

ENERGY STAR Takes Your Questions on New Product Certification Changes

Responsible Purchasing Network
Center for a New American Dream

May 6, 2010



www.ResponsiblePurchasing.org

Jonathan Cohen, Director
Responsible Purchasing Network

Moderator

May 6, 2010



Agenda

- 1) RPN Introduction
- 2) Speaker – **Maria Tikoff Vargas**,
Director, Strategic Partnerships,
and Brand Manager, ENERGY STAR
Program
- 3) Q+A

RPN Introduction

Purpose: Harness the power of institutional purchasers from government agencies, businesses, universities, and nonprofits to advance social responsibility and environmental sustainability

- **Founded at the White House in 2005**
- **>\$100B in annual spend**
- **Membership network**



RPN Members

- **250 RPN members**
- **Members employ over 850,000**
- **3/4 have responsible purchasing policies**
- **Eco-labels are widely recognized and used**
- **90% plan to do more responsible purchasing next year**

RPN Member Benefits

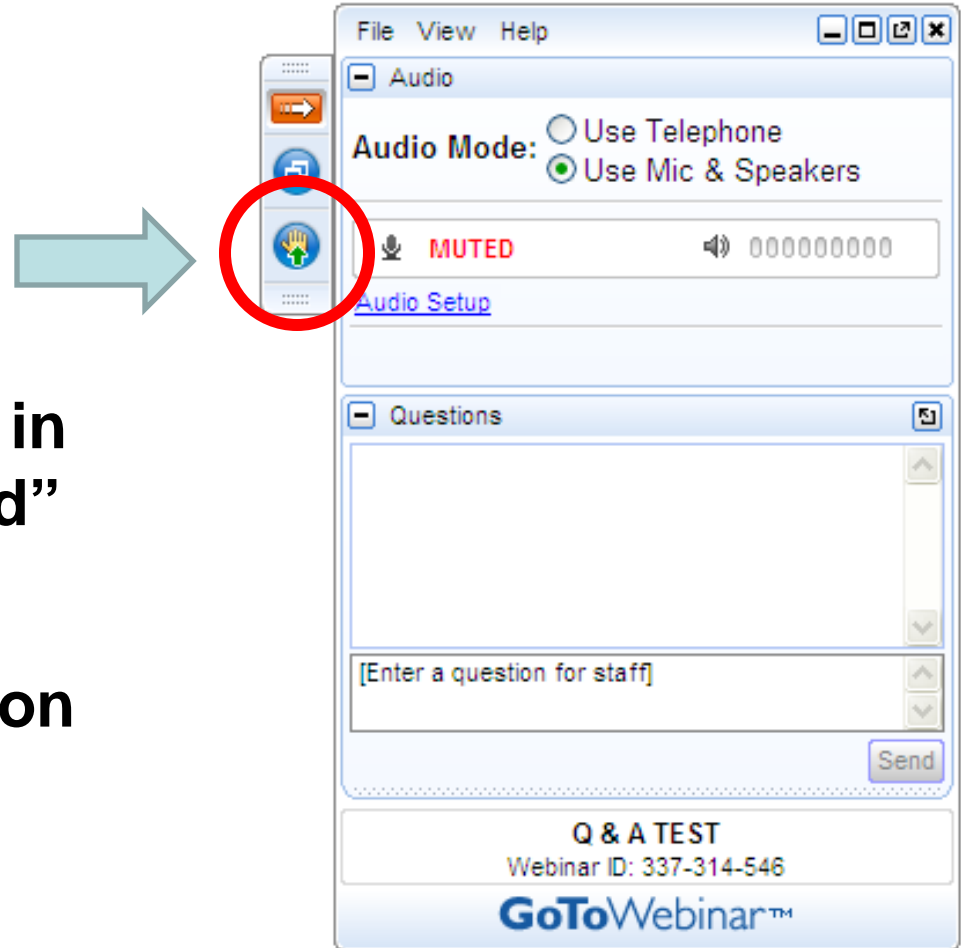
- Advice and Communication
- Events and Webinars
- Publications
- Press
- Advocacy
- Speakers
- Job Postings
- Member Directory
- Consulting

Member Pledge

"I pledge that my organization will strive to use its purchasing power to maximize environmental stewardship, protect human health, and support local and global sustainability."

