

Kentucky ENERGY STAR Partnership

Program Plan for 2002 Initiatives

December 2001

Kentucky Energy Star Partnership

Vision: Promote energy efficiency and a clean environment through ENERGY STAR programs and concepts.

Goals and Plans for 2002

- Actively seek the participation of home industry professionals, including product manufacturers, retailers, lenders, and home energy raters to join ENERGY STAR partnership
- Foster partnership activity through workshops, meetings, and ongoing communication (e.g., newsletters, e-mail updates, Web site)
- Develop a partnership base consisting of 30 partners by December 2002
- Support DOE's and EPA's national efforts to increase ENERGY STAR brand awareness and understanding by participating in 2002 Cool Change promotional campaign
- Increase consumer awareness of ENERGY STAR label for appliances and homes to increase energy efficiency in the residential market

Overview

The ENERGY STAR program is neither well defined nor is its message well understood by consumers in Kentucky. Retailers at the local level have attempted to educate consumers about the benefits of ENERGY STAR products; however, a broad-based, state-endorsed Energy Star program has never been implemented. This void presents a tremendous opportunity for the Kentucky Division of Energy to educate the Commonwealth's citizens about energy efficiency through the ENERGY STAR program.

To develop and support a broad-based program, an ENERGY STAR partnership network must be established. The network will consist of partners that gain individually from associating with ENERGY STAR program while at the same time gaining from the partnership group as a whole. Partners will consist of, but not be limited to, retailers, manufacturers, utilities, homebuilders, architects, civic groups, and government agencies. As with any network the more the number of partners, the greater the support and momentum for the program.

Our initial efforts will begin by focusing on a specific area and target group. We will meet with and develop this group to determine ENERGY STAR can meet their expectations. With experience gained from these localized efforts, we will expand our program to new target groups and areas. These new partners will help support the existing partnership network. The Kentucky Division of Energy will also support the partnership by sponsoring workshops and ENERGY STAR training programs.

Initiatives

I. Identify and contact existing partners in the Louisville/Jefferson County Area

The target area is home to several existing nationwide retailer partners (including Home Depot, Lowes, and Sears) and to local partners in the home industry (including home builders, raters, and lenders). To coordinate and expand partnership opportunities, KDOE will contact existing partners (as listed on ENERGY STAR partner Web site) to gather information on their ENERGY STAR activities and to determine their interest in partner leveraging resources.

The goal is to schedule a partnership meeting or workshop as soon as possible in order to coordinate promotional activities and to enhance participation among existing partners in the ENERGY STAR program.

II. Identify and contact potential partners in the target area

- Homebuilders
- Lenders
- Raters
- Manufacturers
- Retailers
- Utilities
- Jefferson County Air Pollution Control District
- Other businesses

At the same time KDOE is determining interest in a cooperative program with existing partners, KDOE will be making contact with potential partners.

III. Sponsor workshop with ENERGY STAR partners and potential partners in target area

The purpose of the workshop will be to identify issues and opportunities for promoting ENERGY STAR activities and outreach program in the target area.

IV. Conduct on-going consumer awareness and ENERGY STAR partner outreach activities

Targeted partner outreach efforts will be supported by regular communications about partnership activities, including newsletters, reports on accomplishments, e-mail announcements, and Web site updates.

In addition, KDOE's goal is to garner support from home industry professionals, manufacturers, retailers and others in marketing the ENERGY STAR program and its concepts to consumers. Although market research indicates that 30 percent of consumers are aware of the ENERGY STAR brand, they have a poor understanding about the brand's message. As Kentucky has not been a targeted market for the Energy Star program at a national level, consumer awareness and understanding are probably less than the national average.

By focusing on the new home market, KDOE hopes to target both consumers making decisions on major appliances and home builders making decisions regarding home construction. Consumers buying a new home are very likely to purchase multiple appliances, providing an excellent opportunity to reinforce the ENERGY STAR message and potentially cross-promote with other ENERGY STAR products and concepts.