
SEARS HOLDINGS



Sears Holdings and Energy Efficiency

Enabling our customers to become more energy efficient

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Table of Contents

- I. Decision to grow in the green market
- II. Refocusing the priorities of a large organization
- III. Becoming an energy efficiency leader
- IV. Connecting the whole home

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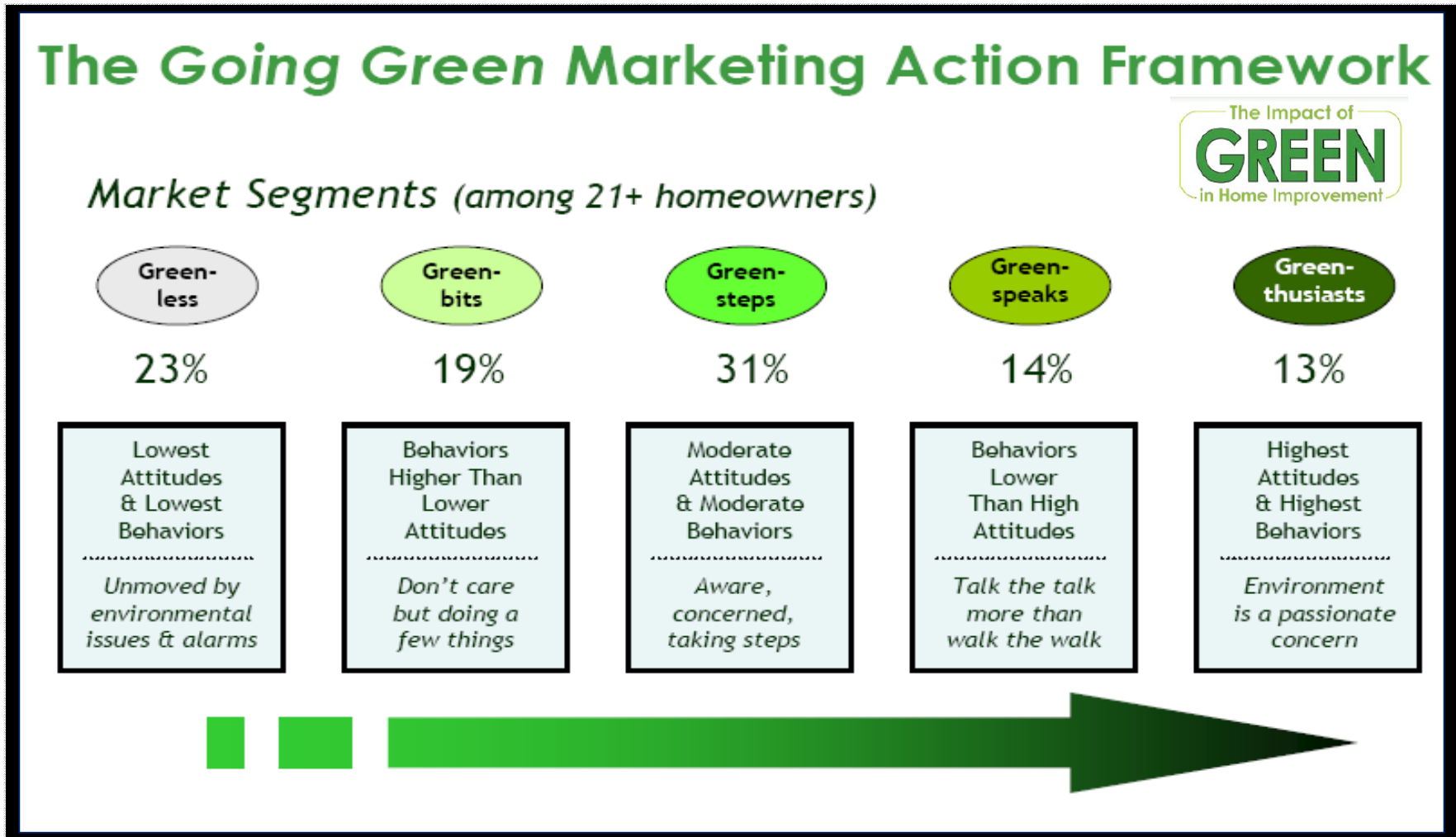


Growth in the Green Market

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While consumer awareness and attitudes towards green are improving, customers are still taking small steps