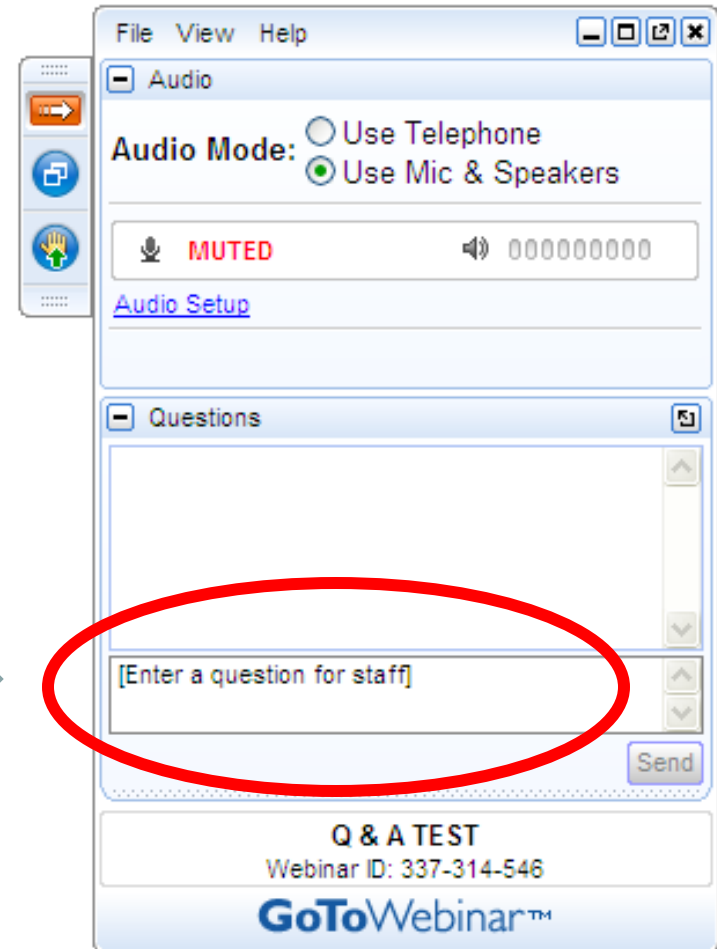
Q & A Format

- To ask a question, click the “raise hand” button on your GoToWebinar panel
- Questions will be asked in the order the “raise hand” button was clicked
- Please have your question ready when called



Q & A Format

- Alternatively, you may text questions in the GoToWebinar panel, and they will be read aloud



Introduction

- **Maria Tikoff Vargas**, Director Strategic Partnerships, and Brand Manager, ENERGY STAR Program



ENERGY STAR

Maria T. Vargas
US EPA
May 6, 2010

Today

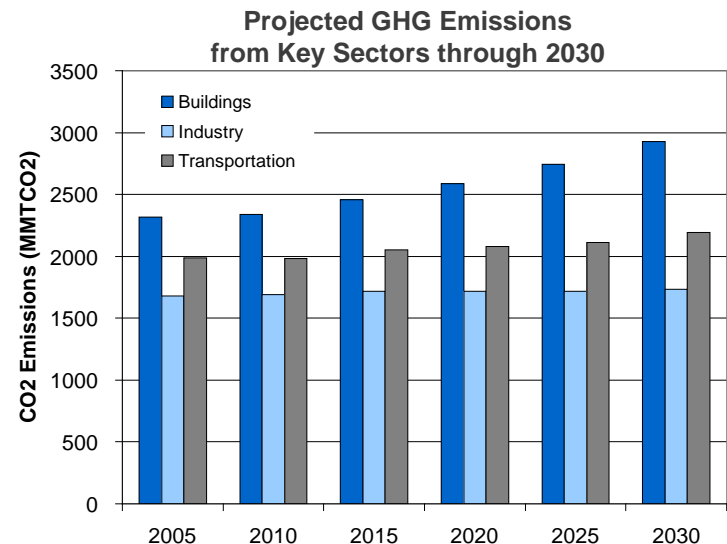
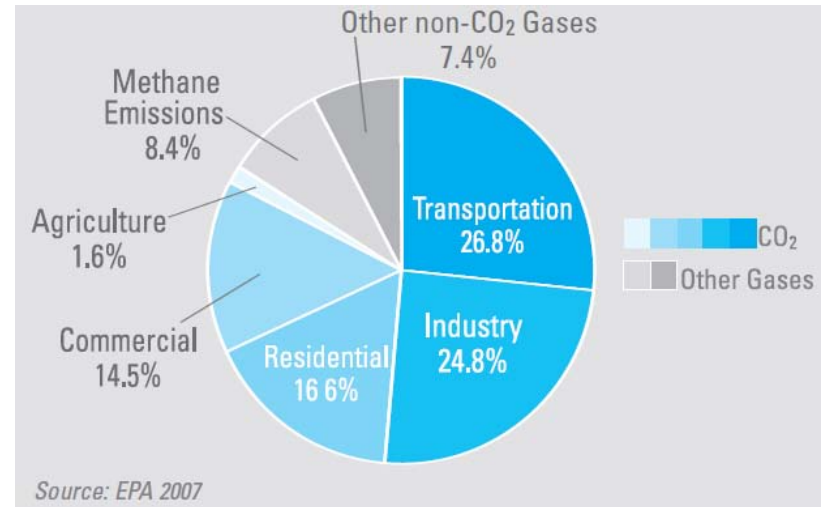


