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## OUR MISSION

Most consumers would be happy with a little extra cash now and then. If we can provide massive long term benefits for our economy as we save Americans families money, why wouldn't we?

Here at ASAP, we are dedicated to supporting energy efficiency measures that provide personal savings and wide reaching national benefits. In particular, we focus on appliance efficiency standards.

## OUR WORK PROVIDES TANGIBLE BENEFITS

Americans are already seeing dividends from these energy efficiency measures already in place.

*Efficiency measures are already **saving the average household \$500 annually.***

As we continue to enhance the efficiency of our nation, those household savings will continue to grow.

While \$500 extra dollars is a tremendous help to the average household, the aggregate impact of widespread efficiency standards may be even more impressive. From national energy savings to public health benefits, our work is helping to build a better future.

*By 2035, these existing efficiency measures will **save enough energy to meet the current US energy demand for two full years.**<sup>1</sup> This will save American consumers **\$1.1 trillion dollars.** By 2025, these standards will also reduce annual CO<sub>2</sub> by an amount equal to the emissions of **112 coal fired power plants** – or the pollution from roughly 20% of all **existing American coal plants** each year! This will reduce air pollutants that hurt our public health and the environment. On top of all this, by using less energy, we reduce the need for imports, making our nation more secure.*

## WHO WE ARE

ASAP organizes and leads a broad-based coalition effort that works to advance, win and defend new appliance, equipment and lighting energy efficiency measures which deliver large energy, water, consumer, public health and environmental benefits.

Founded by the American Council for an Energy-Efficient Economy, the National Resources Defense Council, the Alliance to Save Energy, and the Energy Foundation, ASAP works with industry to advance energy efficiency measures at a national level that will provide benefits to us all.

To support our work and mission, we conduct independent research, do media outreach, and educate decision makers on the benefits of efficiency and the steps we can take to become a nation that uses energy in a smarter way.

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<sup>1</sup>According to the U.S. Energy Information Administration, annual national energy consumption is 98 quadrillion Btu's. According to the 2012 ACEEE/ASAP report, "Efficiency Boom", cumulative energy savings from existing standards will reach 200 quadrillion Btu's by 2035.