

# WATER HEATING NEWSLETTER



## ENERGY STAR® Water Heating Newsletter Fall 2022

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## Federal Income Tax Credits and Other Incentives for Energy Efficiency

As part of the [Inflation Reduction Act of 2022](#) signed into law on August 16, 2022, residential energy efficiency tax credits have been extended through 2032. Prior tax credit amounts were extended through 2022, including a \$300 credit for ENERGY STAR certified heat pump water heaters. Increases in residential energy efficiency tax credits, including those applicable to heat pump water heaters, will become effective starting in 2023. This includes 30 percent of the cost of a heat pump water heater and associated installation expenses up to \$2,000 per year. Please bookmark the [ENERGY STAR Tax Credits page](#), as EPA will be updating the information there by the end of the year.

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## ENERGY STAR Kicks-Off its Fall Promotions

This fall, ENERGY STAR will be promoting the benefits of heat pump water heaters through several

upcoming campaigns. We encourage you to join us by leveraging the value of the ENERGY STAR brand to optimize consumer engagement and taking advantage of messaging and materials available in partner toolkits for each promotion. All the latest marketing materials can always be found on the [ENERGY STAR Marketing Materials page](#).

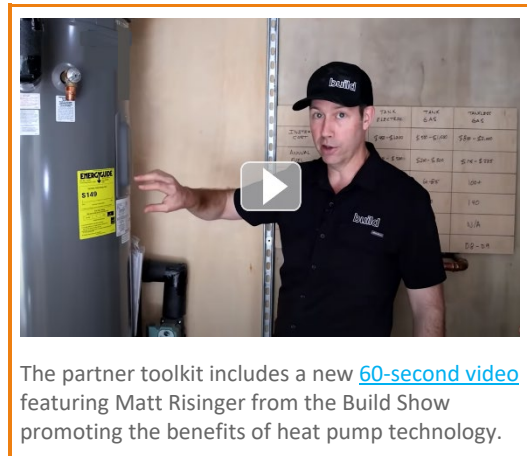
**ENERGY STAR Day.** Thanks to all of you that joined us on October 12<sup>th</sup> to amplify the importance of providing the benefits of energy savings to all. ENERGY STAR will continue to promote this important cause through October, so if you missed us on social media on the 12<sup>th</sup>, there is still time to join in. See our [ENERGY STAR Day 2022 Toolkit](#) for participation details and materials to help all save today, save tomorrow, and save for good.

**ENERGY STAR Home Upgrade.** Heat pump water heaters are featured as one of the six high-impact energy efficiency home improvements in the [ENERGY STAR Home Upgrade](#), a new ENERGY STAR offering to help homeowners transition efficiently from fossil fuels for a cleaner, healthier, and more comfortable home. In addition to super-efficient hot water from heat pumps, ENERGY STAR Home Upgrade includes heat pump heating/efficient cooling, smart thermostats, windows, attic insulation, and electric ready.

EPA will be promoting ENERGY STAR Home Upgrade, along with each of the featured upgrades, starting this fall through Google display ads and paid social media—all driving traffic to the ENERGY STAR Home Upgrade tool, a comprehensive resource with detailed guidance for every recommended home improvement action, including heat pump water heaters. Take advantage of this opportunity to connect your product offerings to the value of an ENERGY STAR Home Upgrade and the benefits of efficient electric upgrades using our [partner toolkit](#) with a variety of resources, including social media, educational graphics, web banners/buttons and more.

EPA also teamed up with Designing Spaces, an award-winning home improvement show, to help families transition to a clean energy future with expert advice and guidance from ENERGY STAR. Watch and share the episode [on YouTube!](#)

**Get the Hottest Savings Ever with ENERGY STAR Certified Water Heaters.** The federal tax credit for heat pump water heaters is back and so is EPA’s promotion, launching in late October. ENERGY STAR will support the water heater promotion with Google display ads and paid social media leveraging high-performing creative from our last promotion with higher-than-average click-through-rates. All outreach will drive traffic to our updated [heat pump water heater guide](#) with comprehensive information, including the value proposition and buying guidance with easy access to incentives and trained installers. Engage your customers on the many benefits of heat pump water heaters with the resources available in the [Electric Water Heater Partner Toolkit](#) including web banners, social media graphics, factsheets, videos, and more.



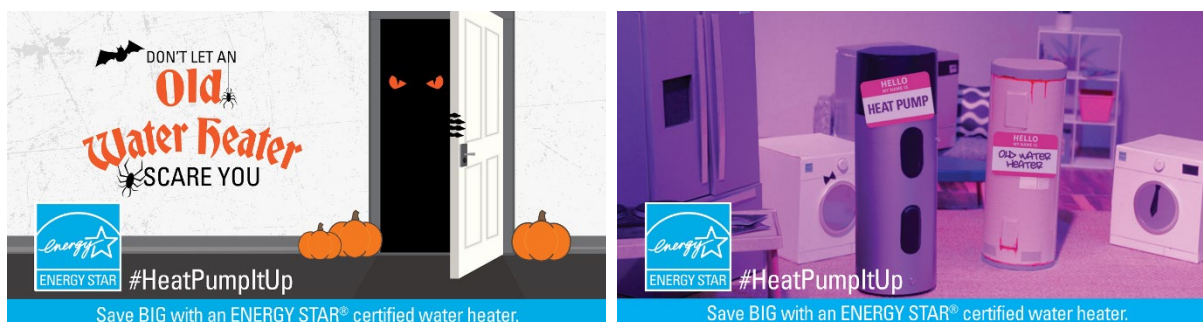
**Heat Pump Water Heater Day is October 26th!** The ENERGY STAR electric heat pump water heater promotion will kick off on the first-ever Heat Pump Water Heater Day. Join the Advanced Water Heater Initiative (AWHI) and ENERGY STAR as we #HeatPumpItUp on social all day on October 26<sup>th</sup>! The purpose of the inaugural day is to spread awareness and inform both industry leaders and consumers about

