



# ENERGY STAR® Program Requirements

## Product Specification for Smart Home Energy Management Systems

### Partner Commitments

Following are the terms of the ENERGY STAR Partnership Agreement as it pertains to the provision and labeling of ENERGY STAR Smart Home Energy Management System (SHEMS) packages. The ENERGY STAR Partner must adhere to the following partner commitments:

#### 1.1 Providing a Certified Smart Home Energy Management System Package

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1. Partner must be a smart home service provider.
2. Comply with current ENERGY STAR Smart Home Energy Management System Eligibility Criteria, which define performance requirements and test procedures. A list of eligible devices and services and their corresponding Eligibility Criteria can be found at [www.energystar.gov/specifications](http://www.energystar.gov/specifications).
3. Prior to associating the ENERGY STAR name or mark with any SHEMS package, obtain written certification of ENERGY STAR certification from a Certification Body recognized by EPA for Smart Home Energy Management Systems. As part of this certification process, SHEMS packages must be evaluated by a certification body recognized by EPA to perform SHEMS package testing. A list of EPA-recognized Certification Bodies can be found at [www.energystar.gov/testingandverification](http://www.energystar.gov/testingandverification).
4. A new SHEMS package is defined as having either significantly different hardware or software features relative to an existing package. SHEMS receiving software updates are not considered new packages.
5. Partner shall not market competing package offerings not meeting the ENERGY STAR Eligibility Requirements as energy management packages. The ENERGY STAR certified SHEMS package must be marketed distinctly from other packages such as security, entertainment, or wellness.
6. Partner shall clearly indicate in all marketing and advertising that the devices included in the SHEMS package, as identified in the Eligibility Criteria, are necessary to qualify as ENERGY STAR (given that devices may be sold separately from the service.) E.g. "ENERGY STAR certification is contingent on installation with specified devices."

**Note:** EPA received several comments regarding marketing and branding in response to Draft 1. Number 5. above is intended to avoid potential confusion by ensuring that service providers not market both an ENERGY STAR certified SHEMS package and non-certified energy management packages to its customers. Number 6 reflects EPA's recognition that individual installations may deviate from the package as certified based on consumer preference and is intended to ensure consumers make informed choices.

#### 1.2 Using the ENERGY STAR Name and Marks

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1. Comply with current ENERGY STAR Identity Guidelines, which define how the ENERGY STAR name and marks may be used. Partner is responsible for adhering to these guidelines and ensuring that its authorized representatives, such as advertising agencies, dealers, and distributors, are also in compliance. The ENERGY STAR Identity Guidelines are available at [www.energystar.gov/logouse](http://www.energystar.gov/logouse).
2. Use the ENERGY STAR name and marks only in association with certified packages, where the

service and associated devices have been certified together. The Partner may not refer to itself as an ENERGY STAR Partner unless at least one SHEMS package is certified and offered to consumers in the U.S. and/or ENERGY STAR [partner countries](#).

3. Provide clear and consistent labeling of ENERGY STAR package.
  - 3.1. Electronic ENERGY STAR certification marks of at least 76x78 pixels in cyan, black or white shall be on the home screen, the main menu screen, or another place where users would be expected to come across it in routine use of the service's user interface, (e.g. no more than three clicks from main screen) including a mobile app or web portal (if they exist).
  - 3.2. The ENERGY STAR mark shall be clearly displayed in association with the SHEMS package in the partner's literature (i.e., user manuals, spec sheets, etc.) and on the partner's Internet site where information about the ENERGY STAR certified package is accessed or the package is marketed.
  - 3.3. The ENERGY STAR mark shall not be physically applied to packaging unless all the devices in the package are ENERGY STAR certified.
  - 3.4. ENERGY STAR marks shall not be applied to included devices, including physical marks on the device, physical marks on a box containing multiple devices, or electronic marks in a device-specific user interface, unless the device is separately certified to an ENERGY STAR specification.
4. ENERGY STAR labeling of a package that is associated with a broader platform, such as a home security system, shall clearly indicate which package is certified. Neither physical nor electronic labels shall be associated with the broader platform, and product literature shall state: *"This [insert platform (e.g., security system, home automation system)] includes an ENERGY STAR Certified Smart Home Energy Management System Package. Only the energy management system package is certified as ENERGY STAR."*

**Note:** To the extent that the service is integral to any savings delivered by an ENERGY STAR certified SHEMS, the expectation is that the label will be used primarily in marketing materials identifying the service and electronically through applications associated with the SHEMS service. To avoid potential confusion that a package of devices may deliver the promised savings even absent the service, we are asking partners not to apply the ENERGY STAR label to a box of devices packaged together (individual devices that have separately earned the ENERGY STAR may continue to be labeled). EPA is interested in hearing about other potential use cases for the ENERGY STAR logo in relation to SHEMS so as to develop clear guidance for labeling this unique category.

