TUESDAY, SEPTEMBER 4, 2018

Early Registration

Early registration will be available for all attendees on Tuesday, September 4, at the Sheraton Grand Phoenix. Details on exact location will be provided closer to the date of the meeting.

WEDNESDAY, SEPTEMBER 5, 2018

Welcome & ENERGY STAR Update

In this session, EPA will present highlights of the ENERGY STAR Products Program’s 2018 efforts and 2019 plans. The session seeks to offer context and insights from the national stage—including updates on specifications, EPA’s consumer education efforts, and more—to help partners and stakeholders leverage ENERGY STAR to accelerate and amplify their own efforts to advance energy efficiency.

Partnering in Energy Efficiency: Exploring the Most Promising Opportunities for the Next Decade

This session will share analyses of the most promising opportunities for energy efficiency program investment from 2020 to 2030, followed by a discussion of the market factors and drivers for getting there for key residential end uses.
The Far Horizon for HVAC and Appliances 9:45 – 10:45 A.M.
This session will introduce technologies that are on the horizon that might be game-changers in the appliances, heating, and cooling categories. The technologies are in the research lab now, but commercialization looks promising in the 5-10 year time frame.

ENERGY STAR Smart Thermostats: Are Instant Rebates the Answer? (Panel) 10:45 – 11:45 A.M.
Utilities have provided downstream mail-in rebates for ENERGY STAR products for over twenty years. This rebate delivery model requires time-consuming delays and resource-intensive processes. Most significantly, the time a ratepayer must wait for reimbursement is inversely related to their willingness to participate in the program. Pilot programs for in-store and online smart thermostat instant rebates have recently garnered a lot of attention. Is this the path that can solve the downstream rebate quandary? We hear from a panel of experts who will share their early impressions of instant rebates.

ENERGY STAR Smart Thermostats are for Everyone: How Smart Thermostat Manufacturers Are Serving the Underserved 12:45 – 1:45 P.M.
This session will showcase the ways that ENERGY STAR smart thermostat partners are serving lower income households. New opportunities will be outlined for partners to promote ENERGY STAR certified smart thermostats.

Evaluating the ENERGY STAR Retail Products Platform: A Working Session 1:45 – 2:45 P.M.
In this working session, evaluators will aid current and prospective participants in applying the guidelines, theories, and key considerations best suited to evaluate the ENERGY STAR Retail Products Platform (ESRPP)—a new, nationally coordinated midstream market transformation initiative—to first-year evaluations currently underway in several service territories. Participants will examine data available from participating sponsors and retailers to inform ESRPP program sponsors’ first generation evaluations.

Partner Working Meetings 3:00 – 5:00 P.M.
This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings, and guidance on signing up for rooms will be available closer to the meeting date.
There’s Just Something About That Blue STAR (Panel)  
8:30 – 9:00 A.M.
This session will feature a collection of studies and concrete examples from the field demonstrating how the ENERGY STAR brand adds appreciable value to energy-efficiency marketing. From JD Powers ratings to brain stimulation to A / B testing, there is clear evidence that the mark is truly a “star” in incenting behavior change.

Shades of Cyan: Effective Customer Segmentation for Energy-Efficiency Adoption  
9:00 – 10:00 A.M.
EPA recently developed a customer segmentation model focused on households with a high-propensity towards energy-saving behaviors. In this session, we will unveil the results of our work, including custom segment profiles, geographic penetration, cost effective customer acquisition strategies, market insights, recommended messaging, and media approaches.

Rediscovering the Best of the Best: ENERGY STAR Most Efficient  
10:15 – 11:15 A.M.
Have you kept up with EPA’s efforts to advance super-efficient products in the consumer market? Don’t miss this session as we dive into the Five W's (and much more) to investigate the initial market actors and factors, the overall evolution of the usage and language around the designation, manufacturer/product uptick, success stories from industry leaders, and our consumer awareness campaign.

Extending the Life of Lighting Programs: How to Light the Way to "Hard-to-Reach" Customers  
11:15 A.M. – 12:15 P.M.
This session will demonstrate how utility programs and bulb manufacturers have developed new strategies and approaches to reach underserved consumers.

Partner Working Meetings  
1:15 – 2:15 P.M.
This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings, and guidance on signing up for rooms will be available closer to the meeting date.

Ready, Set, Write! Top Tips for 2019 Partner of the Year Award Applications (Concurrent)  
2:15 – 3:15 P.M.
What’s your story? Have you found the best way to pen your best work? During this session partners will have the opportunity to go through the awards application process, review updates for 2019, and get tips and insights into best practices for a strong application.

Fashion & Features & Flair, Oh My! Uncovering the Sexy Side of ENERGY STAR Luminaires and Fans (Concurrent)  
2:15 – 3:15 P.M.
This session will explore the exciting range of cutting-edge and super stylish ENERGY STAR certified luminaire and fan offerings; examining connectivity, color changing, integrated sensors, and style for every taste and budget.
Content “To Go”:
Leveraging ENERGY STAR APIs, Tips, and More to Enrich your Online Consumer Experience *(Concurrent)*

EPA ENERGY STAR offers several data feeds, from APIs of ENERGY STAR certified product lists to product descriptions and tips that are available to partners and easy to access. More importantly, these tools, when implemented, will not only provide you with an on-going, up-to-date stream of expert content from a trusted source, they will also improve the performance of your website / marketplace through search engine optimization (SEO).

