

ENERGY STAR Commercial Food Service Webinar Series

ENERGY STAR Program Integrity



Tuesday, November 10, 2020

Introduction to Monthly CFS Webinar Series

Webinars are an opportunity for Partners/Stakeholders:

- To hear news on the latest CFS events, activities, and initiatives at ENERGY STAR
- To learn about program engagement resources and tips
- To engage with ENERGY STAR and each other on industry topics and energy-savings
- To provide feedback on any information gaps and inform the development of new resources





Near-Term ENERGY STAR CFS Activities

- Fall newsletter – November 2020
- CFS equipment calculator updates – coming soon!
- CFS utility midstream program resources – coming soon!
- Active and completed specification revisions:
 - Commercial Dishwasher Final Specification v3.0
 - Commercial Refrigerators and Freezers Discussion Guide v5.0
 - Commercial Ovens Draft 1 Version v3.0
- Active scoping efforts:
 - Commercial electric cooktops and ventilation
- Webinar Series
 - Next webinar Tuesday, January 12, 2021 at 1 PM ET

Stakeholder Breakdown

Registrations for today's webinar include:

- 25 Product Brand Owners
- 9 EEPS/Utility
- 7 Program Implementers
- 2 Dealer/Distributors
- 1 Association
- 14 Other



Poll Question

What do you want to get out of this session?

(write in answers in the chat)





Webinar Outline

- Product Brand Owner Partnership Basics
 - Third-party certification
 - Model listings
 - Transition time to effective date
- Verification vs. Component Verification
- Brand Guidelines
 - Logo violation claims
 - Certification & verification failure
- Announcing the Next Webinar



Product Brand Owner Partnership Basics



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ENERGY STAR Brand Owner Partnership

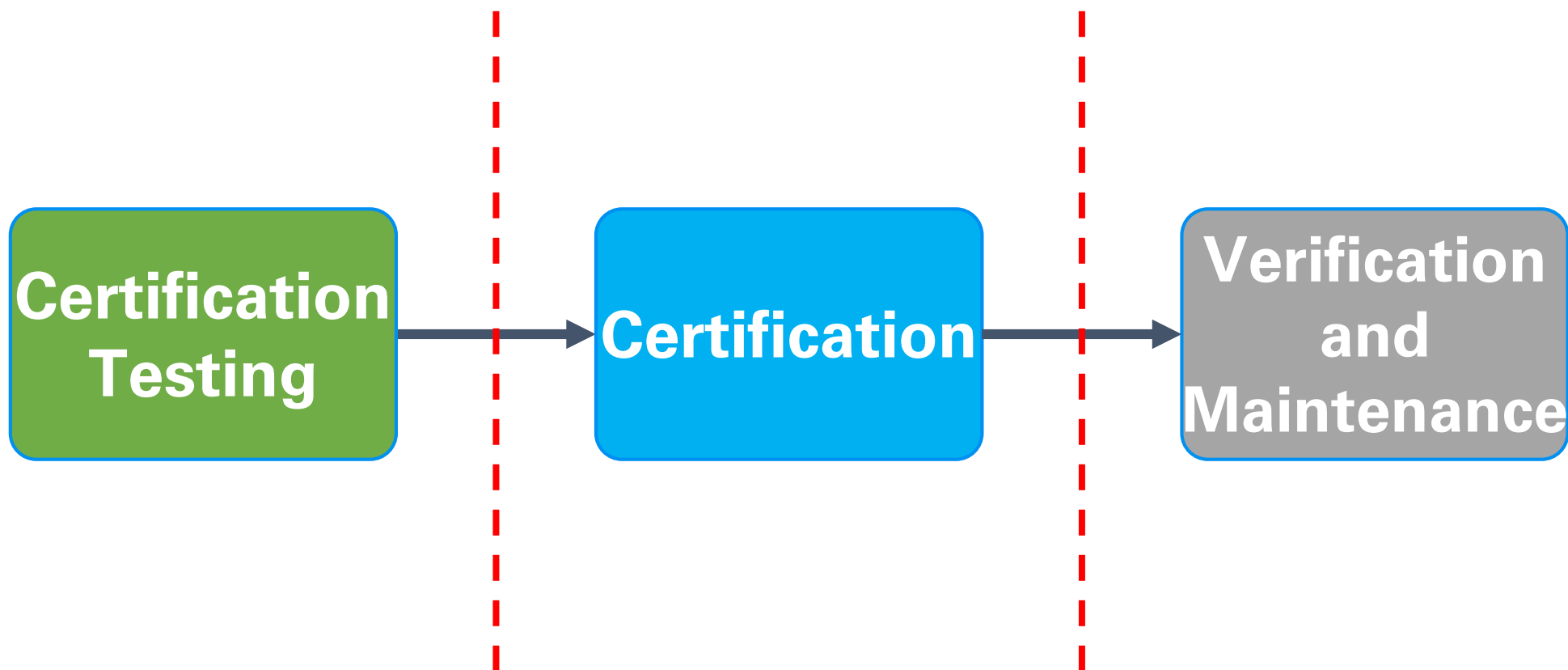
- Only associate ENERGY STAR with products AFTER obtaining written certification of ES qualification from EPA Recognized Certification Bodies (CBs)
- Maintain certification of products in coordination with CBs
- Only associate ENERGY STAR with products that meet the current program requirements
- Maintain current contact information in MESA
- Submit shipment data by March 1st annually

