

Deepening the Strategic Partnership with ENERGY STAR™



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Outline of Today's Presentation

- Overview of CEE's Partnership w/ ENERGY STAR
- Update on CEE's Brand-level Efforts
 - Ensuring ENERGY STAR meets program needs
- Opportunities for Members to Get Involved

Why We Care

We Need a National Brand for Energy Efficiency

- Brands help attain loyalty
- Brands allow consumer to attach emotionally to products
- Brands aid consumer choice

The ENERGY STAR identity is a valuable asset, and like any asset with appreciable value, it must be properly used and protected.

Consumers have always sought to engage with products, but today they ask even more of them.

They seek goods that will help them make positive statements about who they are and what they would like to be.

Source: Boston Consulting Group,
Trading Up, The New American Luxury

CEE's Partnership With ENERGY STAR

- CEE's Initiatives Reference ENERGY STAR
 - Often aligned with CEE Tier 1
- Committees Comment on ENERGY STAR Specs
 - > 20 letters on 15 products in 2008
- CEE Does Not Pursue a Visible Market Identify
 - Avoid competition with ENERGY STAR
- ENERGY STAR Awareness Survey
 - Monitor/measure success

Partnering at the “Brand Level”

- Some Issues Transcend a Particular Product
- CEE’s Members Represent Largest Investors
(across all product categories)
- Compelled to Ramp-up Our Involvement & Support

Monitoring & Protecting Integrity

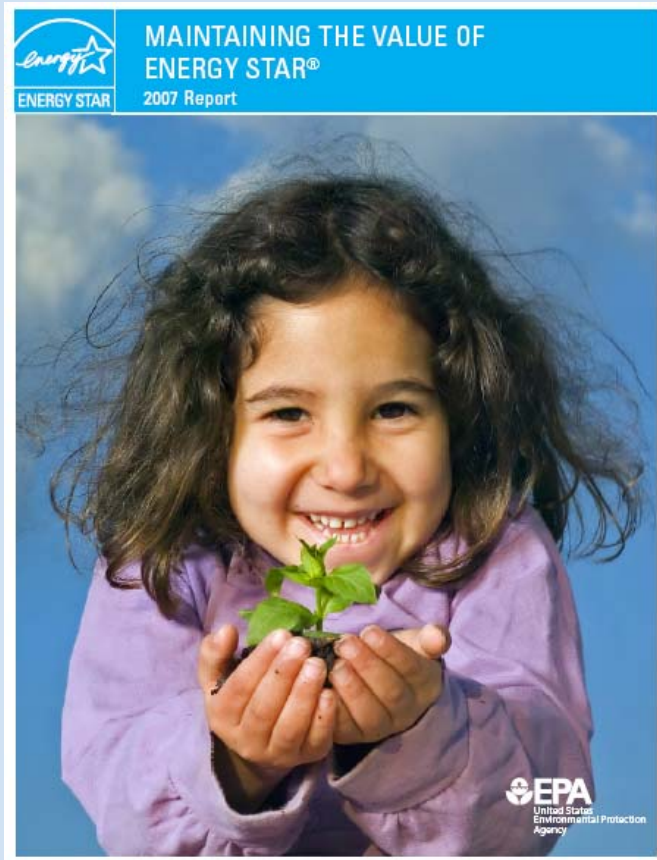
EPA/DOE protect integrity of brand

- Routine checking of manufacturer submitted information
- Selective product testing
- Pulling from retail shelves – twice annually
- Supplemental testing program for problem areas -- lighting products
- Track all advertisements (monthly)
- All printed press coverage (daily & monthly)

Infrastructure

- Liaisons
- Board Committee
- Subcommittee to the Board Committee
- Communication channels with Senior Management

ENERGY STAR Integrity Report



Initiated in 2005 at request of CEE;
Updated in 2008

Documents how EPA/DOE ensure:

1. Label is applied consistently/correctly
2. Products fulfill promise
3. Brand positioned for future

Brand-Level Issues We Address

1. Use of ENERGY STAR to Serve **New Opportunities**
2. Accommodate **Water** Interests Through the Existing Program
3. Obtain **Reports** on Brand Management/Positioning/Campaigns
4. Promote **Super-Efficiency** Responsibly
5. Coordinate with EPA and DOE to **Educate NARUC/Policy Leaders**
6. Address **Competing/Complementary Brands**, e.g. LEED
7. Review “**Awards**” for Efficiency Program Needs

PRIORITIES FOR 2009

Enhancing ENERGY STAR: A Platform

- Workshop in January 2008—Long Beach
 - How to use ENERGY STAR in local programs
- Similar event on the East Coast in 2009
 - Geared towards new program administrators & new staff
 - Learn about existing offerings
 - Provide input on development of new tools

Save More with ENERGY STAR

- Link ENERGY STAR with “super efficiency”
- Enable increased promotion
 - Not at the expense of integrity
- Pilots for TVs & Appliances
 - California—PG&E
 - New York—LIPA
 - Vermont—EVT



Parameters for Save More

- CEE Specifications Exist for the Product
- Additional Incentives Offered
- Monitored/Policed by Program Administrator
- Takes Place in Appliance Retail Setting

Ideas for New Pilot?

Contributing to 2010 Business Plan

- Presentations at CEE Meeting—June 2009
- Written Comments—September 2009
- Example Topics
 - Expansion to new products
 - Concerns about spec revision process
 - Market penetration data
 - Expansion of *Save More with ENERGY STAR*
 - Test procedure shortcomings
 - Positioning the brand in an era of “greenwashing”

How Can Your Company Participate?

- Serve on the ENERGY STAR Subcommittee
- Desired skills/responsibilities:
 - Broad perspective
 - Brand management/marketing expertise
 - Work with ENERGY STAR regularly
- Contact me if interested
 - Considered by existing subcommittee members