



September 5–7, 2018

Phoenix, Arizona

# ENERGY STAR® PRODUCTS PARTNER MEETING



Appliances | Electronics | HVAC | Lighting | Smart Thermostats | Water Heaters

## Dear ENERGY STAR® Partners and Stakeholders,

The 2018 ENERGY STAR Products Partner Meeting was a huge success – our heartfelt thanks to all who made the trip to Phoenix last week. All told, 450 people representing retailers, manufacturers, energy efficiency program sponsors, third-party program implementers, and other stakeholders joined the Environmental Protection Agency (EPA) for three busy days of meetings and sessions. Meeting participants made productive use of fourteen (14) available meeting rooms for more than 150 individual working meetings, collaborating on the best ways to promote sales of ENERGY STAR certified products. In addition to organizing and moderating presentation sessions, ENERGY STAR program staff participated in close to 200 hours of meetings with various ENERGY STAR partners. And 21 different companies brought energy efficiency to life, displaying their ENERGY STAR certified products as part of the Product Expo.

In case you missed it, here are some highlights:

### *Efficiency Programs and Approaches*

- [A new scenario analysis](#) suggests [three things that could help](#) energy efficiency program sponsors sustain meaningful, cost-effective energy demand reductions well into the future: technologies with large or untapped savings potential, more effective program approaches (e.g. midstream incentives) and improved cost-effectiveness screening. The ENERGY STAR Program has a number of tools in the [tool box that will help](#).
- [New technologies offer great promise](#) for radically improved HVAC and appliances in the 5-year to 10-year time frame, despite (and in some cases because of) several regulatory and market challenges. From improved heat exchangers (offering thermal storage) and sophisticated controls, the future is bright!
- Energy efficiency program sponsors around the country are embracing the challenge to try new things. To improve the availability of energy efficient HVAC and heat pump water heaters, some are experimenting with [midstream incentives](#) paid to distributors. Others are investing in innovative training techniques to gain contractor buy-in and increase consumer awareness during the purchasing process. Major retailers are stepping up to support instant rebates on ENERGY STAR certified smart thermostats.
- ENERGY STAR partners are increasingly turning their attention to under-served consumer audiences. [Lighting program managers](#) are extending the life of their programs, [partnering with the non-traditional retailers that serve them](#). Leading [smart thermostat manufacturers](#) are determined to put an ENERGY STAR certified smart thermostat in income-limited [homes in collaboration with utility partners](#).
- Utility and retailer participation in the [ENERGY STAR Retail Products Platform](#) continues to grow. Three years in, the focus is now squarely on effective evaluation.

*ENERGY STAR Program Developments*

- With the growing popularity of smart home devices, the ENERGY STAR Program is exploring ways to encourage the market to bring energy savings along for the ride, through recognition of smart home energy management systems. Explore the perspectives of interested stakeholders [here](#).
- The dialogue continues – the ENERGY STAR Program is actively considering the addition of “[connected criteria](#)” to the [ENERGY STAR specifications for CAC/ASHP and water heaters](#). Be part of the process as we navigate the interests different stakeholder groups bring to the table.
- Applications for 2019 ENERGY STAR Partner of the Year Awards are now [available](#). Please be sure to review the file named “Part 1. General Instructions” and make sure you can log into your MESA account early. Deadline for submittal is November 29, 2018. For the latest information visit [www.energystar.gov/awards](http://www.energystar.gov/awards).

#### *Outreach and Marketing*

- Several panelists presented findings demonstrating how the ENERGY STAR brand positively impacts engagement and adoption of energy efficiency, including a new [JD Powers study](#) featuring a significant increase in the Customer Satisfaction Index over time for utilities that partnered with ENERGY STAR and [A/B testing](#) conducted by Focus on Energy resulting in a 60% increase in the click-through-rate when the ENERGY STAR logo was displayed on the ad.
- A new [customer segmentation](#) study completed by the ENERGY STAR Program identifies optimal target segments for energy-efficiency in two behavioral groups (those who own energy-saving products and those who intend to buy them) representing more than 60 million households in 5 distinct target groups, or *Shades of Cyan*: Old School Blues, Green Blues, True Blues, New Blues, and Bettering Blues. Extensive demographic data allows for detailed characterization of these potential ENERGY STAR product purchasers, which informs effective messaging and media mixes.
- The ENERGY STAR Program and leading partners continue to invest in media efforts to raise consumer awareness about products earning ENERGY STAR Most Efficient recognition. Helping consumers identify these “best-of-the best” product models and where to buy them remains a priority. [Learn more](#).
- Results from the 2017 – 2018 nationally coordinated ENERGY STAR product promotions continue to impress with a total of 233 million impressions and 796 thousand pageviews reaching a total of more than 40 million households through partner participation. Get ready for the fall promotions featuring lighting, smart thermostats and water heaters and take advantage of marketing [materials and messaging available here](#). For next year’s promotional schedule see [StarChart2019](#).
- ENERGY STAR Day 2018 is right around the corner – set for October 23. Join us in the celebration by encouraging your audiences to *save for good*. [Learn more](#).

#### *Tools and Resources*

- Announcing [new resources](#) designed to help increase sales of ENERGY STAR certified heat pump water heaters. The online ENERGY STAR product finder now includes specifics on local installers with heat pump water heater experience. The mobile-friendly ENERGY STAR Water Heater Replacement Guide helps potential purchasers determine whether a heat pump water heater is right for their home.
- Attention web content managers – the ENERGY STAR Program offers a [range of free resources](#) designed to enhance the consumer experience on your website. ENERGY STAR certified product lists can be tailored automatically and made available on your website through APIs. Energy-saving advice, maintained by the ENERGY STAR program, can also be automatically tailored and packaged for your use. And the new Product Finders have been updated to offer consumers a one-stop-shop for buying guidance, savings tips, tools, rebates, as well as price and location data – representing an off-the-shelf marketplace that you can readily leverage for your customers.

For access to all of this year's presentations, please visit [www.energystar.gov/partnermeeting](http://www.energystar.gov/partnermeeting) and click on the 2018 ENERGY STAR Products Partner Meeting [link](#).

EPA is researching venues and dates in September 2019 for next year's ENERGY STAR Products Partner Meeting. Please look for a save-the-date email soon. The latest information and updates will also be posted at [www.energystar.gov/partnermeeting](http://www.energystar.gov/partnermeeting).

ENERGY STAR® is the simple choice for energy efficiency. For 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).



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