ENERGY STAR® Appliances
Welcome & Update

Rosemarie Stephens-Booker, U.S. EPA

ENERGY STAR Products Partner Meeting
October 25, 2016
New Orleans, LA
Welcome to New Orleans!
Upcoming Appliance & Plenary Sessions

Today
• 9:00 – 12:00: Appliance Roadmapping Parts I & II
  – 9:00 – 10:00 Part I: Why Smart Home Technology will Revolutionize the Energy Efficiency Game
  – 10:15 – 12:00 Part II: Collaborative Opportunities in the Connected Home

Tomorrow:
• 9:30 – 10:30: ENERGY STAR Consumer Education and Marketing Update
• 1:15 – 2:15: The ENERGY STAR Retail Products Platform
• 2:15 – 3:15: Best Value Finder: A New Tool for Cost-Conscious Consumers
• ENERGY STAR partners continue to drive strong sales across the appliance market.
• Continued success in 2016 with Flip Your Fridge for REFRIGERATORS and FREEZERS.
• New ROOM AIR CONDITIONER promotion helped consumers make the cool choice!
Energy Efficiency Program Sponsor Appliance Promotions

55% of states had appliance program budgets larger than $1 million, and 6 states devoted more than $10 million to their appliance programs.
2016 Flip Your Fridge – Building on Success

• Second year of the national promotion, helping increase the sale of ENERGY STAR refrigerators and freezers
• More than 35 partners participated – thank you!
• EPA highlights include:
  – 5 million impressions from advertising on Google and Facebook
  – 7.5 million impressions from syndicated NAPS article
2016 Flip Your Fridge – on *The Rachael Ray Show* with LG

Together with Best Buy, LG launches a special Earth Day promotion featuring Flip Your Fridge on *The Rachael Ray Show*. 
2016 Flip Your Fridge – on *The Rachael Ray Show* with LG
Flip Your Fridge – Best Buy

Best Buy’s Brynn Albrecht tells consumers it’s never a bad time to Flip Your Fridge

Is your fridge old enough to drive? If so, it might be time to #FlipYourFridge. Is your fridge old enough to drive? If so, it might be time to #FlipYourFridge.
Flip Your Fridge – Sears

Sears helps customers find the right fridge with the Flip Your Fridge ruler.
2016 Flip Your Fridge – Danby

ENERGY STAR and Danby Want You To Flip Your Fridge Part 1

Danby shows us, quite literally, how to Flip Your Fridge with two fun videos.
2016 Flip Your Fridge - Samsung

Samsung highlights Flip Your Fridge on its product pages.
2016 Flip Your Fridge - Frigidaire

Dedicated ENERGY STAR landing page from Frigidaire featuring Flip Your Fridge messaging.
2016 Flip Your Fridge - Haier

Haier helped spread the word on social media.

Flip Your Fridge to ENERGY STAR®

It's time to Flip Your Fridge.

Thursday, March 10, 2016

It's time to Flip Your Fridge. Replace your old refrigerator with a new ENERGY STAR certified refrigerator to save energy, save money and help protect the climate. Replacing your old refrigerator with a new one that has earned the ENERGY STAR could
Flip Your Fridge – Energy Trust of Oregon

Insulation Institute and 15 others follow

Energy Trust of OR @EnergyTrustOR · May 2
We can help #FlipYourFridge energytrust.org/residential/in...

ENERGY STAR @ENERGYSTAR
Share if you plan to #FlipYourFridge to an ENERGY STAR
certified model! energystar.gov/flipyourfridge
#ENERGYSTARChat
Flip Your Fridge – Efficiency Vermont

Efficiency Vermont @EfficiencyVT · Apr 22
#FlipYourFridge this Spring! Replace your old fridge with an @ENERGYSTAR model to save energy & money! #earthday energystar.gov/flipyourfridge

Efficiency Vermont @EfficiencyVT · Apr 25
What's that noise? Not an @ENERGYSTAR certified refrigerator, they're quieter than standard models. #FlipYourFridge ow.ly/4mPvFl

Efficiency Vermont @EfficiencyVT · Apr 24
Is your fridge old enough to drive? #FlipYourFridge to an @ENERGYSTAR model and use 1/2 the energy! energystar.gov/flipyourfridge
Flip Your Fridge – Baltimore Gas & Electric

MyBGE
April 22 at 4:45pm

#FlipYourFridge this Earth Day and make a difference for the environment. #DidYouKnow if all old refrigerators were replaced with ENERGY STAR certified ones, Americans could prevent as much as 13.4 billion pounds of greenhouse gas emissions annually? Learn more:

Appliance Recycling | BgeSmartenergy
Get rewarded for recycling your old appliances! We make it easy. Let us pick up your old (working) refrigerator or freezer for recycling and get your reward! Sign up or call 866.898.1901 to schedule a pickup. $50 Reward—Receive a $50 reward...
BGESMARTENERGY.COM
Flip Your Fridge – Fayetteville PWC

Moving your old fridge to the garage is not recycling! You could be wasting $110 a year! Learn more here: http://www.faypwc.com/refrigerator-incentive-program/ #FlipYourFridge

