



ENERGY STAR Residential Water Heaters Program Update

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Program Goal



Transform the residential water heater market to energy efficient technologies and achieve national energy savings

- 13% - 17% of national residential energy consumption
- ENERGY STAR had not yet addressed water heating
- New, more efficient technologies are available or on the way

ENERGY STAR Technology	Shipments	Market Share
High-Efficiency Gas Storage	350,000	~3.5%
Tankless	300,000	~3%
Solar	10,000	~0.1%
HPWH	0	0%
Gas-Condensing	0	0%

Program Vitals



DOE's newest ENERGY STAR program

- Takes effect January 1, 2009
- Technologies included
 - High-Efficiency Gas Storage
 - Heat Pump
 - Whole-Home Tankless
 - Gas Condensing
 - Solar
- Criteria address energy efficiency, performance, safety, and reliability

Implementation Schedule



Sept '08	Oct '08	Nov '08	Dec '08	Jan '09
Appliance Partner Meeting	Database Infrastructure Development	Submissions and Data Entry	Web Presence Final Development	Program Launch
				Web Presence
Jan – May '09			June - Aug '09	
Partner Resource Guide Program Design Guide Partner Support			Market Snapshot	

Manufacturers



Ongoing

- Partner Recruitment
 - Logo Access
 - My ENERGY STAR Account Access
- Product Development and Labeling

Submission Process



Product Submission Templates

- Customized for each technology
- Online database to feed ENERGY STAR website
- Examples

Partner Resources Guide



Assist Manufacturers and Retailers with Promotion of Qualified Water Heaters

- Consistent Consumer Messaging
 - Features/Benefits
 - Usage
 - Fun Facts
 - Energy Savings
 - Cost Effectiveness

EEPS Program Design Guide



Assist EEPS with Program Design

- Programs address regional market barriers
 - Incentives: Upstream and Downstream
 - Plumber Trainings
 - Consumer Education
- Case Studies
- Pilot Programs
 - Models entering the market

Web Presence



Consumers

- Purchasing Tips
- Qualified Products List
- Product Search
- Savings Calculator



Questions and Feedback

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