Making Sense of the ENERGY STAR SHEMS Program

For Service Providers and Device Manufacturers

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Abigail Daken, U.S. EPA
Daken.Abigail@epa.gov
Welcome! We will begin shortly

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• Questions
  o There will be a Q&A session at the end of the presentation
  o Submit questions to the organizer and panelists via chat to “All Panelists”

• Presentation Slides & Recording
  o Presentation slides will be sent to all participants

• Notes
  o To improve audio quality, all attendees are muted upon entry
Introductions

Abigail Daken

EPA

ENERGY STAR HVAC Product Manager

• ENERGY STAR technical lead for connected product criteria, smart thermostats, and many other product categories. Focus areas include HVAC, water heating and connected.
• SHEMS Co-lead with Taylor Jantz-Sell, who is currently out on maternity leave, returning January 2020.
Agenda

• Program Overview
  • Why ENERGY STAR?
  • ENERGY STAR SHEMS Definitions and requirements
  • Roles and processes for certifying
  • How might SHEMS be sold and installed?
  • What is EPA’s long-term vision for the program?

• Questions and Discussion

Our goal today is to answer questions – please stop us and ask!
The ENERGY STAR Brand

EPA’s ENERGY STAR identifies the most energy-efficient products, buildings, plants, and new homes – all based on the latest government-backed standards.

Today, every ENERGY STAR label is verified by a rigorous third-party certification process.
Brand Preference and Loyalty

In American Households:

- More than 90% recognize the ENERGY STAR® label
- Nearly 85% understand what it means
- In the past year, 45% purchased ENERGY STAR-labeled products

Of these purchasers:
- 74% were influenced by the label in their decision
- 80% are likely to recommend ENERGY STAR to a friend

U.S. EPA 2017
Why ENERGY STAR?

• Consumers and utilities are interested in the smart home, as shown with smart thermostat adoption

• ENERGY STAR is a known and trusted label, backed by impartial, publicly available specifications and test methods, and a powerful branding tool

• Part of the ENERGY STAR brand promise is to make difficult decisions about energy savings simple, as with automated SHEMS energy savings

• Offering a uniform national platform allows for smoother, more coordinated, deployment of incentive programs

• ENERGY STAR SHEMS can be a win for the companies that offer them, for the consumers that want them, and for the environment
What’s a SHEMS?
A SHEMS is a **Package** of Devices and Services

**Hardware**

- +

**Occupancy Info**

- +

**Automated Services**

= 

**Energy Savings**

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**Monitor/control plug loads**

**Maintain comfort**

**Persistent occupancy detection**

**Switch lights**

**Hub (optional)**

**User interface: energy feedback, settings**

**Collect field data**

**Low power nighttime/vacation safety mode**

**Act on occupancy; notice and resolve issues**

**Consumer remote access**

**Grid services; manage to time varying price**

**Security monitoring**

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**SHEMS package boundary**

(required elements)
SHEMS Package
What is required of an ENERGY STAR SHEMS?

4.1 Required Base Services

4.2 Additional Platform Capabilities

4.3 Required Devices

4.4 Grid Services

4.5 Field Data Reporting
4.1 Required Base Services

• Occupancy detection
• Occupancy-based optimization
  – Implicit, explicit and suggested triggers
• Energy information for users
• Remote user access
• User customization and notification for system failures
• Vacation or nighttime safety mode
• Device recognition
4.2 Additional Required Platform Capabilities

- Ability to connect to a smart WH or WH controller
  - Connection shall enable occupancy-based control using occupancy information from the SHEMS
  - Connection cannot require the use of a third-party integration service (such as IFTTT)
- Ability to optimize system for time of use electricity prices
## 4.3 Connected Device Requirements

Limits for standby/idle power for all devices

<table>
<thead>
<tr>
<th>Thermostat (1)</th>
<th>Lighting Control Devices (1 ENERGY STAR + 1 other)</th>
<th>Plug Load Device (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Thermostat" /></td>
<td><img src="image2" alt="Lighting Control Devices" /></td>
<td><img src="image3" alt="Plug Load Device" /></td>
</tr>
</tbody>
</table>

