ENERGY STAR Commercial Food Service Webinar Series

ENERGY STAR Program Integrity

Tuesday, November 10, 2020
Introduction to Monthly CFS Webinar Series

Webinars are an opportunity for Partners/Stakeholders:

• To hear news on the latest CFS events, activities, and initiatives at ENERGY STAR
• To learn about program engagement resources and tips
• To engage with ENERGY STAR and each other on industry topics and energy-savings
• To provide feedback on any information gaps and inform the development of new resources
Near-Term ENERGY STAR CFS Activities

• Fall newsletter – November 2020
• CFS equipment calculator updates – coming soon!
• CFS utility midstream program resources – coming soon!
• Active and completed specification revisions:
  • Commercial Dishwasher Final Specification v3.0
  • Commercial Refrigerators and Freezers Discussion Guide v5.0
  • Commercial Ovens Draft 1 Version v3.0
• Active scoping efforts:
  • Commercial electric cooktops and ventilation
• Webinar Series
  • Next webinar Tuesday, January 12, 2021 at 1 PM ET
Stakeholder Breakdown

Registrations for today’s webinar include:

• 25 Product Brand Owners
• 9 EEPS/Utility
• 7 Program Implementers
• 2 Dealer/Distributors
• 1 Association
• 14 Other
Poll Question

What do you want to get out of this session?

(write in answers in the chat)
Webinar Outline

- Product Brand Owner Partnership Basics
  - Third-party certification
  - Model listings
  - Transition time to effective date
- Verification vs. Component Verification
- Brand Guidelines
  - Logo violation claims
  - Certification & verification failure
- Announcing the Next Webinar
Product Brand Owner Partnership Basics
ENERGY STAR Brand Owner Partnership

• Only associate ENERGY STAR with products AFTER obtaining written certification of ES qualification from EPA Recognized Certification Bodies (CBs)
• Maintain certification of products in coordination with CBs
• Only associate ENERGY STAR with products that meet the current program requirements
• Maintain current contact information in MESA
• Submit shipment data by March 1st annually

Brand owner signing agreement is responsible for partnership commitments
Certification Process Overview

Certification Testing → Certification → Verification and Maintenance

Certification is not a one-time interaction
Initial Product Certification

• Brand owner ultimately responsible for testing
• Identify Certification Body and Laboratory for certifying product
• Gain successful test report from EPA-recognized lab
• CB collects test report and product information needed for certification decision and product listing
• CB submits required data to EPA through automated web services for product listing
Maintain Product Certification

- Participate in ongoing verification testing (details later)
- Maintain listings to ensure accurate information
- Withdraw certification if no longer available
- When spec changes, update certification to new version or stop labeling products
Specification Change Logistics

Final New Specification Published
Partners may start certifying models to the new version

Cessation Date
Partners may no longer certify models to current spec version

New Specification Effective
Products certified to previous certification no longer listed and may not be promoted/labeled/shipped as ENERGY STAR

9-month transition time for partners to update products and/or promotional materials
Product Listings

• CB controls listing (via EPA automated web-services) based on partner-provided information and test reports

• Model numbers provided are required to fully represent the certified models and align with other marketing materials

• Online retailers rely on specific model numbers and UPC codes to feature products as ENERGY STAR - Ensure Partner’s marketing materials and product details match!

• ONLY currently available models are listed by EPA: https://www.energystar.gov/productfinder/

Rebates/Incentives/Promotions for ENERGY STAR products rely on EPA Listings
Partner Engagement

• Ensure EPA has current contact information in MESA
• Actively manage certifications and listings
• Participate in specification revision process
• Submit shipment data annually by March 1st
  www.energystar.gov/unitshipmentdata

EPA relies on email communication for effective partnership coordination
www.energystar.gov/partner_resources

Product Brand Owner Resources

Product brand owners can increase sales and customer loyalty by promoting the energy-saving and environmental benefits associated with ENERGY STAR.

Partner Commitments

In signing the ENERGY STAR Partnership Agreement, product brand owners make a number of commitments, as outlined in the program requirements for a particular category. Across all categories, the commitments have certain common elements.

Associating the ENERGY STAR Label with Products

As a registered trademark, the ENERGY STAR name and mark have a number of restrictions associated with their use. Program partners are expected to adhere to the Brand Book when using them.

Certifying Products

To earn the ENERGY STAR label, products must be independently certified by an EPA-recognized certification body based on testing in an EPA-recognized laboratory.

Verification Testing of Products

In addition to up-front certification, ENERGY STAR certified products are subject to post-market verification testing administered by certification bodies. Consistent with EPA's disqualification procedures, product models that fail verification testing are disqualified from using the ENERGY STAR label.
Q1: Who do you contact to update a model listing on the EPA website?

A. EPA  
B. Certification Body  
C. Lab  
D. A and B
Q2: How do I know who certified a model listed on the EPA website?

(write in answers in the chat)
Contact

Kathleen Vokes  
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(202) 343-9019
Product Verification
Product Verification

- Verification Testing Roles and Responsibilities Page

- All active ENERGY STAR CFS products are eligible for post-market verification testing

- Brand owner partner responsible for following through with verification testing administered by CB
Product Verification

• Laboratory requirements:
  • ISO 17025 accreditation or Witnessed / Supervised Manufacturer Test Lab

• Testing can only be performed against specification in effect

• Ensure product listings are current at all times!