- ENERGY STAR
 - Success to date reaching consumers and businesses to reduce greenhouse gas emissions
 - Protecting the integrity of the label
 - EPA and DOE MOU – Fall of 2009
 - Enhanced testing and verification
 - Changes to bolster ENERGY STAR program
 - Plans for the future

ENERGY STAR

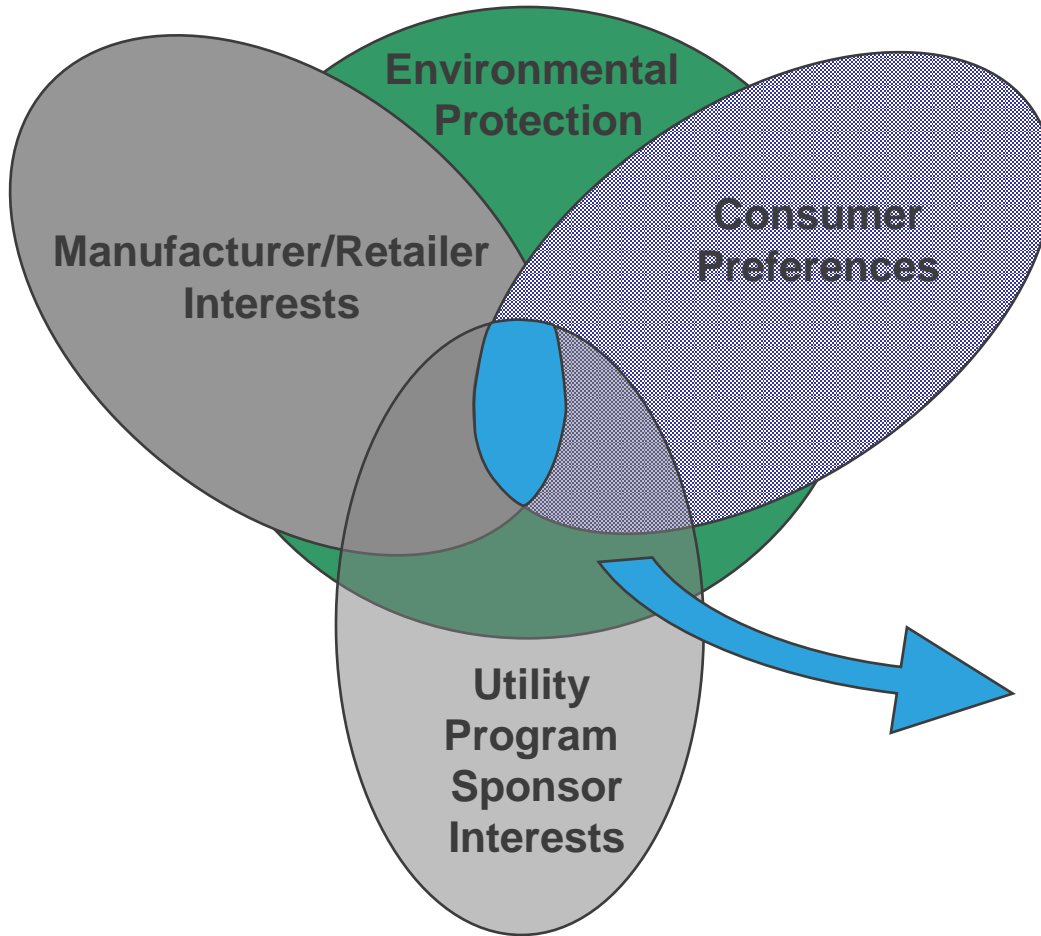


- GOAL: Reduce greenhouse gas (GHG) emissions through large win-win-win opportunities with today's energy efficient technologies and practices.
- Achieve 30% savings possible in many buildings, homes, and facilities
- Provide credible information to buyers
- Work with the marketplace to capitalize on motivations of individual actors



Source: AEO 2008

Builds Upon Intersection of Interests