Brand owner signing agreement is responsible for partnership commitments



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Certification Process Overview



Certification is not a one-time interaction



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Initial Product Certification

- Brand owner ultimately responsible for testing
- Identify Certification Body and Laboratory for certifying product
- Gain successful test report from EPA-recognized lab
- CB collects test report and product information needed for certification decision and product listing
- CB submits required data to EPA through [automated web services](#) for product listing



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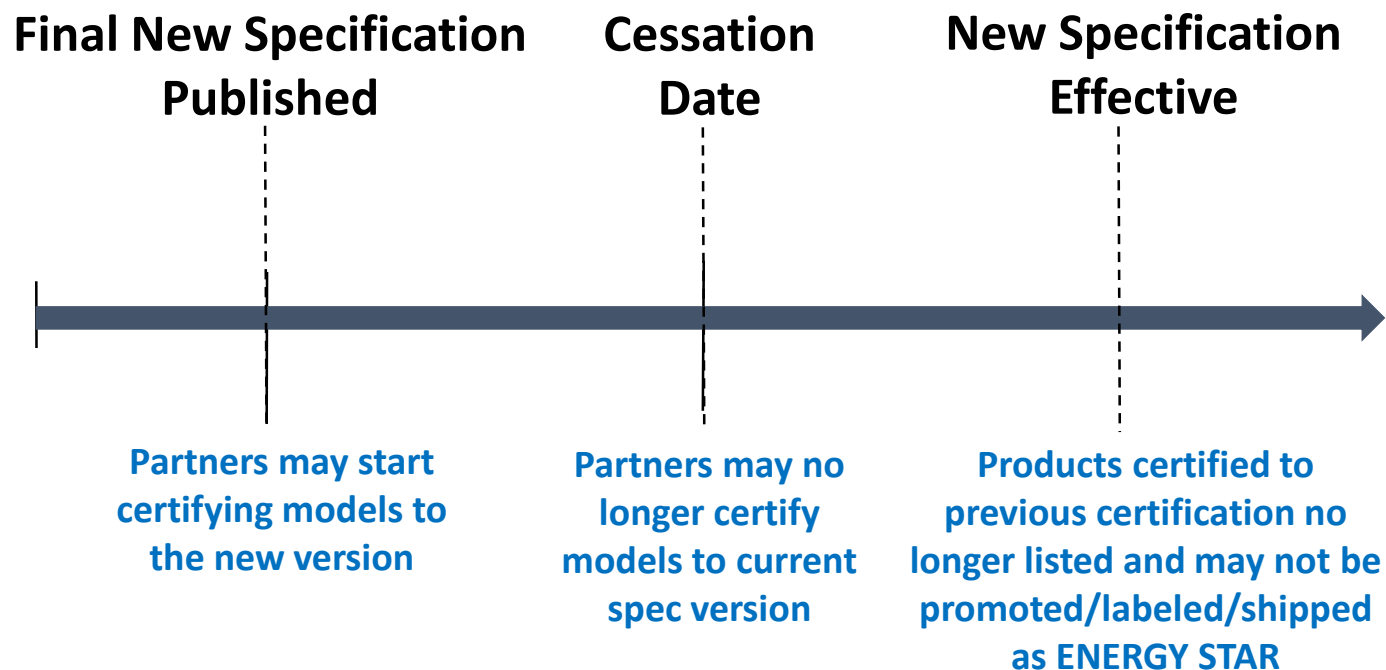
Maintain Product Certification

