of Homes	% of Total Homes
Full Rating	18244	49%
Sampled Rating	16662	45%
Manufactured Rating	2411	6%
Total	37317	100%

*Who is helping?*



*You are all helping !*



Partner of the Year 2001

*Sears, Roebuck &  
Company*



# *ENERGY STAR Awards for Excellence 2003*



- **Partner of the Year-New Homes**

- Astoria Homes
- Guaranteed Watt Saver Systems-West
- Energy Sense
- California ENERGY STAR New Homes Program
- Pardee Homes
- Oncor
- CenterPoint Energy
- Clayton Homes
- Las Vegas Energy Star Breakfast Club (Hon. Mention)

# *ENERGY STAR Awards for Excellence 2003*



- Excellence in Home Improvement
  - NYSERDA
- Regional, State and Community Leadership
  - Wisconsin's Focus on Energy

*Sometimes we are placed in  
tight situations*



## *Other Recognition?*



- ENERGY STAR Rater Award Winners
- ENERGY STAR Provider Award Winners
- ENERGY STAR Sponsor Award Winners



# *The ENERGY STAR Program*



- ENERGY STAR Homes is part of a larger national effort
- Sizable benefits thru 2002
  - 750 million products sold
  - thousands of buildings upgraded
  - 100,000 new homes in place
- 12 million cars worth of green house gas emissions avoided
- \$6 billion saved annually

## *There is much more to do*



- Triple the savings by 2010 (from 2000)
- Build consumer awareness of label
- Motivate consumers (other than rebates)
- Build home improvement
  - duct sealing, home sealing, whole home performance are big opportunities
- Transform C&I approaches
  - whole building approach, many building types
  - industrial

*So, Why are we changing the mark?*



R.I.P.

# *There is a clear hurdle to rapid growth*



- Energy Star mark not pulling its **weight**
- Existing mark has limitations on three levels:
  - the meaning and associations of the mark
    - little emotional content
    - consumers want more than dollar savings
  - the aesthetic values and meaning of the mark are outdated
  - the practical and executional limitations of the mark
    - not read as Energy Star
    - recessive



## Example of current mark



**0% Financing**  
until January 2003\*  
on central cooling systems  
by Kenmore® or Trane®

✓ Save up to 20% on annual energy costs\*\*  
✓ Only Sears sells high-efficiency  
products from Kenmore & Trane  
✓ Satisfaction Guaranteed  
or Your Money Back

**1-800-964-8050**

Call for a **free in-home estimate**  
on a new or replacement system.  
**HURRY! Limited time offer. Call today!**

\* 0% financing until January 2003 on select 13-18 SEER central cooling systems when you use your Sears card. Not applicable to prior purchases. This offer is not valid in connection with any other offers. Offer ends July 27, 2002.  
\*\* The EPA estimates that Energy Star® qualified cooling systems, when properly sized and installed, can save up to 20% on annual cooling costs. Your actual savings may vary. See sales associate for details.  
The following license is held by or on behalf of Sears, Roebuck and Co.: CT (HVAC #308530); MD (MHC #52117; James Myrick, HVAC #3942); Rockland County, NY Licensed Subcontractors. Some services and installation performed by Sears associates. Other services and installation performed by Sears-Authorized licensed contractors; additional Sears license information available upon request. Service not available in all areas.

Sears installs, maintains and repairs the brands  
you want with the guarantees you need.

**SEARS**  
Where else?™

- Can read SEARS, Kenmore, and TRANE
- Where is ENERGY STAR?

# Example of current mark



**LOWE'S**  
Home Improvement Warehouse  
Improving Home Improvement

**Grab the remote and chill out!**

**Look for the Energy Star® label when you make your next purchase.**  
Energy Star® helps you make energy-efficient choices that save money on your utility bills by using less energy, while still providing you with all the features you want.  
Save money, save energy and help protect the environment by purchasing Energy Star® labeled products at Lowe's.

**6000 Btu Electronic Air Conditioner**  
• 11.0 energy efficiency rating • Energy Star® qualified • 3 fan/3 cooling speeds • Real easy remote control • Comfort touch control • 12 hour on/off timer • Library Quiet - ultra quiet operation #183179 **\$209**

**10,000 Btu Air Conditioner**  
• Available exclusively at Lowe's • Energy Star saves 10% energy • 10.8 energy efficiency ratio #182245 **\$269**

**40 Pint Dehumidifier**  
• 40 pints per day • 7.5 cups • AutoDry® system • Automatic defrost • 2 speed fan • Bucket full indicator light (AD4002S) #192829 **\$174**

**25 Pint Dehumidifier**  
• 25 pints per day • 4.9 cups • AutoDry® system • 1 speed fan • 12.5oz. removable bucket • Bucket full indicator light (AD2502S) #193982 **\$139**

**Window A/C Vinyl Side Panel Kit**  
• Replaces old, cracked or torn side panels • 2 flexible panels each expand to fit openings to 27 1/2" x 12" W #112445 **\$988**

**Light Duty Window A/C Support**  
• Load rated to 80 lbs. • Typical range 5,000 - 10,000 Btu #34549 **\$269**

**Visit Lowes.com and purchase portable fans and air conditioners online!**

**We also have a wide selection of fans in stock**

**POWER OF PRIDE**

- Can read LOWES, SHARP
- Can you read ENERGY STAR?

