



ENERGY STAR

Business Plan for 2010

CEE Program Meeting

Boston, MA

June 4, 2009

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U.S. Department of Energy

- DOE ENERGY STAR Priorities:
 - Promote current ENERGY STAR products
 - Existing Product Specification Revisions
 - Add new products
 - Large Potential Energy Savings
 - Priority targets for EEPS
 - Complement existing portfolio of products
 - New end uses (e.g. water heaters)

DOE Product Portfolio



- Residential Appliances
 - Clothes Washers
 - Dishwasher
 - Refrigerators/Freezers
 - Room Air conditioners
- CFLs
- Windows/Doors/Skylights
- Solid State Lighting
- Residential Water Heaters

CFLs



- ENERGY STAR CFL sales continue to grow – We estimate **300 million bulbs in 2007** – about **20% of light bulb sales**
 - Goal to increase socket saturation in homes
- Criteria (version 4.0) took effect December 2008.
 - High-heat testing for reflector lamps
 - New 3rd Party Testing Program
 - Formed committees
 - Selected products for 1st round of testing
 - Lab is beginning to purchase models for testing
 - Tighter color requirements
 - Candelabra base
- Next step examine revision to CFL criteria
 - Reduce mercury content further

SSL Program

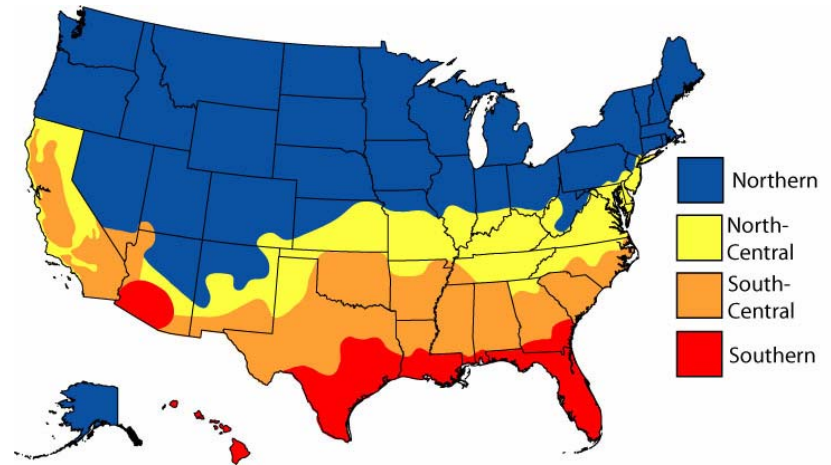


- EPA and DOE per letter to Senator Jeff Bingaman on May 11, 2009:
 - EPA and DOE have been working closely
 - Significant progress in shared vision, principles and operating procedures for ENERGY STAR program
 - Readying recommendations for principals
 - Provide full report to the Committee

Windows



- ENERGY STAR market share is almost 60% - and is even higher in retrofit market
- Criteria revised on April 7, 2009 effective January 4, 2010 (anticipated market share of 40%)
 - Increase efficiency requirements
 - Revised climate zones
 - New criteria just for doors (before they were held to same criteria as windows)
- Looking to work more with EEPS on incentive programs for windows
 - Tax credits
- Next steps:
 - Rollout windows program with EPPS and manufacturers
 - Begin evaluation of phase 2 windows criteria by end of 2009 (anticipated effective date in 2014)



ENERGY STAR Program Requirements for Windows, Doors, and Skylights: Version 5.0 (April 7, 2009)

Residential Water Heaters



- January 1, 2009, ENERGY STAR criteria took effect
 - Adding models to the product lists
 - Developing partner resources
- Anticipating gas condensing and heat pump will be available in the 4th quarter this year
- PPL, Bonneville Power Authority, and Portland General Electric have shown interest in developing pilot programs with manufacturers
 - Tell us if you are interested so we can introduce you to manufacturers
 - Utility support is key to success
- Next Steps:
 - Continue Participate/Coordinate in CEE Coalition for ENERGY STAR Water Heaters
 - Continue rollout water heater program
 - Program Guides
 - Brochures
 - Web tools
 - Sunset Residential high-efficiency gas storage water heater with 0.62 Energy Factor on August 31, 2010 and require 0.67 Energy Factor for gas storage models

Packaged Terminal Air Conditioners (PTACs)



- Industry indicated it would rather wait due to the forthcoming Federal standard covering PTACs which was finalized on October 7, 2008.
- Next step:
 - For 2010, began updated energy savings analysis for PTACs
- Question:
 - Do utilities have any data on PTACs?

Potential New Products



- Smart Appliances
- Clothes Dryers
- Residential Cooking Products
- Others (will be conducting study)

Appliances/CFLs/Windows



- Market share continues to grow
- Preliminary 2007 National ENERGY STAR Market Share Estimates:
 - Dishwashers – 77%
 - Clothes Washers – 42%
 - Refrigerators – 30%
 - Room A/Cs – 50%
 - CFLs – 20%
 - Windows – 55%

Maintain Credibility of Product and Brand



Existing Product	Criteria Revision Finalized	Effective Date
Refrigerators	August 3, 2007	April 28, 2008 (CEE Tier 1)
CFLs	March 7, 2008	December 2, 2008
Clothes Washers	March 7, 2008	July 1, 2009 (CEE Tier 1) & Jan 1, 2011 (CEE Tier 2)
Windows, Doors and Skylights	April 7, 2009	January 4, 2010
Dishwashers	Nov 14, 2008	August 11, 2009 & July 1, 2011
Room ACs (estimated)	October 2011	October 2013

New Products – Criteria and Effective Dates



Product	Criteria Revision Finalized	Effective Date
Solid State Lighting (SSL)	September 2007	September 30, 2008
Residential Water Heaters	April 1, 2008	January 1, 2009
Packaged Terminal ACs (estimated)	October 2011	October 2013
Smart Appliances, Clothes Dryers, Residential Cooking Products, others	Will be conducting evaluation/analysis	

Key Activities for 2009/2010



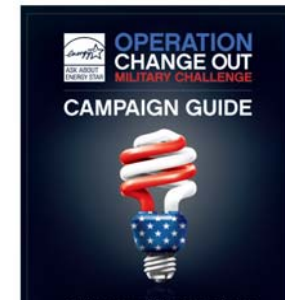
- **ENERGY STAR offers**
 - **National Campaigns/Outreach**
 - Appliance Recycling Campaign – Began April, 2009
 - ENERGY STAR Make a Cool Change: Recycle Your Old Fridge (or Freezer)
 - ENERGY STAR Make a Clean Change: Recycle Your Old Washer
 - www.energystar.gov/recycle
 - Operation Change Out
 - Over 150 Military Bases have pledged
 - Coordinating with base housing providers & PX's
 - Realtor Initiative
 - Commercial Clothes Washers
 - Route operators
 - **Partner meetings**
 - APM – September 20-24, 2009, Chicago, IL
 - LPM – February/March 2010
 - **Web tools and resources**
 - Choose a Light Guide
 - Calculators
 - Info brochures
 - Update all Partner Resource Guides



Make a
COOL CHANGE.
Recycle Your Old Fridge.



Make a
CLEAN CHANGE.
Recycle Your Old Washer.



WE'RE PACKED AND READY TO GO to Chicago—Hold the Date Appliance Partner Meeting
September 21-23

For sponsorship opportunities contact:
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