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# **Welcome and ENERGY STAR<sup>®</sup> Updates**

**Peter Banwell**

**U.S. EPA**

**ENERGY STAR Products Partner Meeting**

**October 27, 2020**





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to protect the environment  
and fight climate change.

## ENERGY STAR has

Thousands of partners

70,000 product model listings

\$100 billion annual product purchases

\$35 billion in energy bill savings

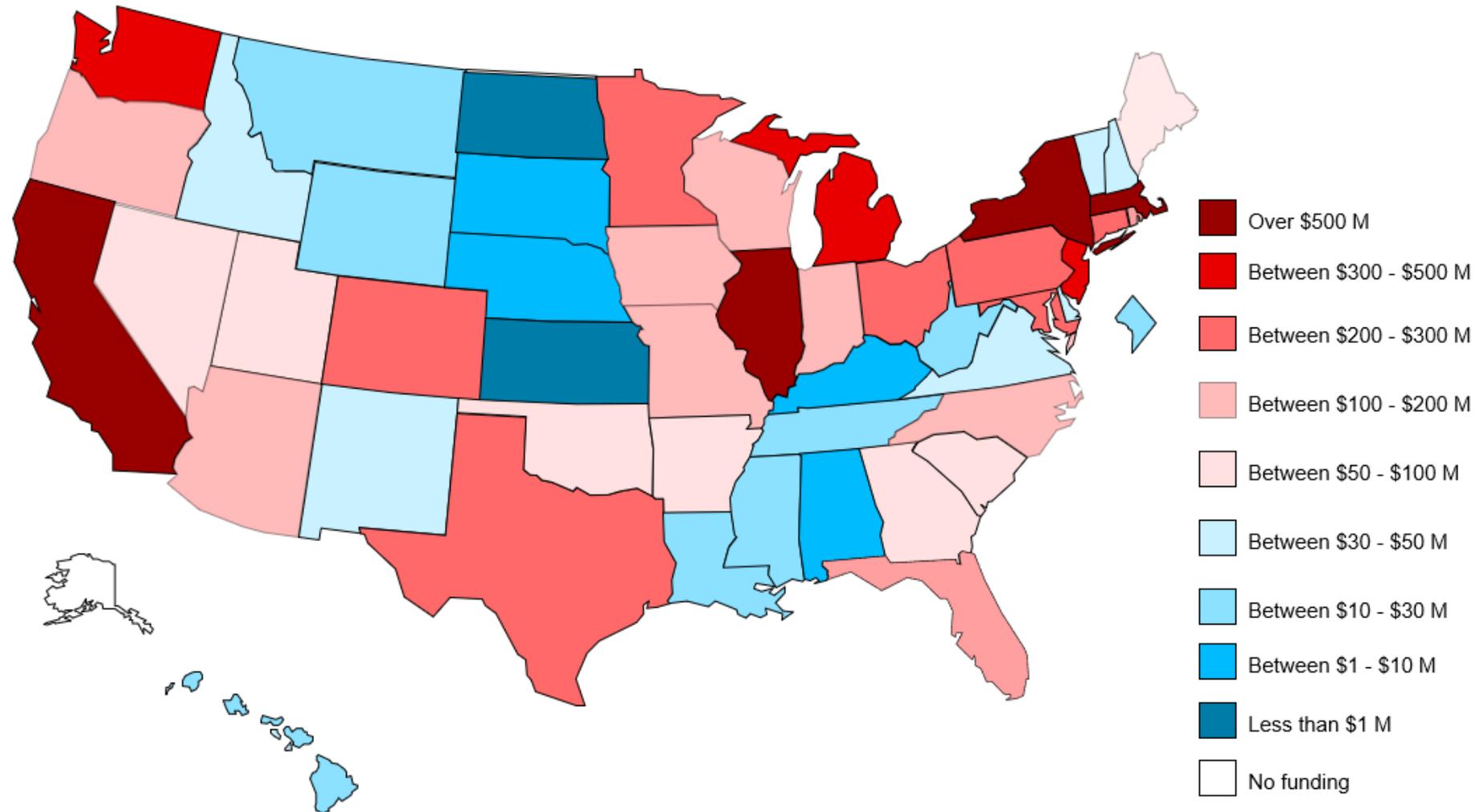




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# National Efficiency Trends

Energy Efficiency Total State Budgets ≈ \$8+ Billion  
(2019 – 2020 est.)



