ENERGY STAR Appliances: Program Design

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Some Themes from Yesterday

- Regular criteria updates are needed to ensure continued relevance
- Everyone wants more “bang for the buck”
- Rebates still a useful tool, but it may be time to start weaning consumers (rebate addiction)
  - Considering upstream
  - Concentrating on higher “tiers” of efficiency
- Keep it simple: Fewer – Bigger – Better
- Marketing needed as rebates phase out
- Coordination requires discussion & time
Identify new program approaches that:
- Target significant savings opportunities
- Capture the savings cost-effectively
- Contribute to greater consumer understanding
- Stimulate cost-sharing among multiple partners
- Provide value to all Partner types
- Can be tracked and quantified
Keep it Simple for Consumers

Program Sponsors

Manufacturers

Retailers

ENERGY STAR Messaging

Consumers
• Outline two unique program approaches
  – WECC (cost-shared incentives)
  – NYserda (cost-shared marketing)

• Audience discussion
Choosing Priorities for 2006

- What products are of greatest interest?
  - **Clothes washers**: 2007 level models
  - **Refrigerators**: Retire pre-1993 refrigerators, recycling, replacement models
  - **Dishwashers**: Education, increased saturation
  - **Room AC**: Incentives, recycling, outreach

What are you willing to spend money on?
Timing

- What is interest in working on promotions year round?

- What is interest in continuing some type of seasonal appliance campaign?
  - General umbrella
  - Specific call to action
Efficiency Levels

- Are all Partners interested in focusing promotional dollars on the higher-efficiency “tier” of products?
- If so, for which products is this the most important?
- How does the manufacturer tax credit affect this approach for 2006 and 2007?
- Would some basic outreach/support still be provided for all ENERGY STAR qualified products?
Who Gets the Money

- Is it time to start shifting appliance incentive $ upstream to manufacturers or retailers?
  - **Consumer Incentives:** Mail-in rebate, instant rebate, free delivery/recycling, free gift card, reduced financing rate, free detergent or other item
  - **Marketing:** Ads, displays, events, signage, training, contests, education
- How should EEPS structure cost-sharing programs to encourage manufacturer or retailer participation?
  - Flexibility to select models, timing, method
  - Simple selection and approval process
  - Other?
How to Award the Funds

- Competitive solicitation, RFP

- Open solicitation / Program announcement
  - Eligibility rules
  - Budget caps
  - First-come first-served

- Ad hoc negotiation / reactive
How to Track Results

• With upstream approach, how can EEPS quantify impacts?
  – Sales data
  – Rebate redemption
  – Market share
  – Other?

• Who has the necessary data?
Fostering Coordination

• What can DOE do to help Partners?
  – Appliance Collaborative group
  – E-mail list serve to share opportunities
  – Web site to post opportunities, announcements
  – Other?