ENERGY STAR Refrigerator Incentive Program – Flip Your Fridge! | FAYPWC.COM

It's time to Flip Your Fridge! Why not recycle that old energy wasting refrigerator and replace it with a new ENERGY STAR® certified model during the national Flip Your Fridge Campaign, April 22-May 30, 2016. You'll save energy and help protect the climate. Take advantage of PWC’s Refrigerator Incen...
Flip Your Fridge – Dayton Power & Light

If you own one of the 60 million refrigerators over 10 years old, here's how you can #FlipYourFridge to save money:

Flip your fridge on Earth Day for savings - DP&L Savings Champion
Be a Savings Champion and flip your fridge to an ENERGY STAR model to save on electric bills. Plus get tips to keep your refrigerator running effici... savewithdpl.com
Flip Your Fridge – Energize Delaware

Energize Delaware @EnergizeDel · Apr 27
Time to #FlipYourFridge! Replace an old refrigerator w/ a new @ENERGYSTAR certified model to save money & energy.

Cool for You. Cool for the Planet.
Southern Minnesota Municipal Power Agency (SMMPA) shows off Flip Your Fridge signage in The Home Depot and Best Buy.
Flip Your Fridge – Hawaii Energy

Social media and customer e-newsletter from Hawaii Energy.
The Cool Choice for Room AC

- Launched national promotion to promote ENERGY STAR certified room air conditioners
  - Benefits of new version 4.0 specification
  - Raise awareness of proper sizing and installation

- **157,000 pageviews** of room air conditioner product page during the main promotion period
The Cool Choice for Room AC – Kenmore

Kenmore Elite includes smart functionality and is highlighted on a segment on The Weather Channel.
The Cool Choice for Room AC – Haier

Haier shares across social media and links to ENERGY STAR infographic.
The Cool Choice for Room AC – PC Richards
The Cool Choice for Room AC – Best Buy

Sustainable Tech: Saving Money and Staying Cool with Air Conditioners

By Brynn Albrecht
July 16, 2010

It’s summer, and it’s sizzling hot outside. After a long day at work, many of us just want to kick back at home, feeling the chill from our air conditioners. But how do you make that happen? You could go the traditional route and blast your air conditioner all day, wasting money, energy and cool air on an empty home. OR, you could opt for an energy efficient air conditioner that helps you save money and live more sustainably (and you won’t be sacrificing quality). Here are a few things to consider when shopping for sustainable air conditioners.

- It’s all about timing
Find AC units that have an integrated timer feature. Just punch in the time of day you come home from work and your house will be prepped and ready for you to relax in the cool.

- Reach for the stars
ENERGY STAR® that is. These energy efficient models can save you major bucks on your utility bill. In 2015, Best Buy saved enough ENERGY STAR.

Best Buy highlights benefits of ENERGY STAR, plus connected functionality and shares in social media.

Stay Cool. Save Energy. Live Sustainably. Check out the latest #sustainabletech corporate.bestbuy.com/?p=11436 @ENERGYSTAR
The Cool Choice for Room AC – ComEd

ComEd radio ad in Chicago area reminds people to stay cool with ENERGY STAR room air conditioners.
The Cool Choice for Room AC – New Hampshire Saves

$20 Mail-In Rebate with the purchase of select ENERGY STAR® room air conditioners

Did you know?

ENERGY STAR room air conditioners use 15 percent less energy and, on average, cost less than $70 per year to run.

Remember!

Bigger is not always better! Make sure your room air conditioner is the right size for your space. An oversized unit is less effective and wastes energy.

Apply online at NHSaves.com/rebate
ENERGY STAR Clothes Dryers – Northwest Energy Efficiency Alliance

NEEA flyer helps members promote certified dryers and highlights efficiency of heat pump dryers.
On Earth Day, 5 Tips For Efficient Laundry

Laundry is a part of life, and on this Earth Day, we want to spin through some tips for conserving energy while cleaning your clothes.

Appliances that use less energy and water can also help you spend less money on utility bills.

Whether you're shopping for a new washer and/or dryer, or want to be more efficient with the appliances you already have, this information might come in handy.

- Look for ENERGY STAR® certified washers. They use about 25 percent less energy, which can help save you about $40 a year on your utility bill compared with a standard model. They also can save 3,000 gallons of water per year.
  (And one more note: If all clothes washers sold in the United States were ENERGY STAR certified, it would save consumers nearly $4 billion a year in energy costs and reduce carbon emissions by the same amount as taking 1.8 million vehicles off the road.)

- A high-efficiency, front-loading washer is an eco-friendly choice because its faster spin speeds reduce time and energy spent drying clothes.
ENERGY STAR Appliances - ConEdison

Save on Qualified Appliances!

- $75 Rebate* for CEE Tier II or III Certified Refrigerators
- $50 Rebate* for ENERGY STAR® Certified Dishwashers
- $35 Rebate* for ENERGY STAR® Certified Clothes Washers
- $30 Rebate* for ENERGY STAR® Certified Room Air Conditioners
- $20 Rebate* for ENERGY STAR® Certified Dehumidifiers

Qualifying appliances must be purchased between January 1, 2016 and December 31, 2016 to be eligible.

