

# Wisconsin



## Wisconsin Organizations and Consumers are Saving Money and Protecting the Environment with ENERGY STAR®

### Benefits

- Wisconsin businesses and residents will save more than \$1 billion through investments already made in ENERGY STAR qualified products, homes, and buildings.
- The investments in Wisconsin already made through ENERGY STAR will prevent the emissions of 5 million metric tons of greenhouse gases, equivalent to eliminating the emissions from 3 million vehicles.
- If Wisconsin organizations and consumers pursued all opportunities for profitable energy efficiency improvements through ENERGY STAR, current savings could grow 4-fold.

### Highlights

- Wisconsin is home to more than 490 companies and public entities participating in ENERGY STAR, about 10% of which are small businesses. Others include:
  - 14 local governments and 7 school districts
  - 42 manufacturers of ENERGY STAR qualified products
  - More than 290 companies that build, provide 3rd-party testing of, or promote ENERGY STAR qualified homes
- Consumers can purchase ENERGY STAR qualified products at some 840 locations across the state.
- About 8,000 Wisconsin homes have earned the ENERGY STAR and offer families greater savings and comfort than those built to code.
- More than 1,500 buildings (over 180 million square feet) in Wisconsin have been rated for energy efficiency using EPA's energy performance rating system.
- 86 buildings have earned the ENERGY STAR for superior efficiency, including 60 schools, 14 supermarkets, and 12 office buildings.
- Wisconsin is leading the way in energy efficiency by participating in the ENERGY STAR Challenge to improve the efficiency of its buildings by 10% or more, and by bringing efficiency to its residents through the ENERGY STAR *Change a Light, Change the World* campaign.
- The Wisconsin State Capitol and UW-Madison's Memorial Union replaced hundreds of incandescent light bulbs with ENERGY STAR qualified compact fluorescent bulbs (CFLs). Energy cost savings are estimated to be \$7,000 a year at the Capitol and over \$12,000 at the Memorial Union.
- The Bureau of Procurement of the Division of State Agency Services has incorporated ENERGY STAR into specifications for equipment to ensure Wisconsin governmental agencies have the most energy- efficient equipment available.
- A 2005 study showed that Wisconsin ENERGY STAR new homes use 23% less energy per square foot for heating than older homes and are 22% larger.

## Examples of ENERGY STAR Partners Protecting the Environment

### Wisconsin Focus on Energy

*"Focus on Energy and the ENERGY STAR program have worked hard to deliver the most energy-efficient products and services to Wisconsin residents and businesses since 2001. Since then, more than 2.9 million CFLs have been purchased, more than 7,500 homes have been built, and more than 6,000 homes have been evaluated through the ENERGY STAR and Focus on Energy partnership."*

- Janet Brandt, Executive Director

Residential Programs have:

- Saved over 358 million kWh and \$35 million, preventing 94 million pounds of carbon dioxide (CO<sub>2</sub>) emissions.
- Built 7,500 ENERGY STAR qualified homes.
- Helped complete more than 6,000 energy projects through Home Performance with ENERGY STAR.
- Sold nearly 6 million ENERGY STAR products.

### The State of Wisconsin

*"ENERGY STAR has been extremely useful in the benchmarking of our buildings' energy efficiency, providing easy-to-understand definitions of energy efficiency product models and procuring energy-efficient equipment."*

- Jim Mapp, Manager, WI Energy Bureau

- Saving \$2.6 million on energy bills and 294,000 million BTUs annually.
- 22 facility upgrade projects completed.



### Wisconsin Energy Conservation Corporation (WECC)

*"The ENERGY STAR program offers residents throughout the United States economic and environmental solutions to energy issues facing the nation. By offering the program to its customers, WECC is helping them make smart, energy-efficient decisions that aid the economy and the environment."*

- Janet Brandt, Executive Director

- Offers ENERGY STAR programs for new and existing homes, low-income customers, and products.
- Saved 124 million kWh and prevented 148,000 tons of CO<sub>2</sub> in residential programs across multiple states in 2006.
- The Targeted Home Performance with ENERGY STAR Program served over 750 households.
- Has sold more than 5 million CFLs in 7 states.

### Key ENERGY STAR Partners Transforming the Residential Market

- 262 companies are building ENERGY STAR qualified homes; 22 of these firms have committed to making 100% of their new homes ENERGY STAR.
- The most active home builders in Wisconsin are Veridian Homes, Schmidt Bros. Custom Homes Inc., Lexington Homes, Inc., Premier Builders, Inc., Foresight Development LLC, Voyager Builders, Mark Winter Homes, Best Builder, Inc., Wausau Homes, and Pittsville Homes.
- The most active manufactured home builder is Schult Homes.
- Wisconsin Energy Conservation Corporation, Hofmann Energy Consultants, Inc., Five Star Energy Corporation, and Wisconsin Focus on Energy are actively promoting ENERGY STAR qualified homes.
- Wisconsin contractors participate in Home Performance with ENERGY STAR, which offers a comprehensive, whole-house approach to improving energy efficiency and comfort at home, while helping to protect the environment.

