

**2013 ENERGY STAR® Products Partner Meeting  
Agenda Companion**

**Sunday, October 6, 2013**

**Special Session: SEDI Residential Clothes Dryer Summit: Moving Forward Together** **1:00 – 5:00 PM**

This special session is hosted by the Super Efficient Dryer Initiative (SEDI) in conjunction with EPA. Hear from SEDI sponsors the results of new lab and field research on the energy savings potential of high efficiency clothes dryers and interactive effects of clothes washer performance. Attendees will learn what efficiency program support for clothes dryers is shaping up to be in 2014, the key inputs for program designs for advanced clothes dryers and the latest from the laundry industry. Please RSVP by emailing Chris Badger ([cbadger@veic.org](mailto:cbadger@veic.org)) if planning to attend. There is no fee for attending.

**Monday, October 7, 2013**

**1. Welcome and ENERGY STAR Appliances Update (Plenary)** **8:30 – 9:00 AM**

This first plenary session opens the 2013 ENERGY STAR Products Partner Meeting. The U.S. Environmental Protection Agency (EPA) will welcome participants and provide information on how to make the most of the coming three days. As ENERGY STAR experiences continued success and growth, EPA will highlight some of the robust program activity from 2013 before presenting an update on ENERGY STAR appliances, including ENERGY STAR Most Efficient, the latest on certified products, and other exciting program news and plans.

**2. ENERGY STAR Consumer Electronics Update (Plenary)** **9:00 – 10:00 AM**

Consumers continue to demand more energy efficient electronics products and favor companies that have demonstrated their commitment to environmentally responsible practices. This session will provide a sampling of what companies in this sector are doing with ENERGY STAR to deliver on this expectation. An overview of opportunities for greater involvement will be provided, including upcoming specification revisions, key product promotions, and ENERGY STAR Most Efficient recognition. EPA will provide suggestions on how best to communicate corporate commitment to greener and more energy-efficient consumer electronics, and provide information on the consumer electronics sessions offered later in the day.

**3. ENERGY STAR Appliance Specification Updates: Moving Forward** **10:15 – 11:15 AM**

This session is dedicated to reviewing current and upcoming revisions to ENERGY STAR appliance specifications. EPA will give an overview of the ENERGY STAR specification development cycle as it pertains to appliances, discuss key criteria the agency evaluates when setting and revising specifications, and present a timeline for future appliance specification revisions and effective dates.

**4. ENERGY STAR Most Efficient: The Value Proposition** **11:15 AM – 12:15 PM**

As residential appliances become more and more efficient, energy efficiency program sponsors are eager for opportunities that deliver additional savings. Several program sponsors are leveraging ENERGY STAR Most Efficient as a way to capture more savings, maintain cost effective programs, and keep their connection with the powerful ENERGY STAR brand. In this session, partners will share their motivations for incorporating ENERGY STAR Most Efficient, lessons learned, promotional approaches, and how ENERGY STAR Most Efficient helps them achieve their goals. EPA will provide an update on product selection and its sales staff training and consumer education efforts.

**5. Consumer Electronics Program Utility Guide** **1:15 – 2:15 PM**

Electronics now account for about 12% of residential electricity consumption and 50% of miscellaneous electric load. While per-unit energy savings potential from these devices may be relatively small, their tremendous volume creates a potential opportunity for sponsors of energy efficiency programs. The challenge for program sponsors is the nature of the market and how best to intervene. This roundtable will provide partners an opportunity to discuss challenges and best practices in developing and implementing energy efficiency programs targeted at consumer electronics. EPA will begin the discussion by presenting highlights from their Consumer Electronics Program Utility Guide.

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**6. The Importance of Online & Mobile in Consumer Electronics Promotion** **2:15 – 3:15 PM**

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Consumer electronics products evolve quickly, as do the ways consumers research and purchase them. This panel will discuss the role of the Internet in consumer electronics research, shopping, and service through traditional online devices, such as computers and laptops, and mobile devices, such as tablets and phones. The panel will also identify potential new trends in consumer purchasing and identify areas and methods for partners to explore to ensure their message is reaching their consumer during the purchase process.

**7. Clothes Dryers: The Emerging Opportunity** **3:30 – 4:30 PM**

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Are clothes dryers the next best opportunity when it comes to reducing energy use in residential appliances? Learn about the dual approach EPA is taking to moving the market toward more efficient clothes dryers. At the top of the spectrum, high performing dryer models recognized by the 2013 ENERGY STAR Emerging Technology Award are now on the market and being promoted at retail. Work is also underway on an ENERGY STAR specification for clothes dryers that will encompass a broader array of efficient models.

