

September 10–12, 2019  
**Charlotte, North Carolina**



# ENERGY STAR® PRODUCTS PARTNER MEETING

Appliances | Electronics | Electric Vehicle Chargers | HVAC | Lighting | Smart Home Energy Management Systems | Smart Thermostats | Water Heaters

## MONDAY SEPTEMBER 9, 2019

### Early Registration

4:00 – 6:00 P.M.

Early registration will be available for all attendees on Monday, September 9, at the Westin Charlotte. Details on the exact location of meeting registration at the Westin will be provided closer to the date of the meeting.

## TUESDAY SEPTEMBER 10, 2019

### Welcome & ENERGY STAR Update (Plenary)

8:00 – 8:30 A.M.

In this session, EPA will present highlights of the ENERGY STAR Products Program's 2019 efforts and 2020 plans. The session seeks to offer context and insights from the national stage—including updates on specifications, key initiatives, and more—to help partners and stakeholders leverage ENERGY STAR to accelerate and amplify their own efforts to advance energy efficiency.

### What's Driving Utility Energy Efficiency Program Investments Around the Country— Regional Roundtable

8:30 – 10:00 A.M.

This session will bring together regional experts to share insights about what is driving energy efficiency investments in their region (e.g., gas pipeline constraints, carbon goals, beneficial electrification, high renewable penetration, time-based rates for customers) and the implications for residential program offerings. What technologies and services are they focusing on and why? Are there important customer groups that are underserved? How can manufacturers, retailers and contractors get involved in new and emerging opportunities?

Appliances | Electronics | Electric Vehicle Chargers | HVAC | Lighting | Smart Home Energy Management Systems | Smart Thermostats | Water Heaters

TUESDAY SEPTEMBER 10, 2019 *(continued)***ENERGY STAR Products: Energy Efficiency and High Performance****10:15 – 11:15 A.M.**

ENERGY STAR certified products offer not only energy savings, but also enhanced features, smart functionality, and flexibility to meet consumer needs. During this session, manufacturers across several product categories will discuss how the latest advancements in energy efficiency technology go hand-in-hand with other high-performance benefits. We will also explore how EPA and its partners are expanding their messaging around these products to communicate those benefits and reach new audiences.

**The State of the Retail Market -- An Independent View****11:15 – 12:15 P.M.**

In this session, merchants and executives from Nationwide Marketing Group will share insights on consumer behavior and opportunities for increasing sales of efficient, ENERGY STAR certified products from the vantage point of the nation's independent retailers.

**Fitted for the Future: A Discussion on Emerging Technologies***(By invitation only for utilities/energy efficiency program sponsors)***1:15 – 2:15 P.M.**

Participating utilities and energy efficiency program sponsors will hear about multiple emerging technologies that have or will deliver advancements in efficiency. Some of these technologies have received EPA's ENERGY STAR Most Efficient recognition and the Emerging Technology Award while others have just hit the market. This industry panel will speak to products that are at the forefront of technological advances motivating exciting trends and opportunities for increased energy savings, with a focus on categories where reaching the next level of savings has been challenging. This session is by invitation only.

**ENERGY STAR Connected Water Heaters Specification Stakeholder Meeting****2:15 – 5:30 P.M.**

Attendees will participate in a discussion about specific technical aspects of setting criteria for residential water heaters to be identified as "connected," and testing the demand response (DR) features of these products. EPA and Department of Energy (DOE) personnel will update attendees on the specification and test method development effort and invite input on issues currently in need of resolution.

**ENERGY STAR for Electric Vehicle Charging****3:30 – 4:30 P.M.**

Participants will hear from industry experts about issues and opportunities facing electric utilities developing electric vehicle (EV) charging programs. EPA will show why energy efficiency is important and how it can be incorporated into companies' plans to facilitate and/or install EV chargers in their service territories. Topics will also include estimates of the number of EV chargers needed nationally, with regional examples, and an update on the latest technology. The panel will include a speaker from Duke Power to provide details on how they are planning, funding and installing a large network of EV chargers, the challenges that they are facing, and their plans to resolve them.

**Partner Working Meetings****4:30 – 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. Directions on how to sign up for rooms are available [here](#).



