
ENERGY STAR® Appliance Partner Meeting

Opportunities for Increased Promotion of ENERGY STAR Products – Program Administrator Perspective

September 29, 2005

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Progress to Date



While there is always the matter of attribution, we note:



- Increased market share/sales
- Large number of qualifying models
- Increased consumer awareness
- Products at an increasing number of price points
- Willingness of industry to promote the label



Who Defines Success



Multiple parties often involved in defining metrics of success

- Program administrators
- Regulators
- Interveners
- Collaborative non-utility parties



Not all of whom have identical goals and objectives

How Success is Measured



Ultimately, it's (usually) about:

Maximizing cost-effective savings at the lowest cost to ratepayers (society)



- Different perspectives on how to do this – resource acquisition and/or market transformation
 - RA and MT are NOT mutually exclusive
- Other, multiple, indicators of success often required for reporting/incentives

Program Administrator Challenges



- **Funding and budget constraints**
- **Savings goals – money often flows to where the savings are; e.g., CFLs**
 - » Drive need for leveraged funding
- **Cost-effectiveness – shrinking savings & spec revision delays driving PAs to set eligibility criteria above ENERGY STAR, e.g., CEE tiers**
 - » No or reduced rebates; tiering



Program Administrator Challenges (cont.)



- **Tiering** – broadly supporting the label, but only actively promoting a subset of the products
- **Data** – defining the baseline and tracking sales
- **Federal tax credits** – how can programs benefit?
- **Regulatory uncertainty**
- **Compressed planning timeframes**



Opportunities – DOE's Role in Promoting Efficient Appliances



- Keep product specs current
- Investigate new opportunities – water heaters, dryers, etc.
- Facilitate *on-going* discussions with industry
 - Are there upstream market opportunities?
 - Recycling & early retirement
- Help us count the widgets (please)



Opportunities – Industry's Role in Promoting Efficient Appliances



- Recognize/embrace state & regional differences
- Explore opportunities to leverage tax credits to meet common goals
 - What about non-domestically produced products?
- Talk with us early and often
 - But understand when we don't respond immediately



Opportunities – Industry's Role in Promoting Efficient Appliances



- Recycling & early retirement efforts – how can retailers support these events?
- Help develop & implement promotions that are not rebate dependent
 - But we'll need sales data to track program success
- Providing the state and national sales data we need to show regulators that these program work



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