



# Welcome to Arizona and ENERGY STAR Update

**Peter Banwell**

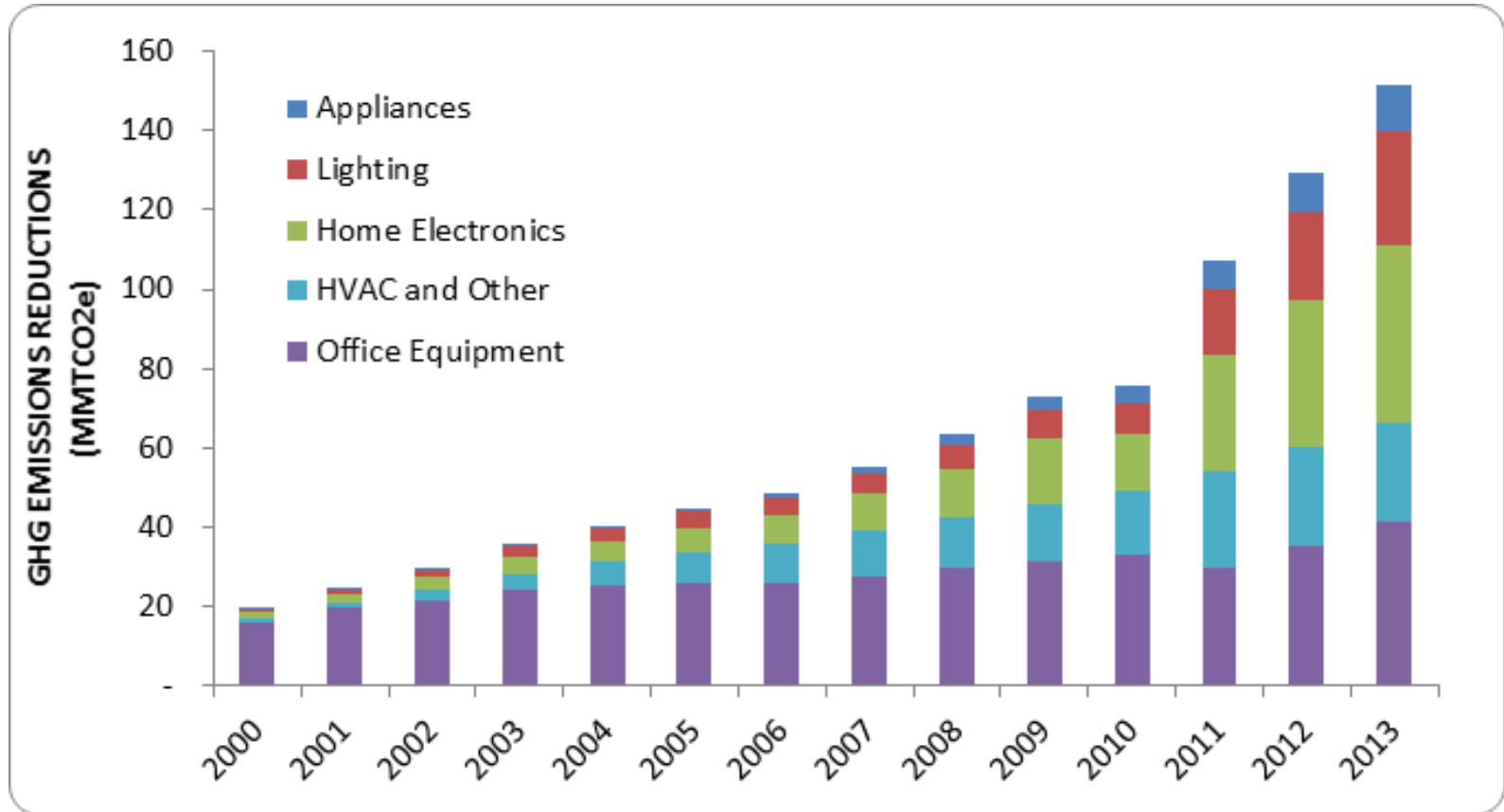
**U.S. EPA**

**ENERGY STAR® Products Partner Meeting**

**October 28, 2014**

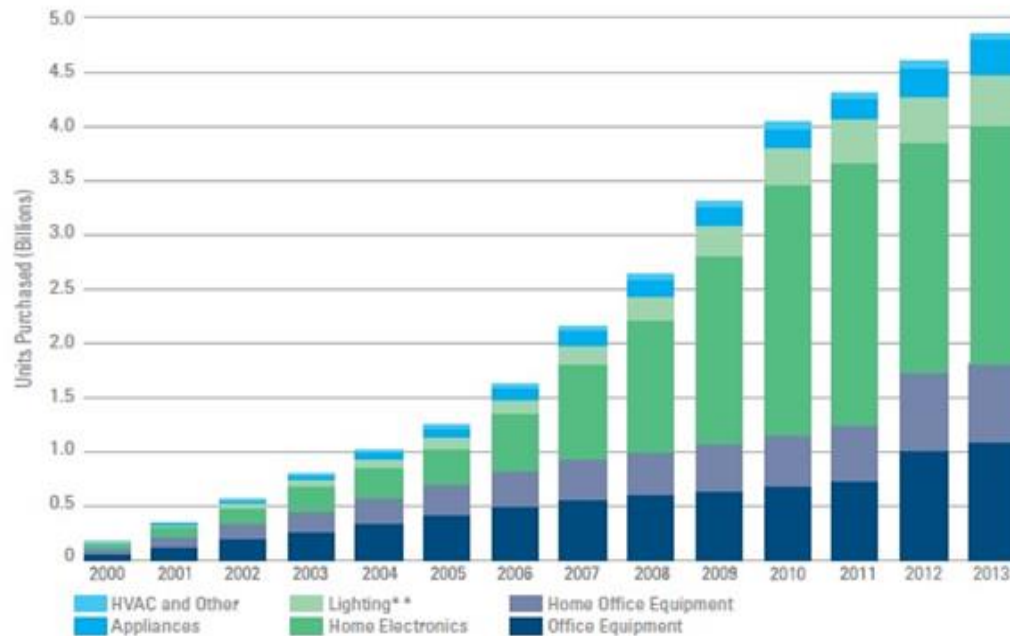
