

ENERGY STAR[®]

PRODUCTS PARTNER MEETING

November 2–4, 2021 | Denver, CO



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

August 3, 2021

MONDAY NOVEMBER 1, 2021

Early Meeting Check-In & Registration

4:00 – 6:00 P.M.

Meeting check-in and registration will be available for all attendees on Monday, November 1, at the meeting venue. Details will be provided closer to the date of the meeting.

TUESDAY NOVEMBER 2, 2021

Welcome & ENERGY STAR Update

8:00 – 9:00 A.M.

In this session, EPA will present highlights of the ENERGY STAR Products Program's 2021 efforts and 2022 plans. The session seeks to offer context and insights from the national stage—including updates on specifications, key initiatives, and more. Participants should come away with insights to help them fully leverage ENERGY STAR to accelerate and amplify their energy efficiency initiatives.

STAR Power: The Value of ENERGY STAR InBranding

9:00 – 10:00 A.M.

Learn how partners are enhancing the effectiveness of their marketing efforts by capitalizing on ENERGY STAR as an ingredient brand. EPA will share highlights of a new brand-focused, product-wide campaign and sector-customized InBrand Activation Media Kit—all informed by comprehensive quantitative and qualitative research—and provide strategic insights on opportunity audiences for energy efficiency and decarbonization. This session will feature a partner-leader panel with representatives from the manufacturing, retail and utility sectors sharing ways you can optimize the value of the ENERGY STAR brand to drive demand and participation/adoption of your programs/products.

The ENERGY STAR Home Upgrade (Session 1 of 3): The What: An Overview

10:30 – 11:30 A.M.

Analysis shows that energy upgrades will be necessary to more than 80 million American homes by 2050. The ENERGY STAR Home Upgrade is a self-service package of energy-related home improvements that have the potential to meet this need in time and at reasonable cost. Complementary to traditional whole home upgrade approaches, the ENERGY STAR Home Upgrade provides the market with a tangible, credible package that can be combined with existing and future financial incentives to offer a promising formula for success. This session will introduce the ENERGY STAR Home Upgrade and provide an in-depth look at associated tools and resources, including the ENERGY STAR Home Upgrade web tool, which is designed to educate households nationwide about the value of an energy efficient upgrade featuring heat pump technology and to facilitate those upgrades as equipment is replaced.

ENERGY STAR Appliance Affordability: Advancing Market-Based Solutions

11:30 A.M. – 12:00 P.M.

As part of our commitment to help ensure energy efficiency is accessible to all American households, the ENERGY STAR program conducted an audit of lowest-cost residential appliances to better understand ENERGY STAR product availability for starting-price point consumers. In this session, learn about EPA's ongoing collaboration efforts with stakeholders to identify options in developing market-based and scalable solutions that address affordability concerns.

**Closing the Energy-Saving Access Gap: Saving for Good with ENERGY STAR****1:00 – 2:00 P.M.**

Advancing energy equity is a priority for EPA's ENERGY STAR program. By increasing access to energy-saving products and upgrades, we can ensure that the benefits of energy savings are available to those that need it the most and lower what are documented to be proportionally higher costs of energy relative to income. Recent research findings, however, suggest that the disparity between intent to save and actual energy-saving behavior is not due to a lack of interest in saving energy, but instead, to a lack of access to opportunities to save energy. Learn from a select group of partners how they are working with EPA to help close this energy-savings access gap and how you can be part of the important movement to save for good with ENERGY STAR.

#EnergyChoicesCount: Paving the way to a Clean Energy Future with ENERGY STAR**2:00 – 3:00 P.M.**

Recent consumer research indicates that large segments of the U.S population trust ENERGY STAR as a messenger. Learn results of focus groups on attitudes and behaviors towards decarbonization and effective ways to leverage ENERGY STAR in engaging the public around clean energy and electrification. Find out how ENERGY STAR partners can join EPA on Earth Day and beyond in paving the way to a clean energy future by inspiring a broader movement to make #EnergyChoicesCount.

