

**2015 ENERGY STAR® Products Partner Meeting
October 12-14, 2015 Portland, Oregon
Agenda Companion**

Monday, October 12, 2015

Welcome to Portland & ENERGY STAR Lighting Update (Plenary) 8:30 -- 8:45 a.m.

This brief session opens the 2015 ENERGY STAR Products Partner Meeting with highlights on EPA's ENERGY STAR lighting efforts in 2015 and plans for 2016. The session will also provide an overview of meeting offerings to help lighting partners make the best use of the three day meeting.

**Shining a Light on the Future: Working Session to Discuss
New Technology Developments and Standards 8:45 -- 10:45 a.m.**

This working session aims to facilitate discussions and engagement on lighting standard updates, specifications, dimming product developments, connected product developments, any other technological developments stakeholders or EPA should be looking at for the future.

**Spotlight on Market Research: How Research Leads to
Better Results for Lighting Programs 11:00 a.m. -- 12:00 p.m.**

Panelists will discuss examples/case studies of how market research has helped inform lighting marketing plans and drive better outcomes for their programs. This session will include analysis of results and findings, covering: demographics, segments, messaging, retail store types, rebates, regions, and other topics.

**Helping you Sell Lighting Efficiency Better: Working Session to Discuss
Marketing Techniques for Lighting Products 2:00 -- 3:00 p.m.**

Please join us for a forward-looking session to discuss specific marketing initiatives, partner needs and how EPA can best support partners in marketing ENERGY STAR lighting products.

A Change is Coming: New Lighting Specifications and What They Mean for the Industry 3:15 -- 4:15 p.m.

Through this interactive session, learn about the latest updates to the lamp and luminaires specifications, key changes to the specification and what changes lay ahead. Learn what's new and test your knowledge with our interactive quizzes.

Keep Calm and Rebate On: Why Lighting Rebates are Still Relevant 4:15 -- 5:30 p.m.

This session will provide information on utilities' plans for ENERGY STAR lighting rebates, how important they are to a utilities overall efficiency portfolio, how program approaches may be evolving but still remain relevant for the next 5 years at least.

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Tuesday, October 13, 2015

Welcome to Portland & ENERGY STAR Update (Plenary)

8:00 a.m. -- 8:45 a.m.

In this plenary session, EPA will present highlights of the ENERGY STAR Products Program's 2015 accomplishments and key plans for 2016. The session should provide a foundation for partners to formulate their own strategies for how ENERGY STAR can play a part in helping them meet business objectives.

ENERGY STAR Consumer Education & Marketing Update (Plenary)

8:45 -- 9:15 a.m.

This session will showcase some of EPA's key consumer communications and marketing efforts, achievements in 2015, and plans for 2016. The session will give participants a clear vision for how they can join EPA in promoting energy efficiency and protecting the environment for the communities they serve, in 2016 and beyond.

ENERGY STAR Appliances: Welcome & Update (Plenary)

9:15 -- 9:30 a.m.

This welcoming session will provide an overview of the appliance track and how to make the most of the meeting, as well as providing appliances program highlights and a preview of plans for the next year.

ENERGY STAR Water Heater Update (Plenary)

9:45 -- 10:15 a.m.

What a year for ENERGY STAR Water Heaters! This session will cover updates to the new ENERGY STAR specification and an overview of ENERGY STAR'S national consumer-centric water heater promotion that highlighted the benefits of early replacement while recognizing partner marketing efforts.

ENERGY STAR Consumer Electronics Update (Plenary)

10:15 -- 10:45 a.m.

The ENERGY STAR consumer electronics program continues to expand to new products and to help educate consumers about the many benefits of energy efficiency. Manufacturers in this category continue to innovate by expanding features and consumer outreach efforts. This session will highlight 2015 consumer electronics program activity and provide an overview of specification development and marketing priorities and opportunities for 2016.

**The ENERGY STAR Retail Products Platform: Testing Next Generation
Retail-Based Efficiency Programs (Cross Product Interest)**

10:45 -- 11:45 p.m.

The energy efficiency community recognizes that new approaches to traditional energy efficiency programs are needed to secure energy savings in the consumer products market. In 2015, a group of ENERGY STAR partners approached EPA with the idea of a nationally-scalable midstream program design that would help individual programs better leverage retailers and the ENERGY STAR brand to unlock energy savings, expand programs to new product categories, and cost-effectively deliver sustained market transformation. Learn how the group moved from a brainstorm to initial proof-of-concept tests, how they envision building on these first pilots over the next several years, and how interested partners can engage in 2016 and beyond.

Ultra High Definition: Are We Going Backwards With Efficiency?

1:45 p.m -- 2:45 p.m.

