



# ENERGY STAR® Resources for State and Tribal High-Efficiency Electric Home Rebate Programs

November 2022

[The Inflation Reduction Act \(IRA\) of 2022](#) (Public Law 117-169) provides significant new grant funding for states and tribes to implement high-efficiency electric home rebate programs for low- and moderate-income households. Leveraging ENERGY STAR® and the resources it offers can help kickstart program success and make it easier for your constituents or members, trade allies, and other interested stakeholders to participate. Under IRA Section 50122, equipment and appliances must be ENERGY STAR certified, where applicable, to be eligible for a rebate.

## The ENERGY STAR Advantage

Leveraging ENERGY STAR connects your program to a brand with a strong market position, specialized communication capabilities, and extensive reach through its network of manufacturer, retail, and utility partners.

- More than 90 percent of American households recognize the ENERGY STAR label, with about 70 percent of recent purchasers reporting that the label influenced their choice.
- Recent consumer research indicates that consumers across all segments trust ENERGY STAR as a resource on the clean energy future and to answer their questions about electrification.
- ENERGY STAR outreach is designed around strategic segmentation of the market to effectively target receptive households. Communications are tailored based on the characteristics of each segment, including “striving” and “emerging” energy intenders, which tend to be low- to moderate-income households.
- ENERGY STAR works to raise awareness about efficient electrification and adoption of associated technologies by leveraging a broad range of communication channels, including social media (Facebook/Instagram), display advertising, video advertising (YouTube and Smart/Connected TV), and work with influencers such as Lifetime Network’s *Designing Spaces*—all pointing consumers to energystar.gov as the nexus for information and guidance.
- In 2022, ENERGY STAR and its partners reached more than 200 million American consumers through ENERGY STAR campaigns and digital media efforts, generated 4 million views of educational videos, and served as a trusted resource for 7.8 million web visitors.



## ENERGY STAR Certifications Relevant to IRA Section 50122

Consumers rely on ENERGY STAR as the simple choice for saving energy, saving money, and protecting the environment. Products that earn the ENERGY STAR label must be [third-party certified](#) based on testing in a U.S. Environmental Protection Agency-recognized laboratory.

- [Air-source heat pumps](#)—Heat pumps have been popular in mild climates for decades and continue to offer a great option for year-round heating and cooling comfort. Recent advances also have enabled heat pumps to become a viable option in cold climates.



Updated ENERGY STAR criteria now provide separate third-party certified requirements and a new label for cold climate heat pumps. Products covered include packaged and split, ducted systems, and ductless mini-split systems. For multifamily buildings, ENERGY STAR also covers [light commercial heat pumps](#) including variable refrigerant flow multi-split heat pumps.

- [Geothermal heat pumps](#)—Among the most efficient heating and cooling technologies currently available, geothermal heat pumps use the Earth’s relatively constant temperature to provide heating, cooling, and often water heating. Products covered include closed and open loop water-to-water and water-to-air systems and direct geexchange (DGX)-to-air and DGX-to-water systems.
- [Heat pump water heaters](#) (HPWHs)—An ENERGY STAR certified HPWH uses 70 percent less electricity to make the same hot water as a standard electric model, saving a family of four an estimated \$425 per year. Products covered include integrated HPWHs, 120V retrofit-ready models, and split systems appropriate for a wide range of applications including multifamily. ENERGY STAR also covers similar [commercial HPWHs](#).
- [Heat pump clothes dryers](#)—Homes that use heat pump dryers can reduce energy use by almost 30 percent compared to conventional dryers. All heat pump dryers are ventless making them easier to install and maintain. ENERGY STAR certification is available for standard capacity models, as well as 120V and 240V compact models.
- [Insulation](#)—Not all insulation is created equal. Products that earn the ENERGY STAR label are certified to deliver performance while meeting strict safety standards. Because performance is highly dependent on the [quality of the installation](#), ENERGY STAR requires manufacturers to include instructions that clearly explain how to install their products to ensure maximum performance. Covered products include blanket insulation, foam board, loose-fill, and blown-in, as well as fiber insulation and spray foam.
- [Ventilation](#)—ENERGY STAR certified ventilation fans use about 50 percent less energy than standard models while providing better comfort with less noise. Mechanical ventilation in a home is an important part of ensuring good indoor air quality and controlling moisture levels to keep inhabitants healthy. Products covered include bathroom and utility room fans, in-line fans (single and multi-port), and range hoods.
- [Electric cooktops](#)—Currently eligible for the [ENERGY STAR Emerging Technology Award](#), induction cooktops are more efficient than gas and offer advantages in terms of safety, cooling load, the time to bring a pot to boil, and ease of cleaning. The ENERGY STAR program plans to launch a stakeholder process to set criteria and make residential induction cooktops eligible for the ENERGY STAR label beginning in early 2023 and expects qualifying products to begin earning the label later in the year.

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## ENERGY STAR Resources

Programs that leverage ENERGY STAR as a platform for their efforts are supported by the following:

- A collaborative nationwide [specification development process](#)
- Consumer-facing [product finders](#) including
  - Searchable qualifying product lists, sortable by key features, manufacturer, and fuel source as relevant
  - Buying guidance
  - An integrated rebate finder
- [APIs and datasets](#) to support external hosting (and filtering, as needed) of qualifying product lists
- [Marketing materials and messaging](#) that will be expanded and tailored to connect low- and moderate-income households with available high-efficiency electric home rebates
- An extensive [network of partners](#) with whom to collaborate, co-learn, and evolve

## Marketing the Efficient Electric Home

Designed to address the unique educational needs and barriers faced by households interested in being part of the clean energy future, the [ENERGY STAR Home Upgrade](#) is a set of six generally applicable, electric energy efficiency improvements that work together to deliver significant energy and cost savings. The upgrades, which can be made all at once or as equipment is replaced, include the following:

- Clean heat and efficient cooling with an ENERGY STAR certified heat pump
- Super-efficient hot water with an ENERGY STAR certified heat pump water heater
- Smart climate controls including ENERGY STAR certified smart thermostats
- High-performing ENERGY STAR certified windows or storm windows
- A well-insulated and sealed attic
- Electric-ready improvements such as electric panel upgrades, when needed, to support appliance and vehicle electrification



Programs can leverage the ENERGY STAR Home Upgrade tool, which provides buying guidance and links to local installers, as well as [related promotional materials](#) to highlight individual products or the upgrade bundle.

## Get Connected

To connect with the ENERGY STAR team and powerful brand, e-mail [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov). Please include information on your organization and location.

A promotional graphic for Energy Star. On the left is the Energy Star logo. To the right, the text reads "AHORRE HOY. AHORRE MAÑANA. AHORRE POR EL FUTURO." in blue and green. Below this, it says "[PARTNER] está comprometido a ofrecer los beneficios del ahorro de energía a todos." On the right side of the graphic is a photograph of a woman with glasses smiling and being kissed on the cheek by a young boy.