### Veridian Homes

- Committed to building 100% of its homes as ENERGY STAR.
- Has built more than 2,400 qualified homes.
- Promoted ENERGY STAR awareness and consumer recognition through its "Are you Seeing Stars" campaign in 2006.
- More than 75% of buyers who selected Veridian as their homebuilder did so because energy efficiency was an important factor.

### Recent ENERGY STAR Partner of the Year Winners

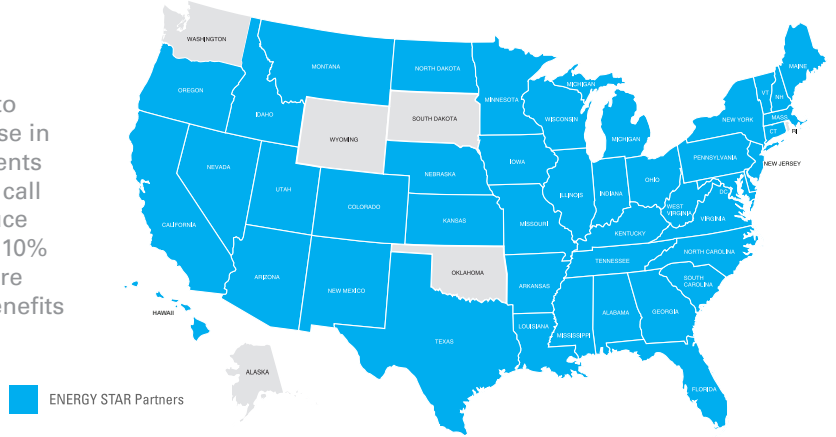
- Veridian Homes
- Wisconsin Focus on Energy

For more information on these Partners of the Year, go to [www.energystar.gov](http://www.energystar.gov)

# How States are Working with ENERGY STAR

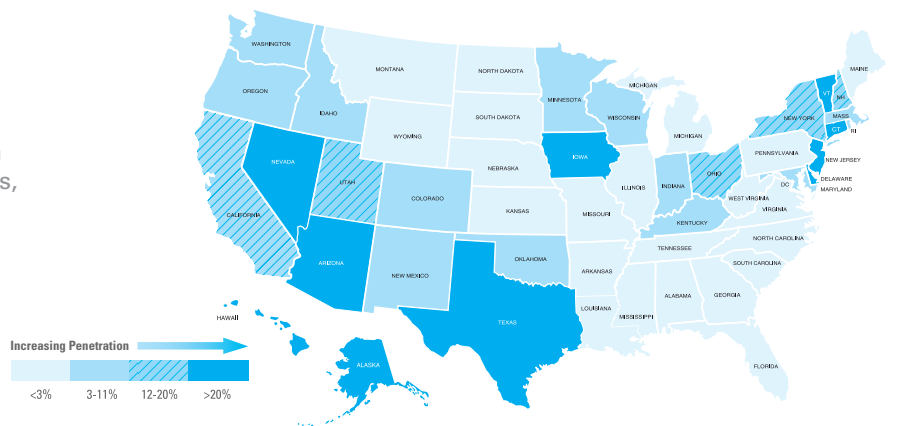
## ENERGY STAR State Partners

More than 40 states are leveraging ENERGY STAR to improve energy efficiency and reduce the energy use in their states. For example, almost 30 state governments are participating in the ENERGY STAR Challenge, a call to action for building owners and operators to reduce energy use across their entire building portfolio by 10% or more. These and other efforts by state partners are helping to bring the financial and environmental benefits of energy efficiency to their states.



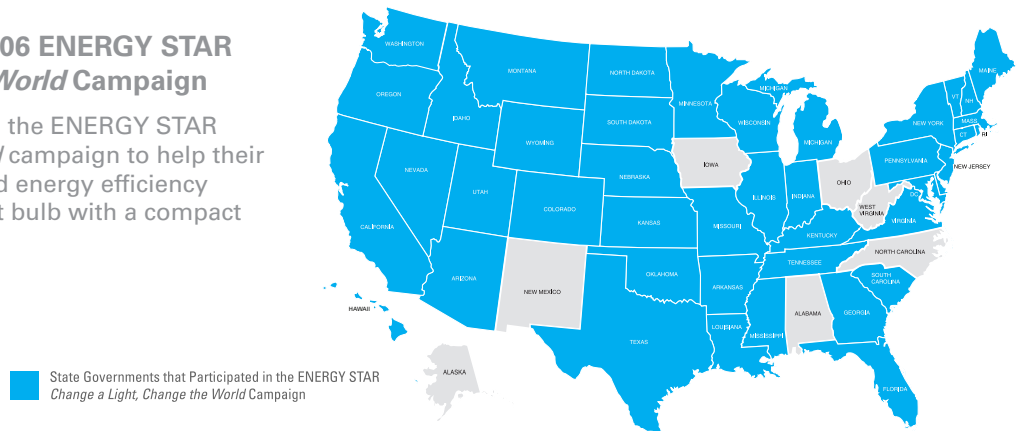
## ENERGY STAR Qualified New Homes Gaining Market Share

More than one in 10 new homes built in the United States earns the ENERGY STAR, but in 10 states and more than 20 metropolitan areas, market penetration is greater than 20%.



