



Status of the ENERGY STAR[®] Program and Look to the Future

Peter Banwell
US EPA
October 6, 2010



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Today's Refreshment & Reception Sponsors



- Refreshment sponsors
 - Best Buy, Samsung Electronics - breakfast
 - GE
 - Whirlpool Corporation
 - Bosch Home Appliances



Denver Performing Arts Complex • Photo by Ed Blandon

- Reception sponsor
 - Sears Holdings Corporation
 - The Denver Center for Performing Arts (6:45 pm)

Logistics for Planning Your Day



- Marketing Summits by invitation only
- Three session tracks throughout the day
 - Campaign
 - Appliances/Water Heaters
 - Electronics
- Exhibit Hall and Networking Rooms open

Session Overview



Topics:

- ENERGY STAR Program Update
- DOE Testing Program
- National Campaign Updates
- New Homes V3 Specification

Presenters:

Peter Banwell, EPA

Richard Karney, DOE

Jill Vohr, EPA

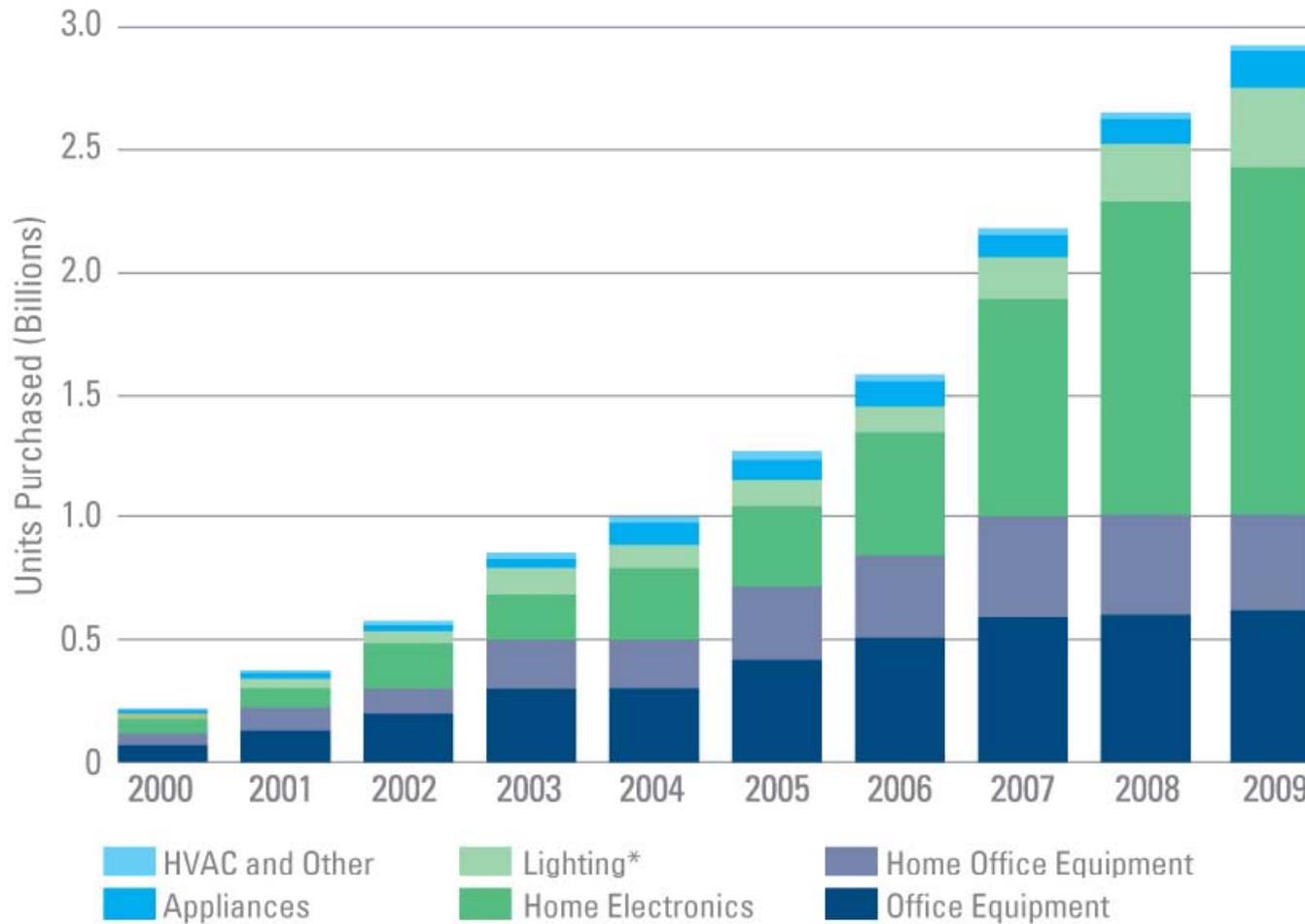
Sam Rashkin, EPA

ENERGY STAR Priorities: 2010 and Beyond



- Preserve consumer confidence
 - Protect substantial private/public investment
- Maintain relevancy and value
 - Keep up with technological and market advances
 - Top Tier offering
- Seamless transition to new EPA/DOE program roles
 - Partner support

ENERGY STAR Success



*Compact fluorescent bulbs are not included in the number of ENERGY STAR qualified products purchased.