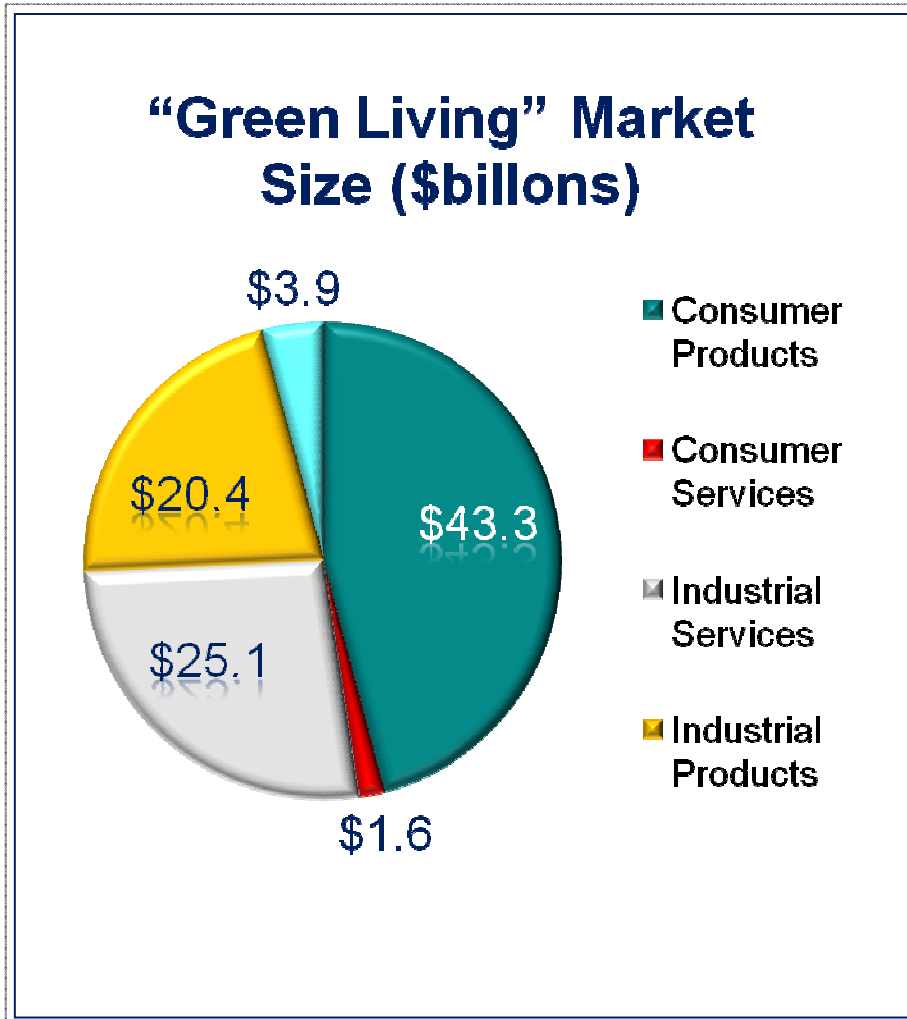


Source: 2008 HIRI/Yankelovich "Impact of Green in Home Improvement" report

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The market is dominated by green consumer products, but opportunity strong for appliances and electronics



	\$ billion
Total of HP2 segments meeting Mintel’s “green living” criteria	94.3
Consumer products meeting “green living” definition	43.3
Natural & organic foods	20.8
Natural & organic personal care products	5.6
Natural & organic cleaners	0.3
Natural & organic pet foods & supplements	0.5
Organic clothing & other fiber products	0.2
Organic flowers	0.0
Energy-efficient light bulbs	0.6
Super-efficient appliances	2.8
Home solar energy collectors/systems	0.2
Compost & organic gardening supplies/rainwater collectors	2.6
Hybrid cars	6.1
Other electric/alternative fuel vehicles	1.1
Eco house building kits	0.2
Home energy efficiency products (weather stripping, thermal curtains, audit devices)	1.0
Sustainable timber products & supply	0.4
Educational materials: Books, tapes, CDs, classes, software	0.9
Consumer services meeting “green living” definition	1.6
Home energy efficiency audits/testing/consulting	0.8
Eco tourism	0.8
Carbon offsets	0.1
Industrial products meeting “green living” definition	20.4
Clean energy power sales (solar, wind, biomass, landfill gas, fuel cells, geothermal, small scale hydro)	9.1
Biofuels	5.3
Green building materials (for resource efficiency, indoor air quality, energy efficiency, water conservation)	6.0
Industrial services meeting “green living” definition	25.1
Green buildings: design & construction (by value put in place)	25.1
Recycled materials & products meeting “green living” definition	3.9
Finished consumer goods made predominantly from recycled materials	3.9

Source: 2008 Mintel/Environmental Business Journal and Nutrition Business Journal HP2 Market

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Refocusing priorities

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As a leading retailer in appliances and home electronics, these products became the focus of our initial efforts



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Home Appliances Developed the Green Leadership Team to spearhead Energy Efficiency Efforts



Green Leadership Mission

Expand our customer base by executing initiatives that focus on products, services and external collaborative relationships while delivering energy savings to our customers and Sears Holdings Corporation.

