



Taking our Energy Efficiency Work Home Using EPA's My ENERGY STAR Platform

Rebecca Hudson, US EPA

Hudson.Rebecca@epa.gov


October 21, 2016

Make Energy Savings Simple

Our primary goal is to define, educate and promote *cost-effective* energy savings

- Platform is built on “recommendation cards”
 - Over 60 recommendations
 - Simple definitions and benefits
 - Something at every price point
 - Built-in progress tracking
 - Access to industry best educational materials and information

Insulate your attic



Adding insulation can improve comfort and lower energy bills. Typically, the easiest and most cost effective place to add insulation is in the attic. This can be a DIY project; but if you don't like crawling around in your attic, consider hiring a professional.

SAVE EVEN MORE

- EPA recommends sealing air leaks with caulk, spray foam, and weather stripping before adding insulation
- Seal and insulate your attic hatch or door
- Find [recommended insulation levels](#) for homes in your area

FACTS & STATS

Save up to 20% on heating and cooling costs with comprehensive air sealing and insulation.

[★ ADD TO YOUR TO DO LIST](#) [✓ MARK AS COMPLETE](#) [MORE INFORMATION](#) [GO TO MY ENERGY STAR](#)

Using less energy saves you money and helps prevent climate change.



New Consumer Platform Makes Saving Energy Easy

- My ENERGY STAR provides a central dashboard for managing your recommendations, rebates and offers, and getting feedback on progress.
- Integrated tools:
 - Home Advisor provides recommendations
 - Customers can filter opportunities and build check lists
 - ENERGY STAR Pledge
- ‘Community’ customization available



www.energystar.gov/campaign

ENERGY EFFICIENT products | ENERGY SAVINGS at home | BUYING AND BUILDING new homes | ENERGY STRATEGIES FOR buildings & plants | ABOUT ENERGY STAR PARTNER RESOURCES

Home > Home Improvement

Energy Savings at Home

Advice, tools, resources and inspiration to help you save energy.

Ways to save | Home Advisor | Knowledge Center | Take the Pledge | My ENERGY STAR

START SAVING NOW

SHOW ALL | EASY & LOW COST | QUICK PROJECTS | BIGGER SAVINGS | PLAN & RENOVATE | REBATES & INCENTIVES | ROOM BY ROOM

- Purchase an ENERGY STAR dishwasher
- Replace all incandescent bulbs with CFLs
- Set your programmable thermostat

Check out our energy-saving idea gallery. Select a subset of advice at left or browse all of it. You'll be saving in no time.

[SEE ALL 43 WAYS TO SAVE](#)

HOME ADVISOR CREATE YOUR HOME'S PROFILE

RETURNING? SIGN IN [HERE](#)

Get energy saving recommendations

Let the ENERGY STAR Home Advisor walk you through creating your Home's Profile then get custom recommendations tailored for your home.

[GET STARTED WITH THE HOME ADVISOR](#)

TAKE THE ENERGY STAR PLEDGE

JOIN THE MOVEMENT

HOME ENERGY KNOWLEDGE CENTER

HOME IMPROVEMENT

- Sealing and Insulating
 - First bullet point
 - Second bullet point
 - Third bullet point
- Heating and Cooling
 - First bullet point
 - Second bullet point
 - Third bullet point
- Home Performance with ENERGY STAR
 - First bullet point
 - Second bullet point
 - Third bullet point

My ENERGY STAR®

Watch your savings and impacts add up.

What does My ENERGY STAR provide?