- Most programs were retooled – recycling and audits hardest hit
- EEPS scrambling to meet goals



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## New Specifications and Specification Revisions

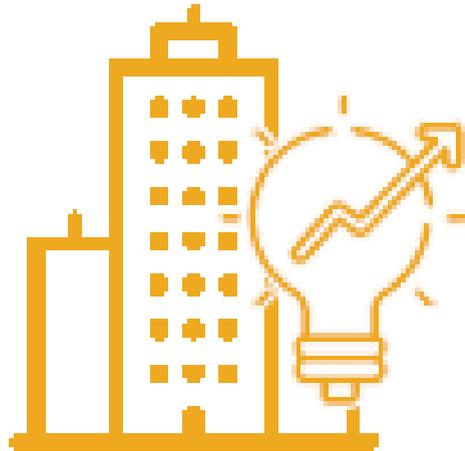
- Overarching Focus Areas
  - Increased electrification of the home
  - Driving demand response requirements in large loads (EVSE, CAC, pool pumps, water heaters)
  - Driving increased adoption of heat pump technology, including cold climate heat pumps



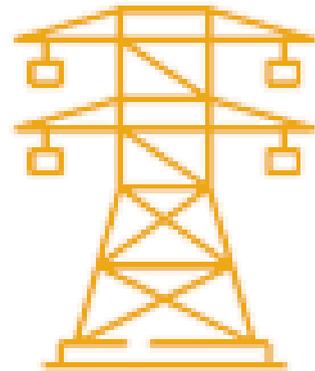


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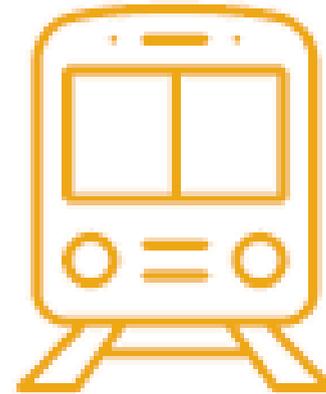
## Policy Driver for New Investment: Decarbonization