**Note:** Products shown as examples; EPA not highlighting any brands

- List of encouraged devices: DERs, ENERGY STAR connected appliances, etc.
4.3 Requirements for non-ENERGY STAR lighting load control devices

- **Lighting load control device**: Devices that can control lighting based on user interaction or sensor input
- Must measure lighting load and communicate energy consumption to the SHEMS service
  - The SHEMS service must display that energy consumption information to the user
- 0.5 watts maximum standby power
4.3 Requirements for non-ENERGY STAR devices: plug load management devices

- Include smart plugs, smart outlets, smart power strips, and home energy submetering systems
  - Home energy submetering system: a system that can monitor energy consumption of individual home circuits or end uses, including by disaggregation.
- Must report energy consumption data to the SHEMS
  - The SHEMS service must display that information to the user
- 1.0 watt maximum standby power
4.3 Additional encouraged devices

• **Compatible:** the SHEMS must provide all of the required base services (as applicable) to compatible devices
  – Recognize device connected to the network
  – Occupancy-based control
  – Energy data reporting

• To be included as part of an ENERGY STAR SHEMS package, additional encouraged devices must be **compatible** with the SHEMS service

• Note: water heater/controller needs to connect, but not to be fully compatible
4.4 Grid Service Criteria

• Capability to implement a demand response event to at least one device
• User override available; duration 72 hours or less
• DR capabilities reported, must include
  – Which DR protocols are supported
  – Is DR reliant on service provider’s cloud
4.5 Field Data Reporting

• Unlike typical ENERGY STAR products, SHEMS save energy by affecting how people use other products

• Only statistical data from real users shows effect of complex behavioral interactions with tech, evens out variation

• Partner must submit data every 6 months, covering a 6-month period

• According to the SHEMS Method to Demonstrate Field Performance

• Using the provided Data Template
Data Elements are organized into three sections

- **Program Performance** *(Required)*
  - Minimal set of data elements needed to verify that installations comply with the basic SHEMS service and device requirements.

- **Savings Metric Development** *(Optional)*
  - Additional elements which EPA believes will allow for the development of a metric and would greatly appreciate receiving.

- **SHEMS Market Evolution** *(Optional)*
  - Additional elements that indicate the level of integration of SHEMS with the grid and other smart home devices, which are of keen interest to many SHEMS stakeholders.
What does EPA certify?

☑️ The package (service + device bundle) meeting the requirements which is marketed to consumers

✗ Is the Service Provider’s Platform certified?
   - No – runs many other packages (e.g. security)

✗ Are Individual Devices certified?
   - Only insofar as they have their own, separate ENERGY STAR specification, e.g. connected light bulbs and smart thermostats

✗ Is an Individual Installation certified?
   - Not all homes that purchase the SHEMS package will set it up in accordance with the SHEMS specification
   - Installations that include all elements of the basic SHEMS are considered part of the population for field data analysis
What if my service is missing some of the requirements?

• Generally two useful approaches
  – Partner with another company who offers what you need
  – Contact us if you run into a fundamental problem

• What is missing?
  – Additional platform capabilities or grid service capabilities: Start collecting data while you arrange to add these to your platform
  – Data collection capabilities: Add them
  – Some devices or base platform services: Partnership can be useful here
Who can be a partner?

• The Service Provider is the ENERGY STAR Partner
  ✓ Brands the interface with which the end user interacts
  ✓ Brand name appears in consumer-facing marketing information
  ✓ May or may not manage service algorithms
  ✓ Responsible for ensuring that field data is submitted to EPA
    – Data may be submitted by service OEM
  ✓ May or may not brand any of the package devices
  ✓ Must comply with the ENERGY STAR Partner Commitments
    – Use the logo in accordance with our Brand Book
Certification Process

1. Complete and return an ENERGY STAR partnership agreement
2. Establish relationship with a Certification Body (CB)
3. Submit package information, laboratory tests, field data to CB
4. CB Certifies your SHEMS! Use the ENERGY STAR mark in your marketing.
5. Submit periodic field data to EPA contractor
What will CBs require to certify a package?

