

## ENERGY STAR® Certified Homes Program Requirements for Energy Efficiency Program Sponsors Partner Commitments

### Eligible Organizations:

Utilities; national, regional, state, or local government entities; or other organizations involved in coordinating and/or administering an energy-efficiency program that promotes ENERGY STAR certified homes.

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### **Intent**

The ENERGY STAR Certified Homes Program seeks to transform the residential new construction market by encouraging stakeholders to adopt more energy efficient building practices and by raising consumer awareness about energy efficient homes. Organizations such as utilities and local governments are increasingly looking to implement energy efficiency programs to meet regulatory obligations, reduce peak demand, and contribute to environmental protection. These organizations can partner with the ENERGY STAR Certified Homes Program as Energy Efficiency Program Sponsors (EEPS) to work towards meeting their goals.

Participating EEPS use the ENERGY STAR platform in designing and implementing energy efficiency programs for their markets. EEPS that successfully implement ENERGY STAR Certified Homes programs in their markets typically incorporate the following program elements:

- **Design** approaches that are based on the local housing market and unique program goals and reflect the most important regional factors for program success;
- **Marketing** strategies that increase awareness of ENERGY STAR Certified Homes;
- **Training** sessions to help stakeholders be successful program participants;
- **Strategic incentive structures** that help to offset upgrade costs and encourage participation;
- **Outreach** approaches that create strong relationships with stakeholders, communicate procedures and expectations, and share important program information;
- **Quality assurance** protocols to ensure the integrity of the ENERGY STAR label and the EEPS' program; and
- **Measurement and evaluation** processes to assess progress and attainment of goals and facilitate continuous improvement in the implementation of the program.

For more specific program design recommendations, visit: [www.energystar.gov/newhomessponsors](http://www.energystar.gov/newhomessponsors).

### **Commitment**

The following are the terms of the ENERGY STAR Partnership Agreement as it pertains to ENERGY STAR Certified Homes EEPS. The ENERGY STAR Partner must adhere to the following program requirements to maintain its partnership:

### **Specific Requirements**

*For EEPS offering financial incentives:*

- EEPS partners shall maintain an active status with the ENERGY STAR Certified Homes Program by directly incentivizing ENERGY STAR certification in a manner appropriate for the market and/or providing ENERGY STAR-related training for local stakeholders – i.e., builders, Home Energy Raters, HVAC contractors, real estate professionals, etc. – and raising consumer awareness through marketing and education.
- EEPS partners who seek to use “ENERGY STAR” in their program name must obtain approval from EPA by contacting [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov). EPA will only grant approval if the program offers at

least one tier that requires and incentivizes ENERGY STAR certification. ENERGY STAR does not need to be mandatory for ALL incentive eligibility.

*For EEPS not offering financial incentives:*

- EEPS partners shall maintain an active status with the ENERGY STAR Certified Homes Program by providing ENERGY STAR-related training for local stakeholders – i.e., builders, Home Energy Raters, HVAC contractors, real estate professionals, etc. – and/or raising consumer awareness through marketing and education.
- EEPS partners who seek to use “ENERGY STAR” in their program name must obtain approval from EPA by contacting [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov). EPA will only grant approval if the program demonstrates that they conduct marketing, education, and outreach activities tied to ENERGY STAR Certified Homes.

**General Requirements for Partners**

- This agreement is voluntary and can be terminated by either party at any time for any reason, with no penalty.
- Partners will assume good faith as a general principle for resolving conflicts that may arise in relation to their program partnership and will seek to resolve all matters to preserve maximum public confidence in ENERGY STAR.
- Partners shall not construe, claim, or imply that participation in ENERGY STAR constitutes federal government approval, acceptance, or endorsement of anything other than partners’ participation in the ENERGY STAR program. Partnership does not constitute federal government endorsement of the partner.
- Partners shall use the ENERGY STAR Certified Homes program in a manner consistent with the national ENERGY STAR efforts as a platform to promote highly efficient new homes that meet or exceed the ENERGY STAR Certified Homes Program’s specifications;
- Partners will adhere to the ENERGY STAR Identity (Logo Use) Guidelines and ensure that authorized representatives, such as program implementers, contractors, and advertising companies, also comply.
- ENERGY STAR will actively pursue misuse of the ENERGY STAR name and logos. In cases where an organization is found to be in severe violation of the federal ENERGY STAR trademark, EPA may refer the matter to the U.S. Department of Justice for consideration of civil or criminal penalties.
- Partners must respond to annual inquiries from EPA regarding information on the ENERGY STAR EEPS partner’s program to maintain an active partnership with EPA.
- Partners will keep their My ENERGY STAR Account (MESA) up-to-date, including updating contact information when a change in designated responsible parties occurs and adding additional relevant contacts (i.e., program implementers) as necessary to ensure that the appropriate contacts are receiving ENERGY STAR communications.
- EPA strongly recommends that EEPS partners submit any mass market promotional efforts (for example, multi-media marketing campaigns) that feature ENERGY STAR for review prior to final production or printing. EPA will review materials for consistency with the ENERGY STAR Identity (Logo Use) Guidelines. EPA will strive to provide feedback within two (2) business days of receipt of materials. Large scale efforts may require a longer review. Materials for review should be submitted to [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov).
- Failure to comply with any of the terms of the ENERGY STAR Partnership Agreement can result in termination of the organization’s partnership and its access to program benefits, including use of the ENERGY STAR logo.

EPA Form 5900-272

The government estimates the average time needed to fill out this form is 0.25 hours and welcomes suggestions for reducing this effort. Send comments (referencing OMB Control Number) to the Director, Collection Strategies Division, U.S. EPA (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460.