New Qualification and Verification Process



- Third-party certification of product performance prior to labeling
- Effective for new products by year end



New Qualification and Verification Process



- Recognized laboratories
 - Perform product testing subject to certification body review
- Certification bodies
 - Certify test data from products tested in EPA-recognized labs
 - conduct verification and challenge testing after qualification
- Accreditation bodies
 - Independent oversight of laboratory and certification body performance and objectivity
- Requirements leverage existing standards and developed through stakeholder process
 - AB, Lab requirements finalized June 2010
 - CB requirements finalized August 2010
 - Available at www.energystar.gov/testingandverification

Prospective Program Participants



- Accreditation Bodies
 - 15 to date including A2LA, ANSI, SCC
- Certification Bodies (likely)
 - UL, Intertek, CSA
 - AHRI, AHAM



New Partner Commitment Documents



- Standardization of all existing agreements
- Product specifications refined for ease of implementation
- Proposed changes out for stakeholder review; finalize mid-October
- Partners to re-commit starting in November



ENERGY STAR® Program Requirements for Residential Refrigerators and Freezers

Partner Commitments

Following are the terms of the ENERGY STAR Partnership Agreement as it pertains to the manufacture and labeling of ENERGY STAR qualified products. The ENERGY STAR Partner must adhere to the following partner commitments:

Qualifying Products

1. Comply with current ENERGY STAR Eligibility Criteria, which define performance requirements and test procedures for refrigerators and freezers. A list of eligible products and their corresponding Eligibility Criteria can be found at www.energystar.gov/specifications.
2. Obtain certification of ENERGY STAR qualification from a Certification Body recognized by EPA for refrigerators and freezers prior to associating the ENERGY STAR name or mark with any product. As part of this certification process, products must be tested in a laboratory recognized by EPA to perform refrigerator and freezer testing.

Using the ENERGY STAR Name and Marks

3. Comply with current ENERGY STAR Identity Guidelines, which define how the ENERGY STAR name and marks may be used. Partner is responsible for adhering to these guidelines and ensuring that its authorized representatives, such as advertising agencies, dealers, and distributors, are also in compliance. The ENERGY STAR Identity Guidelines are available at www.energystar.gov/lookup.
4. Use the ENERGY STAR name and marks only in association with qualified products. Partner may not refer to itself as an ENERGY STAR Partner unless at least one product is qualified and offered for sale.
5. Provide clear and consistent labeling of ENERGY STAR qualified refrigerators and freezers.
 - 5.1. The ENERGY STAR mark must be clearly displayed on the top/front of the product (by placement of the ENERGY STAR logo on the Federal Trade Commission's (FTC) EnergyGuide label, on product labels, and/or as a permanent mark), in product literature (i.e., user manuals, spec sheets, etc.), and on the manufacturer's Internet site where information about ENERGY STAR qualified models is displayed.
 - 5.2. It is also recommended that the mark appear on the product packaging.

Verifying Ongoing Product Qualification

6. Participate in third-party verification testing through a Certification Body recognized by EPA for refrigerators and freezers.
7. Comply with tests that EPA/DOE may conduct at its discretion on products that are referred to as ENERGY STAR qualified. These products may be obtained on the open market, or voluntarily supplied by Partner at the government's request.

Providing Information to EPA

8. Provide unit shipment data or other market indicators to EPA annually to assist with creation of ENERGY STAR market penetration estimates, as follows:

ENERGY STAR Program Requirements for Residential Refrigerators and Freezers – Partner Commitments 1

ENERGY STAR Plans: New Products



- Climate Controls
- Data Center Storage
- Dryers
- Game Consoles
- Lab Grade Refrigeration
- Pre-rinse Spray Valves
- Pumps
- Small Network Equipment
- Uninterruptible Power Supplies

- Key Initiatives
 - Smart Grid/Smart products
 - Life-cycle Carbon Assessment



ENERGY STAR Plans: Specification Revisions



- Appliances & Water Heaters

- Clothes Washers
- Dehumidifiers
- Dishwashers
- Refrigerators/Freezers
- Room AC
- Water Heaters



- Lighting

- Luminaires
- Lamps
- Ceiling Fan Light Kits
- Ventilating Fans



- Electronics

- Audio/Video
- Battery Charging Systems
- Computers
- Displays
- Imaging Equipment
- Servers
- Televisions



ENERGY STAR Plans: Scoping



- Appliances
 - Counter Top Appliances
 - Ranges
- Electronics
 - Data Center Infrastructure
 - Home Storage
 - Large Network Equipment
 - Projectors
- CFS/HVAC/Other
 - CFS Exhaust Fans
 - Commercial Clothes Washers
 - Energy Storage LCHVAC
 - Garage Door with Light Kit
 - Gas Fired Heat Pumps
 - Home Energy Monitors/Controls
 - Hospital Imaging Equip.
 - PTAC
 - Security Systems
 - Spa Baths

Top Tier



- Proposal out Sept 30
- Recognize top performing products within ENERGY STAR
- Under evaluation now

Top Tier – Visual Options



Option 1



Option 2



Option 3



Option 4
EPA



Option 5



Option 6

Top Tier – Naming Options



Option 1



Option 2



Option 3



Option 4



Option 5



Option 6

EPA and DOE Roles



EPA: Brand Manager

- New products
- Performance levels
- Marketing & outreach
- Monitoring & verification
- Product database

DOE: Technical Support

- Federal test procedures
- Metrics
- Monitoring & verification