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

- Pre-1997
- 1997
- 1998
- 1999
- 2000
- 2001
- 2002

0
10,000
20,000
30,000
40,000
50,000
60,000
### Summary of National Data (2003)

<table>
<thead>
<tr>
<th>Verification Method</th>
<th># of Homes</th>
<th>% of Total Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>HERS</td>
<td>29133</td>
<td>78%</td>
</tr>
<tr>
<td>BOPs</td>
<td>5773</td>
<td>15%</td>
</tr>
<tr>
<td>Equivalent</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Manufactured</td>
<td>2411</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>37317</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

### Summary of National Data (2003)

<table>
<thead>
<tr>
<th>Rating Type</th>
<th># of Homes</th>
<th>% of Total Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Rating</td>
<td>18244</td>
<td>49%</td>
</tr>
<tr>
<td>Sampled Rating</td>
<td>16662</td>
<td>45%</td>
</tr>
<tr>
<td>Manufactured Rating</td>
<td>2411</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>37317</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Who is helping?

You are all helping!
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

- Can read SEARS, Kenmore, and TRANE
- Where is ENERGY STAR?
Example of current mark

- 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!

SEARS Where else®
New mark does work better
• EPA and DOE are beginning to use the new mark in promotions

• You have two years to move to the new logo
• 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*
• 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!