WEDNESDAY SEPTEMBER 11, 2019

**Look to the STARS: Lessons Learned in Marketing Energy Efficiency****8:00 – 9:15 A.M.**

Hear from marketing experts about best practices for marketing energy efficiency. EPA and a set of panelists will present experiences in the field and recommendations on how to optimize customer engagement and adoption.

**Everyone Gets A STAR: Success Strategies for Delivering Energy Efficiency to Underserved Audiences****9:30 – 10:45 A.M.**

Turning “Hard-to-Reach” into an “Opportunity Audience” where everyone gets an opportunity to save with ENERGY STAR: Representatives from manufacturer, retailer, and utility partner organizations will share opportunities for serving this important audience to both deliver energy efficiency and provide a vital public service. EPA will also share plans to work with leading partners to reach this important audience as part of the celebration on ENERGY STAR Day.

**How to Bring the Heat: ENERGY STAR Heat Pump Water Heaters (HPWHs)****10:45 – 11:45 A.M.**

Learn about how industry stakeholders position ENERGY STAR HPWHs to today’s customer/in today’s market. There are many ways a consumer goes about replacing their water heater, but many are unaware of the benefits of an HPWH. Our speakers will walk you through a “mystery shopper” experience from cold calling plumbers to the in-store sales experience to unveil the market mechanics—highs and lows—for purchasing an ENERGY STAR certified HPWH. EPA will also highlight tools that have been developed to enhance the “highs” and tackle the “lows.”

**Successful Strategies for Going Midstream: Heat Pump Water Heater Pilot Programs Show the Way****12:45 P.M. – 1:45 P.M.**

Midstream distributor-focused HPWH programs have led to order of magnitude increases in program participation. However, distributors that receive the incentives often have difficulty integrating their point of sale systems with the validation process, incentives, and administrative fees associated with these programs. Two new innovative programs are trying to make midstream life easier for distributors.

**Smart Home Energy Management Systems (SHEMS) 1 of 2: Building Towards a Future Vision (Concurrent)****1:45 – 2:45 P.M.**

ENERGY STAR certified SHEMS is the first step in building a future that incorporates varied interests into one platform for energy management. How do we continue working towards a shared vision for ultimate home energy management? How do we encourage best practices for whole home integration that will delight consumers? What other initiatives are needed to get closer to this future vision? This session will cover the program to date as well as explore the vision for the future.

**Content "To Go" Part II: Getting into the Marketplace Trenches (Concurrent)****1:45 – 2:45 P.M.**

APIs, widgets, calculators, and more to improve your SEO and UX, EPA and web experts will provide a quick update and then focus the discussion on how these resources can support your marketplaces, in particular, from improving existing marketplaces to how we can help you develop your own.

**SHEMS 2 of 2: Smart Home Energy Management: Exploring Utility Program Models for SHEMS****3:00 – 4:00 P.M.**

ENERGY STAR certified SHEMS represent a new opportunity for utility programs to capture residential energy savings. It also presents an opportunity to bundle multiple efforts into one streamlined program including product efficiency, load shifting and demand response programs. During this session we will explore different potential utility program models applicable to this new landscape, including new construction and existing homes.

**Partner Working Meetings****4:00 – 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. Directions on how to sign up for rooms are available [here](#).

**EPA Responsible Appliance Disposal (RAD) Program Fall Partner Meeting****4:00 – 5:00 P.M.**

This session is offered to current EPA Responsible Appliance Disposal (RAD) program partners, affiliates, and participating recyclers. During this session, RAD partners will hear an update on program activities from the RAD Program Manager, as well as exchange information and best practices with other partners. Prospective partners or others interested in participating are encouraged to contact Sally Hamlin, EPA, at [hamlin.sally@epa.gov](mailto:hamlin.sally@epa.gov) to learn more.



THURSDAY, SEPTEMBER 12, 2019

**ENERGY STAR Smart Thermostats****8:00 – 9:00 A.M.**

ENERGY STAR Smart Thermostats have been incorporated into over 60 efficiency programs since its launch. But that success story didn't write itself. Hear from those in the industry that made it happen and what they're doing to continue the momentum for the newfound 'darling' of incentive programs across the country. Learn from those at the vanguard of this new product category to maximize your own Smart Thermostat program's success.

**ENERGY STAR HVAC: Hot New Initiatives Reinvigorate Program****9:00 – 9:30 A.M.**

HVAC, the largest energy use in the home, has been a mainstay of ENERGY STAR efforts since 1995. Let us catch you up with our latest efforts to: promote certified HVAC thru an easy online HVAC savings calculator and consumer buying guide; adopt a cold climate specification for heat pumps; and educate utilities about midstream opportunities in the residential space.