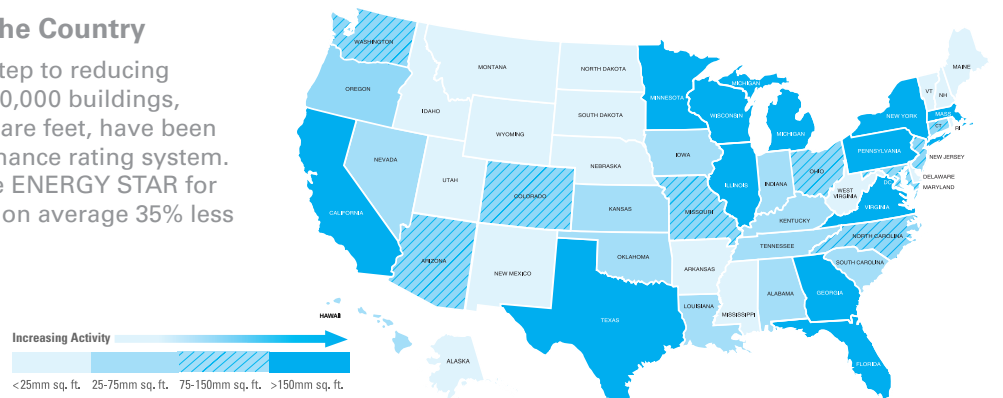
## States Participating in the 2006 ENERGY STAR Change a Light, Change the World Campaign

State governments are promoting the ENERGY STAR *Change a Light, Change the World* campaign to help their residents take the first step toward energy efficiency by replacing an incandescent light bulb with a compact fluorescent light bulb (CFL).



## Benchmarking Activity Across the Country

Benchmarking is an important first step to reducing a building's energy use. More than 30,000 buildings, representing more than 5 billion square feet, have been assessed using EPA's energy performance rating system. Of those, about 10% have earned the ENERGY STAR for superior energy performance, using on average 35% less energy relative to typical buildings.





# ENERGY STAR

Since its inception by the U.S. Environmental Protection Agency (EPA) in 1992, ENERGY STAR has helped individuals and organizations across the country adopt cost-effective, energy-efficient technologies and practices, better manage their energy costs, and help protect our environment. More than 9,000 organizations have partnered with ENERGY STAR to bring energy efficiency to their customers, the public, and themselves; and the results are adding up. Americans have purchased more than 2 billion ENERGY STAR qualified products, and thousands of companies have used EPA's guidelines to manage their energy more strategically. In 2006 alone, Americans, with the help of ENERGY STAR, prevented 37 million metric tons of greenhouse gas emissions—equivalent to eliminating the emissions from 25 million vehicles—and saved about \$14 billion on their utility bills, all while helping to grow the economy.

## ENERGY STAR for Consumers

Whether consumers are looking to replace old appliances, remodel their homes, buy a new house, or get the most from the equipment they have, ENERGY STAR can help. ENERGY STAR is the government-backed symbol for energy efficiency, providing credible and objective information on which consumers can rely to make well-informed decisions. The U.S. Department of Energy (DOE) has partnered with EPA since 1996 to bring ENERGY STAR qualified products to consumers. By choosing ENERGY STAR, consumers can save up to 30% on their energy bills—about \$600 a year—and enjoy the quality, performance, and comfort they expect.

Consumers can find the ENERGY STAR label on over 44,000 individual product models across more than 50 product categories, including appliances, home electronics, office equipment, heating and cooling equipment, lighting, and more. These products use up to 90% less energy compared to standard models. New homes can also earn the ENERGY STAR, and the Home Performance with ENERGY STAR program helps homeowners retrofit their existing homes for improved energy efficiency.

## ENERGY STAR for Businesses and Organizations

Many businesses and organizations can save up to 30% on energy bills through improved energy management practices and building upgrades. EPA offers its ENERGY STAR partners—those organizations that have committed to energy efficiency improvements—a host of tools and guidance, including proven energy management strategies and standardized management tools to help them achieve their goals.

EPA encourages all organizations to assess the energy performance of their buildings, set goals for improvement, and track their progress through its ENERGY STAR Challenge. And EPA offers a national energy performance rating system for buildings (providing building-level energy efficiency scores on a scale from 1 to 100) to help them do this. More than 30,000 buildings have been assessed, thousands of buildings have been improved, and more than 3,200 buildings (and 20 industrial facilities) have earned the ENERGY STAR. The ENERGY STAR buildings offer excellent real-life examples for others, using 35% less energy compared to typical buildings—and about 400 of them use 50% less energy.

*For more information about ENERGY STAR, please visit [www.energystar.gov](http://www.energystar.gov).*