Environmental, Social & Governance (ESG) and ENERGY STAR in the New Retail Landscape**3:30 – 4:30 P.M.**

In the retail world, the consumer is king, and they care deeply about the impact of their purchases. Simultaneously, most retailers' emissions come from the use of sold products to those same consumers. In this session, you'll hear how ENERGY STAR helps retailers capture consumers by making it easy to identify energy-saving ENERGY STAR products in the marketplace. You'll also hear about the ENERGY STAR Retail Scope 3 Tool, which was created to help simplify retailer carbon calculations from the use of sold products.

WEDNESDAY NOVEMBER 3, 2021**The ENERGY STAR Home Upgrade (Session 2 of 3): The Why: Making the ESHU Work for You****8:00 – 9:00 A.M.**

This second session focused on ENERGY STAR Home Upgrade (ESHU) will focus on why ENERGY STAR partners should leverage this new initiative to achieve deep reductions in energy use. It will feature potential use cases for the web tool introduced in the first ESHU session, highlighting how partners can utilize and tailor the content and how the ENERGY STAR Home Upgrade can be used as a framework for incentives, rebates, and other financial opportunities designed to reduce upfront costs, simplify program design and increase uptake.

ENERGY STAR Heat Pump Water Heaters: Capturing Savings through Multiple Channels**9:00 – 10:00 A.M.**

The rapidly increasing efficiency of ENERGY STAR certified heat pump water heaters has made water heating a low hanging fruit for many efficiency programs. Well-designed and implemented midstream incentive programs are growing in popularity and experiencing success. However, there is even more to gain by addressing the new construction market, taking advantage of connected functionality in HPWHs, and addressing inequity challenges through the adoption of community-based income qualified programs. In this session, panelists will share ways to capture some of the frequently overlooked but increasingly important and effective means for driving greater efficiency in the water heating space.

Communicating Strategic Value for Energy Efficiency Investments**10:30 – 11:30 A.M.**

This experiential session demonstrates the power of storytelling to capture the myriad and full value of energy efficiency to the economy, the energy industry, the community, and the environment. DSM leaders will share emotive stories backed by impressive program results and how these have helped them maintain or build support for their energy efficiency efforts.

ENERGY STAR Retail Products Platform Update**11:30 A.M – 12:30 P.M.**

2021 was a big year for the ENERGY STAR Retail Products Platform (ESRPP)! Join the new ESRPP Program Governance Committee as they share 2021 updates, including current programs and new and emerging opportunities to engage with participating program sponsors, retailers, and other key market players on innovative and strategic efficiency initiatives through this nationally coordinated platform.

**New ENERGY STAR Savings Opportunities with High Performance Cold Climate Heat Pumps****1:30 – 2:30 P.M.**

The ENERGY STAR V6.0 CAC/HP specification, finalized in April, pioneers new ground in three ways: addressing installation faults, offering optional cold climate recognition, and offering optional grid-connected recognition. In this session, diverse stakeholders will share how these can be used to unlock new value and new markets.

The ENERGY STAR Home Upgrade (Session 3 of 3):**The How: Scaling the Home Energy Upgrade: How Can We Get There Equitably?****2:30 – 4:00 P.M.**

Building the clean energy future requires big thinking and inclusive action. The ENERGY STAR Home Upgrade offers an exciting opportunity to facilitate efficient decarbonization, but to seize it, we must push beyond traditional approaches to scale our reach and increase our success with the most energy burdened homes and businesses in our country. This session brings together innovators and change makers in the field of energy efficiency financial tools to share insights on ways we can reach all Americans.

THURSDAY NOVEMBER 4, 2021**ENERGY STAR Electric Vehicle Chargers Update****8:00 – 9:00 A.M.**

Major car manufacturers are announcing dates for the phase out of gas-powered vehicles within 20 years and sales of EV chargers are increasing 40% per year. At the same time, electric utilities and states are announcing plans to roll out millions of EV chargers to meet this and additional state electrification goals. As the EV charger industry grows, it is critical for program planners to understand how to design programs to meet end users' needs and deliver energy efficiency at the same time. This session will feature industry experts who will discuss the critical role that energy efficiency plays in planning, designing, and implementing incentive programs and charging station installations that are equitable and economically practical. The session will also include an update on the ENERGY STAR EV charging specification including future plans to incorporate emerging technologies.