Ultra High-Definition (UHD) content is becoming more popular and prevalent in TVs, but what does increased saturation of UHD content mean for product efficiency? This panel session will provide an overview on UHD TV efficiency, and how it can be addressed through program design and product engineering. The panel will also explore the growing UHD electronics ecosystem within the home, outlining considerations for future efficiency gains through market intervention.

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Tuesday, October 13, 2015 (continued)

Connecting Consumers with Your ENERGY STAR Products (Cross Product Interest) 3:00 -- 4:00 p.m.

This session will provide an update on EPA's enhancements to online tools and resources designed to connect consumers with information on incentives, tips, and other ideas for how they can save energy in their homes with ENERGY STAR. The presentation will include EPA's pilot effort to provide real-time information to consumers that will facilitate their purchase of ENERGY STAR certified products.

"The Internet of Things:" Connected Products and ENERGY STAR (Cross Product Interest) 4:00 -- 5:00 p.m.

Connected products have the potential to dramatically change the way we manage and control our energy use at home and in our businesses. To facilitate this trend, numerous EPA ENERGY STAR specifications now include "connected" criteria as an option. This session will include presentations from major manufacturers, retailers and EPA on the future of connected devices that empower consumers to make informed decisions and reduce energy use.

Marketing Working Session: Informing ENERGY STAR Products Promotions and Change the World Campaign Elements in 2016 and Beyond 5:00 -- 6:00 p.m.

This interactive working session will give partners a sneak preview of EPA's preliminary concepts for ENERGY STAR products-focused communications efforts in 2016 and beyond. Preliminary concepts will be presented and the bulk of the session will be dedicated to active audience discussion.

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Wednesday, October 14, 2015

MythBusters: Water Heater Edition

9:00 -- 10:00 a.m.

This session will dispel common myths surrounding ENERGY STAR water heaters that include heat-pump use in cold climates, contractor interest in energy efficiency, availability, and installation issues.

The Road Ahead: Mapping Opportunities in the Appliance World

10:00 -- 11:00 a.m.

This broader roadmapping session will build on more than 20 years of partnership to foster the future success of the ENERGY STAR program for appliances. During this hour, EPA will facilitate discussion that looks ahead creatively to the next five years, with the goal of maintaining an ENERGY STAR appliance program that delivers on consumer expectations for performance and efficiency. Follow-up from the session may include establishing pathways to further engagement between EPA's ENERGY STAR program, appliance manufacturers, and energy efficiency program sponsors on an ongoing basis, outside the context of a particular specification revision.

Early and Often: Making Early Replacement of Water Heaters a National Priority

1:15 -- 2:15 p.m.

ENERGY STAR launched an ambitious, first-of-its-kind national promotion in September designed to influence consumers to replace their old water heaters with new certified units. Learn how manufacturers, retailers, and energy efficiency program sponsors worked together to impact local markets, and the overall results of this campaign.

The Living Room of 2020

2:15 -- 3:15 p.m.

Do you remember the days when the only electronic product in your living room was a TV? Get a glimpse into the future in this session where panelists discuss what living rooms could look like in five years with new products and functionality expected to be available in the next few years.

Recipes for Success: Flip Your Fridge and Other Appliance Promotions

3:30 -- 4:30 p.m.

One part inspiration, two parts collaboration, and a dash of creativity – what is your recipe for success? This session will describe the 2015 Flip Your Fridge promotion and the marketing and outreach strategy to move consumers toward the purchase of ENERGY STAR appliances. The session will cover collaboration successes, market approaches, and a look forward to next year, as EPA presents plans for Flip Your Fridge 2016.

ENERGY STAR Most Efficient: Exploring the Potential with Independent Retailers

4:30 -- 5:30 p.m.

ENERGY STAR Most Efficient recognizes the most innovative and advanced technologies in select product categories across the ENERGY STAR Program. Come learn about the role independent retailers can play in promoting products recognized as ENERGY STAR Most Efficient, and the value in using this annual distinction to differentiate products.

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Networking Opportunities and Other Information

Partner Networking:

One-On-One Meeting Rooms

Available Monday, October 12 – Wednesday, October 14

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. Guidance on signing up for rooms will be available closer to the date of the meeting. This year, in addition to making rooms available, 1-2 two hours per day has been reserved on the agenda expressly for these meetings.

ENERGY STAR Product Expo

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 close proximity to the main meeting space, and open throughout the meeting with the exception of breakfast, lunch, and plenary sessions. Space is limited and will be offered to partners via email; slots will be assigned on a first-come, first-served basis. Details on securing display space, load-in/load-out schedule, and format will be forthcoming in the coming months.

Green Meeting Efforts

EPA worked with the Hilton Portland & Executive Tower to make the 2015 ENERGY STAR Products Partner Meeting as resource efficient as possible. Offerings include recycling, sustainable food service practices, a guest room conservation program, information on transportation options, reduced printing and shipping of meeting materials, and sharing meeting information and materials electronically via email and in mobile-friendly formats.