**Arizona**

# 2013 Results – Greenhouse Gas Savings





# ENERGY STAR Products Sold (Cumulative)\*

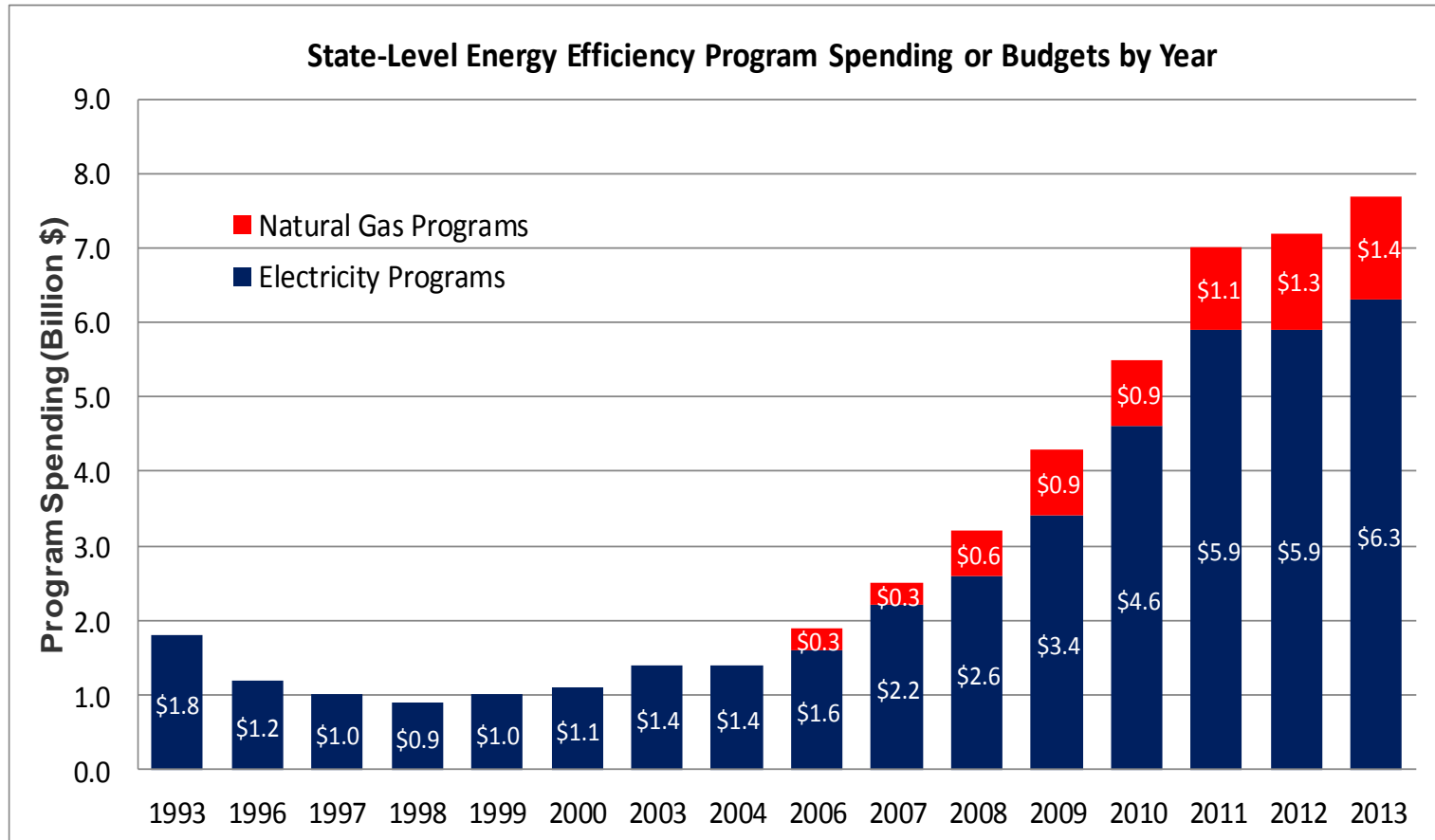


\* Program began in 1992.

\*\* Lighting category does not include purchases of light bulbs.