**8. Beyond TVs: Changing the Channel to Focus on Other Electronics** **4:30 – 5:30 PM**

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The market for energy efficient televisions has transformed dramatically in less than ten years. On average, TVs use significantly less energy than they did just a few years ago. However, miscellaneous energy use is on the rise and consumer electronics products are leading the way. This session will discuss industry trends that can help mitigate this increase in miscellaneous energy use. Shifting the focus from TVs, the session will also address other energy efficient consumer electronics that can benefit from increased consumer awareness, including AV components (including sound bars & HTiA), game consoles, set-top boxes, and small networking equipment (SNE). Advanced power strips and controls present additional opportunities for educating individuals on how to manage and reduce energy use in their homes.

**9. A Look into the Crystal Ball: The Future of Appliances** **5:30 – 6:30 PM**

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Against the backdrop of the significant progress already made in improving the energy efficiency performance of residential appliances, this session will explore new energy-saving technologies and functionalities. Improvements are being made across the spectrum for appliances, from components that allow better interaction with the user, to design elements that could fundamentally change the way we think about appliances. These technologies promise to drive additional energy savings, offer consumers features to enhance convenience, and continue to deliver top performance.

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**Tuesday, October 8, 2013**

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**1. Welcome to New Orleans & ENERGY STAR Update (Plenary) 8:00 – 9:00 AM**

This plenary session is designed with all meeting attendees in mind. Taking a local perspective with a special guest speaker, the session will highlight the benefits energy efficiency, delivered through ENERGY STAR by its partners, brings to communities like New Orleans. An update from EPA on recent successes of the ENERGY STAR program and plans for the near future will follow. The session should inspire participants with innovative ways to collaborate with EPA and other ENERGY STAR partners on energy efficiency promotions for the coming year and beyond.

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**2. ENERGY STAR Communications: 2013 and Beyond (Plenary) 9:00 – 10:00 AM**

In 2013, a mix of social and traditional media, along with the interactive components of the Change the World, Start with ENERGY STAR campaign, are making it easier than ever for people across the country to learn about saving energy with ENERGY STAR. Our Twitter parties alone have generated over 10 billion in total impressions. This session will give partners the latest news and updates as EPA gears up for 2014. Attend this session to get campaign updates on elements like the ENERGY STAR Pledge, ENERGY STARs Across America, Team ENERGY STAR and ENERGY STAR Day. A brand-new consumer engagement platform on energystar.gov called *My ENERGY STAR*, will also be unveiled.

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**3. Panel: ENERGY STAR Retail Action Council: Working with National Retailers 10:15 – 11:15 AM**  
*(Cross Track Interest)*

Charter members of the ENERGY STAR Retail Action Council (RAC) will give an update on the development of operational guidelines created in collaboration with energy efficiency program sponsors. Inspired and informed by an ongoing dialogue at past ENERGY STAR Products Partner Meetings, the guidelines are envisioned to help remove common operational and administrative barriers to the execution of dynamic, profitable, and scalable retail-based energy efficiency programs and promotions for ENERGY STAR certified products. The panelists will provide an update on the effort and discuss proposed next steps. As in past years, a significant portion of this session is set aside for audience discussion.

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**4. ENERGY STAR Lighting Update (Plenary) 11:15 AM – 12:15 PM**

This plenary session will provide an overview of the lighting track and how to make the most of this portion of the meeting. EPA will provide updates on the ENERGY STAR lighting program, specifications, and market trends.

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**5. Panel: Working with Independent Retailers (Cross Track Interest) 1:15 – 2:15 PM**

Building off the first such panel discussion at the 2012 ENERGY STAR Products Partner Meeting, a panel of local retailers and dealer marketing/buying groups will discuss lessons learned from ENERGY STAR-focused partnerships with energy efficiency program sponsors in 2013. The panel will share insights and ideas for enhanced success in the future, including insights into their business models that might suggest new opportunities for collaboration with energy efficiency program sponsors.

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**6. Panel: Understanding the Complexities of Retailing (Cross Track Interest) 2:15 – 3:15 PM**

The ENERGY STAR RAC will present a new training curriculum on the retail channel designed to help energy efficiency program staff better understand the retailers with whom they seek to partner. The vision is to better equip energy efficiency program managers to fully align their ENERGY STAR program offerings with retailer business cycles, and make well-informed program planning and implementation decisions that will yield the greatest results cost effectively. The curriculum will complement the partnership guidelines being developed by the ENERGY STAR RAC with input from energy efficiency program sponsors.

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**7. Retailer Breakout Sessions (Individual Working Sessions) 3:30 – 4:30 PM**

Following several panel discussions dedicated to collective information exchange among retailers, energy efficiency program sponsors, manufacturers and other energy efficiency program stakeholders, this hour provides meeting attendees the chance to learn more from individual retailers about their particular operations, for more specific insights into partnership. These sessions are targeted to energy efficiency program sponsors but open to all.

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**8. ENERGY STAR Lighting 101** *(Concurrent Session)*

**4:30 – 5:30 PM**

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This session will provide a thorough overview of program information a partner might want to know in order to have a successful experience with the ENERGY STAR lighting program. EPA will cover ENERGY STAR program requirements for lighting, the lamps and luminaires specifications, and hold a technically-focused Q&A on lighting test methods and certification.

