2016 ENERGY STAR® Products Partner Meeting
October 25-27, 2016 New Orleans, Louisiana
Agenda Companion

Tuesday, October 25, 2016 (Day 1)

Welcome to New Orleans & Call to Order (Plenary) 8:30 – 8:40 a.m.

This session opens the U.S. Environmental Protection Agency's (EPA) 2016 ENERGY STAR Products Partner Meeting. It will provide an overview of the meeting's offerings to help attendees make the most of their time together on-site.

ENERGY STAR Appliances Update 8:40 – 9:00 a.m.

Join us as we take a look back at the exciting ways partners engaged with the ENERGY STAR Flip Your Fridge promotion, the successes they had helping customers make the cool choice in room air conditioning, and lessons learned from 2016 appliance promotions. EPA will also provide specification updates and a preview of plans for the next year.

Putting Miles on the Road: Collaborative Opportunities with Appliances 9:00 a.m. – 12:15 p.m.

Over the past year EPA and its appliance stakeholders have been been collaborating on the appliance roadmapping effort, launched at the 2015 ENERGY STAR Products Partner Meeting. Roadmapping has sought to identify and develop collaboration opportunities among EPA's ENERGY STAR program and partners on an ongoing engagement basis, outside the context of a particular specification revision. This culminating session will overview the one-year roadmapping effort and review key learnings from each of the working groups: barriers and opportunities with connected appliances with a focus on room air conditioners, the connected kitchen suite and identifying consumer value, as well as consumer messaging for ENERGY STAR appliances. The session will include time for partners to network and hear from guest speakers shaping the future of energy efficient appliances. EPA encourages all partners to be part of this exciting discussion, even if they have not participated in previous roadmapping webinars.

ENERGY STAR Water Heater Update (Plenary) 1:15 – 1:45 p.m.

The water heater market is ripe for transformation with a growing number of utilities, retailers, contractors, and manufacturers focused on growing sales of ENERGY STAR certified products through new program designs, innovative promotions, and impact trainings and contractor outreach efforts. This session will highlight 2016 water heater program activity, providing an overview of available market progress indicators for advancing certified units, information on outcomes from the national water heater promotion, and upcoming opportunities for 2017.

Getting From "No" to "Woah!": How to Successfully Work with Contractors to Sell Water Heaters 1:45 – 2:45 p.m.

During this session, attendees will learn how to identify, engage, and leverage contractors/plumbers to support the sale and quality installation of ENERGY STAR certified water heaters. Speakers will share lessons learned and tactics they have used to successfully motivate contractors to participate in programs and sell certified units.

Getting to "Yes": Best Practice Messaging and Tactics for Water Heater Promotion 3:00 – 4:15 p.m.

What makes someone want to buy an ENERGY STAR certified water heater? Join us to learn about messaging and tactics our panelists are successfully using to sell certified water heaters. Attendees will learn how to apply best practices in messaging and tactics to increase customer engagement with their residential water heater programs or promotions.

Partner Working Meetings 4:15 – 6:15 p.m.

This timeslot has been reserved on the agenda expressly for one-on-one working meetings. Partners are responsible for setting individual meetings, and guidance on signing up for rooms will be available closer to the date of the meeting.

Wednesday, October 26, 2016 (Day 2)

ENERGY STAR Update (Plenary) — 9:00 a.m. – 9:30 a.m.

In this session, EPA will present highlights of the ENERGY STAR Products Program's 2016 efforts and 2017 plans. The session seeks to offer information and insights from the national stage to help partners and stakeholders leverage ENERGY STAR to accelerate and amplify their own efforts to advance energy efficiency.

ENERGY STAR Consumer Education & Marketing Update (Plenary) — 9:30 – 10:30 a.m.

This session will showcase some of EPA's key consumer communications and marketing efforts, achievements in 2016, and plans for 2017. The session will give participants a clear vision for how they can join EPA in promoting energy efficiency and protecting the environment for the communities they serve, in 2017 and beyond.

ENERGY STAR Electronics Update (Plenary) — 10:45 – 11:15 a.m.

The consumer electronics market is ever-evolving with new products hitting the market and existing products undergoing re-inventions. The ENERGY STAR consumer electronics program continues to expand and evolve with it. This session will highlight 2016 consumer electronics program activity and provide an overview of specification development and marketing priorities and opportunities for 2017.

Increasing the Volume on Sound Bars — 11:15 p.m. – 12:15 p.m.

Join us as we discuss the growing high-quality home audio market and how these products play a role in the collective home theater experience. During this session we will dive into marketing strategies that are based on current consumer behaviors and purchasing habits, and how efficiency programs are promoting ENERGY STAR audio products through the ENERGY STAR Retail Products Platform (ESRPP). Finally, we will share new ways to present the energy efficiency benefits of ENERGY STAR certified sound bars and wireless speakers.