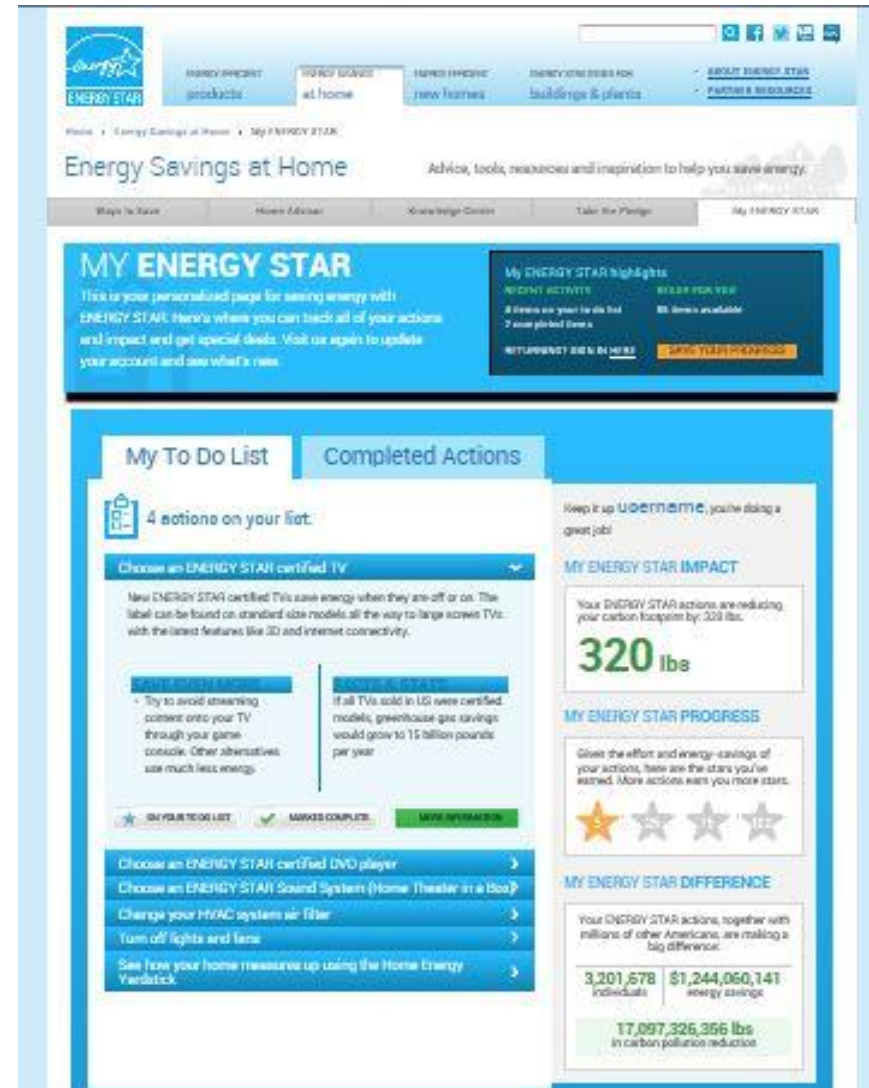
An up-to-date record of all your energy-saving activity

Custom dashboard to help you track your savings progress



My ENERGY STAR

- Customers that sign up will get their own My ENERGY STAR dashboard where they can:
 - Track commitments or pledged actions on their “To-Do List”
 - Confirm completed actions
 - Get feedback and recognition based on progress
 - See rebates or discounts available
 - See their “community difference”
- Customization available, including a partner dashboard





Employee Engagement Pilot

Goal

- Use the My ENERGY STAR platform as part of an employee engagement program to reduce employees' energy use at home

Set-up

- Company would promote customized tool via weekly emails with additional energy savings messages

Preliminary Results

- Participation (~20%, ~25 out of ~125 employees)
- ~150 Completed Actions; ~100 Pledged Actions
- Over time, less activity

Challenges/Opportunities

- Pilot started when customization/messaging not complete
- Initial pilot was short and small



New My ENERGY STAR Platform Makes Saving Energy Easy

- Tools that provide simple and credible advice on ways for save money and energy at home.
- Offers an experience for everyone, including both:
 - Home Advisor for a customized home profile that identifies opportunities specific to your home and help set priorities.
 - Ways to Save user experience for customers who want to explore more generally.
- Offers customers over 60 different recommendation cards including: low-cost/no cost recommendations, appliance guidance, DIY improvements and contractor based upgrades.
- Partner customization to leverage ENERGY STAR credibility while keeping organization brand front and center
- Leverage other ENERGY STAR resources and marketing campaigns.
- Valuable resource that is available FREE



Thank You!

Rebecca Hudson

Hudson.Rebecca@epa.gov

My ENERGY STAR landing page: www.energystar.gov/campaign

Home Advisor landing page: www.energystar.gov/homeadvisor