

ENERGY STAR Connected Appliance Roadmapping Working Group

Discussion Document for Member Review and Comment

Connected Appliance Roadmapping Progress-to-Date

Since the launch of the ENERGY STAR appliance roadmapping effort in fall 2015, EPA has hosted two interactive webinars focused on charting progress and identifying consumer value for connected appliances. During the webinar on April 7, 2016, EPA polled participants on potential working group topics: Connected Room AC, Connected Kitchen Suite, and Connected Consumer Messaging. Rather than choosing among the topics, partners and stakeholders expressed interest in each one. They also indicated cross-cutting, overarching trends, as well as a role for EPA in bringing key players together, compiling resources for partners, and raising awareness/education to consumers. To this end, EPA invites all interested partners and stakeholders to participate in one Connected working group to be held June through Oct 2016, culminating in a half-day Roadmapping session at the ENERGY STAR Products Partner Meeting in New Orleans on Oct 26, 2016.

Objectives

The Connected Appliance Working Group will aim to facilitate the following:

1. *Connect* partners and stakeholders in the connected market: manufacturers, retailers, utilities, utility organizations and service providers.
2. *Raise understanding* of the barriers and opportunities for ENERGY STAR connected appliances from the perspectives of all stakeholders.
3. *Provide a clearinghouse/exchange forum* on existing information and research in the connected space, as well as response to questions on technical elements of ENERGY STAR connected criteria.
4. *Develop drafts* of ENERGY STAR partner resources, tools and consumer messaging.

Outcomes

EPA proposes that through a collaborative effort between EPA, partners and stakeholders, with individuals taking on leadership roles based on their interest areas, the working group will develop the following resources. The working group will make use of a Google Drive shared folder accessible and editable only by members, as well as calls and an in-person meeting in October (described below).

1. **Stakeholder Profiles.** List of connected and demand response stakeholders and their company info (region, customer size), contact info and a short summary of current programs and interests. EPA will begin to populate a Google Drive document with basic stakeholder contact info and public information on current ENERGY STAR connected products and relevant utility programs. Working group members will have access to the document in real-time, and may edit the information, and choose whether to add any forward-looking information they are comfortable sharing with the group regarding future interest areas. Members may also use the document to indicate which stakeholders they would like to learn more about. This will help inform speaker or panel presentations during the working group calls/meetings.
2. **Clearinghouse.** EPA will host a clearinghouse/exchange forum with several topics of interest to working group members. Partners and stakeholders can add references and links for research papers, industry and literature sources with a short summary of the information each provides (e.g., AHAM white papers, research on potential energy savings).
3. **Technical Q&A.** EPA will host an interactive Q&A document for technical questions raised in the working group. At the conclusion of the roadmapping effort, EPA will deliver an updated Q&A document to inform partners' adoption and implementation of ENERGY STAR connected criteria.

4. **ENERGY STAR Partner Resources.** Recommended resources on the ENERGY STAR website and draft of consumer messaging and related strategies on connected products for ENERGY STAR marketing and partner resources.

Timeline

The Connected working group will operate from June through October 2016. During an initial kickoff call to be held on June 15th, partners, stakeholders and EPA will discuss workgroup objectives and outcomes. From this point, the group will work together to develop timelines and action items to achieve these objectives and outcomes, and assign leadership roles as needed. This will include determining the frequency of follow-up workgroup calls (e.g., two follow-up calls in late August and late September). Members will present and discuss outcomes at the in-person session on October 26 at the ENERGY STAR Products Partner Meeting in New Orleans, LA.

Co-Facilitators and Contributors

- Eileen Eaton, CEE (eeaton@cee1.org)
- *You?*
 - We welcome all interested partners and stakeholders who want to take on a leadership role in framing and/or facilitating the working group to step forward.
 - Please contact Melissa Fiffer or Laura Wilson.

EPA Participants

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- Laura Wilson, Navitas Partners in support of EPA (lwilson@navitas-partners.org)
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