



ENERGY STAR partnerships generate powerful savings at home and at work

THE BENEFITS

ENERGY STAR conserves energy and cuts pollution by:

- Educating consumers about the benefits of energy efficiency
- Building mass markets for energy-efficient appliances, equipment, and building materials
- Enlisting participation by private industry partners
- Encouraging energy-efficient construction practices in new homes and renovations

The Program

ENERGY STAR is a voluntary program sponsored by the U.S. Department of Energy (DOE) and the Environmental Protection Agency (EPA). It concentrates on educating consumers about the benefits of high-efficiency home appliances, consumer electronics, office equipment, windows, lighting, and building materials. The payoff — decreased energy consumption — lowers energy costs to consumers over time and reduces the environmental impacts of power generation.

The ENERGY STAR label, which identifies highly efficient appliances, equipment, and building components, is now widely recognized. Through partnerships with manufacturers and retailers, the ENERGY STAR symbol is showing up on a growing range of products for home and business.

The Approach

Marketplace dynamics drive the acceptance of ENERGY STAR initiatives. Consumer support builds industry interest and sustains the active participation of product manufacturers and suppliers. Partnerships with leading manufacturers, retailers, utilities, and associated industries facilitate the marketing of ENERGY STAR products.

It starts with an ongoing effort to educate consumers about the practical benefits of energy efficiency, coupled with steps to raise awareness of the ENERGY STAR label and its meaning. Buying a product with the ENERGY STAR label means lower operating costs over the lifetime of the product.

Demonstrations of ENERGY STAR products showcase new, energy-efficient technologies in real-world settings, helping to expand product recognition and practical experience in their use.

Encouraging institutional buyers such as housing authorities to purchase energy-efficient supplies, equipment, and materials in large volume helps to build a sustained mass market for ENERGY STAR-labeled items.



*New refrigerators are twice as efficient
as any 10-year-old refrigerator, and
ENERGY STAR refrigerators are
three times more efficient.*





BUILDINGS FOR THE 21ST CENTURY

Buildings that are more energy-efficient, comfortable, and affordable . . . that's the goal of DOE's Office of Building Technology, State and Community Programs (BTS). To accelerate the development and wide application of energy efficiency measures, BTS:

- Conducts R&D on technologies and concepts for energy efficiency, working closely with the building industry and with manufacturers of materials, equipment, and appliances
- Promotes energy/money saving opportunities to both builders and buyers of homes and commercial buildings
- Works with State and local regulatory groups to improve building codes, appliance standards, and guidelines for efficient energy use
- Provides support and grants to States and communities for deployment of energy-efficient technologies and practices

The Results

A sustained market for high-efficiency products is on the horizon. ENERGY STAR home appliances and office equipment — televisions, VCRs, personal computers, copiers, clothes washers, dishwashers, refrigerators, air conditioners, lighting fixtures, windows, doors, and skylights — are available from many of the Nation's leading makers. Leading retailers, including Circuit City, Montgomery Ward, and others promote ENERGY STAR products in the showroom and in newspaper advertising.



In the area of construction and building materials, ENERGY STAR homes — those that are at least 30 percent more efficient than required by the National Model Energy Code — are also beginning to grow in number. With more than 700 builders and developers as program partners, in addition to hundreds of other program allies, homes with an estimated \$400 in average annual energy savings are being built in every price category and region of the country.

Featuring innovations such as advanced insulation, tight construction, high-performance windows, and highly efficient heating and cooling systems, these homes frequently qualify for special financing options to further enhance their appeal to home buyers. With 20 percent of the Nation's air pollution now resulting from home energy use, DOE and EPA estimate the success of ENERGY STAR could reduce home carbon emissions by approximately 4 million metric tons by 2010.

ENERGY STAR-labeled windows can reduce home energy consumption by 40 percent annually, saving money and making the home feel more comfortable. Costs of window renovation can be paid back in 2 to 10 years, or less for new home construction.

TO LEARN MORE ABOUT ENERGY STAR, CONTACT:

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Visit the ENERGY STAR Web site at: www.energystar.gov
Or call the Energy Efficiency and Renewable Energy Clearinghouse at: 1-800-DOE-3732
ENERGY STAR Hotline: 1-888-STAR-YES

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