



What is the Efficient Windows Collaborative?

The Efficient Windows Collaborative (EWC) is a nonprofit, 501(c)3 organization that partners with 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 increase market penetration of efficient window technologies and to make NFRC labeling a near-universal practice in U.S. markets. EWC's members have made a commitment towards manufacturing and promoting energy efficient fenestration products.

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 EWC **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 its web sites on social media, the EWC **enables participants to learn more about market trends, technical information, training opportunities, and demonstration results**.

The EWC is active in numerous projects:

- **Technical Support for Market Transformation and Energy Efficiency Programs.** The EWC supports and partners the Consortium for Energy Efficiency, National Fenestration Rating Program, ENERGY STAR, Lawrence Berkeley National Laboratory, and others by developing technical criteria, participating in research projects, and providing outreach and education for their programs.
- **Window Selection Tool (residential).** 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. This tool is available for [new](#) and [replacement](#) windows.
- **Façade Design Tool (commercial).** The Façade Design Tool is a web-based tool developed to help understand the competing issues and criteria that are involved when making window design decisions. <http://www.commercialwindows.org/fdt.php>
- **Residential Web Site and Related Information Products.** The EWC residential 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 EWC's target audiences is the third edition of the Carmody/Selkowitz/Arasteh/Heschong *Residential Windows: A guide to new technologies and energy performance* book.
- **Commercial Web Site and Related Information Products.** The EWC commercial web site includes regional design guides for offices and schools. The site includes guidance on performance and design as well as a rich set of case studies. It is accessible at <http://www.commercialwindows.org/>. Another rich resource is the book by Carmody/Selkowitz/Arasteh/Lee/Willmert, *Window Systems for High Performance Buildings*.
- **Active in Social Media.** The EWC is active in social media with a popular LinkedIn group and Facebook page. You can find us at:
 - <https://www.facebook.com/EfficientWindows/>
 - <https://twitter.com/ewcwindows> (@ewcwindows)
 - <https://www.linkedin.com/groups/4286505>

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