Recognizing Smart Home Energy Management Systems *(Concurrent)*

Smart Home Systems have the potential to save energy by automatically detecting when a home is empty and triggering energy saving modes based on that knowledge. EPA is considering ENERGY STAR recognition of smart home systems that demonstrate they do so effectively. Doing so will provide a cohesive national vehicle to evaluate smart home systems for energy savings. This technical session will continue stakeholder discussion of the possibility.

Partner Working Meetings

This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings, and guidance on signing up for rooms will be available closer to the meeting date.
Guest Speaker: Consumer Purchasing

9:00 – 9:30 A.M.
It is the age of digital advertising, and platforms such as Google have opened the door to vast opportunities for reaching consumers. This guest speaker will outline trends in online consumer behavior and how to most effectively leverage them to optimize your marketing efforts.

Pump it Up (with HPWHs)

9:30 – 10:00 A.M.
Recognizing the known barriers to heat pump water heater (HPWH) adoption including price, finding an installer, and the all-too-familiar – “What is that?” or “That won't work in my home”, EPA will lead a discussion with partners to identify opportunities to address these challenges and increase demand for this product category, which presents such a huge energy-saving opportunity.

Warming Up to HPWHs: Innovative Training Techniques to Gain Contractor Buy-in

10:00 – 11 A.M.
Contractors are often the first contact for consumers who need water heaters and the key to any water heater incentive program. Unfortunately, many contractors are still reluctant to install HPWHs. NEEA will shed light on this dilemma and share insights from the results of their contractor survey. NEEA will also describe their innovative contractor training that involves visiting a home and working through an HPWH installation. In addition, Energize CT will discuss how their partnership with manufacturers on training has led to an increased uptake of HPWHs in their midstream program.

Working Session: Connected Criteria for ENERGY STAR Water Heaters

11:00 A.M. – 12:00 P.M.
Water Heaters are one of a few products in the home with strong potential to facilitate a greener grid by providing flexible loads. This session will be a stakeholder meeting continuing the discussion regarding adding optional connected criteria with uniform expectations of signals and responses to the ENERGY STAR specification for water heaters.

Transforming the HVAC and Water Heater Markets through Various Incentive Programs: HVAC Midstream Programs and Instant Rebates at Retail for HPWH

1:00 – 2:00 P.M.
With a proven track record dramatically improving program participation, midstream HVAC programs are on the rise. This session will reveal how program implementers use careful planning and bold instincts to overcome expected and unexpected barriers when switching from legacy downstream to distributor-focused midstream programs. It will also introduce a new approach piloted by Duke Energy that promotes HPWHs through a retail instant rebate, working with Lowes, A. O. Smith, and Simple Energy. The presentation will examine the results of the pilot and the benefits of the effort from the perspective of the utility, the manufacturer, and the retailer.

Working Session: ENERGY STAR CAC/ASHP

2:00 – 3:30 P.M.
This session will be a stakeholder meeting relevant to draft 2 of the Version 6.0 ENERGY STAR CAC/ASHP specification, potentially including optional connected criteria and associated test methods.

Partner Working Meetings

3:30 – 5:30 P.M.
This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings, and guidance on signing up for rooms will be available closer to the meeting date.
NETWORKING OPPORTUNITIES AND OTHER INFORMATION

Partner Networking:
One-On-One Meeting Rooms

Available Wednesday, September 5 – Friday, September 7

An inventory of rooms will be available during certain times each day for partners to conduct one-on-one meetings. Partners are responsible for setting individual meetings. Guidance on signing up for rooms will be available closer to the date of the meeting. This year, in addition to making rooms available, conflict-free time has been reserved on each day’s agenda expressly for these meetings.

ENERGY STAR Product Expo

As in past years, EPA has arranged for display space to offer ENERGY STAR brand owner partners the opportunity to showcase their ENERGY STAR products at the meeting. To maximize flow and exposure, expo booths will be located in the same ballroom where meals will be served, and directly adjacent to the rooms offering main meeting sessions. The expo will be open throughout the meeting with the exception of breakfast, lunch, and plenary sessions. Space will be offered to partners via email; slots will be assigned on a first-come, first-served basis, and the cost of booth set-up and related expo services is set by the hotel and the expo services vendor and is solely the responsibility of each individual expo participant. For those interested in exhibiting their ENERGY STAR certified appliances, electronics, HVAC, lighting, smart thermostats, and water heaters during the 2018 ENERGY STAR Products Partner Meeting, please send an email to Katie.Breen@icf.com. Details on securing display space, load-in/load-out schedule, and format will be forthcoming in the coming months.

Green Meeting Efforts

EPA is working with The Sheraton Grand Phoenix to make the 2018 ENERGY STAR Products Partner Meeting as resource efficient as possible. More information will follow.