- Participate in ongoing verification testing (details later)
- Maintain listings to ensure accurate information
- Withdraw certification if no longer available
- When spec changes, update certification to new version or stop labeling products



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Specification Change Logistics



9-month transition time for partners to update products and/or promotional materials



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Product Listings

- CB controls listing (via EPA [automated web-services](#)) based on partner-provided information and test reports
- Model numbers provided are required to fully represent the certified models and align with other marketing materials
- Online retailers rely on specific model numbers and UPC codes to feature products as ENERGY STAR - **Ensure Partner's marketing materials and product details match!**
- ONLY currently available models are listed by EPA:
<https://www.energystar.gov/productfinder/>

**Rebates/Incentives/Promotions for ENERGY
STAR products rely on EPA Listings**



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Partner Engagement

- Ensure EPA has current contact information in MESA
- Actively manage certifications and listings
- Participate in specification revision process
- Submit shipment data annually by March 1st
www.energystar.gov/unitshipmentdata

The screenshot shows the Energy Star website's partner resources page. The URL in the browser is energystar.gov/partner_resources/mesa. The page features the Energy Star logo and navigation links for 'ABOUT' and 'FOR PARTNERS'. A search bar is also present. The main content area is titled 'My ENERGY STAR Account (MESA) Information' and includes a breadcrumb trail: 'Home > Partner Resources > My ENERGY STAR Account (MESA) Information'. The text explains that MESA is a secure web-based customer relationship management tool. It also provides a list of reference guides for different participation areas, such as 'Buildings & Plants Partners MESA Reference Guide' and 'Products Brand Owner MESA Reference Guide'. On the right side, there is a 'MY ENERGY STAR ACCOUNT' section with a login form containing fields for 'username' and 'password', a 'FORGOT PASSWORD?' link, and a 'LOGIN' button.

EPA relies on email communication for effective partnership coordination



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www.energystar.gov/partner_resources

[Home](#) » [Partner Resources](#) » [Products Partner Resources](#) » [Brand Owner Resources](#)

Products Partner Resources

Brand Owner Resources

- Partner Commitments
- Associating the Label with Products
- Promoting Your Certified Products
- How Specifications are Developed
- Certifying Products
- Verification Testing of Products
- Unit Shipment Data

Products Partner Announcements

Products Partner Public Notices

Retailer Resources

Third-Party Certification

Integrity Efforts

Product Brand Owner Resources

Product brand owners can increase sales and customer loyalty by promoting the energy-saving and environmental benefits associated with ENERGY STAR.

Partner Commitments

In signing the ENERGY STAR Partnership Agreement, product brand owners make a number of commitments, as outlined in the program requirements for a particular category. Across all categories, the commitments have certain common elements.



Associating the ENERGY STAR Label with Products

As a registered trademark, the ENERGY STAR name and mark have a number of restrictions associated with their use. Program partners are expected to adhere to the Brand Book when using them.

Certifying Products

To earn the ENERGY STAR label, products must be independently certified by an EPA-recognized certification body based on testing in an EPA-recognized laboratory.



Verification Testing of Products

In addition to up-front certification, ENERGY STAR certified products are subject to post-market verification testing administered by certification bodies. Consistent with EPA's disqualification procedures, product models that fail verification testing are disqualified from using the ENERGY STAR label.

MY ENERGY STAR ACCOUNT

View and manage information about your organization's ENERGY STAR participation and contacts; access all of your password-protected tools or resources.

My ENERGY STAR Account

username

password

[FORGOT PASSWORD?](#)

[LOGIN](#)

JOIN ENERGY STAR!