The ENERGY STAR Retail Products Platform (Cross Product Interest) — 1:15 – 2:15 p.m.

Recognizing that new approaches to traditional energy efficiency programs are needed to secure additional energy savings in the consumer products market, a group of ENERGY STAR partners approached EPA in late 2014 with an idea. They wanted to build a nationally-scalable midstream program design that would help individual programs better leverage retailers and the ENERGY STAR brand to unlock energy savings, expand programs to new product categories, and cost-effectively deliver sustained market transformation. Come learn about the group's successes to date, their plans for expansion in 2017—including new retailers, new products, and new program sponsors, and find out how to get involved with this dynamic group of partners who are working together to create a new path for energy efficiency.

Reaching Consumers on a Budget (Cross Product Interest) — 2:15 – 3:15 p.m.

During this session, partners will hear about trends in the market for low cost, efficient products as well as opportunities to reach price-conscious homeowners and renters. EPA will demonstrate the functionality of a new ENERGY STAR web tool, which offers consumers real-time price data for affordable options in several ENERGY STAR product categories, along with energy saving data and tips. Attendees are invited to participate in a conversation about the tool, as EPA shares plans for next steps and expanded capabilities, including the development of resources for multifamily stakeholders.

Partner Working Meetings — 3:30 – 5:30 p.m.

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Thursday, October 27, 2016 (Day 3)

ENERGY STAR Lighting Update (Plenary) — 9:00 a.m. – 10:00 a.m.

This session opens the lighting track of the 2016 ENERGY STAR Products Partner Meeting with highlights of EPA and partner efforts around lighting in 2016 and opportunities for 2017. The session will also provide an update on changes to the ENERGY STAR lighting specification, and the creative approaches taken by energy efficiency program sponsors, manufacturers, and retailer partners to educate consumers about the value of ENERGY STAR for lighting.

A New Frontier: Finding the Savings in Connected Lighting — 10:00 – 11:00 a.m.

Can savings be captured from controllable residential lighting? This session will discuss the promise of energy reporting as lighting goes digital and we capitalize on the ability to measure the consumption of connected products.

More than Just a Pretty Bulb: How ENERGY STAR Means Quality — 11:15 a.m. – 12:15 p.m.

This working session will tackle how ENERGY STAR addresses quality in a number of areas—including color, quality, lifetime performance, and energy savings—while allowing for expanded consumer lighting choices at lower cost.

Acronym Overload: An Update on Lighting Standards in the U.S. and Beyond — 1:15 – 2:15 p.m.

This session will provide an update on the progress of national and international standards impacting lighting products.

Tearing Down the Last Barrier to Efficient Lighting — 2:15 – 3:15 p.m.

Panelists will discuss how ENERGY STAR certified LED bulbs deliver affordability and quality in one package, and how energy efficiency programs can work effectively with retailers to accelerate their adoption.

Lighting for Tomorrow Award Ceremony — 3:30 – 4:00 p.m.

Join us for a brief award presentation of the 2016 Lighting for Tomorrow winners to see new trends from this year's competition. The Lighting for Tomorrow organizers—American Lighting Association, Consortium for Energy Efficiency, and UL—invite stakeholders to join them in recognizing the most innovative and noteworthy ENERGY STAR lighting products available in today's market.

Partner Working Meetings — 4:00 – 5:30 p.m.

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Networking Oportunities & Other Information

Partner Networking:

One-On-One Meeting Rooms — Available Tuesday, October 25 – Thursday, October 27

An inventory of rooms will be available during certain times each day for partners to conduct one-on-one meetings. Partners are responsible for setting individual meetings. Guidance on signing up for rooms will be available closer to the date of the meeting. This year, in addition to making rooms available, time has been reserved on each day's agenda expressly for these meetings.

ENERGY STAR Meeting Application for Mobile Phones — Available by Invitation Upon Registration

In 2016, EPA is excited to offer attendees a mobile application to help them make the most of their meeting and their time together on-site. The mobile app will offer a range of services to attendees upon registration—from networking with other registered attendees in real-time, to meeting scheduling, to information on the agenda, sessions and speakers, ENERGY STAR Expo and related offerings and events.

ENERGY STAR Product Expo — Booth Reservation Information Available Soon

As in past years, EPA offers ENERGY STAR partners the opportunity to showcase their ENERGY STAR products at the meeting. Expo booths will be located in close proximity to the main meeting space, and open throughout the meeting with the exception of breakfast, lunch, and plenary sessions. Space will be offered to partners via email; slots will be assigned on a first-come, first-served basis. Details on securing display space, load-in/load-out schedule, and format will be forthcoming in the coming months.

Green Meeting Efforts

EPA is working with the Hyatt Regency New Orleans to make the 2016 ENERGY STAR Products Partner Meeting as resource efficient as possible. More information will follow.