

June 25, 2010

Kathleen Vokes  
US Environmental Protection Agency  
Ariel Rios Building 6202J  
1200 Pennsylvania Avenue, NW  
Washington, DC 20460

Dear Ms. Vokes

The Consortium for Energy Efficiency (CEE) respectfully submits the following comments in response to the ENERGY STAR Draft Certification and Verification Requirements, released by the Environmental Protection Agency (EPA) on June 4, 2010. The following comments, which were developed by the CEE Evaluation and ENERGY STAR Committees (the Committees), are supported by the organizations listed below.

CEE is the binational organization of energy efficiency program administrators and a staunch supporter of the ENERGY STAR Program. CEE members are responsible for ratepayer-funded efficiency programs in 43 U.S. states and 8 Canadian provinces. In 2009, CEE members directed over \$6 billion of energy efficiency program budgets in the two countries. In short, CEE represents the groups that are actively working to make ENERGY STAR the relevant platform for energy efficiency across North America.

CEE highly values the role ENERGY STAR plays in differentiating energy efficient products and services that the CEE membership supports locally throughout the US and Canada. We appreciate the opportunity to provide these comments.

## Partner Agreements

The Committees support EPA's plan to address the details of qualification and verification through partnership agreements, which will allow EPA the flexibility to consider the significant variation that currently exists across all of ENERGY STAR products. CEE looks forward to commenting on these specific proposals upon their release.

It is difficult to ascertain which items in the draft Certification and Verification requirements released on June 4<sup>th</sup> are mandatory, and which are recommended. In order for stakeholders to better assess future proposals, we recommend that EPA specify clearly the minimum requirements, and clarify when EPA is inviting partner proposals that are subject to EPA approval.

## Brand Integrity and Energy Savings

To maintain market relevance and the value of the brand, we need qualifying products under the Program to deliver dependable, significant energy savings. Collectively, our members have invested hundreds of millions of dollars since 1997 building the ENERGY STAR brand as our common marketing platform. We depend on ENERGY STAR as a foundational element in our local programs. We need a strong, consistent ENERGY STAR brand to drive the necessary increases in efficiency through the mass markets in order to achieve the significant efficiency goals we face. While the integrity of ENERGY STAR is dependent upon multiple variables (e.g. keeping pace with market changes and expanding to new products), protecting the equity that has been established through enhanced certification and verification will enable continued investment by local program administrators.

## Use of In-House Laboratories by Manufacturers

The Committees appreciate there may be serious cost implications to having all ENERGY STAR labeled products qualified by independent, third-party laboratory. These costs could be passed on to consumers, increasing the price of labeled products and

affecting their market penetration. Rather than specifying a prescriptive list of requirements in-house laboratories must meet, we recommend EPA set a default requirement that third-party laboratories shall be used, but invite manufacturers to petition EPA for the right to use an in-house facility. EPA would specify items this application would need to address, including how credible testing results can be attained with an in-house facility at a lower cost.

## Relevant ISO Standards

The Committees support EPA's plan to reference existing ISO and IEC standards if they are relevant and designed for the same scope of products that is covered by ENERGY STAR.

Thank you for your consideration of these comments. Please contact CEE Senior Program Manager John Taylor at (617) 532-0944 with any questions.

Sincerely,



Marc Hoffman

Executive Director

## Supporting Organizations

PNM

San Diego Gas and Electric

Southern California Gas Company

Southwest Gas

Western Massachusetts Electric Company (WMECO)