

ENERGY STAR® Windows: What Happened !!!???

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Lessons Learned from MT Programs

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Goals and Achievements

- Project period: Feb. 1998 through June 2001
- Goals:
 - 54% market share by 2001
 - Decrease the significant barriers of cost and awareness
- Achievements
 - 54% market share a year early, Q4 1999
 - 70% market share by Q4 2001
 - Awareness of ENERGY STAR high with market actors (manufacturers, retailers, builders) but low with homeowners



ENERGY STAR Windows Project

- Where: Pacific Northwest (OR, WA, ID, and MT)
- Who:
 - D&R International
 - Window manufacturers
 - Builders, retailers, and distributors
- What: Marketing and technical assistance to market actors



ENERGY STAR Windows Project

- Why:
 - Few leverage points (manufacturers and vendors)
 - Many non-energy benefits
 - Low marginal retooling costs
 - Existing and proven technology
 - Low price impacts
 - Windows have long measure lives and are “lost opportunities”



ENERGY STAR Windows Project

- How:
 - Flexible approach (e.g. initial U 0.30 spec was aligned with U 0.35 ENERGY STAR spec)
 - Initial supply-side focus to ensure availability
 - Tailor marketing and technical assistance to individual partner wants and needs
 - Mid-term project focus changed to mid-channel vendors and contractors/builders to boost sales
 - Put partnerships in place to maintain brand support



Insights

- A good foundation helps
 - NFRC labeling in place
 - ENERGY STAR existing national brand
 - Marketing and relationships experience from California
 - WA and OR building codes close to Energy Star standard
 - Existing technology



Insights

- A good team helps:
 - Prior experience and relationships with window manufacturers ,vendors, and contractors
- Few leverage points help:
 - Small number of major manufacturers
 - Partnership with leading vendor
- Adaptive management helps



Insights

- External events can have large impacts
- Markets can change rapidly
- End user awareness not always essential
- Work with existing market practices
- Capitalize on market trends
- Manufacturers see value in national brand



Insights

- Manufacturers highly competitive
- Simple messages
- Codes lock in savings
- Change agents make a difference
- Evaluation crucial for adaptive management

