



THE  
**CADMUS**  
GROUP, INC.

# Promoción de Programas de Etiquetado (Certificación) en México: **ENERGY STAR®**

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# Meta

## Discutir

- 1) incentivos
- 2) educación & actividades de mercadotecnia que el gobierno federal de México puede emplear para:
  - Promover programas de etiquetado,
  - Captar consumidores y al sector de manufactura,
  - Apoyar el cambio social

## Qué es ENERGY STAR?

- Es un programa voluntario del gobierno federal de los Estados Unidos de América que ayuda a los negocios y a las personas a proteger el ambiente mediante el desempeño energético superior.
- Es el símbolo nacional de protección ambiental mediante la eficiencia energética, reconocido por más de 70% de los hogares.

# Be a Leader – Change Our Environment for the Better



## U.S. EPA's ENERGY STAR®

The U.S. Environmental Protection Agency (EPA) can help you with buildings and plants to:

- Reduce energy waste
- Reduce GHG emissions
- Protect the environment

Fuente: US EPA

# www.energystar.gov

Fuente: US EPA

The screenshot shows the Energy Star website homepage. At the top left is the Energy Star logo, which includes a stylized star with the word "Energy" in a script font and "ENERGY STAR" in a blue box below it. To the right of the logo is a large banner image of a man carrying a young boy on his shoulders, both smiling against a blue sky with clouds. In the top right corner of the banner, it says "U.S. ENVIRONMENTAL PROTECTION AGENCY". Below the banner is a navigation bar with links for "About ENERGY STAR", "News Room", "FAQs", "KIDS", and social media icons for RSS, Facebook, Twitter, YouTube, and Email. A search box is located on the right side of this bar. Below the navigation bar is a horizontal menu with five categories: "PRODUCTS", "HOME IMPROVEMENT", "NEW HOMES", "BUILDINGS & PLANTS", and "PARTNER RESOURCES". The "PRODUCTS" category is highlighted in blue. Below the menu, the breadcrumb "Home > Products" is shown. The main heading is "ENERGY STAR Qualified Products". Below this heading is a sub-heading: "Save energy and fight climate change with ENERGY STAR qualified products. They use less energy, save money, and help protect the environment." Below this text are four promotional tiles, each with an image and a blue button with a right-pointing arrow. The tiles are: 1. "Find ENERGY STAR Products" with an image of a white Energy Star qualified appliance. 2. "How a Product Earns the Label" with an image of a hand holding an Energy Star label. 3. "Save Energy at Home" with an image of a family sitting on a couch. 4. "Join Our Movement" with an image of a diverse group of people smiling. To the right of the main content is a "News" section with a list of three news items, each preceded by a blue arrow icon. The news items are: "EPA Offers Energy Tips on Summer Cooling to Help Save Money, Reduce Pollution", "EPA Announces New Addition to ENERGY STAR Commercial Fryers Category", and "Join the ENERGY STAR Video Challenge". Below the news items are links for "All News" and "All Podcasts". There are also social media icons for Facebook and Twitter with the text "Follow us on". Below the news section is a "Where Does My Money Go?" section with the text "The annual energy bill for a typical single family home is approximately \$2,200." and a link for "See Details". At the bottom left, a blue bar contains the word "Features".

ENERGY STAR

U.S. ENVIRONMENTAL PROTECTION AGENCY

About ENERGY STAR • News Room • FAQs • KIDS • RSS • Facebook • Twitter • YouTube • Email

SEARCH

PRODUCTS HOME IMPROVEMENT NEW HOMES BUILDINGS & PLANTS PARTNER RESOURCES

Home > Products

## ENERGY STAR Qualified Products

Save energy and fight climate change with ENERGY STAR qualified products. They use less energy, save money, and help protect the environment.

- Find ENERGY STAR Products
- How a Product Earns the Label
- Save Energy at Home
- Join Our Movement

### News

- » EPA Offers Energy Tips on Summer Cooling to Help Save Money, Reduce Pollution
- » EPA Announces New Addition to ENERGY STAR Commercial Fryers Category
- » Join the ENERGY STAR Video Challenge

[All News](#) | [All Podcasts](#) )))

Follow us on

### Where Does My Money Go?

The annual energy bill for a typical single family home is approximately \$2,200.

