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## **NEEA supports FTC Requirement of EnergyGuide Labels on Televisions**

***Ruling corresponds with debut of 'Energy Forward' consumer awareness campaign –encouraging shoppers to invest in performance, save energy.***

The Northwest Energy Efficiency Alliance applauds the Federal Trade Commission's recent decision to require all new televisions to include "EnergyGuide" labels that estimate the TV's annual energy cost and compare its energy use to similar models.

The labels will be similar to EnergyGuide labels currently used for appliances like washing machines, dishwashers and refrigerators.

The FTC decision comes as NEEA, Northwest utilities and leading retailers begin a new energy efficiency awareness initiative. The partners created 'Energy Forward' as a memorable way of helping and motivating consumers to purchase the most energy-efficient TVs, desktop computers and monitors available in the marketplace. Participating retailers, including Sears, Wal-Mart, Costco, Kmart, Sam's Club and a range of regional and independent retailers, are promoting the super energy-efficient electronics with a bright orange Energy Forward sticker.

"The FTC labeling requirements will simplify television energy usage details for the consumer, helping them make an informed purchase decision," said Stephanie Fleming, senior manager of NEEA's residential sector. Noting that NEEA has been working closely with retailers to promote electronics that are engineered to be the most efficient and best of ENERGY STAR, she added, "The FTC labeling decision amplifies efforts underway with the Energy Forward campaign."

Television use alone in the Northwest consumes nearly 3.7 billion kilowatt hours of energy each year, according to estimates from the Northwest Power and Conservation Council. And that use is growing exponentially. The International Energy Agency estimates that consumer electronics represent 15 percent of worldwide home power demand - with television use a major portion of that. The agency estimates that without major changes, that percentage is expected to triple by 2030.

More information on "Energy Forward," including a list of retailers and a complete list of super energy-efficient consumer electronics, is available at [www.energyefficientelectronics.org](http://www.energyefficientelectronics.org). You can also follow Energy Forward and join in the conversation at [twitter.com/energy\\_forward](https://twitter.com/energy_forward).

More information on the FTC decision is available at: <http://www.ftc.gov/opa/2010/10/tvlabeling.shtm>.

**About NEEA:** The Northwest Energy Efficiency Alliance is a non-profit organization working to maximize energy efficiency to meet our future energy needs. NEEA is supported by and works in collaboration with Bonneville Power Administration, Energy Trust of Oregon and more than 100 Northwest utilities on behalf of more than 12 million energy consumers. NEEA uses the market power of the region to accelerate the innovation and adoption of energy-efficient products, services and practices. Since its inception in 1997, NEEA initiatives have saved enough energy to power more than 450,000 homes each year. Energy efficiency can satisfy more than half of our new demand for energy, saving us money, and keeping the Northwest a healthy and vibrant place to live. For more information, visit [neea.org](http://neea.org).

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