Become an ENERGY STAR Partner!

- Brand Owners of ENERGY STAR Certified Products

RESOURCES FOR ALL



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Q1: Who do you contact to update a model listing on the EPA website?

- A. EPA
- B. Certification Body
- C. Lab
- D. A and B



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Q2: How do I know who certified a model listed on the EPA website?

(write in answers in the chat)



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Contact



Kathleen Vokes

U.S. EPA

Vokes.Kathleen@epa.gov

(202) 343-9019



Product Verification



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Product Verification

- [Verification Testing Roles and Responsibilities Page](#)
- All active ENERGY STAR CFS products are eligible for post-market verification testing
- Brand owner partner responsible for following through with verification testing administered by CB



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Product Verification

- Laboratory requirements:
 - ISO 17025 accreditation or Witnessed / Supervised Manufacturer Test Lab
- Testing can only be performed against specification in effect
- Ensure product listings are current at all times!
- [Disqualification procedures](#) go into effect after a Verification Testing failure



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Component Inspection Verification Method

- Commercial Steamers, Ovens and Dishwashers potentially qualify for Component Inspection verification method
- CFS partners work with CB to develop Energy Files
- Discrepancies between product and Energy File triggers follow up, including an up to a full verification test
- [Directive 2019-02](#) outlines requirements for CBs



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CI Program Status

- In 2020, 3 CBs and at least 22 partners participated
- Inspect relevant manufacturing facilities at least 2x / year
- Remote inspections occurring



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Q3: Can I use a testing laboratory outside of North America if I'm selected for verification testing?

- A. Yes
- B. No
- C. It depends



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Q4: If my product is not sold anywhere on the market right now, can it still be certified?

- A. Yes
- B. No
- C. It depends



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Q5: Can I mark down a generic component in the Energy File that I can swap out for any other component with the same performance and rating?

- A. Yes
- B. No



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Contact



Brian Krausz

U.S. EPA

Certification@energystar.gov

Krausz.Brian@epa.gov

(202) 564-3069

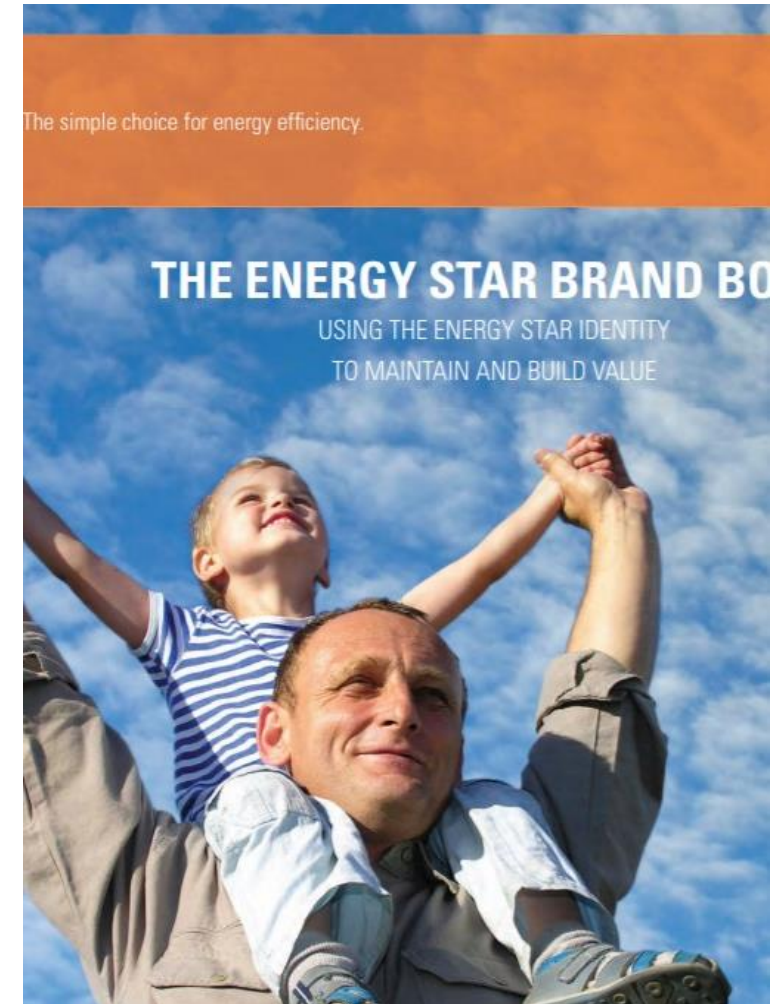
ENERGY STAR. The simple choice for energy efficiency.