# Growing Program Resources



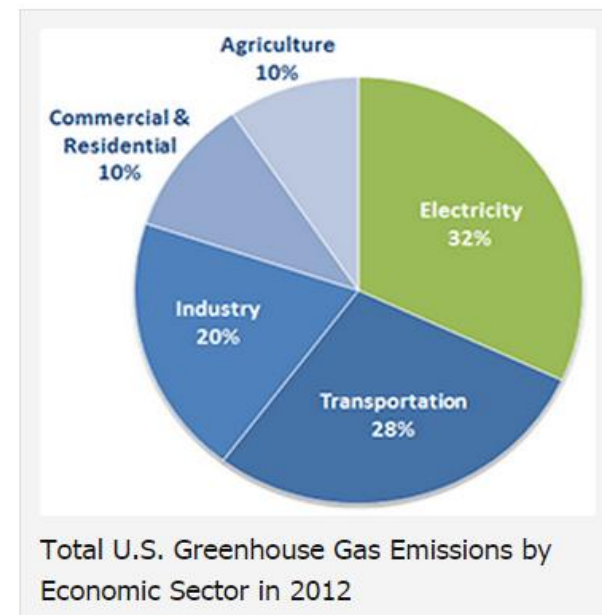
Source: ACEEE 2014 State Energy Efficiency Scorecard

\*All values are actual program spending (EIA Form 861) except for 2009, 2010, 2011, 2012, and 2013 which are budgets (CEE Annual Industry Reports).