- Cost-effective
- No Sacrifice in Performance
- Govt backed

Consumer is
Key

ENERGY STAR Strategies



Residential

Labeled Products

- 60+ products / 2000 manufacturers
- 10-60% more efficient

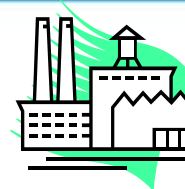
Labeled New Homes

- 20-30% more efficient

Home Improvement

Services

- beyond products
- ducts / home sealing
- whole home retrofits



Commercial / Industrial

Corporate energy management

- benchmarking, goals, upgrades (mgmt & systems --not widgets)
- whole building labeling for excellence
 - technical assistance

Labeled Products

- for plug load, not system components

Industrial

Small business initiative

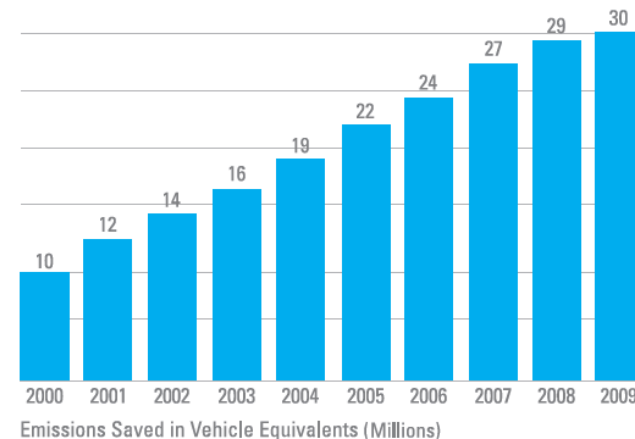
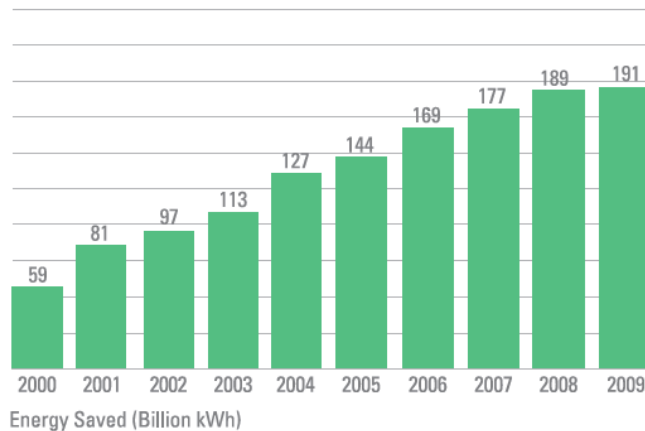


