



# ENERGY STAR® 2023 and Earth Day

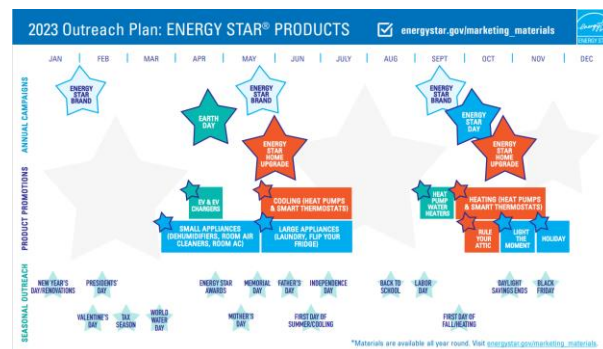


Dear ENERGY STAR Partners,

The US Environmental Protection Agency's ENERGY STAR program is pleased to start the new year by sharing our 2023 outreach plans. These are particularly exciting times, with the Inflation Reduction Act (IRA) making it more affordable for families to make energy efficient upgrades to their homes and save money on their utility bills. We are looking forward to working with partners to get the word out about all the new incentives and the ongoing benefits of saving energy with ENERGY STAR, while preparing your home for the [clean energy future](#).

Given the new benefits offered by IRA, including increased tax credits and new state rebate programs featuring ENERGY STAR certified products, we expect more consumer interest than ever in our year-round, coordinated product promotions and outreach campaigns. We plan to kick off the year with a re-hit of our new brand campaign which delivered strong 2022 results, engaging new audiences in the value of ENERGY STAR certified products. We will be connecting this broad awareness-building effort with more focused outreach on available tax credits which are featured on our [updated tax credits page](#) – a page that consistently ranks high in internet search results. Next up is our annual EV charger and appliance promotions and a new promotion focused on small appliances – dehumidifiers, room air cleaners, and RAC – followed by a big Earth Day push that will focus on encouraging audiences to make energy choices that count for their families and the climate.

We will also continue to provide guidance on high-impact energy-saving home improvements through our ENERGY STAR Home Upgrade recommendations and web tool for both the cooling and heating season, featuring heat pumps, smart thermostats, heat pump water heaters, windows, insulation, and electric ready. Finally, we will round out the year with our annual ENERGY STAR Day cause campaign, bringing all the benefits of energy savings to families that need them most and, of course, our holiday campaign. See the [ENERGY STAR 2023 marketing calendar](#) here.





*2022 Campaign Impacts*

## Earth Day 2023

The ENERGY STAR Earth Day campaign will include numerous opportunities for partners to participate and help amplify a message around energy choices that count for everyone. We are busy developing an updated toolkit to include messaging on benefits of energy efficiency and the clean energy future and the tax credits and rebates available for upgrading to ENERGY STAR certified products. Materials will be designed for easy integration into your existing Earth Day celebration efforts – whether external to your consumers or internal to employees or both. Our toolkit will include ready-to-use social and web content, if you are interested in leveraging those resources. Finally, we are developing an updated Earth Day video to celebrate the difference each of us can make in our nation’s transition to a clean energy future.

We invite all partners to join us for Earth Day and throughout the month of April to celebrate. 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 planet.

Like last year, the ENERGY STAR program will be amplifying your social shares, including Facebook, Twitter, and LinkedIn through likes, retweets, and re-posts throughout the day creating a ground swell of celebration. We will also feature participating partner logos on the [energystar.gov/ChoicesThatCount](https://energystar.gov/ChoicesThatCount) campaign landing page to highlight your support and our collective efforts to make a difference and 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 audiences about 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 partnerships to celebrate all the existing and new opportunities for positive change. Please reach out to the contacts below if you are interested in participating.

- Utility Partners: [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov)
- Retail and Manufacturer Product Partners: [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov)

We look forward to collaborating on Earth Day as well as many other impactful projects throughout 2023!

The ENERGY STAR Communications Team

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