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Solidifying our position as an Energy Efficiency Provider

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Sears is helping consumers start by upgrading their appliances to energy efficient/ENERGY STAR qualified models

the big switch Sears



Videos Posted by Ty Pennington: J...

Jun 24, 2010 8:34am
by Ty Pennington
6:48
Arriving for the Sears SMT's. Anyone know what SMT stands for? Single with mayo and tomato? No...

comment Like
abrick Dehart, Eileen Sager and 84 others like this.

2 In Swedish it would probably be called M&R (and Sales) although showrooms like that are

pg

in You're a whoot, Ty!

pg

id take u any way i can get u. lol i am one of ur

pg



www.searsbigswitch.com

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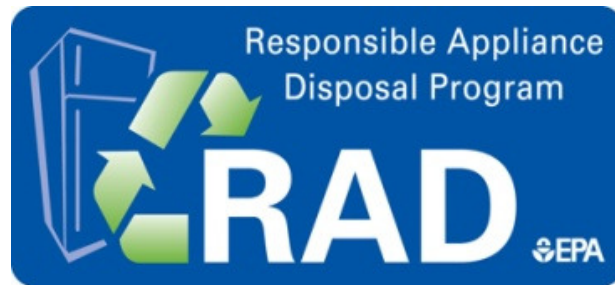
Our mission

Sears is helping families make the switch to 5 million ENERGY STAR qualified appliances, which could save each family over \$2500 in utility bills*. Plus we'll be removing and recycling inefficient appliances — taking them off the energy grid for good

**Based on utility savings over 5 years associated with replacing the following 10-year-old non-ENERGY STAR qualified products with new ENERGY STAR qualified products: refrigerator, dishwasher, clothes washer, room air conditioner, and water heater.*



Sears was the first national retailer to be a partner with the EPA for the Responsible Appliance Disposal (RAD) Program



Environmental Impact

- In 2009, Home Services Delivery reported to the RAD program that they hauled away nearly **424,046 end-of-life appliances** (refrigerators, freezers, dehumidifiers and window air conditioners).
- Recycling of these end-of-life appliances generated:
 - **216,217 lbs of refrigerant.** Greenhouse Gas (GHG) emission avoided - 366,867 metric tons of carbon dioxide equivalent. Ozone Depleting Substances (ODS) avoided – 23,933 lbs (ODS-weighted).
 - **4,686 lbs of foam blowing agents** (CFC-11). GHG emission avoided -10,297 metric tons of carbon dioxide equivalent. ODS avoided - 2,126 lbs (ODS-weighted).

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Partnerships with utility companies help grow important initiatives



**Sears recycles your old appliances for FREE.
You add up the savings.**

ON SUNDAY, JUNE 27th, Sears will team up with Southern California Edison to clear away your old appliances and responsibly recycle them for free. Sears will also help find any available Southern California Edison rebates in your area.*

Call 1-800-664-2722 to schedule your FREE pickup.**

As the first retail member of the EPA's RAD (Responsible Appliance Disposal) program, Sears is committed to removing and recycling inefficient appliances. It's all part of the Big Switch. Our mission is to help families make the switch to 5 million ENERGY STAR® qualified appliances—which could save each family over \$2500 in utility bills***.



Recycling events

- Sears worked in partnership with Southern California Edison (SCE) removing over 150 appliances from the electrical grid for a one day special RAD event in the LA market.
- Also offer drop-off service events in stores
 - In Poughkeepsie, NY, over 600 AC units were dropped off at Sears stores during a Memorial Day event
- In pilot stage of innovative online and in-store small electronics buy-back and trade-in programs

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Connecting the whole home

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Sears plans to leverage its millions of touch points to provide customers with energy efficient products and services

Live Greener
Explore our home to find energy-saving products for every room.

Did You Know
Bring on the batts
When an unheated crawlspace sends cold air up to other rooms, your heating system works harder (and uses more energy) to compensate. Add fiberglass insulation batts between joists in the crawlspace ceiling to lower your energy bill.

More ENERGY STAR® Qualified Appliances Than Anyone
Sears is the only EPA-certified retailer for Responsible Appliance Disposal (RAD).
Shop ENERGY STAR Qualified Appliances >

2009 HGTV Green Home
Sears is a proud sponsor of the HGTV Green Home Giveaway. Tour the home, enter for a chance to win >

www.sears.com/green

- Interactive website to educate consumers on things they can do in each room
- Rebate finder site with up-to-date information on government rebates for energy efficient products and services
- Provides our customers with most up-to-date info on our green initiatives

the big switch
Rebate Map

Search for ENERGY STAR® qualified appliance rebates in your area

Select Appliance: Washers

Enter ZIP Code: []
US Zip Codes Only

Brand(s):
 Bosch
 Electrolux
 Frigidaire
 General Electric
 Kenmore
 LG Electronics
 Maytag
 Samsung
 Whirlpool

Find rebates

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Questions?

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