



Moving Markets Toward Energy Efficiency Through Product Labeling



ICF has existing, long-established relationships within residential and commercial industries needed to create, build, implement, maintain, and promote successful voluntary product labeling programs.

When properly administered, voluntary labeling programs can be one of the most effective market-based tools available for reducing energy consumption and encouraging the long-term manufacture and sale of energy-efficient products. Labeling programs work because they allow consumers to make informed purchasing decisions by providing them with a means of easily identifying products that consume less energy, thus enabling consumers to save money on utility bills. Endorsement labels, in particular, are effective when they are backed by a respected organization and clearly inform consumers that products displaying the endorsement label use less energy than their standard counterparts.

A successful labeling program is dynamic, changing shape in response to new technologies, emerging trends, increased consumer awareness, and market demand. Key elements of a voluntary program include strategic product selection; key industry relationships; collection and analysis of objective data on products and markets; adoption and creation of universally accepted test procedures; program implementation support; and compelling, consistent messaging that resonates with consumers or other stakeholders and encourages them to take action.

Our Approach

ICF International has a dedicated team of individuals that has provided full-time support for the development, implementation, and marketing of voluntary energy efficiency product labeling programs since the early 1990s. This team has provided extensive support to clients ranging from federal agencies to states and utility companies to international governmental agencies. In doing so, ICF provides tangible end-to-end solutions for its clients who seek to address energy concerns in their respective markets through the use of voluntary programs.

ICF has developed a detailed understanding of the key elements of a successful voluntary product labeling program—from development, launch, and administration to marketing, expansion, verification, and market exit (sunset) as the market matures. ICF has provided client support at every step of managing and implementing voluntary labeling programs through:

- Brand development
- Creation of technical and partner requirements
- Development of guiding principles
- Administration and management of partner relationships
- Strategic marketing and communications
- Product testing and verification to maintain program integrity
- Program evaluation

Featured Solutions

ENERGY STAR® Program

One of the most well-known examples of a successful market-based voluntary product labeling program is the ENERGY STAR program—jointly sponsored by the U.S. Environmental Protection Agency (EPA) and the U. S. Department of Energy. ICF has been the EPA's lead consultant for technical and analytical support related to ENERGY STAR for labeled products since the program's inception in 1992. Since that time, the program has expanded to encompass more than 50 different product categories, and Americans have purchased more than 2 billion qualified products.

Largely through our work with ENERGY STAR, ICF has developed a solid understanding of the often complex network of key market players. This includes manufacturers and their trade associations; retailers; international parties; Federal, state, and local governments; utilities; and energy efficiency and consumer advocacy groups.

China Capacity Building for Energy Efficiency Labeling

ICF provides support to the EPA in delivering institutional and program strengthening assistance to China's national energy efficiency label. In carrying out this assistance, ICF staff work closely with China's Standard Certification Center (CSC) and other members of the EPA capacity building team, including the Lawrence Berkeley National Laboratory. ICF's support to the CSC labeling program has included assessing overall program design and performance, identifying priority areas for building additional capacity and institutional development, assisting in the development of a new specification for external power supplies, providing training in Beijing on integrated marketing communications, and collaborating directly on promotion activities designed to increase the value of the label to key stakeholders including consumers and manufacturers.

Cool It! with New York Energy \$martSM

ICF also helps utility and state clients implement energy efficiency programs on a regional level. ICF supported the New York State Energy Research and Development Authority's Cool It! with New York Energy \$martSM Program, which promoted the increased availability, purchase, and use of energy-efficient commercial kitchen refrigerators, freezers and ice-makers, and beverage vending machines in New York State. The primary mechanism used was education and outreach of distributors, resellers, and end-users, including those in the public and private sectors. As part of a baseline market assessment, ICF interviewed key market players to determine the attitudes toward and knowledge of energy-efficient equipment, discovering that distributors and end-users were unaware of differences in energy performance. ICF developed outreach materials, creating market push by working with industry players to promote energy-efficient equipment to their customers. ICF also worked with commercial and institutional end-users to understand the financial and environmental benefits of higher efficiency equipment.

PROCEL/EPA Workshop

ICF staff in Brazil and the U.S. organized a one-day seminar/workshop on How to Design and Implement a Successful Program for a Voluntary Energy Efficiency Seal that brought together representatives of government agencies, electric utilities, equipment manufacturers, and retailers from all regions of Brazil to discuss ways to strengthen and promote the PROCEL energy efficiency labeling program. On the day before the workshop, ICF also organized a training event that brought EPA ENERGY STAR experts to Brazil to share their experience with counterparts at PROCEL.

About ICF International

ICF International (Nasdaq: ICFI) partners with government and commercial clients to deliver consulting services and technology solutions in the energy, environment, transportation, social programs, defense, and homeland security markets. The firm combines passion for its work with industry expertise and innovative analytics to produce compelling results throughout the entire program life cycle, from analysis and design through implementation and improvement. Since 1969, ICF has been serving government at all levels, major corporations, and multilateral institutions. More than 1,800 employees serve these clients worldwide. ICF's Web site is <http://www.icfi.com>.

For more information, please visit www.icfi.com or contact:

Robin L. Clark
1.202.862.1223 (p)
1. 202.862.1144 (f)
rclark@icfi.com

ICF International
1725 Eye Street, NW
Washington, DC 20006