<table>
<thead>
<tr>
<th>ENERGY STAR Requirement Section</th>
<th>Information Submitted to CB</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Service Requirements</td>
<td>Screenshots and descriptions</td>
</tr>
<tr>
<td>4.2 Additional Required Platform Capabilities</td>
<td>Screenshots, descriptions, water heater device information</td>
</tr>
<tr>
<td>4.3 Connected Device Requirements</td>
<td>Laboratory test reports, ENERGY STAR certified device IDs, installation guidance materials,</td>
</tr>
<tr>
<td></td>
<td>device information</td>
</tr>
<tr>
<td>4.4 Grid Service Criteria</td>
<td>Screenshots and descriptions</td>
</tr>
<tr>
<td>4.5 Field Data Reporting</td>
<td>Data Reporting Template (.xlsx)</td>
</tr>
</tbody>
</table>
How can device manufacturers participate?

• Partner with service providers

• Enable easy certification of a package including their products
  – Attain ENERGY STAR Certification (lighting, connected thermostats)
  – Obtain third-party laboratory standby power test reports (for non-ENERGY STAR devices)
  – Increase interoperability with other devices
    • Post a public API including energy reporting and other required capabilities
    • Implement standard protocols such as CTA-2047

• Become a service provider
How might SHEMS be sold and installed?

Option 1: Professional install
• An installation professional manages device procurement, installation and connection
• May or may not be employed by the SHEMS service provider
• The home may or may not have some devices installed previously
• In new construction, device installation may occur before the home is occupied, SHEMS is complete when occupant enrolls in service

Installation contractor is generally not the ENERGY STAR Partner
How might SHEMS be sold and installed?

**Option 2: Package self-install**

- Package of devices is offered through a retailer, service provider’s online store, or utility’s online marketplace
- Homeowner follows instructions to install and connect devices themselves
- SHEMS is complete when homeowner enrolls for service
How might SHEMS be sold and installed?

Option 3: Piecewise self-install

• The homeowner purchases different devices at different times, not necessarily from a single marketplace
• The homeowner chooses a service provider (and may need to acquire additional equipment such as a hub) to establish the ENERGY STAR SHEMS service
EPA’s Vision

• EPA was motivated to release the SHEMS specification now largely because of where it could take us
• In our working groups over the Fall and Winter, discovered a common vision of the future SHEMS:
  Seamlessly optimize energy use, storage, and production in the home for multiple priorities of cost, environmental impact, and convenience, while providing excellent customer experience.
• EPA sees the Version 1 specification as a stepping stone to bring that future closer
Roadmap from here

- First certifications expected Q2 2020: as far as we know, most Smart Home Service Providers will need to update their offerings and collect data

- Next step: energy savings metric
  - By Q1 2021, hope to have enough data to begin analysis and metric development

- Revision to Version 2 begins as metric nears completion, hopefully in 2021; likely effective 2022 or 2023
  - Other changes in Version 2 will depend on market developments
Contact Information

Specification Questions:
SmartHomeSystems@energystar.gov

Certification Questions:
join@energystar.gov

Abigail Daken, U.S. EPA
Daken.Abigail@epa.gov

Taylor Jantz-Sell, U.S. EPA
Jantz-Sell.Taylor@epa.gov

Taylor concentrating on her other job, back in the office January 2020
Next Steps

Join the upcoming webinars:

• **October 30, 2019, 1-2pm ET:** Making Sense of the ENERGY STAR SHEMS Program for Retailers

• **November 13, 2019, 1-2pm ET:** Working Toward Smart Efficiency: an Overview of the SHEMS Specification for Energy Efficiency Program Sponsors

• **December 4, 2019, 1-2pm ET:** Making Sense of the ENERGY STAR SHEMS Program for Home Builders

Email SmartHomeSystems@energystar.gov if you are a device manufacturer looking to partner with a service provider (or vice versa).
Questions and Discussion