Apply online at conEd.com/HVACrebates

All individually enrolled residential Con Edison electric customers are eligible to apply. Terms are subject to change. Please see rebates for further details.
Annual Outreach Plan: ENERGY STAR Products

JANUARY
- ENERGY STAR MOST EFFICIENT

MARCH
- Materials Available:
  - Water Heaters
  - Smart Thermostats

APRIL
- NATIONAL PROMOTION
  - FLIP YOUR FRIDGE

MAY
- NATIONAL PROMOTION
  - LIGHTING
- NATIONAL PROMOTION
  - ROOM A/C

JUNE
- NATIONAL PROMOTION
  - POOL PUMPS

JULY
- Earth Day
- STREAMING

AUGUST
- COOLING

SEPTEMBER
- NATIONAL PROMOTION
  - WATER HEATERS

OCTOBER
- NATIONAL PROMOTION
  - SMART THERMOSTATS
- NATIONAL PROMOTION
  - LIGHTING

NOVEMBER
- MATERIALS AVAILABLE:
  - NOVEMBER
    - Room A/C
  - DECEMBER
    - Laundry

DECEMBER
- NATIONAL PROMOTION
  - HEATING
- NATIONAL PROMOTION
  - RULE YOUR ATTIC
- NATIONAL PROMOTION
  - ENERGY STAR DAY
- NATIONAL PROMOTION
  - BLACK FRIDAY

- MATERIALS AVAILABLE:
  - OCTOBER
    - Flip Your Fridge
    - Lighting
    - Pool Pumps
## Appliances Specification Development “At–A-Glance”

<table>
<thead>
<tr>
<th>Product</th>
<th>Current Version</th>
<th>Version in Development</th>
<th>Energy Use Requirements</th>
<th>Water Use Requirements</th>
<th>Connected Functionality</th>
<th>Other</th>
<th>Release Date</th>
<th>Effective Date</th>
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<tr>
<td>Clothes Washers</td>
<td>7.1</td>
<td>V 8.0</td>
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<td>✓</td>
<td>Cleaning Performance Test Method under Development</td>
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<td>Clothes Dryers</td>
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<td>January 2015</td>
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<td>Humidistat Control</td>
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<td>October 2015</td>
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<td>Optional Cleaning Performance Reporting</td>
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Current & Upcoming Reviews/Revisions

- Clothes Washers V 8.0
  - Draft 2 released on Oct 21, 2016 alongside draft Test Method to Evaluate ENERGY STAR Clothes Washer Cleaning Performance. *Comment period open until Nov 18, 2016.*
    - When completed, use of the cleaning performance test is optional but encouraged.
    - Revised levels for Residential front load washers, and for Commercial washers.
    - Updated definitions for combination products.
    - Effective date aims to align with DOE federal standards change: January 1, 2018.
- Refrigerators V 6.0
  - Draft 1 anticipated later this fall.
    - Final spec: Q2/Q3 2017, anticipated effective date: early 2018
- New product categories under consideration: Miscellaneous Refrigeration, Cooktops
ENERGY STAR Most Efficient

- Continuing to target early adopters and high-end green consumers
- In 2016, 10 energy efficiency program sponsors serving 16 million residential customers featured ENERGY STAR Most Efficient 2016.
- 2016 NPR radio ads in Vermont, Washington, DC, and Long Island, NY garnered 671,000 impressions
- 2017 introducing ENERGY STAR Most Efficient Dryers!
- Hear more about 2017 marketing plans at tomorrow’s Consumer Education & Marketing session!
Appliance Marketing and Training Resources

- ENERGY STAR Marketing Tools & Resources: featuring all the latest promotional materials
  - energystar.gov/marketing_materials
- Updated Consumer Messaging Guide
  - New messaging on room air conditioners and heat pump dryers
- Sales Associate Training Presentations at energystar.gov/training
  - Room Air Conditioners
  - Refrigerators
  - Dishwashers
  - Clothes Dryers
  - Clothes Washers
  - ENERGY STAR Most Efficient
Appliance Roadmapping

• Next session today is conclusion of our year-long appliance roadmapping effort
• We appreciate the great discussion at last year’s partner meeting and partner feedback on our roadmapping topics!
• During the session we’ll cover:
  – Overview of key learnings
  – Presentation from the Shelton Group on latest research around smart home technology
  – Opportunity for networking
  – Expert panel including Retail, Utility, and Manufacturer perspectives
• We hope you’ll join us!

Attend tomorrow’s Consumer Education and Marketing Update to hear more about plans for 2017.
Key Contacts - Appliances

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We would like to thank the following partners for their generous support of the 2016 ENERGY STAR® Products Partner Meeting:

- Sears
- Best Buy
- Nationwide marketing group
- Sylvania
- The Home Depot
- Philips
- Samsung
- GE
- Greenlite
- Cree
- Feit Electric
- Lights of America
- TCP
- Altair Lighting
- EarthTronics
- Globe
- LG
- L’Image Home Products Inc.