



## What is the Efficient Windows Collaborative?

The EWC is a coalition of window, door, skylight, and component manufacturers, research organizations, federal, state and local government agencies, and others interested in expanding the market for high-efficiency fenestration products. Its goals are to double the current market penetration of efficient window technologies, and to make NFRC labeling a near-universal practice in U.S. markets.

The Alliance to Save Energy has the lead coordination and management role. Using its active involvement with the energy efficiency industry and its experience in promoting energy efficient products, the Alliance is committed to working with the fenestration industry to make the Collaborative an effective force in the marketplace.

## How can the EWC help my business?

The EWC provides benefits to the fenestration industry in several ways:

- By changing consumer and trade ally perceptions of fenestration performance, it **increases the growth potential for the industry** overall. Energy-efficient building design used to mean fewer and smaller windows. But with high-efficiency technology, building performance can increase dramatically even while window areas are growing.
- By offering training and education to company sales forces and trade ally audiences, the Collaborative **builds the core awareness needed to sell efficiency** in the marketplace.
- By generating demonstration projects, EWC **creates region-specific marketing and education opportunities**. Publicity, training sessions, and other promotional activity spread the word about these projects to key audiences.
- By working for recognition of efficient window technology in the national and state building codes arena, **EWC helps transform the market and expand sales** of efficient products in basic building practice.
- By creating a communications network via a newsletter and the Internet, the Collaborative **enables participants to learn more about market trends, technical information, training opportunities, and demonstration results**.

The Collaborative is active in numerous projects:

- **Technical Support for Market Transformation Programs.** With the help of Lawrence Berkeley National Laboratories (LBNL) the EWC supports the **Consortium for Energy Efficiency, Texas Window Initiative, Northeast Energy Efficiency Partnerships and others** by developing the technical criteria for their programs.
- **Window Selection Tool.** For a small fee we list product performance data from those of our members who choose to participate in our Window Selection Tool. This tool allows consumers to easily find products of the performance of their choice and connects them to the manufacturers who make those products available.
- **Field Tools.** LBNL has developed a low-e detector for use on windows that are not labeled with energy performance ratings. This handheld device can detect low-emissivity and solar-heat-gain coatings on window glass. It is currently being tested in the windows market. LBNL would like to see it made commercially available in the near future.
- **Internet Site and Related Information Products.** The EWC web site includes regional fact sheets for a large number of US locations and even some Canadian locations. It is accessible at <http://www.efficientwindows.org>. Another rich resource for many of the Collaborative's target audiences is the third edition of the Carmody/Selkowitz/Arasteh/Heschong *Residential Windows: A guide to new technologies and energy performance* book.
- **State and Regional Training.** The EWC is coordinating training sessions for manufacturers, builders, remodelers, specifiers, and state officials. A series of workshops are being held at major tradeshow and conferences across the country.

The Alliance, in cooperation with LBNL and the Energy Star Program, has developed and will continue to work on additional initiatives, such as:

- An overall **communications and marketing strategy** for the Collaborative.
- **Training programs for participating company sales and marketing staff.**
- **Educational material, publicity, and other support** for the Energy Star Windows program.
- **New regional training and demonstration efforts.**
- Work in the **building codes** arena to gain wider recognition for efficient window technologies.
- Facilitating the availability of **financing** for window replacement markets.
- Helping to **replicate market transformation** efforts in other regions.
- Opening the **federal buildings procurement market** to efficient fenestration products.

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