Retailers and the ENERGY STAR Retail Products Platform

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On behalf of the Retail Action Council
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Top 10 US Retailers

- Billions of annual customer contacts
- Over $4.7 trillion in annual sales
- Top 10 Appliance retailers have 83% market share
- Top 10 CE retailers have 79% market share
- 3.5% average net margin

Sell almost 2 billion energy consuming products that use 80 million MWh per year
The ENERGY STAR Retail Action Council

- To make energy efficiency incentive programs as cost-effective and productive as possible for Program Sponsors and Retailers.
- To institutionalize best practices developed through Program Sponsors and Retailers collaborations.
- To mitigate common operational and administrative barriers.
- Increase retail channel share of energy efficiency program allocations

2013 Results
- Formation
- “Understanding the Complexities of Retail” Curriculum
- RPP conceptualized

2014 Results
- PEER Guidance
- PUC education
- RPP pilots

2015 in Process
- NARUC education
- ESRPP launch preparation
  - Data solutions
  - Participation agreements
  - Implementation tools
The ENERGY STAR Retail Action Council

• ESRPP foundation through: regulator outreach, support of small scale trials, data availability and assisting in evaluation efforts

• Investing time to build implementation tools, streamline data and assist in outreach

• We continue to encourage Program Sponsors to join with committed Program Sponsors and EPA and transform the energy efficiency market