**optimizing energy  
efficiency in buildings**



**decarbonizing the  
electricity grid**



**enabling next-  
generation mobility**



**improving waste  
management**



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**DTE Energy**



An Exelon Company



**Alliant Energy**

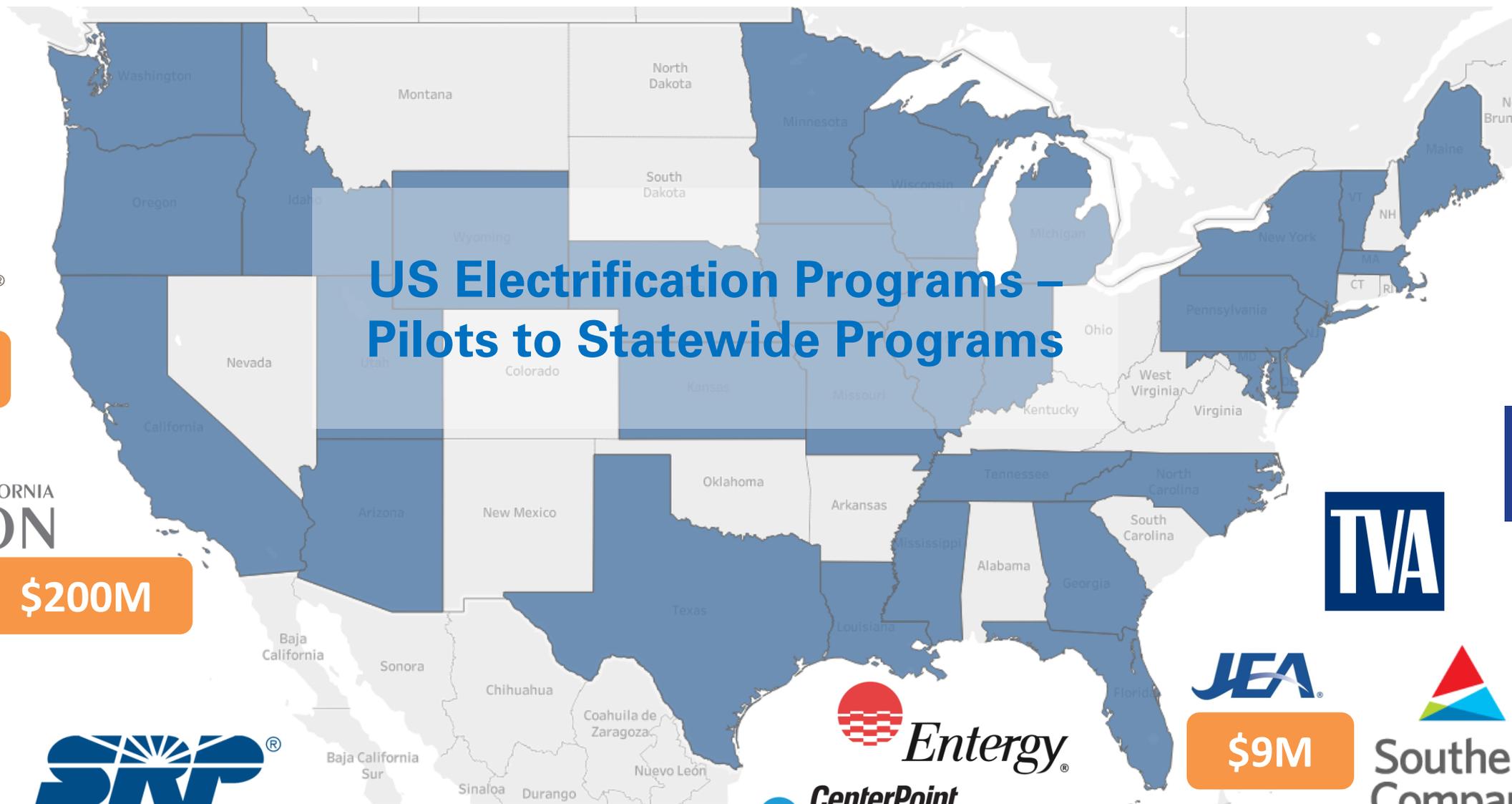
Electrification Funding  
Allocated



\$200M



A Sempra Energy utility



\$9M



\$684M



\$9M



**Entergy**



**Southern Company**



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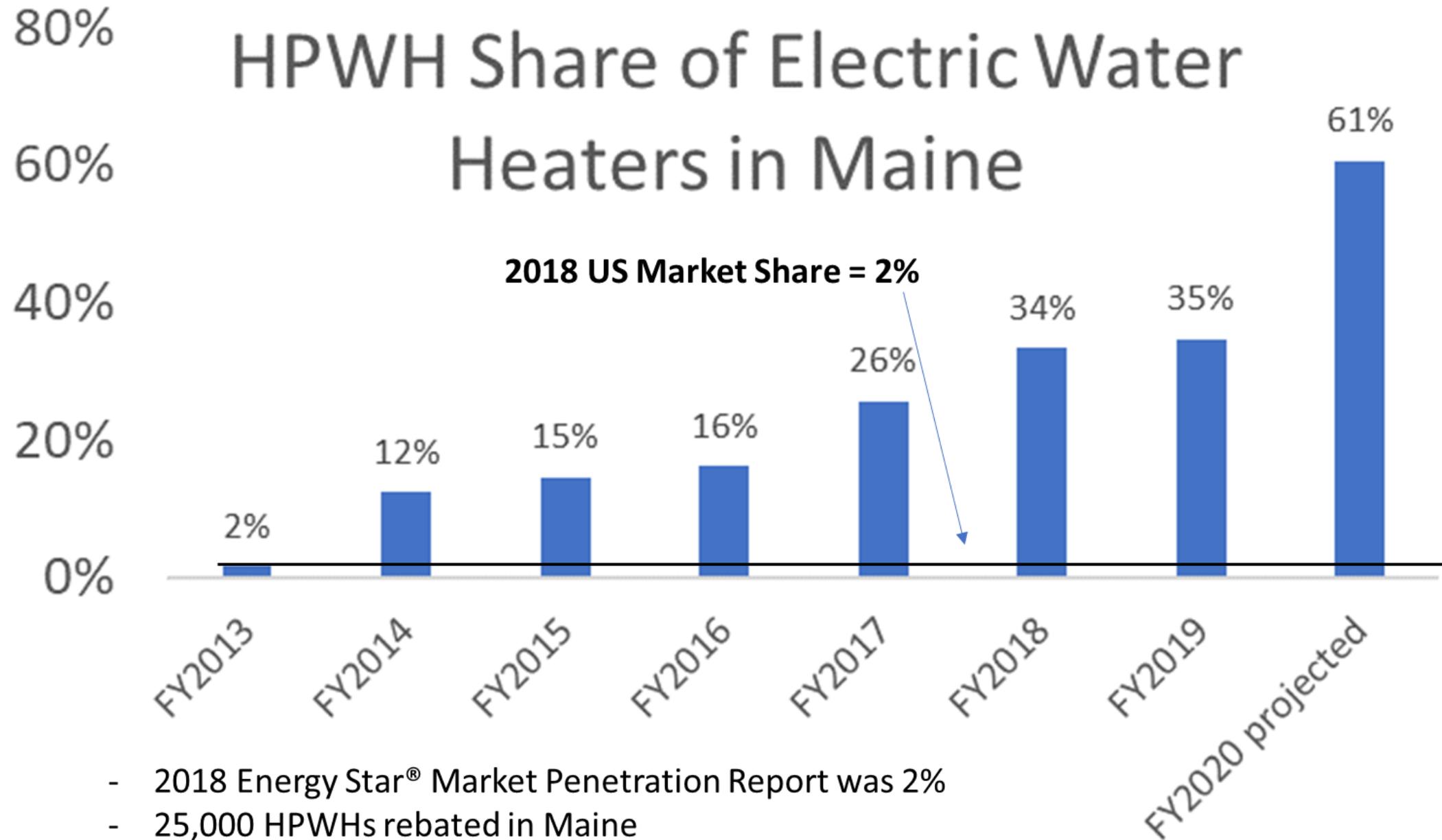
# Decarbonization: Efficiency Programs are Driving Technologies





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## HPWH Market Movement Underway





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# HVAC: Tools & Resources

Home > Energy Efficient Products > Heating & Cooling

Heating & Cooling

With as much as half of the energy used in your home going to heating and cooling, choosing ENERGY STAR certified heating and cooling equipment can have a big impact on your comfort, while helping you save money on utility bills and protect our climate.

Choose the right size for comfort and savings

READ MORE →

1 2 3 4

REBATE FINDER

ENERGY STAR partners sponsor rebates on certified products. Enter a zip code below to find deals near you!

SUBMIT

[https://www.energystar.gov/products/heating\\_cooling](https://www.energystar.gov/products/heating_cooling)

Find rebates and special offers near you on ENERGY STAR certified products. Products that earn the ENERGY STAR label meet strict energy-efficiency specifications set by the U.S. EPA helping you save energy and money while protecting the environment.

Enter your zip code to begin.

[www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder)





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# ENERGY STAR Promotions and National Campaigns

Main promotional activities:

- Awareness building of products
- Promote partner rebates
- Social (English and Spanish)





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# 2019 Campaign Impacts:

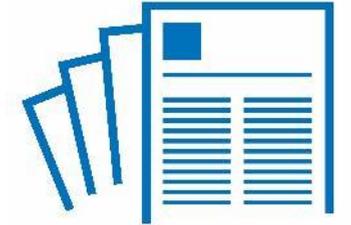


Product Finder pages  
had more than  
**1.3 MILLION**  
PAGEVIEWS

MORE THAN  
**732 MILLION**  
IMPRESSIONS in print,  
social, and online  
media in 2019

