

ENERGY STAR® Spring HVAC Newsletter

Change the World. Start with ENERGY STAR.



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Earth Day

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*Smart Thermostat Best Practices Guide
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This quarterly HVAC newsletter showcases what's new and upcoming with ENERGY STAR air source heat pumps, smart thermostats, central air conditioning, room ACs, and beyond. By updating our partners quarterly, our goal is to keep an open channel of communication that emphasizes education, collaboration, and above all, saving energy!

Promotional Opportunities

Earth Day Campaign Overview

The ENERGY STAR Program is getting ready for another momentous celebration of Earth Day in 2021. We welcome all partners to join us on April 22 to celebrate the combined benefits of energy efficiency and green power as the path towards a clean energy future and a healthier environment. ENERGY STAR's Earth Day 2021 celebration will be a forward-looking initiative that:

- Positions ENERGY STAR and its partners as leaders in creating a path toward a clean energy future, through energy efficiency and green power.
- Inspires Americans to take their own actions to protect the climate.

As we recognize the inspiring efforts of our leading partners, we encourage you to join us on Earth Day, April 22, 2021, to celebrate and amplify our collective message of commitment among your audiences. Day of engagement activities include:

- Sharing our [Earth Day video](#) (to be updated for 2021) on Twitter along with a post of your company's climate-protection commitments with the hashtag [#EnergyChoicesCount](#).
- Inviting your employees to take the ENERGY STAR Climate Pledge along with your own internal Earth Day celebratory message.

We look forward to celebrating Earth Day with you!

Educational Materials

NEW! – [Smart Thermostats Best Practices Guide](#)

This new guide was designed as a tool for those hoping to start or adapt a smart thermostat incentive program and to capitalize on lessons learned from programs to date. Created using interviews with utilities and program implementers that administer successful incentive programs across the country, the guide provides an overview of the smart thermostat market, detailed information on a variety of successful program designs, potential intersections with demand response and income-qualified programs, and insights regarding incentive levels, potential barriers, and program savings assessments.

NEW! – [Help Educate Your Customers with ENERGY STAR's HVAC Guide](#)

ENERGY STAR is a consumer's best resource for navigating an HVAC equipment upgrade to save energy, save money, and help protect the climate. The ENERGY STAR HVAC Guide is specifically designed to provide customers with all of the information they need in one place by offering a simple path to picking the right HVAC equipment. Users follow easy steps to learn more about symptoms, purchase and installation guidance, rebates, and personalized savings possibilities. Check out the new [ENERGY STAR Heating and Cooling Guide](#).



**GET THE HEATING
& COOLING GUIDE ▶**

NEW! – HVAC Fact Sheets

To continue to educate consumers on the benefits of various ENERGY STAR certified HVAC technologies, we have introduced two new product-specific fact sheets, focusing on [Air Source Heat Pumps](#) and [Mini Split Heat Pumps](#).

ENERGY STAR Products Partner Meeting

The 2020 ENERGY STAR Products Partner Meeting was held October 27-29, 2020. Hosted on a virtual platform for the first time, the meeting drew more than 1,000 partners and stakeholders for three days of plenary, topical, and working sessions. Presentation decks are available from the following HVAC panels and are linked below:

[Cold Climate Heat Pumps + Emerging Tech](#)

This session covered advanced heat pump products, including air-to-water heat pumps and northern climate products that are available to consumers today. These products demonstrate the significant breadth that is emerging in terms of home heating and cooling opportunities, and what the future of the high efficiency HVAC market is likely to look like.

[Cooling Down the Grid with Connected Room Air Conditioners](#)

During this panel session, attendees heard from a manufacturer about their increased offerings of connected room air conditioners, from a utility on how they have adapted their incentive programs to expand consumer interest in these products, and from the EPA on an alternate, less burdensome path towards demonstrating that products meet ENERGY STAR connected requirements. The panelists shared lessons learned and best practices with an eye towards the common goal of delivering more energy savings with connected products.

[HVAC Design for Installation](#)

Substantial savings can be achieved by improving the installation of HVAC equipment. How can product capabilities and program design work together to unlock these savings? Experts explained a new HVAC installation grading standard, research on installation savings, product capabilities, and how program design can work in concert with those features.

[Best Practices for Managing Smart Thermostat Programs](#)

Hear leaders in the ENERGY STAR smart thermostat space talk about their experience, success, and strategies to change and adapt to the new landscape in 2021.

[New ENERGY STAR Initiatives in HVAC Markets](#)

EPA is expanding efforts in the HVAC product category and developing new tools, resources, and campaigns for partners. In this session, EPA presented tools and resources, including a dynamic new customer facing ENERGY STAR HVAC Guide as well as describe future promotional plans for this category (with an emphasis on heat pumps). They also discuss updates on the ENERGY STAR HVAC Specification 6.0 revision process.

Helpful Links for Partners

- [Product Finder](#)
- [Rebate Finder](#)
- [Federal Tax Credit Information](#)

- [Smart Thermostat Infographic](#)
- [Mini Split Heat Pump Fact Sheet](#)
- [Air Source Heat Pump Fact Sheet](#)
- [How to Choose the Right Sized Window AC](#)
- [How to Keep Your HVAC System Working Efficiently](#)
- [Are There Tax Credits for Energy Efficient Upgrades?](#)

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