Brand Guidelines

Your ENERGY STAR Partnership

- Authorizes use of the ENERGY STAR trademark.
- Requires use consistent with the brand guidelines, laid out in “[The ENERGY STAR Brand Book](#)” - a style guide for using the ENERGY STAR name and marks on:
 1. products
 2. product packaging
 3. marketing materials
 4. websites



The ENERGY STAR Marks



Certification Mark



Linkage Phrase Mark



Partnership Mark



Promotional Mark

- The Certification Mark - on products, homes, and buildings that have been verified to meet ENERGY STAR requirements
- The Linkage Phrase Marks - in promotional materials to show that an organization offers ENERGY STAR certified products or builds ENERGY STAR certified new homes
- The Partnership Mark - to promote an organization's commitment to and partnership in the ENERGY STAR program (not to identify a particular product, home, or building)
- The Promotional Mark - in educational and promotional materials intended to inform others about the benefits of the ENERGY STAR program

Labeling Certified Models with the Certification Mark:

- All certified models must be labeled with the mark
- Only certified models may be labeled with the mark
- Partners are required to cease use of the mark in association with models that have previously been certified, but are no longer
 - EPA oversight when a model is disqualified





Common Examples of Misuse

Partners are encouraged to report any logo violations they identify to enforcement@energystar.gov

Including the product Certification Mark on webpages that contain information about both certified and non-certified models (must be associated with a specific product only)

Misuse of ENERGY STAR name (e.g. "ENERGY STAR rated" or "ENERGY STAR endorsed", rather than "ENERGY STAR certified")

Labeling previously certified models as ENERGY STAR certified



Controlling the Mark when Models are Disqualified

- Disqualified products require Product Control Measures to document partner has:
 - Ceased shipments of ENERGY STAR labeled units
 - Informed distribution chain of disqualification
 - Updated products, product packaging, websites, and marketing materials
- EPA conducts an annual online review to identify continued association of the ENERGY STAR name and/or mark with disqualified models

Partner Response Form

Instructions

To submit Product Control Measures, complete Sections I, II, III, IV, and V below. Fields highlighted yellow are required. Click on each field for additional instructions. EPA will not accept Partner Response Forms that do not include a representative signature at the bottom.

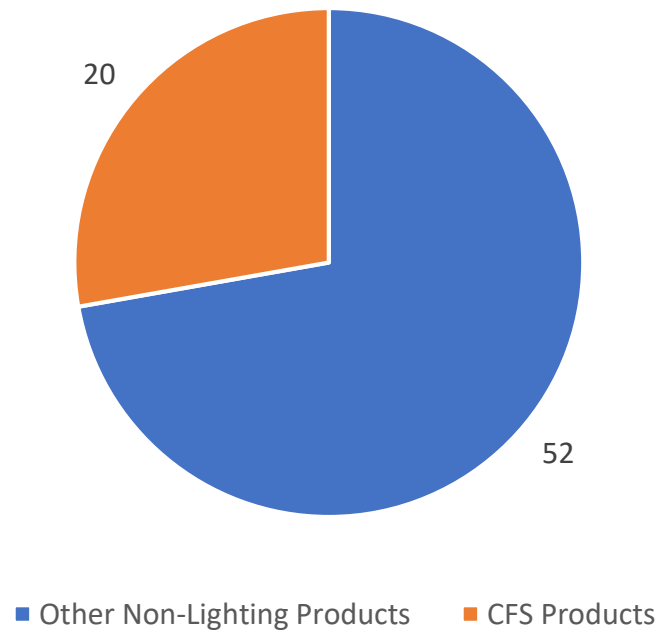
Save your completed form as "Testing Failure_[Company Name]_[EPA Case Number]" and submit the form to enforcement@energystar.gov. EPA will review your submittal, and notify you once the form is approved or if additional information is necessary.