MORE THAN  
**17,900**  
PLACEMENTS  
through NAPS  
and Brandpoint

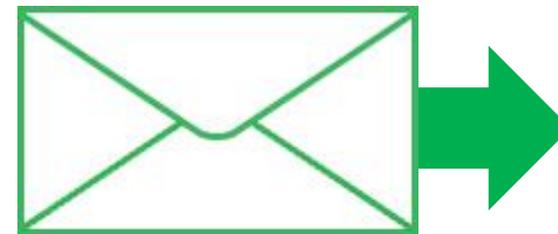
732000000



NEARLY  
**150 UTILITIES** serving  
**43 MILLION**  
HOUSEHOLDS



**5 MILLION**  
VIDEO VIEWS



**6.2 MILLION**  
newsletters delivered

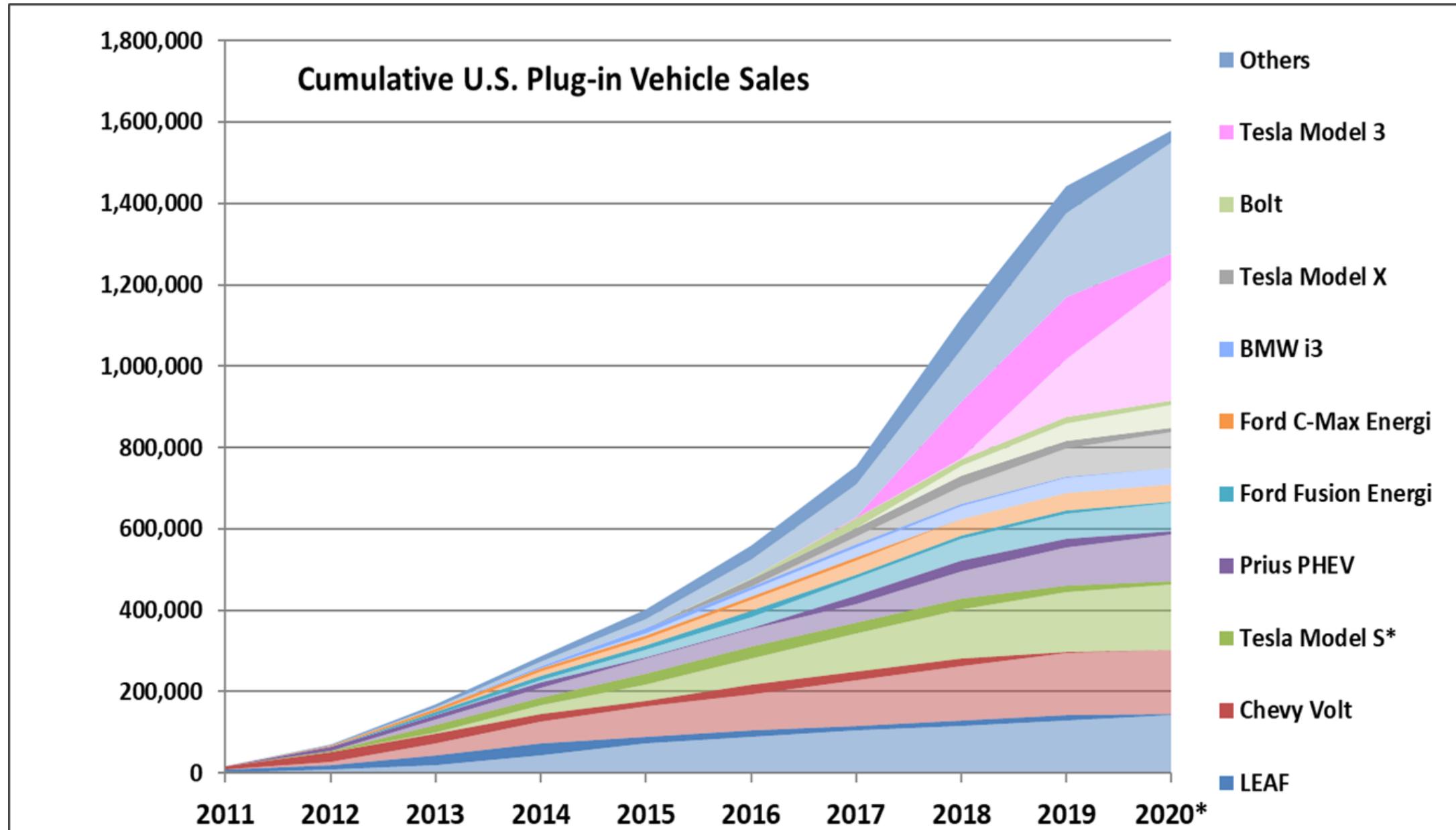


GroundTruth®



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# Transportation Electrification Program Growth Across the Nation



