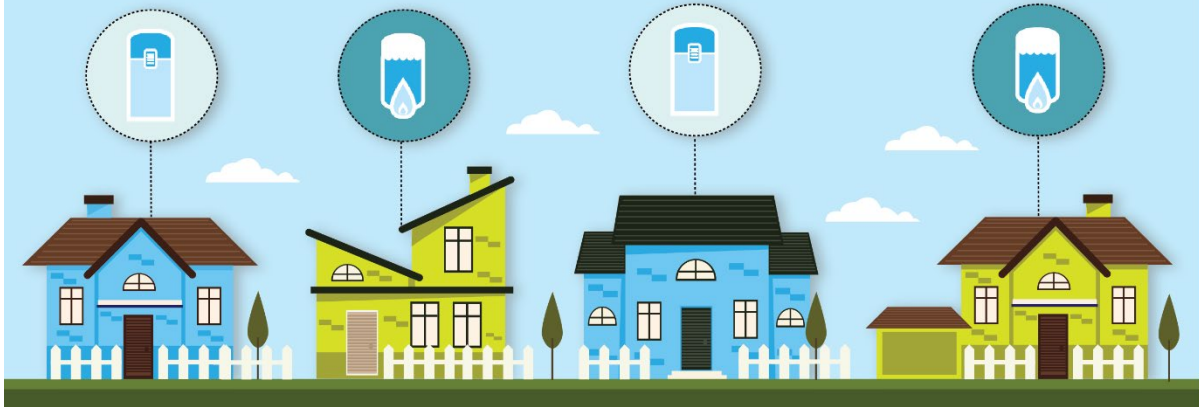


WATER HEATING NEWSLETTER



ENERGY STAR® Water Heating Newsletter Spring 2023

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Earth Day 2023: This Way to a Clean Energy Future

EPA invites all partners to join us for Earth Day and throughout the month of April in raising our collective voices to help protect the climate. Leveraging what we have learned through consumer research, including positive interest in a clean energy transformation and trust in ENERGY STAR as a guide, we look to inspire all Americans to make energy choices that count for their families and the planet.

The [Earth Day Toolkit](#) includes participation details and ready-to-use digital content, designed for easy integration into your existing Earth Day celebration efforts—whether external to your customers or internal to employees or both.

Join us on social media on **Friday, April 21st** to share ENERGY STAR messages, including our new aspirational video, and post your own Earth Day messages. Don't forget to tag [@ENERGYSTAR](#) so we can amplify your posts

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Ask the Experts: How Much Does It Cost to Install a Heat Pump Water Heater?

While heat pump water heater installation costs vary widely across the country due to availability of local specialists and individual home configurations, the latest Ask the Experts focuses in on what factors impact heat pump water heater installation costs and how customers can save money. Between utility incentives and rebates and tax credits from the Inflation Reduction Act, consumers can save money on installing a heat pump water heater in their home and reap benefits from reduced operating costs and emissions.

Find out more information on what impacts water heater installation costs and begin your journey of introducing a heat pump water heater to your own home by visiting our [Ask the Experts article](#).

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Heat Pump Water Heater Heroes - BGE



BGE's energy efficiency strategy is built on partnerships across all market channels: retrofit, replacement, retail, and new construction. This is

especially true for heat pump water heaters (HPWHs).

BGE promotes HPWHs through multiple programs: Appliance Rebates, Home Performance, and New Homes. The goal is to make it easy for everyone to participate. HPWHs are offered in BGE's Appliance Rebate Program through the midstream channel, working with distributors, and downstream via rebates to the consumer and instant rebates at the register. Customers looking for whole-house retrofits receive incentives for bundling HPWHs with weatherization upgrades.

In new construction, BGE offers bonus HPWH incentives to builders through the ENERGY STAR® New Homes Program. HPWHs have been a big hit with home builders. One participating rater shared, "By installing this one appliance, the HERS score for the house improves 3-to-6 points. It's a no-brainer."

BGE has learned the sales process, and the relationship starts with education and increasing awareness for all the players in this arena—customers, contractors, retailers, and distributors. As they work to understand what key messages will help each audience and where in the sales cycle it's needed, BGE can better plan and implement its programs. With this information, BGE empowers customers with the right tools and financial incentives. BGE aims to develop the market and overcome challenges by working with its customers and trade allies and responding to their needs.



Over 60 people attended BGE's HPWH workshop held last year in Columbia, MD. Home builders, developers, raters, contractors, plumbers, distributors, and all five of the state's EmPOWER electric utilities gathered to participate in the collaborative training.