# *What should the mark be?*



- Strategic
  - Support an environmental message
  - Offer breadth of opportunity
  - Elicit more emotional response
- Aesthetic appeal
- Practical
  - Not recessive
  - Source of authority; government backed
  - Read as "ENERGY STAR"
  - Easy to transition

## *The new mark and why*



- Can now be read as ENERGY STAR
- Not recessive, works well when small
- Box is stronger, more authoritative
- Blue is aspirational
- Easy to change



# *Recommendations for the other marks*



**ENERGY STAR  
PARTNER**



**CHANGE FOR THE  
BETTER WITH  
ENERGY STAR**



**WE SELL  
ENERGY STAR**

# New mark does work better

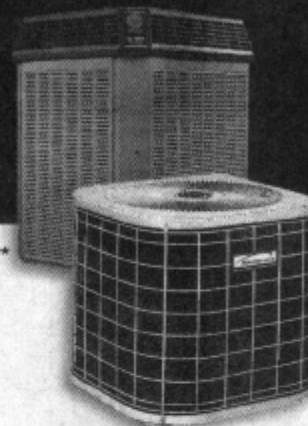


## 0% Financing until January 2003\* on central cooling systems by Kenmore® or Trane®

- ✓ Save up to 20% on annual energy costs\*\*
- ✓ Only Sears sells high-efficiency products from Kenmore & Trane
- ✓ Satisfaction Guaranteed or Your Money Back

### 1-800-964-8050

Call for a **free in-home estimate**  
on a new or replacement system.  
**HURRY!** Limited time offer. Call today!



\* 0% financing until January 2003 on select 13-18 SEER central cooling systems when you use your Sears card. Not applicable to prior purchases. This offer is not valid in connection with any other offers. Offer ends July 27, 2002.

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Sears installs, maintains and repairs the brands  
you want with the guarantees you need.

**SEARS**  
Where else?™

# New mark does work better



## Grab the remote and chill out!

**EVERYDAY LOW PRICES**  
GUARANTEED

If you happen to find a lower price, we'll match it PLUS take off an additional 10%!

**Look for the Energy Star® label when you make your next purchase.**

Energy Star® helps you make energy-efficient choices that save money on your utility bills by using less energy, while still providing you with all the features you want.

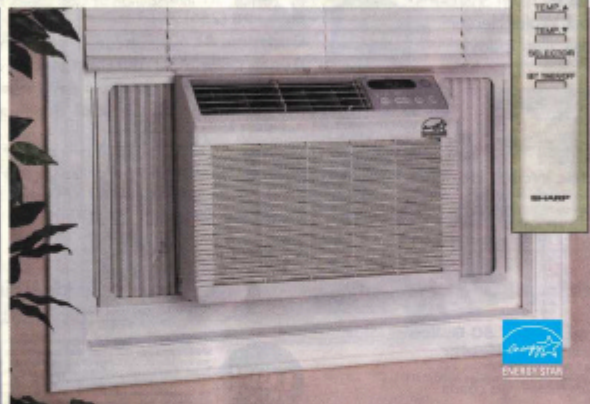
Save money, save energy and help protect the environment by purchasing Energy Star® labeled products at Lowe's.



**Air conditioning purchase and installation tips to save you energy**

- Buy the right size equipment
  - Hire a professional for installation
- Lowe's installs window air conditioning units!**

For more tips and tools to help you create a cool and comfortable home, visit Energy Star online at [www.energystar.gov/coolchange](http://www.energystar.gov/coolchange)



**6000 Btu Electronic Air Conditioner**

- 11.0 energy efficiency rating - Energy Star® qualified
- 3 fan/3 cooling speeds
- Fast easy remote control
- Comfort touch control
- 12 hour on/off timer
- Library Quiet - ultra quiet operation

**\$209 SHARP**

Visit [Lowe's.com](http://Lowe's.com) and purchase portable fans and air conditioners online!

We also have a wide selection of fans in stock



**10,000 Btu Air Conditioner**

- Available exclusively at Lowe's • Energy Star approved
- 10% energy • 10.8 energy efficiency ratio #186246

**\$269**

Additional Air Conditioners Available...



**\$174**

- 40 pints per day • 7.5 amps • AccuDry™ system
- Automatic dehumidifier • 2 speed fan • Bucket full indicator light (AD40DS1) #174639



**\$139**

- 25 pints per day • 4.9 amps • AccuDry™ system
- 1 speed fan • EZ-Empty™ front-reversible bucket • Bucket full indicator light (AD25SBL) #174642



**\$988**

- Window A/C Vinyl Side Panel Kit
- Replaces old, cracked or torn side panels • 2 flexible panels each expand to fit openings to 21" x 12" #110443



**\$2696**

- Light Duty Window A/C Support
- Load rated to 80 lbs. • Typical range 5,000 - 10,000 Btu #54549





## *When does this happen?*



- EPA and DOE are beginning to use the new mark in promotions
- You have two years to move to the new logo



## *Who to talk to at RESNET 2003*



- Jon Passe-ENERGY STAR Partner Support Coordinator
- Sam Rashkin-ENERGY STAR New Homes Program Director
- Mike Rogers-Home Performance with ENERGY STAR
  - Session #5: "Seizing Opportunities with E<sup>\*</sup>"
- ICF Regional Account Managers

## *David Lee's picks for RESNET 2003*



- "How Reliable is Sampling"-Session #5
- "Paths of Glory"-Elements of Successful ENERGY STAR Homes Labeling Program-Session #5
- "Setting the Standard for Home Performance in Existing Homes" The Building Performance Institute-Session #6

# *The Future?*



Let's not let this  
happen!

