



The Road Ahead: Mapping Opportunities in the Appliance World

Melissa Fiffer, U.S. EPA

2015 ENERGY STAR Products Partner Meeting

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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:

- Melissa Fiffer, US EPA
fiffer.melissa@epa.gov
- Justin Capots, ICF International
justin.capots@icfi.com
- Ryan Fogle, D&R International
rfogle@drintl.com
- appliances@energystar.gov

Test Procedure Development:

- Ashley Armstrong, US DOE
ashley.armstrong@ee.doe.gov

Thank you for participating!

*Check for updates on the
new [Appliance
Roadmapping web site](#)*