Section I: Product and Shipping Information

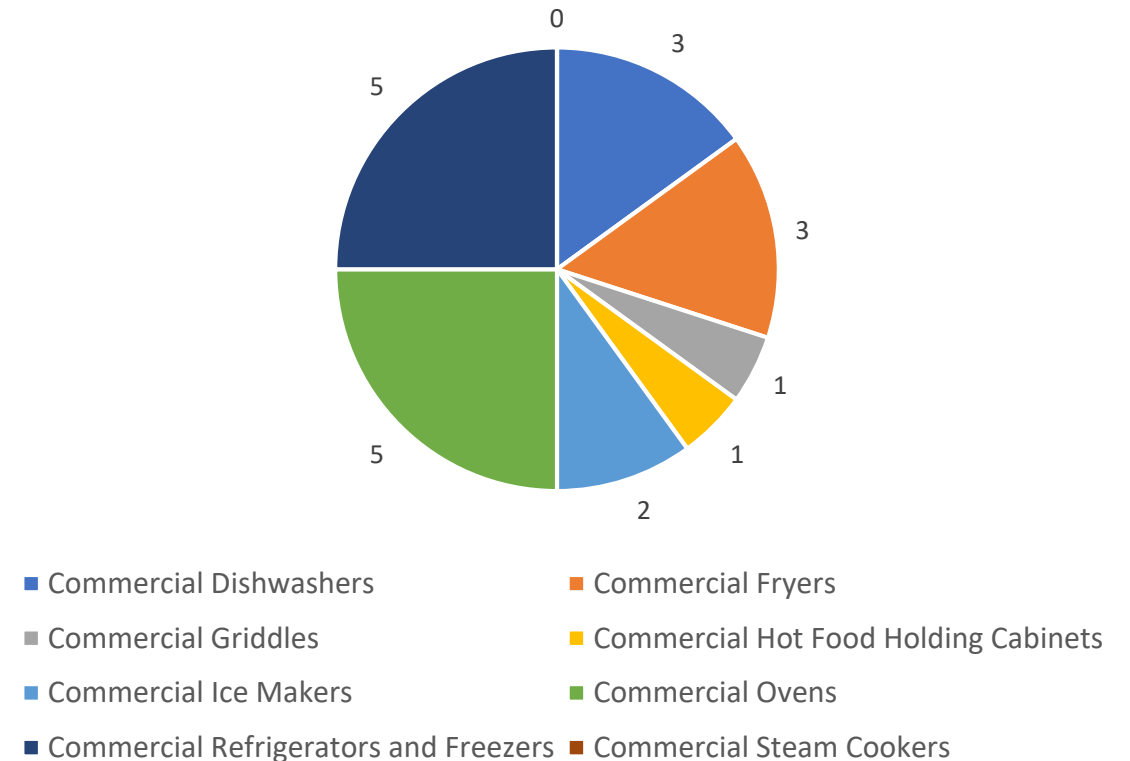
Partner Name (company):		Date Last Manufactured:	
EPA Case Number (from EPA letter):		Date of Last Sales Shipment (labeled units):	
Original Equipment Manufacturer (OEM):		Recipient of Last Sales Shipment (labeled units):	
		Destination of Last	

- 2016-2019 DQ rate for all Non-Lighting products: 1.7%
- 2016-2019 DQ rate for CFS products: 5.7% (*approximately 3.5x greater than the overall Non-Lighting product rate*)

