



Retailers and the ENERGY STAR Retail Products Platform



Mike Cook, The Home Depot

On behalf of the Retail Action Council

October 13, 2015



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