**9. ENERGY STAR Lighting Certification Advanced** *(Concurrent Session)*

**4:30 – 5:30 PM**

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This working session will give participants the opportunity to have an in-depth discussion about product certification. The agenda will encompass a detailed review of the lamps and luminaires specifications, including program requirements such as product classification, evaluation of non-standard products, “inseparable” requirements, the Certified Subcomponent Database (CSD), family groupings, and verification testing. There will be ample time to ask detailed product certification questions and to share best practices.

**10. Panel: From New Construction to Retrofit:  
Promoting and Rebating ENERGY STAR Light Fixtures**

**5:30 – 6:30 PM**

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This panel will illustrate successful approaches to rebating ENERGY STAR light fixtures across the residential market, from new construction to retrofit. The panelists will demonstrate how value has been created through multiple channels, including lighting showrooms, new construction programs, and utility programs.

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**Wednesday, October 9, 2013**

**1. Not All Efficient Lighting is Created Equal:**

**Communicating ENERGY STAR Benefits to the Consumer**

**9:00 – 10:00 AM**

EPA is excited to share its renewed focus on lighting messaging emphasizing the value ENERGY STAR offers consumers in navigating the many lighting choices. This session will also highlight recent collaboration between the Agency and partners to promote energy efficient lighting, including the ENERGY STAR Certified LED Bulb Challenge, an industry-wide challenge to sell 20 million certified LED bulbs by Earth Day 2014.

**2. Lighting Nerd Alert: The Latest in ENERGY STAR Test Methods and Lighting Standards**

*(Concurrent Session)*

**10:00 – 11:00 AM**

New lighting technologies continue to require the development of new test methods and standards to ensure quality performance and consistent testing across the industry. This session will provide updates on new test methods and test methods in development. An opportunity will be provided to have your most pressing questions answered.

**3. A Win-Win Proposition: Making the Most of Utility Incentives<sup>1</sup>**

*(Concurrent Session, Cross Track Interest)*

**10:00 – 11:00 AM**

In this panel discussion, utilities involved in the Western Regional Utility Network (WRUN) will offer retailers and manufacturers a unique view into the utility business world, including the case for why utility incentive programs exist. Panelists will discuss various aspects of their business, and share a range of real-world examples of innovative partnerships. Participants will come away with insights into how best to leverage these partnerships to sell more ENERGY STAR product.

**4. EE-Harmony: Control Freaks and Compatibility—**

**Tips on Finding the Right Match for Quality Dimming**

**11:00 AM – 12:00 PM**

This session will detail the compatibility challenges of energy efficient lighting and dimmers, including an overview of performance issues related to these elements. The speakers will identify solutions, resources and tips for energy efficiency programs and share some efforts that are underway to improve compatibility in the future.

**5. Lighting for the 21st Century Home and New Program Approaches**

**1:00 – 2:00 PM**

Residential energy efficient lighting products, tools, and trends continue to evolve. This session will provide an overview of residential energy use for lighting, residential lighting tools, and a look at up-and-coming lighting technologies and opportunities for creative new program approaches.

**6. Panel: Point-of-Sale Data for Lighting and Beyond – A Game Changer is Here!**

**2:00 – 3:00 PM**

Participants in the newly launched initiative CREED (Consortium for Retail Energy Efficiency Data) will discuss this unique effort to get sales data on lighting and other ENERGY STAR product categories. CREED is uniting program administrators to work collaboratively in the quest to get better sales data for program planning and evaluation purposes. The initial effort for CREED, called LightTracker, is designed to access full category point-of-sale lighting data with a goal of collecting a national data set representative of all major distribution channels. Through panel discussion, attendees will learn about this and related efforts to gather sales data needed for retail based energy efficiency programs and how to potentially align efforts for collaboration.

<sup>1</sup> Light Refreshments will be available during this hour.

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**Networking Opportunities and Other Information**

**Partner Networking: One-On-One Meeting Rooms**

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An inventory of rooms will be available during certain times each day for partners to conduct one-on-one meetings. Partners are responsible for setting individual meetings. Instructions will be provided on scheduling meetings and specific room options, and will also be made available online at [www.energystar.gov/partnermeeting](http://www.energystar.gov/partnermeeting).

**ENERGY STAR Product Expo**

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As in past years, EPA offers ENERGY STAR partners the opportunity to showcase their ENERGY STAR products at the meeting. Expo booths will be located in a segment of the Grand Ballroom, where sessions will be taking place. The display space will be separate from the meeting space, and open throughout the meeting, with the exception of breakfast, lunch, and plenary sessions.

**Green Meeting Efforts**

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EPA is working with the Sheraton New Orleans to make the 2013 ENERGY STAR Products Partner Meeting as resource efficient as possible. Offerings will include recycling, sustainable food service practices, a guest room conservation program, information on transportation options, reduced printing and shipping of meeting materials, and a mobile meeting App for providing meeting information from phones using Android and Apple platforms.