International partnerships – Canada, EU, Japan, etc

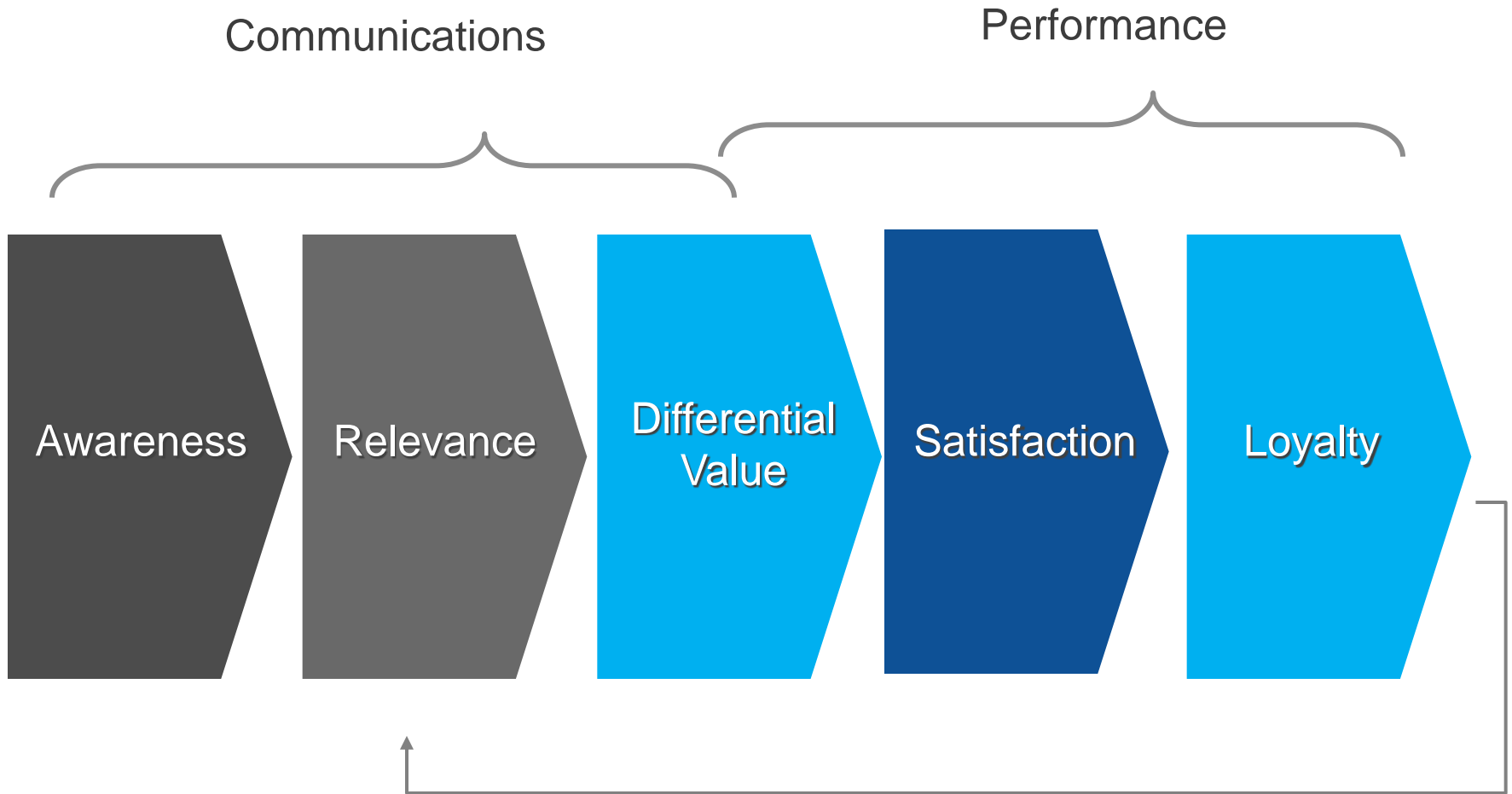


Success: 2009 Accomplishments

- Americans with the help of ENERGY STAR prevented 45 million metric tons of GHG emissions— equivalent to 30 million vehicles and saved \$17 billion on energy bills
- Over 75% consumer awareness
- 17,000 partners
- More than 3 billion qualified products sold since 2000
- Over 1 million new homes are ENERGY STAR
- Tens of thousands buildings benchmarked and thousands upgraded



Loyalty is the goal



EPA-DOE MOU September 2009



New partnership on ENERGY STAR and other efficiency efforts

- Clear lines of responsibility between the two agencies that build on their respective areas of expertise
- Enhanced ENERGY STAR program for providing consumers a reliable trust mark for products that save money and protect the environment
- Broader coverage, more frequent updates, enhanced product testing and new program to identify “top tier” energy efficiency products and technologies
- Ongoing framework for partnership, coordination, and collaboration between the agencies and stakeholders

Agency Roles and Responsibilities



- **ENERGY STAR Program**

- EPA manages enhanced ENERGY STAR program and a new “top tier” effort within ENERGY STAR
- DOE supports EPA with technical work

- **National Building Rating Program**

- DOE manages enhanced National Building Rating program, in consultation with EPA; EPA assists with various aspects of the program.
- EPA establishes and revises ENERGY STAR criteria for buildings and manages its ENERGY STAR building programs to support of National Building Rating program.