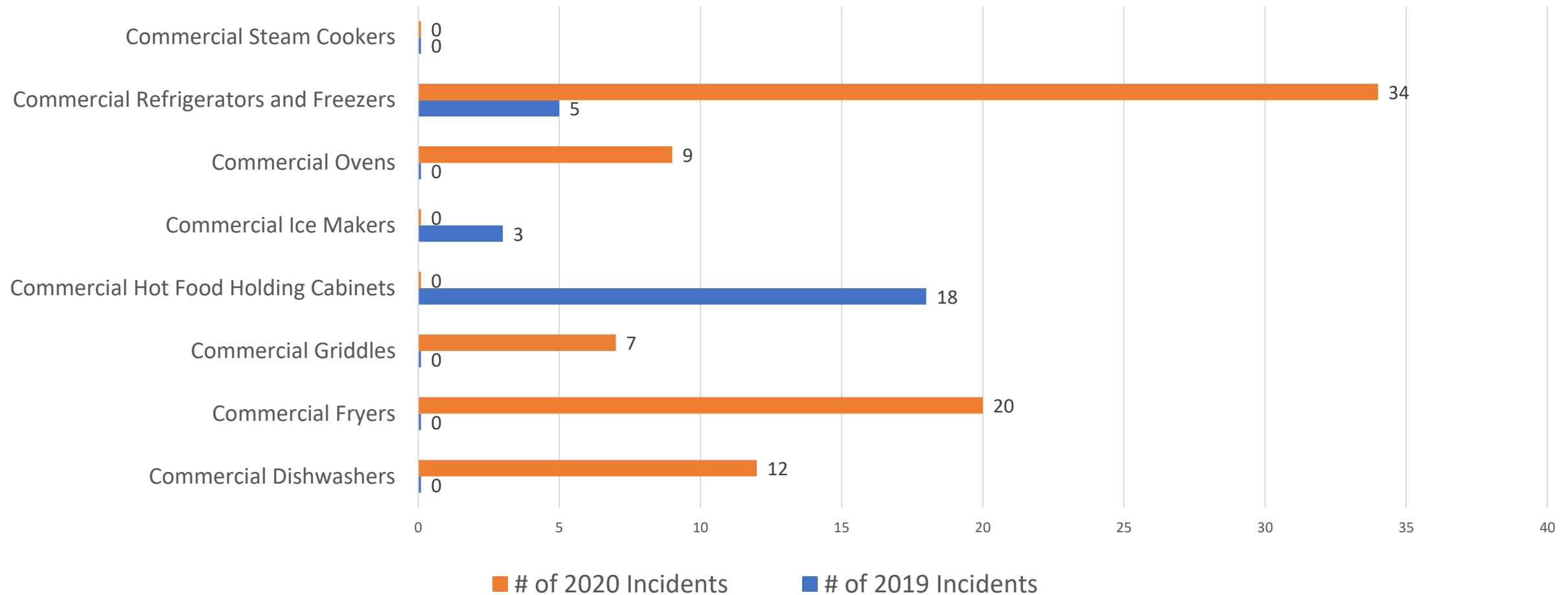
Non-Lighting Product Disqualifications 2016-2019



CFS Product Disqualifications 2016-2019



Online Assessment Violations





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Q6: How do I report logo violations?

- A. Email cfs@energystar.gov
- B. Email enforcement@energystar.gov
- C. Email crk.tanja@epa.gov
- D. Email certification@energystar.gov



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Q7: What mark should I use for a webpage including both ENERGY STAR and non-ENERGY certified models?



Certification Mark

A.



Linkage Phrase Mark

B.



Partnership Mark

C.

D. It depends



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Contact



Mariah Steele

U.S. EPA

Enforcement@energystar.gov

Steele.Mariah@epa.gov

(202) 343-9305

Save the Date for the Next Webinar!

- ENERGY STAR Partner Feature: Boulder County's Small Business Equity Program
 - Tuesday January 12, at 1 PM ET
- Topics that will be covered include:
 - How Boulder County is supporting CFS operators through its program
 - Share strategies for CFS stakeholders to get involved
 - Provide best practices including energy savings results as well as barriers, marketing, and outreach tips



Mass mailer with registration link will be sent mid-Dec! Email cfs@energystar.gov to confirm you are on the distribution list!

Thank you for participating!



Email cfs@energystar.gov if you have any questions, comments, or to be added to the CFS distribution list.



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Questions?



Kathleen Vokes
U.S. EPA

Vokes.Kathleen@epa.gov

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U.S. EPA

Certification@energystar.gov
Krausz.Brian@epa.gov

(202) 564-3069



Mariah Steele
U.S. EPA

Enforcement@energystar.gov
Steele.Mariah@epa.gov

(202) 343-9305