• Disqualification procedures go into effect after a Verification Testing failure
Component Inspection Verification Method

• Commercial Steamers, Ovens and Dishwashers potentially qualify for Component Inspection verification method

• CFS partners work with CB to develop Energy Files

• Discrepancies between product and Energy File triggers follow up, including an up to a full verification test

• Directive 2019-02 outlines requirements for CBs
CI Program Status

• In 2020, 3 CBs and at least 22 partners participated

• Inspect relevant manufacturing facilities at least 2x / year

• Remote inspections occurring
Q3: Can I use a testing laboratory outside of North America if I’m selected for verification testing?

A. Yes
B. No
C. It depends
Q4: If my product is not sold anywhere on the market right now, can it still be certified?

A. Yes
B. No
C. It depends
Q5: Can I mark down a generic component in the Energy File that I can swap out for any other component with the same performance and rating?

A. Yes
B. No
Contact

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Brand Guidelines
Your ENERGY STAR Partnership

• Authorizes use of the ENERGY STAR trademark.
• Requires use consistent with the brand guidelines, laid out in “The ENERGY STAR Brand Book” - a style guide for using the ENERGY STAR name and marks on:
  1. products
  2. product packaging
  3. marketing materials
  4. websites
The ENERGY STAR Marks

- The Certification Mark - on products, homes, and buildings that have been verified to meet ENERGY STAR requirements
- The Linkage Phrase Marks - in promotional materials to show that an organization offers ENERGY STAR certified products or builds ENERGY STAR certified new homes
- The Partnership Mark - to promote an organization’s commitment to and partnership in the ENERGY STAR program (not to identify a particular product, home, or building)
- The Promotional Mark - in educational and promotional materials intended to inform others about the benefits of the ENERGY STAR program
Labeling Certified Models with the Certification Mark:

- All certified models must be labeled with the mark
- Only certified models may be labeled with the mark
- Partners are required to cease use of the mark in association with models that have previously been certified, but are no longer O
  - EPA oversight when a model is disqualified
Common Examples of Misuse

- Including the product Certification Mark on webpages that contain information about both certified and non-certified models (must be associated with a specific product only)

- Misuse of ENERGY STAR name (e.g. “ENERGY STAR rated” or “ENERGY STAR endorsed”, rather than “ENERGY STAR certified”)

- Labeling previously certified models as ENERGY STAR certified

Partners are encouraged to report any logo violations they identify to enforcement@energystar.gov
Controlling the Mark when Models are Disqualified

- Disqualified products require Product Control Measures to document partner has:
  - Ceased shipments of ENERGY STAR labeled units
  - Informed distribution chain of disqualification
  - Updated products, product packaging, websites, and marketing materials
- EPA conducts an annual online review to identify continued association of the ENERGY STAR name and/or mark with disqualified models
• 2016-2019 DQ rate for all Non-Lighting products: 1.7%
• 2016-2019 DQ rate for CFS products: 5.7% (*approximately 3.5x greater than the overall Non-Lighting product rate*)

Non-Lighting Product Disqualifications 2016-2019

CFS Product Disqualifications 2016-2019

- Commercial Dishwashers: 5
- Commercial Fryers: 3
- Commercial Griddles: 3
- Commercial Ice Makers: 1
- Commercial Refrigerators and Freezers: 2
- Commercial Ovens: 1
- Commercial Steam Cookers: 1
Online Assessment Violations

- Commercial Steam Cookers: 0/0
- Commercial Refrigerators and Freezers: 5/34
- Commercial Ovens: 9/0
- Commercial Ice Makers: 3/0
- Commercial Hot Food Holding Cabinets: 18/0
- Commercial Griddles: 7/0
- Commercial Fryers: 20/0
- Commercial Dishwashers: 12/0

# of 2020 Incidents vs. # of 2019 Incidents
Q6: How do I report logo violations?

A. Email cfs@energystar.gov
B. Email enforcement@energystar.gov
C. Email crk.tanja@epa.gov
D. Email certification@energystar.gov
Q7: What mark should I use for a webpage including both ENERGY STAR and non-ENERGY certified models?

A. Certification Mark
B. Linkage Phrase Mark
C. Partnership Mark
D. It depends
Contact

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Save the Date for the Next Webinar!

- ENERGY STAR Partner Feature: Boulder County’s Small Business Equity Program
  - Tuesday January 12, at 1 PM ET
- Topics that will be covered include:
  - How Boulder County is supporting CFS operators through its program
  - Share strategies for CFS stakeholders to get involved
  - Provide best practices including energy savings results as well as barriers, marketing, and outreach tips

Mass mailer with registration link will be sent mid-Dec! Email cfs@energystar.gov to confirm you are on the distribution list!
Thank you for participating!

Email cfs@energystar.gov if you have any questions, comments, or to be added to the CFS distribution list.
Questions?

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