ENERGY STAR certified heat pump water heating technology. Partners can use this opportunity to promote their products and programs.



To support the day, ENERGY STAR has included sample social for partners to use in the [Electric Water Heater Partner Toolkit](#). In addition to our partners, AWHI members and other stakeholders will be using this day to amplify the benefits as well as educate industry members about the importance of investing in this game-changing technology.

Don't miss joining us on any and all your social platforms for this inaugural event! ENERGY STAR will "see" you there!



**Brand Campaign.** EPA recently launched a substantial brand campaign effort that includes a broad media mix to maintain and grow our brand value among core audiences, while bringing new audiences into the ENERGY STAR family. Together with this effort, EPA also released a new comprehensive ENERGY STAR brand resource, the [ENERGY STAR Ingredient Brand Guide and Toolkit](#). The Brand Guide offers resources to help you leverage the ENERGY STAR brand to optimize your product sales, programs, and services to deliver energy savings, including consumer research and customer segmentation data to inform effective outreach strategies as well as enhanced brand tools to use in customer-facing materials.

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## ESMAC Influential Across the Country

The ENERGY STAR Heat Pump Water Heater Manufacturers Action Council (ESMAC) continues to be recognized as a leader in the promotion of and training for heat pump water heaters by our supply chain partners. The Council will be participating in numerous upcoming industry events.

Starting on October 26, Heat Pump Water Heater Day, members will be part of a LinkedIn Live Webinar Event facilitated by ENERGY STAR and Advanced Water Heating Initiative (AWHI), promoting product technology features and benefits, as well as proper installation techniques for a variety of audiences. More information can be found at the [Manufacturer's Roundtable](#).

Then on November 15, for the first time, heat pump water heaters will be prominent at the Institute of Heating and Air Conditioning Industries Trade Show ([IHACI Trade Show | Institute of Heating and Air Conditioning Industries, Inc](#)). ESMAC will conduct a product training session in partnership with ENERGY STAR and TECH Clean CA and will provide an expansive product display for additional hands-on experience.

Finally, building on the success of ESMAC, a new Home Builders Action Council (HBAC) is launching later this month. This council will combine some of the largest national home builders with progressive energy efficiency and sustainability home construction experts including the ENERGY STAR Homes Team. We look forward to the positive impact this new council will have on heat pump water heater adoption in this industry segment.

Contact ENERGY STAR to explore additional options to engage and collaborate with ESMAC.

Utility Partners: [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov)

Retail and Manufacturer Product Partners: [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov)

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## Spotlight on New Home Builders Action Council



Home builders are an important piece of the puzzle to advance heat pump water heater adoption and support a clean energy future. Implementing heat pump water heaters in new construction is one of the easiest ways to expand the market, as builders have control over the electrical capacity, optimal placement, and available airflow volumes. ENERGY STAR and AWHI are looking to engage home builders by creating a Home Builders Action Council (HBAC), which will meet regularly to discuss heat pump water heater deployment strategies starting in late October. HBAC is targeting 10-12 members including 4 of the top 10 in the nation by volume.

To begin the recruitment process, AWHI hosted a July webinar with guest panelists from Northeast Energy Efficiency Alliance (NNEA), Ichijo Homes, Green Built Alliance, CVF Homes, New Buildings Institute, and Electrify Now, which garnered over 250 attendees and has since had more than 1,000 YouTube views. Then in August, BG&E invited ENERGY STAR and members of ESMAC to present at a training workshop for Maryland builders and energy raters. Attendance was 80+. Finally, ENERGY STAR and AWHI presented together at this year's Energy & Environmental Builder Alliance (EEBA) Summit in September. The session

addressed supply chain challenges and strategies for builders looking to switch to HPWH.

Common adoption deterrents builders in all three exchanges surfaced include higher product cost, lack of knowledgeable installers, general unfamiliarity of buyers, and a lack of code requirements to enforce implementation.

ENERGY STAR and AWHI will host a HBAC informational kickoff meeting October 19. Council member benefits include direct access to manufacturers and industry stakeholders, timely delivery of market updates and milestones, collaboration with supply chain partners prepared to support them, and providing a collaborative format for sharing ideas, raising concerns, and seeking solutions. If you are a builder interested in HBAC, please contact Paul Campbell at [paul.campbell@icf.com](mailto:paul.campbell@icf.com).

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