ENERGY STAR program enhancements detailed in MOU



- Specification Revisions
 - For product categories with longer-lived product models (e.g. heating and cooling, home appliances), specifications will be reviewed at least every 3 years or when the market share reaches about 35%.
 - For product categories with rapidly evolving product models (e.g., consumer electronics, office equipment), specifications will be updated about every 2 years; also out-year criteria used to anticipate improving energy efficiency performance.
 - For product categories with large variations in product size (with impacts on energy use), overall limits for energy use may be incorporated into ENERGY specifications.
- Verification of ENERGY STAR qualifying products:
 - All products will be required to be tested in an accredited laboratory and qualifying product information be submitted to the government before the product can be qualified as ENERGY STAR.
 - Enhanced “off-the-shelf” product testing will be instituted across the full suite of ENERGY STAR covered product categories through a combination of EPA/DOE testing, manufacturer funded/EPA-DOE administered testing, or other third party testing.

Since MOU was signed



- Enhanced Testing
 - DOE is testing 6 most common product types
 - More off the shelf testing
 - Enhanced verification plan
- Enhanced enforcement
 - Removed label from products from 3 major mftrs
 - Disqualified 34 CFL models from 25 mftrs
- EPA IG Report -- 98% compliance

GAO Report on ENERGY STAR Products Qualification Process



- Sting operation— fake products and companies
- Found that ENERGY STAR product qualification process may be vulnerable to fraud and abuse
- No fraud found

Immediate Steps Taken



- Temporarily suspended product qualifications so that a thorough review of the ENERGY STAR approval process could be performed.
- Strengthened the ENERGY STAR qualification approval systems to include review and approval of complete lab reports for each new product.
- Instituted a policy across all 60 product categories that products may no longer be labeled by manufacturers until qualifying product information, including lab reports, are submitted and approved by EPA.
- Restricted access to the ENERGY STAR certification mark to partners until after they have a product approved for qualification.

More Rigorous Qualification Requirements



- By the end of this year:
 - All new product models will be required to be tested for ENERGY STAR qualification in an EPA-approved, accredited laboratory
 - Manufacturer participation in a verification program
 - Dramatically accelerated our schedule to finalize requirements for lab accreditation, accreditation bodies, and third-party certification programs
 - Once these testing requirements are finalized, EPA will develop a schedule for requiring all currently qualified products to be re-tested in approved, accredited labs

Other steps to insure program integrity



- Terms of the partnership agreement
- DOE testing program/EPA enforcement
- Logo use monitoring
- Retail store audits
- Manufacturers must participate in product verification and testing

