Smart Thermostats for Energy Star Homes

Smart Thermostats Update and Panel
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To create a home that takes care of the people inside it and the world around it.
Saved
14B kWh
$1B worth of energy
We learned that most thermostat shoppers don’t even consider a ‘smart’ thermostat.

6M > 16M

Smart and Connected devices sold per year
Why Energy Star?

EPA Energy Star Certified
Before Energy Star

Trust

- Energy savings claims based on different assumptions
- Standardization is nearly impossible
- Not all claims are necessarily trustworthy

Complex and Costly

- Determining actual energy savings is complicated
- Time- and cost-prohibitive to verify all claims

Simplistic

- Early programs based simply on claims of “smart” or “wi-fi connected”
- “Smart” often just meant that it was “wi-fi connected”
- Just being connected to the internet does not save energy.
With Energy Star

Trusted

Meaningful energy savings

Quantitative

- Consistently identify energy efficient technologies across products
- At least 8% verified savings of heating and 10% of cooling
- Based on runtime data from 1,250 anonymous devices from 5 different US climate regions
Demand for Energy Star products is High
Preferences among individuals 25-34 years, by the numbers

81% Interested or strongly interested in smart thermostats

36.5% Look for Energy Star products when shopping for a new home

Source: National Multifamily Housing Council/Kingsley Resident Preferences Survey 2015
Nest Thermostats in AvalonBay Communities, Virginia

Randomized controlled trial to test energy savings in multifamily building

- 230 apartments
- 17.1% less energy use among units with Nests
- >10% residents said that a Nest thermostat were a factor in decision to renew their lease
More than half of N. American homes can get an incentive
The utilities in your area want to help...

Utilities included here have live offer programs for which Nest is eligible. These include both BYOT Demand Response and/or Energy Efficiency rebate offerings.
Energy costs are a burden for families

$24,998
Low income median annual income
(US average $53,988)

$1,692
Low income annual utility spending
(US average: $1,932)

7.2%
Low income energy burden
(US average: 3.5%)
Nest for Everyone

It's easy for everyone to save energy.
The technology is mature...
Incentives are up...
Prices are down...

With Energy Star’s credibility, this is a no-brainer