



ENERGY STAR® Qualifying Residential Heating and Cooling Products Sold through Contractors

Savings Opportunity

The average home spends \$1,300 on utility bills every year—with more than half going to heating and cooling. Those utility bills could be cut by as much as 20 percent by replacing old equipment with an ENERGY STAR qualifying model. And, if just one household in ten bought ENERGY STAR heating and cooling equipment, the change would keep over 17 billion pounds of pollution out of our air.

Working with ENERGY STAR, energy efficiency program sponsors can help contractors and consumers do their part to save energy and protect the environment. The following table shows national average savings estimates. However, savings will vary based on local climate conditions.

**National Average Savings Opportunities
for ENERGY STAR Qualifying Central Heating and Cooling Systems**

	Product lifetime (Years)	Lifetime electricity savings compared to standard new (Site KWh)	Lifetime fuel savings compared to standard new (Site MBtu)	Lifetime energy savings compared to standard new (MBtu Primary)
Furnace (gas or oil)	18	4200	190	229
Central Air Conditioner	14	8400	NA	87
Air Source Heat Pump	12	19000	NA	203
Geothermal Heat Pump	15	78000	NA	809
Boiler (gas or oil)	20	NA	140	140
Programmable Thermostat	15	13000	180	315

For a list of qualifying models and detailed terms and conditions for product labeling and promotion, consult the partner resource section of the ENERGY STAR website at www.energystar.gov.

EPA also recommends steps for enhancing energy savings including “right-sizing” and proper installation of heating and cooling equipment, as well as sealing the ducts that distribute air throughout the house. Since a drafty and poorly insulated home can still rob consumers of well-earned savings, EPA has developed recommended air sealing and insulation levels for the home.



Program design

Over the past several years, EPA and DOE have worked cooperatively with coordinators of energy efficiency programs in states throughout the country to enhance energy efficiency programming through ENERGY STAR. The program offers a wide array of tools and resources that many of these coordinators have used to improve their program's energy, financial, and environmental performance including

- **Program design and implementation support** to assist in designing promotional activities that build consumer awareness for the benefits of ENERGY STAR qualified products
- **Consumer-oriented marketing materials** for use in energy efficiency public education campaigns
- **Coordination and information exchange** with different market actors including retailers, manufacturers, contractors, and utilities
- **Communications and media support** with an extensive ENERGY STAR brand awareness campaign
- **Technical and evaluation support** including national market data on the value of ENERGY STAR to consumers.
- **Use of the ENERGY STAR logo.**

Program models that incorporate consumer outreach; cooperative marketing and coordinated promotions with manufacturers, distributors, and contractors; and contractor education and training on sales techniques and installation best practices have worked effectively for many efficiency program sponsors. The majority of these programs share the following common objectives:

- To encourage contractors to successfully sell ENERGY STAR qualifying products
- To encourage proper sizing and installation of equipment
- To build market demand by educating consumers to ask for ENERGY STAR qualifying products and insist on proper sizing and installation
- To maximize the effectiveness of promotional campaigns by ensuring activities are planned in advance and well coordinated with suppliers
- To promote a sustainable increase in market share for ENERGY STAR qualifying products.

As such, elements of the program could include:

- Consumer education that promotes ENERGY STAR, as well as installation best practices, including right-sizing of equipment and proper sealing of ducts
- Financing for ENERGY STAR qualifying systems or incentives/rebates for qualifying products
- Co-op marketing with HVAC distributors and contractors
- Contractor education on installation best practices and effective ways to promote ENERGY STAR qualifying products. (In areas where there are unresolved fair competition issues between contractors and utilities, equal outreach to non-utility contractors should be considered.)
- Monitoring and evaluation.



Available Resources

To help local programs spread the word about ENERGY STAR qualifying central heating and cooling systems, ENERGY STAR offers the following templates and services for reproduction and/or delivery by local programs:

- Heating and cooling equipment brochure
- Proper sizing brochure
- Home sealing brochure
- "Tips for choosing a heating and cooling contractor" brochure
- Train-the-trainer program for teaching contractors to sell up to ENERGY STAR, includes HVAC Investor software. Also available on CD-Rom
- Sample and periodic news releases for print media
- Periodic video news releases
- Duct Investor software and consumer education tools

These tools can be found under the partner resource section of the ENERGY STAR website at www.energystar.gov.