

## Sell Energy-Efficient Products

### A Guide for Selling to the U.S. Government

The federal government is one of the world's largest purchasers of goods and services, and federal buyers are required to purchase energy-efficient products. Manufacturers and vendors can increase their sales potential by helping federal purchasers meet their energy-efficient product purchasing requirements.

Being listed on the U.S. General Services Administration's (GSA's) *Schedules Program* is the first step toward selling products to the federal government. Vendors may also be interested in GSA's *Mentor-Protégé Program*, which partners small businesses new to selling to the federal government with experienced companies.

### Support Federal Contractual Requirements

Federal Acquisition Regulation (FAR) Part 23.2 requires agencies to include *language from FAR Section 52.223-15* in their solicitations for energy-consuming products that fall under one of the product categories covered by the U.S. Department of Energy (DOE) Federal Energy Management Program (FEMP) or ENERGY STAR®. The clause states that the winning bid must comply with the energy efficiency requirements outlined by FEMP or ENERGY STAR.

By ensuring that bids meet or exceed the efficiency standards designated by FEMP or ENERGY STAR, vendors are not only helping reduce federal energy use, but also ensuring their bid is considered. Learn more about *bid protests and appropriations law* from the U.S. Government Accountability Office.



By offering energy-efficient products, manufacturers and vendors can differentiate their products, increase their sales potential, and help the federal government meet energy-efficient product purchasing requirements. *Photo from iStock 8934437.*

### Demonstrate Product Value

Vendors may find it helpful to refer their customers to FEMP resources. These resources allow customers to learn about products and technologies from a neutral source. FEMP provides procurement guidance by publishing energy efficiency requirements, purchasing tips, and other useful information. Vendors may also use energy- and cost-savings calculators from FEMP and ENERGY STAR to demonstrate the energy and environmental benefits of purchasing energy-efficient products.

In addition to its energy-efficient product procurement program requirements, FEMP has identified *promising technologies* that have demonstrated energy savings. Together with federal technology deployment efforts, this list helps agencies access information about proven technologies and allows them to make purchases with confidence. If your product uses one of the technologies listed, refer potential customers to FEMP resources for more information.

### Meet Product Category Efficiency Requirements

ENERGY STAR is a voluntary labeling program designed to identify and promote energy-efficient products and practices that reduce greenhouse gas emissions, helping buyers save money and protect the environment. Although ENERGY STAR focuses on the consumer market, some product categories are used in federal applications.

FEMP designates minimum energy efficiency requirements for many commercial product categories that:

- Have the potential to generate significant federal energy savings
- Are not covered by ENERGY STAR.

If the product category is covered by ENERGY STAR, there is no separate FEMP designation.

Products that meet FEMP-designated efficiency requirements are in the upper 25% of their class in energy efficiency. Efficiency requirements are reviewed at least every two years and updated as needed. FEMP does not test or measure product energy consumption or performance but does reference industry-recognized testing standards. To determine the appropriate efficiency level to require, FEMP gathers market energy efficiency data from outside sources

such as public data sets, industry organizations, and manufacturers. FEMP does not recognize, endorse, or otherwise identify specific product makes and models for federal procurement.

## Determine Whether a Product Is Compliant

If you sell products in a category covered by ENERGY STAR requirements, then your products must carry the ENERGY



STAR label to be eligible for federal purchase. Products that meet ENERGY STAR specifications but have not earned the label do not qualify.

If you sell products in a category covered by FEMP-designated efficiency requirements, then your products must meet or exceed FEMP's efficiency requirements for that category.

To determine whether your product meets FEMP or ENERGY STAR efficiency requirements, follow these steps.

**Step 1:** Review FEMP's *list of covered product categories*.

**Step 2:** Read FEMP's acquisition guidance for your product type, including the ENERGY STAR and FEMP-designated efficiency requirements and relevant parameters. This may be the capacity, fuel type, or other product characteristics. Compare these requirements and parameters with your product's technical specifications, keeping in mind that compliance must be determined based on the industry-recognized testing standards identified by FEMP. Any product that meets or exceeds the listed level meets federal energy efficiency requirements.

When making a bid, compare the performance of the product you offer to the efficiency requirement. When specifying a product that will be used by the federal

government, make sure to specify the FEMP-designated efficiency requirement.

To find ENERGY STAR makes and models, visit the *ENERGY STAR Certified Products* website, select the product category in which you are interested, and look for the Product Finder tool. When offering an ENERGY STAR product model to the federal government, make sure it includes the ENERGY STAR logo.

## Learn About Technology Demonstrations

Technology providers (organizations that develop, manufacture, or install technologies) may want to reference results from past technology demonstrations or participate in future demonstrations. Research the following demonstration programs:

- DOE *Technology Deployment Program*
- GSA *Green Proving Ground*
- U.S. Department of Defense *Environmental Security Technology Certification Program*
- U.S. Navy *Technology Validation Program*.

## Resources

FEMP has a variety of resources available to promote the purchase of energy-efficient products:

- FEMP's *list of covered product categories* summarizes the product categories covered by federal efficiency requirements. In addition, FEMP provides product overview guidance that includes efficiency requirements, cost-effectiveness examples, and tips to help buyers select the right product, size it properly, install it correctly, and use it effectively.
- *Energy- and cost-savings calculators* help demonstrate the value of a purchase with estimates on life-cycle cost and energy savings.

- The *promising technologies* list includes new or underutilized technologies with demonstrated energy savings.
- *FEMP-designated efficiency requirements* cover products in the upper 25% of their class in energy efficiency; these products have the potential to generate significant federal energy savings.

FEMP's website resources are regularly updated, so visit FEMP Energy- and Water-Efficient Products at [energy.gov/eere/femp/energy-and-water-efficient-products](http://energy.gov/eere/femp/energy-and-water-efficient-products) for more information, or contact Saralyn Bunch at [saralyn.bunch@ee.doe.gov](mailto:saralyn.bunch@ee.doe.gov). ■

### Recommended Compliance Statement for Product Specifications and Contract Bids

Only products that meet or exceed relevant requirements using recognized testing procedures can be characterized as meeting FEMP efficiency requirements. Manufacturers are encouraged to attain verification from an independent third party.

Once you have determined that a product meets the requirements, FEMP recommends using the following language in specification sheets and federal bids:

**"This product meets FEMP-designated efficiency requirements for [Product Category], placing it in the top 25% of equivalent products for energy efficiency. Visit [energy.gov/eere/femp/find-product-categories-covered-efficiency-programs](http://energy.gov/eere/femp/find-product-categories-covered-efficiency-programs) for more information."**