



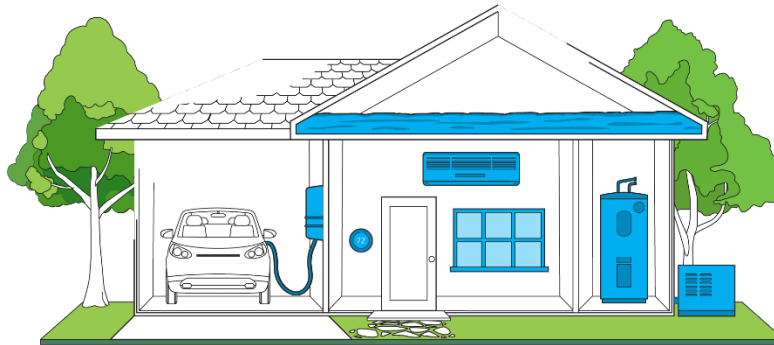
ENERGY STAR® Home Upgrade



Dear Partner,

To support our collective efforts in building towards a clean energy future, the Environmental Protection Agency (EPA) is pleased to announce our fall promotion of the ENERGY STAR Home Upgrade, a new initiative that brings together six high-impact, energy efficiency home improvements including:

- Clean Heat/Efficient Cooling
- Super-Efficient Hot Water
- Smart Climate Controls
- High-Performing Windows or Storm Windows
- Well Insulated Attic, and
- Electrification Ready



In recent consumer research conducted by the EPA on attitudes and behavior towards electrification/decarbonization, all audiences across a variety of demographics were receptive to the concept of a clean energy transformation but had many questions and were interested in accessing information that would help them understand what it means for them in their homes. They also exhibited unanimous trust in ENERGY STAR to guide them through the process. With that feedback in hand, EPA has developed the ENERGY STAR Home Upgrade website at energystar.gov/homeupgrade to provide this guidance and support homeowners

through every step. A one-stop-shop for all of these improvements, the ENERGY STAR Home Upgrade website allows homeowners to:

- Learn about the benefits of each potential upgrade
- Find certified models
- Calculate potential savings
- Learn about rebates/financial incentives
- Find equipment manufacturers and service providers
- Acts as a "home" for widely used ENERGY STAR resources

Our plan for the fall promotion involves Google display ads and paid social media – all driving traffic to the ENERGY STAR Home Upgrade landing page that overviews the opportunity to make home improvements that help homeowners transition efficiently from fossil fuels for a cleaner, healthier, and more comfortable home.

As an ENERGY STAR partner that is involved with one or more of the products included in an ENERGY STAR Home Upgrade, you have an opportunity to leverage this outreach to further engage customers and benefit from the association of your program/product, not just with the value of the ENERGY STAR brand as a trusted mark for energy and environmental benefits, but with the ENERGY STAR Home Upgrade as a pathway to a clean energy future. And with the new reinstated [tax credits](#) on certified heat pumps, heat pump water heaters, insulation and windows, consumer savings are better than ever.

We encourage you to connect your offerings to the value of an ENERGY STAR Home Upgrade and the benefits of efficient electric upgrades using our toolkit with a variety of resources, including social media, educational graphics, web banners/buttons and more. Use these resources to further engage your customers and help them get started with the guidance of ENERGY STAR.

[ENERGY STAR Home Upgrade Partner Toolkit](#)

Please reach out to us if you have any questions or would like to discuss how you can optimize the value of the ENERGY STAR Home Upgrade offering and educational platform.

- Utility Partners: eeaccountmanager@energystar.gov

- Retail and Manufacturer Product Partners: changetheworld@energystar.gov

We look forward to working with you to get more homeowners involved and collectively build towards a clean energy future.

ENERGY STAR is the simple choice for energy efficiency. To manage the types of emails you receive from ENERGY STAR, visit the [subscription center](#).