[See Details](#) >

Features

## ¿Cómo se Escoge un Producto?

### Principios:

- Reducción en emisiones de GEI
- Productos de calidad que la gente quiere
- Si es más caro, que se paga con ahorro de energía
- La mejora del producto no requiere tecnologías exóticas o inaccesibles
- El desempeño se puede medir con pruebas
- El etiquetado diferencia el producto

<b>PRODUCTS</b>	<b>HOME IMPROVEMENT</b>	<b>NEW HOMES</b>	<b>BUILDINGS &amp; PLANTS</b>	<b>PARTNER RESOURCES</b>
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Home > Products > Find ENERGY STAR Products

## Find ENERGY STAR Products

All Products

For Your Home	Business & Government	Products in Development	Can't Find a Product?
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**Appliances**

- » Clothes Washers
- » Dehumidifiers
- » Dishwashers
- » Freezers
- » Refrigerators
- » Room Air Cleaners & Purifiers
- » Water Coolers

**Building Products**

- » Seal and Insulate
- » Roof Products
- » Windows, Doors and Skylights

**Computers & Electronics**

- » Audio/Video
- » Battery Chargers ?
- » Computers
- » Cordless Phones
- » Displays ?
- » Imaging Equipment ?
- » Set-top Boxes & Cable Boxes
- » Televisions

**Heating & Cooling**

- » Air Conditioning, Central
- » Air Conditioning, Room
- » Boilers
- » Dehumidifiers
- » Ductless Heating & Cooling
- » Fans, Ventilating
- » Furnaces
- » Heat pumps, Air Source
- » Heat pumps, Geothermal
- » Home Sealing - Insulation & Air Sealing
- » Room Air Cleaners & Purifiers


**Lighting and Fans**

- » Decorative Light Strings
- » Fans, Ceiling
- » Light Bulbs
- » Light Fixtures


**Plumbing**

- » Water Heater, Gas Condensing
- » Water Heater, Heat Pump
- » Water Heater, High Efficiency Gas Storage
- » Water Heater, Solar
- » Water Heater, Whole Home Gas Tankless


Most Viewed ENERGY STAR Products




Air Conditioning, Room




Dehumidifiers



Enterprise Servers



Fans, Ventilating



Heat Pumps, Air-Source

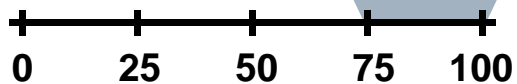
Fuente: US EPA

## Tecnología ≠ Desempeño

- Los equipos electrónicos ineficientes tienen los mismos componentes que los eficientes
- Aparatos electrodomésticos de alto rendimiento tienen mejor diseño y más aislamiento, pero no requieren tecnología de punta
- Equipo de alto rendimiento puede descalibrarse y consumir mucha energía



## Para obtener el sello ENERGY STAR



Productos cuyo desempeño está en el 25 por ciento más alto pueden calificar como ENERGY STAR.

# Reconocimiento

- ENERGY STAR Partner



- Designed to Earn the ENERGY STAR



- The ENERGY STAR for Existing Buildings



- ENERGY STAR Leaders

- ENERGY STAR Partner of the Year





The image shows a cutaway view of a house with various rooms and outdoor areas. Blue stars are placed in several locations: a bedroom, a living room with a fireplace, a kitchen, a dining area, a garage with a car, a laundry room with a washer and dryer, a basement area with a furnace, and a pile of leaves being raked. In the bottom left corner of the house cutaway, there is a blue Energy Star logo with the text "LEARN MORE AT energystar.gov".

Fuente: US EPA

Click on a room or a ★ to learn more.

Disclaimer

exit



## Office

Many people now work from home. While this saves time and money on commuting, it can increase home energy bills.

★ Click the stars to find tips.



[home](#) | [choose a room](#) | [download tips](#)

# Captar Mentes Mediante Educación

- Campañas
- Encuestas
- Intercambios con usuarios y productores
- Diálogo con los grupos organizados
- Evaluación de la eficacia del programa

# ENERGY STAR and LEED

## **LEED EA Credit 1:**

➤ Option 1: whole building energy simulation. Projects can obtain the data from Target Finder (for LEED-NC) or Portfolio Manager (for LEED-EM: O&M).

## **LEED-EB (O&M) EA Prerequisite 2:**

➤ Submissions must obtain an energy performance rating of 69 using Portfolio Manager.

## **LEED-EB (O&M) EA Credit 6:**

➤ SEP can be used (along with confirmation from a professional engineer) as a resource for earning this credit.

## ENERGY STAR and LEED (cont.)

### **LEED-EB (O&M) WE Credit 1:**

- Monthly and annual consumption summaries can be addressed using Portfolio Manager.

### **LEED-EB (O&M) MR Credit 2.1:**

- ENERGY STAR labeled appliances can be used for Durable Goods credit.

## Para Más Información

Visit [www.energystar.gov](http://www.energystar.gov)

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If you have any questions, please contact:

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