ENERGY STAR Certified Smart Thermostats are for Everyone: How Smart Thermostat Manufacturers are Serving the Underserved

Dan Cronin, U.S. EPA
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ENERGY STAR Certified Smart Thermostats: The Brands You Know and Trust
ENERGY STAR Smart Thermostats: The Right Choice for Your Incentive Program

- Incentives on smart thermostats whose savings have been third party certified based on field data from at least 1,000 homes
- Join these incentive programs in linking your smart thermostat rebates to ENERGY STAR

### Smart Thermostat Incentive Programs Tied to ENERGY STAR

<table>
<thead>
<tr>
<th>State</th>
<th>Utility</th>
<th>Incentive</th>
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<tbody>
<tr>
<td>CA</td>
<td>SoCalGas</td>
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<td>CA</td>
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<tr>
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<tr>
<td>VT</td>
<td>Efficiency Vermont</td>
<td>$100</td>
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</table>
Reaching Underserved Communities

• ENERGY STAR certified smart thermostats belong in every household.
• ENERGY STAR manufacturing partners are engaging unique approaches to connect underserved communities with ENERGY STAR certified smart thermostats.
  – Macro: Nest and Google’s Power Project
  – Local: ecobee’s “Better Tomorrow” campaign with Toronto public housing
• Utility partners can work with manufacturers to expand their incentive programs to reach new consumers.
Today’s Panel

• Serj Berelson, Nest
• Sarah Colvin, ecobee
• Tom Murray, Thermostat Recycling Corporation
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