"Not long ago, we were discussing sunsetting the Appliance Rebate program because of market saturation," says Cynthia Edwards, Senior Energy Efficiency Program Manager. "Higher efficiency appliances like refrigerators, freezers, and clothes washers were quickly becoming the norm. Water heating was not a huge part of what we did." But all that has changed thanks to advancements in heat pump technology. "With heat pump water heaters today, it's a whole new game."

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ESMAC Membership Grows

The ENERGY STAR Heat Pump Water Heater Manufacturers Action Council (ESMAC) recently added The

Ariston Group (American Standard brand HPWH) to its team. We now have nine of the largest and most relevant manufacturing partners effectively collaborating to increase the awareness, education, and adoption of HPWHs across the country.



Due to the positive impacts the HPWH ESMAC has had on the water heating industry, ENERGY STAR is excited to announce we are actively pursuing the formation of an action council for air source heat pumps to deliver similar benefits in the space conditioning industry. Member recruitment is underway with a launch planned for this May.

ESMAC continues contributing training expertise for the following programs: California Clean TECH Installation Contractor comprehensive training webinars and individual sessions, as well as content for the ENERGY STAR Utility Program Guide, currently under development. ESMAC has participated in 12 TECH webinars to date, with many more scheduled through June. This TECH training curriculum is currently being promoted as “best in class” to other state, local, and utility partners for potential adoption.

Lastly, we want to share an accomplishment the members are very proud of with respect to workforce development and education: since its inception two years ago, ESMAC has completed over 100 industry stakeholder product technology and installation sessions with contractors, distributors, utilities, retailers, home builders, industry organizations and advocates, and consumers.

Please contact ENERGY STAR (paul.campbell@icf.com) to explore additional ways to engage and partner with ESMAC.

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Tax Credits

As part of the Inflation Reduction Act (IRA) of 2022, federal tax credits for energy efficient home upgrades have been increased and extended until 2032. With the new tax credits that are available starting this year, residential customers can save up to \$3,200 a year on energy-saving upgrades for their home—including projects like upgrading to super-efficient heat pump water heating.



Tax credits for
residential energy
efficiency

To learn more about the new tax credits visit [ENERGY STAR.gov/taxcredits](https://www.energy.gov/taxcredits). EPA has updated the website to include product-specific tax credit information for eligible products, such as [heat pump water heaters](#). Bookmark this page and continue to check back for the latest updates on tax credits, state rebates, and other incentives.

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ENERGY STAR Spreading the Word About Heat Pump Water Heaters

The ENERGY STAR HPWH team has been on the road this year, visiting and presenting at several conferences. We have been excited to see a strong emphasis on heat pump technology, which has been the dominating topic at conferences. Clearly, heat pumps and heat pump water heaters are on the minds of industry professionals and utility program implementers.



In February we participated in discussions at the Midwest Energy Solutions Conference in Chicago, and in March, the team presented at the ACEEE Hot Water Forum in San Diego alongside the Consortium for Energy Efficiency and NEEA. Representatives from the team will be attending the upcoming National Home Performance Conference, NEEP Summit, CEE Summer Program Meeting, and ACEEE Summer Study. If you are attending any of these events, please reach out to the team so we can say hello!

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Program Spotlight: ENERGY STAR Home Upgrade

Have you heard of ENERGY STAR Home Upgrade? ENERGY STAR Home Upgrade is a marketing platform that features six high-impact home improvements you can make to reduce energy use and prepare for the clean energy transition. One of the improvements is the installation of a heat pump water heater! Heat pump water heaters save energy, reduce emissions, and can load shift to consume power during the cleanest times of the day. Find more information on [ENERGY STAR Home Upgrade here](#) and visit the [partner toolkit](#), which includes marketing resources.



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Coming Soon: Utility Program Guide

As interest in HPWHs grows, utilities are in the process of adding or improving HPWH incentive programs. EPA has identified a need for a comprehensive guide that utilities can use to stand up or optimize their HPWH programs to reach more customers and generate energy savings, leveraging ENERGY STAR. Some areas of focus in the guide are:

- Energy savings opportunities
- Strategic initiatives and load shifting
- Equity
- Overcoming market barriers
- Program design
- Understanding and engaging the market
- Educating customers and contractors
- Preparing for evaluation



We expect the guide to become available this summer and we are looking forward to sharing it with you then. In the meantime, if you are a utility in need of assistance with your HPWH program, please contact [Nate Jutras](#) or [Paul Campbell](#) to set up a discussion and see how we can help your team.

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