### 1.3 Providing Information to EPA

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1. Provide aggregate savings data and associated statistics to EPA every 6 months in accordance with the ENERGY STAR Smart Home Energy Management Systems Method to Determine Field Performance. Submitted data shall be representative of savings for the system's U.S. installed base and must demonstrate continued compliance with the requirements of the specification. Only installations with the complete package installed are included for analysis. This data will also be used for program evaluation purposes:
  - 1.1. Every February 1 submit the ENERGY STAR SHEMS Data Reporting Template for the previous June 1 through December 31 reporting period.
  - 1.2. Every July 1 submit the ENERGY STAR SHEMS Data Reporting Template for the previous January 1 through May 31 reporting period.
2. EPA may, at its discretion, conduct tests on SHEMS packages that are referred to as ENERGY

STAR certified. These packages, including services and required devices, may be obtained on the open market, or voluntarily supplied by Partner at the government's request.

3. Report to EPA any attempts by recognized laboratories or Certification Bodies (CBs) to influence testing or certification results or to engage in discriminatory practices.
4. Notify EPA of a change in the designated responsible parties or contacts within 30 days using the My ENERGY STAR Account tool (MESA) available at [www.energystar.gov/mesa](http://www.energystar.gov/mesa).

#### **1.4 Training and Consumer Education**

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1. Partner shall train distributors, sales staff and installation contractors on the value of the ENERGY STAR program. This training shall include, at a minimum, identification of ENERGY STAR certified products within the Partner's offerings and on the Partner's web site.
2. All consumer information documents – operating manuals, installation instructions, etc.—must be easily accessible to consumers on a public website.

#### **1.5 Performance for Special Distinction**

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In order to receive additional recognition and/or support from EPA for its efforts within the Partnership, the ENERGY STAR Partner may consider the following voluntary measures, and should keep EPA informed on the progress of these efforts:

- Provide quarterly, written updates to EPA as to the efforts undertaken by Partner to increase availability of ENERGY STAR certified products, and to promote awareness of ENERGY STAR and its message.
- Consider energy efficiency improvements in company facilities and pursue benchmarking buildings through the ENERGY STAR Buildings program.
- Purchase ENERGY STAR certified products. Revise the company purchasing or procurement specifications to include ENERGY STAR. Provide procurement officials' contact information to EPA for periodic updates and coordination. Circulate general ENERGY STAR certified product information to employees for use when purchasing products for their homes.
- Feature the ENERGY STAR mark(s) on Partner website and other promotional materials. If information concerning ENERGY STAR is provided on the Partner website as specified by the ENERGY STAR Web Linking Policy (available in the Partner Resources section of the ENERGY STAR website), EPA may provide links where appropriate to the Partner website.
- Ensure the power management feature is enabled on all ENERGY STAR certified displays and computers in use in company facilities, particularly upon installation and after service is performed.
- Provide general information about the ENERGY STAR program to employees whose jobs are relevant to the development, marketing, sales, and service of current ENERGY STAR certified products.
- Provide a simple plan to EPA outlining specific measures Partner plans to undertake beyond the program requirements listed above. By doing so, EPA may be able to coordinate, and communicate Partner's activities, provide an EPA representative, or include news about the event in the ENERGY STAR newsletter, on the ENERGY STAR website, etc. The plan may be as simple as providing a list of planned activities or milestones of which Partner would like EPA to be aware. For example, activities may include: (1) increasing the availability of ENERGY STAR certified products by converting the entire product line within two years to meet ENERGY STAR guidelines; (2) demonstrating the economic and environmental benefits of energy efficiency through special in-store displays twice a year; (3) providing information to users (via the website and user's manual) about energy-saving features and operating characteristics of ENERGY STAR certified products; and (4) building awareness of the ENERGY STAR Partnership and brand identity by collaborating with EPA on one print advertorial and one live press event.

- Join EPA's SmartWay Transport Partnership to improve the environmental performance of the company's shipping operations. The SmartWay Transport Partnership works with freight carriers, shippers, and other stakeholders in the goods movement industry to reduce fuel consumption, greenhouse gases, and air pollution. For more information on SmartWay, visit [www.epa.gov/smartway](http://www.epa.gov/smartway).
- Join EPA's Green Power Partnership. EPA's Green Power Partnership encourages organizations to buy green power as a way to reduce the environmental impacts associated with traditional fossil fuel- based electricity use. The partnership includes a diverse set of organizations including Fortune 500 companies, small and medium businesses, government institutions as well as a growing number of colleges and universities. For more information on Green Power, visit [www.epa.gov/greenpower](http://www.epa.gov/greenpower).