ENERGY STAR Smart Thermostats Update**9:00 – 10:00 A.M.**

Hear the latest from the ENERGY STAR Smart Thermostat program, including savings results from the Year of Working at Home, updates on the version 2.0 development, and the latest thinking on utility marketplaces and other program models.

ENERGY STAR Lighting Update**10:30 – 11:30 A.M.**

In this session, you'll hear from several experts with insights on the state of the lighting market, the future of utility programs, and the future of ENERGY STAR in the lighting world.

Update and Opportunities with ENERGY STAR Home Envelope Products:**Windows, Doors & Skylights, Storm Windows, and "Seal and Insulate"****11:30 A.M. – 1:00 P.M.**

Get an update on proposed changes to the ENERGY STAR Window, Door, and Skylight program and learn about current incentive and promotion programs with ENERGY STAR's certified storm window and "Seal and Insulate" program.

Inclusive Utility Investment: Workshop for Utilities & Program Implementers**2:00 – 3:30 P.M.**

Inclusive Utility Investment, a form of Tariff-On-Bill financing, is gaining attention for several successful programs and pilots across the country and newly launched efforts by investor-owned utilities in Missouri and Georgia. This session provides an overview of IUI financing and leverages the experiences of existing program sponsors to help interested program sponsors and implementers learn more about the potential for this concept to reach more customers with deeper energy efficiency upgrades.

SHEMS Program Tips & Special Considerations for Low- and Moderate-Income Households**3:30 – 5:00 P.M.**

ENERGY STAR certified Smart Home Energy Management Systems (SHEMS) give people the tools to understand and manage their energy consumption, and utilities a national platform to run smart home programs with confidence. This panel will explore how this program helps homeowners and renters tackle their energy consumption and share proven approaches for engaging and supporting customers in getting the most of their ENERGY STAR Smart Home Energy Management Systems.



MORE INFORMATION

Health & Safety

EPA has worked with the meeting venue to compile guidance related to COVID-19 and other health, safety and emergency information for meeting attendees. Details will be posted on the [2021 ESPPM webpage](#) in advance of registration opening.

Partner Networking:

One-On-One Meeting Rooms

Available Tuesday, November 2 – Thursday, November 4

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 will be made available in the coming months.

ENERGY STAR Product Expo

As in past years, EPA has arranged for display space to offer ENERGY STAR retailer and product 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 close proximity to the main meeting session rooms. 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. The cost of booth set-up and related expo services is set by the meeting venue and the expo services vendor and is the sole responsibility of each individual expo participant. Details on display space options, securing display space, load-in/load-out schedule, and format will be forthcoming in the coming months. The final expo floor plan and exhibitor list with corresponding booth numbers will be posted in the final meeting agenda, which will be circulated to registered attendees prior to the meeting.

For those retailers and product brand owner partners interested in exhibiting their ENERGY STAR certified appliances, electronics, EVSE, HVAC, home envelope products (windows, doors, skylights, storm windows, and "Seal and Insulate" products), lighting, smart thermostats, smart home energy management systems, and/or water heaters during the 2021 ENERGY STAR Products Partner Meeting, please send an email to Makenzie.Palladino@icf.com.

Green Meeting Efforts

EPA is working with the meeting venue to make the 2021 ENERGY STAR Products Partner Meeting as resource efficient as possible. In 2021, offerings include a range of guest room conservation measures, as well as facility energy efficiency, water conservation, and recycling programs. Additional information is available [here](#).

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 2021 ENERGY STAR Products Partner Meeting. As in past years, EPA will email all attendees who register online between August 24 – October 12 (registration period subject to change) will receive 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 on the [2021 ESPPM webpage](#). A hard copy of the meeting agenda will be provided to all attendees on-site.