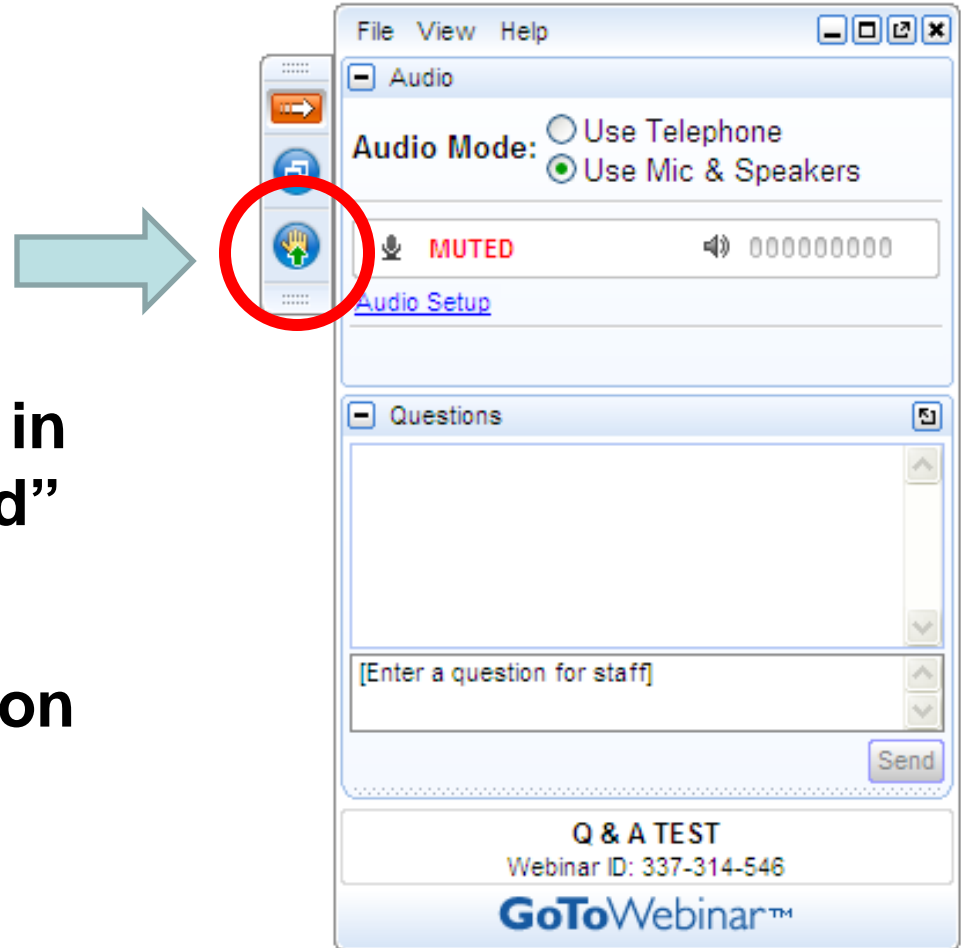


THANK YOU!

vargas.maria@epa.gov

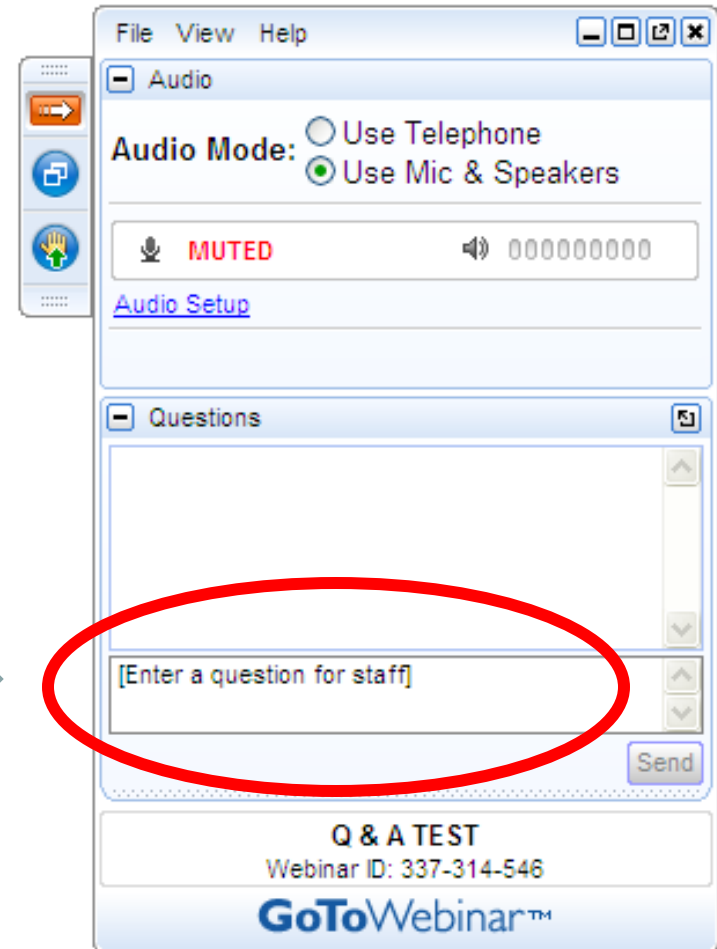
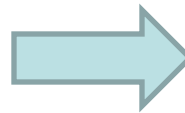
Q & A Format

- To ask a question, click the “raise hand” button on your GoToWebinar panel
- Questions will be asked in the order the “raise hand” button was clicked
- Please have your question ready when called



Q & A Format

- Alternatively, you may text questions in the GoToWebinar panel, and they will be read aloud



ENERGY STAR Takes Your Questions on New Product Certification Changes

Responsible Purchasing Network
Center for a New American Dream

301-891-3683
rpn@newdream.org



www.ResponsiblePurchasing.org

Thank You