



ENERGY STAR® 2022 and Earth Day



Dear ENERGY STAR Partners,

The US Environmental Protection Agency’s ENERGY STAR program welcomes you to 2022. We are excited to continue our joint efforts to protect the environment from climate change through energy efficiency – paving the way to a clean energy future.

Once again this year, the ENERGY STAR Program offers numerous opportunities to participate in coordinated product promotions and outreach campaigns, including EV chargers in April, cooling and appliances in the spring and summer, and water heating, home heating, and lighting in the fall. In addition to the annual Earth Day and ENERGY STAR Day cause campaigns, we will be using the newly launched ENERGY STAR Home Upgrade as a platform for campaigns during the cooling and heating seasons.



MORE THAN
538 MILLION
 IMPRESSIONS in print,
 social, and online
 media in 2021
538000001

2 MILLION
 VIDEO VIEWS

NEARLY
150 UTILITIES serving
85 MILLION
 HOUSEHOLDS



2021 Campaign Impacts

Earth Day Campaign

We invite all partners to join us on April 22 and throughout the month of April to celebrate Earth Day through action. Leveraging what we have learned through consumer research, including positive interest in a clean energy transformation and trust in ENERGY STAR as a guide, we look to inspire all Americans to make energy choices that count for their families and the climate.

Last year represented a great start. Thank you for your participation. Together we engaged nearly 10 million Americans with a social/digital media-focused effort featuring an inspiring video and call-to-action to make your #energychoicescount. The Earth Day video delivered nearly **two million impressions** and over **800,000 views** with a view-rate well above industry average. But more, our collective social outreach on Earth Day resulted in **8 million potential impressions**, and news article placements through *Brandpoint* and *NAPS* with a potential reach of over **250 million readers**.

For 2022, we will level up and leverage Earth Day as an opportunity to collectively educate and empower a broader audience by providing partners with engaging educational assets that provide actionable guidance on saving energy, reducing carbon emissions, and supporting a clean energy future. We ask partners to join us by sharing these educational messages on Facebook and through employee outreach channels in celebration of Earth Day along with education about specific actions individuals can take through your product and program offerings. We are quickly updating our Earth Day 2022 toolkit with these supporting assets for distribution in February.



Like last year, the ENERGY STAR program will be amplifying your social shares, including Facebook and Twitter, through likes, retweets and re-posts throughout the day creating a groundswell of celebration. We will also feature participating partner logos on the energystar.gov/ChoicesThatCount campaign landing page with a link to a relevant page on your website with more information to inspire action. ENERGY STAR will drive traffic to this page through paid media efforts on YouTube, across social media, and through native article placements in print and online across the country.

As a trusted resource for energy efficiency, ENERGY STAR will provide the educational foundation to engage our audiences in energy choices that count. As a leader in energy efficiency, your organization can provide specific products and programs to fulfill on those choices. Let's leverage the power of our partnership to inspire everyone to take action. Please reach out to the below contacts if you are interested in participating.

Utility Partners: eeaccountmanager@energystar.gov

Retail and Manufacturer Product Partners: changetheworld@energystar.gov

We look forward to celebrating Earth Day as well as many impactful projects throughout 2022!

The ENERGY STAR Communications Team

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