

# THE ENERGY STAR® RETAIL PRODUCTS PLATFORM 2017 Progress Report

The simple  
choice for  
energy  
efficiency.

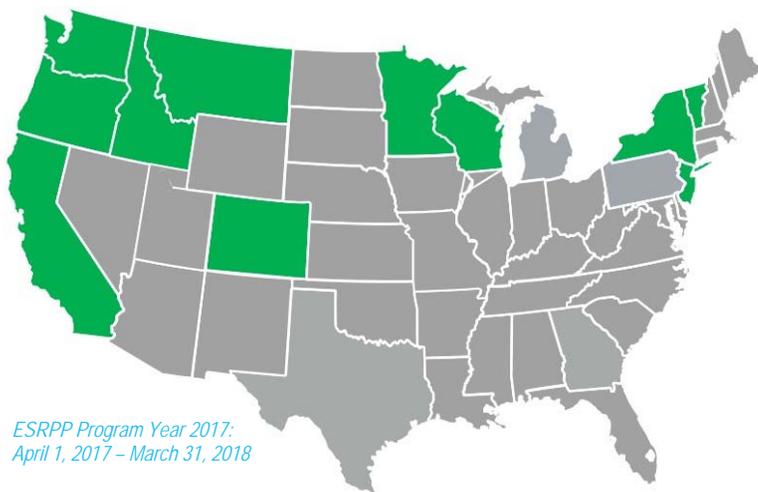


August 2018

## The ENERGY STAR® Retail Products Platform

The ENERGY STAR® Retail Products Platform (ESRPP) is a collaborative midstream initiative of ENERGY STAR, energy efficiency program sponsors, retailer partners, and other key stakeholders, facilitated by the U.S. Environmental Protection Agency. ESRPP developed a national-level structure for the design of program delivery and engagement with retailers. ESRPP gives program sponsors new access to a low-cost, retail-based program through national coordination. The goal of ESRPP is to transform markets by streamlining and harmonizing energy efficiency programs with retailers, making them less complex and more cost-effective. Increasing the availability of ENERGY STAR certified products generates energy savings as utility customers purchase and install these more efficient models in their homes. ESRPP completed its second program year in 2017; this report provides a snapshot of accomplishments to date.

## 2017\* Participants



ESRPP Program Year 2017:  
April 1, 2017 – March 31, 2018

### The 2017 ESRPP year featured:

- ✓ 5 participating retailers
- ✓ 8 program sponsors in 11 states
- ✓ Almost 1,300 storefronts
- ✓ Nearly 18% of the U.S. market covered

Sponsors are involved in four working groups that drive the early success of the pilot and include: EM&V, Product Selection, Data/Cost Effectiveness, and Marketing.

Participation is growing in 2018 with new sponsors and the addition of Lowe's. Their participation will expand coverage to an even higher percentage of the U.S. market, with ESRPP retail participants covering more than 80% of the appliance market.

## Retailer Feedback

Retailers are the most important channel for delivering energy efficient products to residential consumers, selling almost 2 billion energy consuming products that use 80 million MWh per year. As part of the 2017 program, the EPA, on behalf of the program sponsors, conducted interviews with representatives of each retailer representing 4 senior level merchants, 4 sustainability teams and 3 marketing teams. Key findings from this survey and ongoing interactions with retailers include:

- ✓ ESRPP is well received by retailers, including merchants, marketers, and sustainability staff. Internal support and information sharing for ESRPP has increased since the first program year.
- ✓ Energy efficiency is an important part of participating retailers' business strategies. Retailers use ENERGY STAR to promote energy-efficient products to customers.
- ✓ ESRPP has the potential to further influence retailers stocking and assortment practices, as retailers value the impact on energy efficient products.

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## Accomplishments to Date\*



More than 900,000  
qualifying ENERGY  
STAR certified  
appliances and  
consumer electronics



Enough electricity  
saved to power over  
10,000 homes for one  
year.

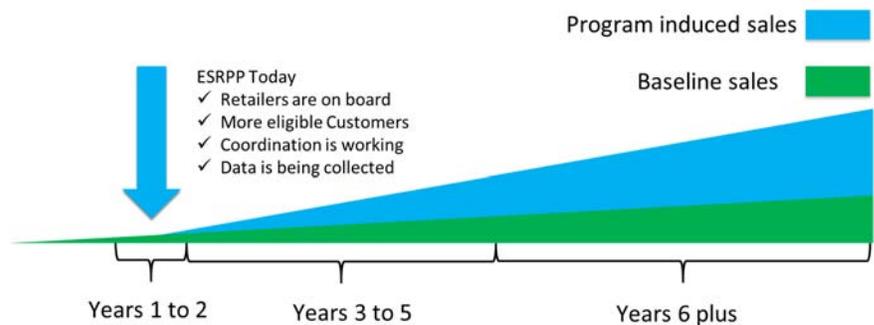


23 Million customers  
have access to  
certified products at  
almost 1,300  
participating stores

## Evaluation Status

To date, ESRPP has successfully increased the number of retailer participants, increased the percent of households covered by an ESRPP territory, and proven that utilities can work together with each other and retailers to deliver a nationally coordinated program. ESRPP has the potential to cost-effectively drive the sales of qualified products and transform the market for ENERGY STAR certified appliances and consumer electronics. Initial evaluations are

underway and the EPA, in partnership with DOE, developed a guidance document that provides detailed insight into evaluation methodologies for the ESRPP program. For more information on this effort visit: <https://www.energystar.gov/esrpp>.



## Lessons Learned

- ✓ **Scale is important** – Additional program sponsors will help further influence retailer decision making.
- ✓ **Market transformation program design requires new thinking** – As ESRPP transitions from its promising pilot phase, new evaluation and regulatory frameworks are needed to ensure ESRPP can continue to grow.
- ✓ **Program sponsor engagement is critical** – The collaborative nature of the program requires that all participants engage in the development of key program inputs.
- ✓ **Market transformation takes time** – An immediate increase in qualified product sales is unrealistic because merchant buying cycles can be multi-year. Understanding ESRPP as a long-term commitment that requires multiple years to affect large scale change is critical.

## For More Information or to Join

For more information, visit [www.energystar.gov/ESRPP](http://www.energystar.gov/ESRPP). To get involved, contact EPA, join the current team, take advantage of tools and templates, and develop a pilot. Contact Peter Banwell [Banwell.peter@epa.gov](mailto:Banwell.peter@epa.gov), 202-343-9408, Hewan Tomlinson [Tomlinson.hewan@epa.gov](mailto:Tomlinson.hewan@epa.gov), 202-343-9082 or [ESRPP@energystar.gov](mailto:ESRPP@energystar.gov).

\*2017 Results as of ESRPP Program Year 2017: April 1, 2017 – March 31, 2018