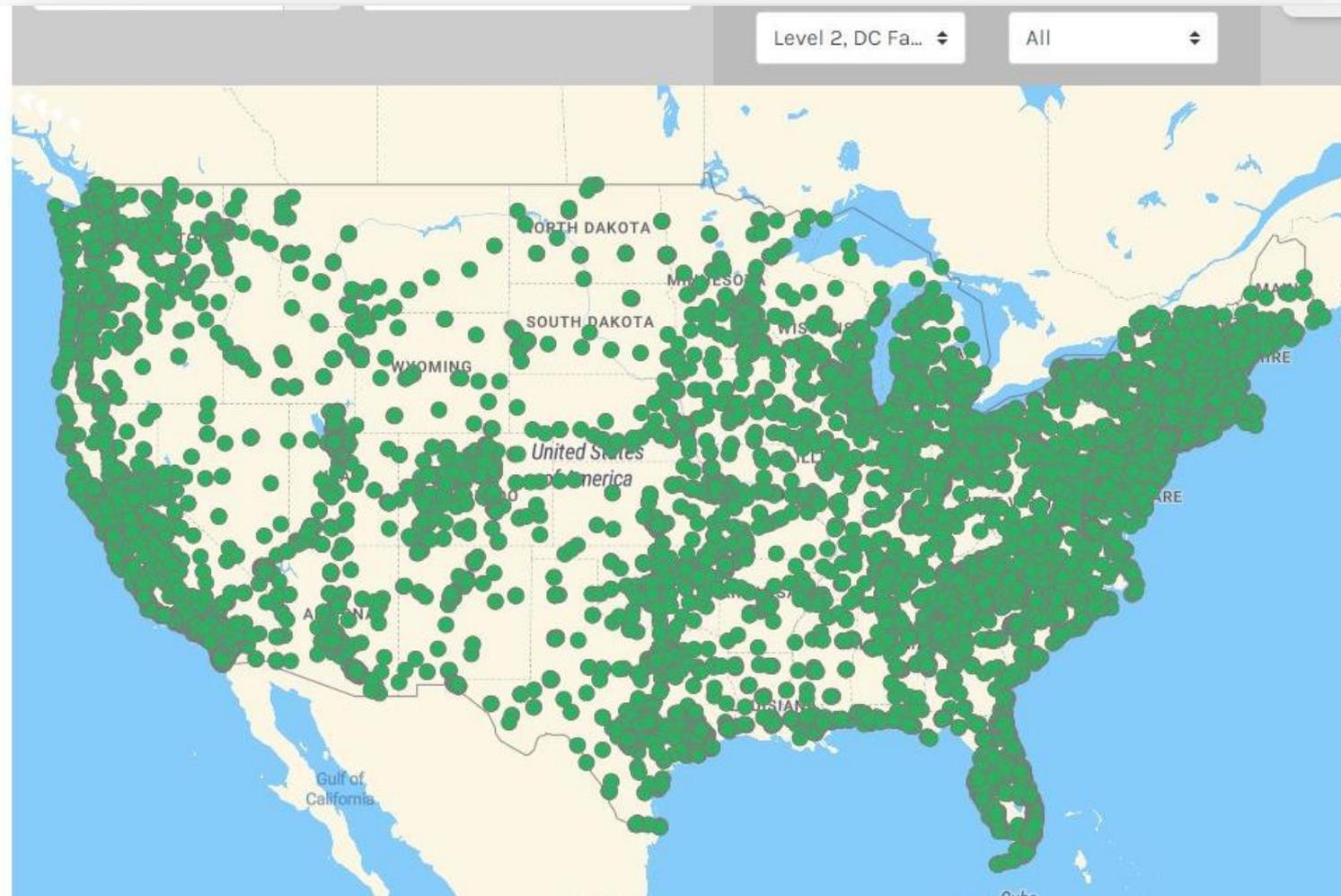
Source: Atlas Public Policy, EV Hub





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# ENERGY STAR EV Chargers



Source <https://afdc.energy.gov/>





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# EV Chargers: Tools & Resources

## Consumer Facing Resources

- Electric Vehicle Finder
- Charging Station Locator
- Incentives Search

## Utility, Business, Gov Resources

- One Pagers for:
  - Commercial Buildings
  - Home Builders
  - Utilities
- Additional Guidance for
  - Fleet Managers
  - Government Agencies



