

## **Enhancing the Value of ENERGY STAR CEE Activities**

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Working Together, Advancing Efficiency

### **Objective: Position ENERGY STAR to Advance Efficiency**

ENERGY STAR is a Valuable Asset

- Increasingly Important to CEE Members
- You Are the Biggest Investors: Could Contribute More
- CEE Brand Management Workshop to Explore How

CEE Has Created:

- A Board Committee on ENERGY STAR  
(and a working subcommittee)
- ENERGY STAR Liaison



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## Current CEE Activities

- Recommend New Opportunities
- Increase Promotion of “Super Efficiency”
  - *Save More*
- Assess Underused Resources and Gaps
  - Survey Member’s Use of ENERGY STAR
  - EPA documenting existing inventory
- Integrity Report
- Water & Energy Efficiency Opportunities



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