**Ductless Heat Pump Mini-Splits****9:45 – 10:45 A.M.**

Ductless Heat Pump Mini-Splits have been a key energy efficiency opportunity for decades. Learn about the latest technical, programmatic, and marketing advances deployed to promote their installation.

**Make the Most of Your Programs with ENERGY STAR for Implementers****10:45 A.M. – 11:45 A.M.**

Implementers play a key role in the strategic direction of any incentive program. Utilities rely on their insights and manpower to ensure their plans come to fruition. To support this dynamic, EPA intends to share marketing and technical advice specifically for the implementer audience that will allow them to deliver better results for their utility clients: (1) Do you have a new perspective and/or need as it relates to the scope of ENERGY STAR product? Hear from product development expert(s) at EPA who can show you how and why it's important to participate in specification revisions. (2) Do you have a desire to reach your customers more effectively? Hear from ENERGY STAR communications expert(s) that will show you how to best comarket EPA's free promotional materials. (3) Does a client have an interest in becoming an ENERGY STAR Partner of the Year award winner? Hear directly from EPA staff that write and review applications to better understand how the process works.

**ENERGY STAR Lighting Updates & What's So Special About Specialty Bulbs?****12:45 – 1:45 P.M.**

This session will address ENERGY STAR's role in the evolving lighting market and how ENERGY STAR can help partners seize remaining market potential. In particular, ENERGY STAR certified LED specialty bulbs represent an opportunity for utility programs to capture additional residential energy savings. During this session, we will dive into recent research into specialty bulb market share and remaining savings potential. Join us in exploring how utilities incentivize consumers to look for the ENERGY STAR when purchasing LED specialty bulbs, and learn about ENERGY STAR tools and resources that lighting programs can use to promote specialty bulbs to their customers.

**ENERGY STAR Central Air Conditioners/Air Source Heat Pumps****Specification Stakeholder Meeting****1:45 – 4:45 P.M.**

EPA is currently revising the ENERGY STAR specification for central air conditioners and air source heat pumps, to address three aspects: technical criteria that address installation and design issues; the unique needs of heat pumps for colder climates; and optional connected criteria. The content of this session will depend on the progress of the specification in the preceding months. Attendees will participate in discussions of specific technical aspects of the revision, potentially including how the demand response (DR) performance of products will be tested.

**Partner Working Meetings****1:45 – 4:45 P.M.**

This timeslot has been reserved on the agenda expressly for one-on-one working meetings for those partners not involved with the ENERGY STAR Central Air Conditioners/Air Source Heat Pumps Specification Stakeholder Meeting. Partners are responsible for setting individual meetings. Directions on how to sign up for rooms are available [here](#).



## NETWORKING OPPORTUNITIES AND OTHER INFORMATION

### Partner Networking:

#### One-On-One Meeting Rooms

Available Tuesday, September 10 – Thursday, September 12

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. Due to venue size, this year's inventory of rooms is limited. Rooms will be made available on a first-come, first-served basis, and directions on how to sign up for rooms are available [here](#).

#### 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 are 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. The expo floor plan and exhibitor list with corresponding booth numbers can be found in the final meeting agenda, which will be circulated to registered attendees prior to the meeting.

#### Green Meeting Efforts

EPA is working with The Westin Charlotte to make the 2019 ENERGY STAR Products Partner Meeting as resource efficient as possible. In 2019, offerings include a range of guest room conservation measures, as well as facility energy efficiency, water conservation, and recycling programs. Additional information on The Westin Charlotte's environmental program can be found [here](#).

In order to reduce waste and limit printing and shipping costs associated with meeting materials, EPA invites meeting participants to join the effort to go paperless for the 2019 ENERGY STAR Products Partner Meeting. As in past years, EPA will email all attendees who register online between July 15 - August 15 (registration period subject to change) the final meeting materials a week before the meeting. Each individual can choose to print only those materials they deem most critical.

The agenda and agenda companion document will also be available online prior to the meeting, at [www.energystar.gov/partnermeeting](http://www.energystar.gov/partnermeeting). A hard copy of the meeting agenda will still be provided to all attendees on-site.