



# The Road Ahead: Mapping Opportunities in the Appliance World

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**2015 ENERGY STAR Products Partner Meeting**

October 14, 2015



## Agenda

- Introductions
- Roadmapping Session Guidelines and Goals
- Discussion Topic 1: *The Future of Laundry*
- Discussion Topic 2: *Leveraging ENERGY STAR in the Context of Consumer Satisfaction & Sustainability*
- Next Steps
  - Other discussion topic suggestions/requests
  - Continued conversation avenues
  - Outline of upcoming spec revisions/new products



## Introductions

- Melissa Fiffer, EPA ENERGY STAR Appliance Product Manager
  - Facilitator
- Ryan Fogle, D&R Co-Facilitator
- Emmy Phelan, ICF
  
- *Introducing:* Justin Capots, ICF



## Guidelines for the Roadmapping Session

- Share experiences with other ENERGY STAR appliance partners and stakeholders in an active, facilitated dialogue
- Be willing to learn from each other; keep an open mind
- Please identify yourself when speaking
- SMILE – You may be photographed, and this is a friendly meeting 😊
- Others?



## Appliance Roadmapping Goals

- Build on more than 20 years of partnership to foster the future success of the ENERGY STAR program for appliances
- Look 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
- Establish pathways to further engagement between EPA ENERGY STAR, appliance manufacturers, retailers and energy efficiency program sponsors on an ongoing basis



## Discussion Topic 1: The Future of Laundry

### *Successful Product Developments and Programs*

- What are some exciting, energy saving product developments your company has launched (or that you've seen on the market) in ENERGY STAR washers or dryers in the past year?
- What are some utility program success stories for dryers, and/or pilot program approaches?



## Discussion Topic 1: The Future of Laundry

### *Opportunities to Develop/Promote Laundry Pairs*

- What connected features exist for washers and dryers?
  - What are the technical and/or marketing challenges?
  - How do we ensure consumer value?
  - What are the utility program considerations?
- What future opportunities exist for ENERGY STAR laundry as a system? What tools are needed in order to promote the pair?



## **Discussion Topic 2: *Leveraging ENERGY STAR in the Context of Consumer Satisfaction and Sustainability***

- In product categories with smaller savings, what messages might be compelling to consumers? How can we collaborate to amplify our efforts?
- Which aspects of sustainability and/or consumer satisfaction could ENERGY STAR help to advance?



## **Discussion Topic 2: *Leveraging ENERGY STAR in the Context of Consumer Satisfaction and Sustainability***

- What are some examples of successful integration of low global warming potential (GWP) refrigerants and/or foams into ENERGY STAR products? Are any utilities researching and/or considering pilot programs?



## Other Discussion Topic Suggestions

- Build on refrigerator recycling approach and explore for other products
- Outline the benefits of connected products
- Enhance connections across partner categories (manufacturers, utilities and retailers)
- Increase collaboration on future spec development inc. new products and spec revisions
- Others?



## Next Steps

- Is there interest in and willingness for continued conversation on any of today's discussion topics?
- If so, what venue would be best? Working groups? Webinars? In-person meeting(s)?



## Upcoming Spec Revisions and New Products

- In response to partner and stakeholder requests, within the next month EPA will issue an outline of anticipated appliance spec revisions and new product categories
- EPA will provide an opportunity for feedback before finalizing the outline
- We are open to other suggestions on how best to involve you in the spec development process and incorporate your valuable input on timing considerations



## Contacts

### Specification Development:

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### Test Procedure Development:

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*Thank you for participating!*

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Roadmapping web site](#)*