May 2016

By the year 2020, there may be as many as 18 million plug-in electric vehicles (PEVs) on the road in the U.S., representing a market share of 10%. "When out at home, drivers spend the most time parked at workplaces and destinations such as stores and will increasingly require charging infrastructure at these locations. In addition, many drivers do not have access to charging where they live. EV drivers living in multi-unit dwellings, for example, and drivers with on-street parking will benefit from charging at workplaces and other destinations. With effective EV charging implementation, commercial building owners and managers can add value to properties, increase the convenience and affordability of driving EVs for tenants and employees, and show leadership in adopting advanced, sustainable technologies.

### Recommendations for EV-Ready Commercial Buildings

1. **Evaluate the need for EV charging.** Conduct a survey of building tenants to assess the current need for charging. Plan for the future – assume that demand will increase and that charging system expansion will be needed.
2. **Determine power availability and the number of EV chargers needed.** Talk with your building engineer and the local electric utility to determine power availability for charging installations at the facility. Take steps to ensure either the current or the main electric supply system is able to future expansion since the number of chargers needed will grow.
3. **Work through additional project steps.** Contact EV charger providers, ask for energy efficient, ENERGY STAR certified models and discuss your project needs. Work with a certified electrical contractor to carry out the installation of EV charging at your facility according to local and National Electric Code requirements. If possible, ask meter your EV chargers for power kWh accounting with an ENERGY STAR Portfolio Manager. Consider whether you want chargers that you can control and monitor remotely.
4. **Market your EV charging commitment.** Advertise charging station availability to current tenants as well as to prospective new tenants as a key amenity of the building.

### Learn from Others

- **Walmart** has installed EV charging stations at 14 of their corporate offices across the country.
- **Amazon** is increasing the number of EV charging stations for employees at their South San Francisco campus.

U.S. Green Building Council and the Institute for Electric Innovation, Electric Vehicle Energy Systems and the Charging Infrastructure Program through DOE November 2015

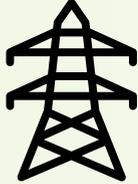
ENERGY STAR is the leader choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's standard for saving energy and protecting the environment. Join the millions making a difference at energystar.gov





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## Connected: Energy Benefits from ENERGY STAR

Category	Consumer/Utility Benefit	
Small loads (SHEMS; lighting)	User Amenity; Efficiency through automation  	Grid Management; Demand Response 
Appliances (Room AC; Dishwashers)	 	
Large Loads (Water Heaters; Pool Pumps)	 	



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## Savings for Underserved Markets

Google Nest Retweeted



**Whirlpool Corporation** @WhirlpoolCorp · 4h

Happy #ENERGYSTARday! We're celebrating efforts to bring #energyefficiency to everyone through our work with @googlenest on the Power Project. Visit [nestpowerproject.withgoogle.com](http://nestpowerproject.withgoogle.com) to learn more.

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Bringing energy savings to those who need it most.

GET HELP SAVING ENERGY IN YOUR HOME FROM YOUR LOCAL UTILITY

Rebates & Income Qualified Programs

SEE HOW OTHER PARTNERS ARE SAVING FOR GOOD

Light the Moment Deals

Power Project



NEST Power Project is working with energy companies, nonprofits and brands like Philips Hue and Whirlpool to bring energy savings to those who need them most. Why? Because energy can be a high household expense for those least able to afford it. Anywhere from 20-50% of income can go to energy bills for low-income households.

Visit [nest.com/powerproject](http://nest.com/powerproject) to learn how you can join in and give or get help in your community.

[Learn More](#) →

Climate Superstars

Rebuild-A-Block Charlotte

Flip Your Fridge: Replace and Recycle





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## Summary: New Policies are Driving Investments and Program Activity

### ENERGY STAR Impacts

- Continued emphasis on energy efficiency
- State Electrification Policies Push
  - Water Heating
  - EV Chargers
  - Efficient Electric Heating
  - Smart and Connected Technologies
- New Emphasis on Underserved Markets





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## **Christopher Grundler**

Director, Office of Atmospheric Programs  
U.S. Environmental Protection Agency