

“Innovation through Collaboration”



Jason Bogovich

Importance of the ENERGY STAR Brand

- “Eighty-nine percent of households recognized the ENERGY STAR label when shown the label.” The Consortium for Energy Efficiency’s report *National Awareness of ENERGY STAR for 2014*
- This is a growing trend!



What is Home Performance with ENERGY STAR?

A public-private voluntary partnership program focused on turning building science-based recommendations into solutions for improved, energy-efficient homes

- ✓ **Trust** – the work and the worker
- ✓ **Quality** – third-party quality assurance
- ✓ **Whole-House Approach** – methodical, thoughtful improvements



<http://www.energystar.gov/homeperformance>

Typical Sponsors

Utilities

Non-Profits



Financial Institutions

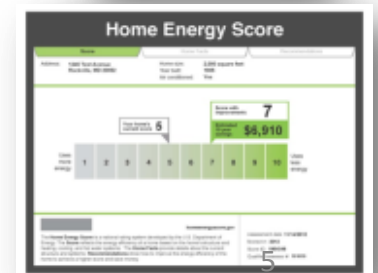
Local Governments

State Governments

41 Active Sponsors

Benefits for Sponsors

- **Eligible to use the widely-recognized Home Performance with ENERGY STAR marks and ENERGY STAR Partner mark**
- **Become part of a growing Home Performance with ENERGY STAR family of Partners**
- **Sponsor recognition through the ENERGY STAR Partner of the Year Awards**
- **Dedicated Account Manager Support**
 - Supports access to the national Program and to technical assistance
 - Fosters regional coordination among Sponsors
 - Regional collaboratives established in SW, SE, and MW; pursuing for NE and NW
- **Facilitated access to other DOE Residential Program resources**
- **Coordinate and collaborate with other federal departments and agencies**
- **Help evolve HPwES (*We value transparency*)**
 - We encourage stakeholder involvement through webinars, meetings, regional collaboratives and comment periods on new program policies and guidelines



Lessons Learned

- Collaboration and partnerships are key to energy efficiency
- Important to develop a recognizable brand and messaging for consumers
- Need to promote other benefits to energy efficiency (***health and safety, comfort, and being stewards to the environment***)
- *Consumer incentives help encourage energy efficiency investment*
- Qualified and trained contractors are key to energy efficiency
- Regional collaboration is key to sharing best practices and barriers
- The success of energy efficiency depends on the strength of local, regional and national partners (***everyone is in it to win it***)
- Look at energy efficiency as a market transformation activity (***it takes time!***)
- *Be patient!*

The Success of Energy Efficiency

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