# New Policy Developments: EPA's Proposed Clean Power Plan

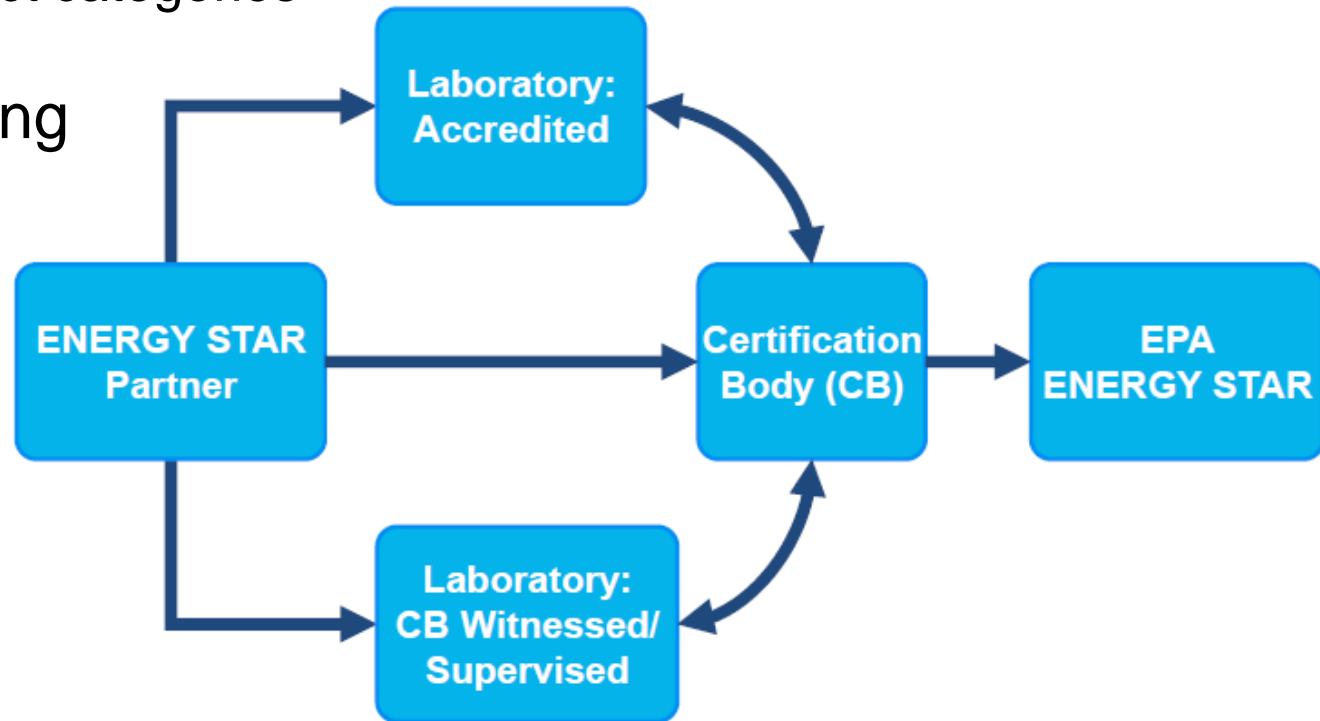
- Cut pollution from existing power plants
- Keep energy reliable and affordable
- Set state-specific goals to allow flexibility in implementation
- Demand-side energy efficiency programs are an acceptable measure to meet compliance targets



Source: EPA

# Protecting Your Investment

- Third Party Certification
  - Fully implemented across all product categories
- Verification Testing
  - 62 Products Disqualified
  - 1,236 Products Tested





# Enhancing Value

- Label identifying efficient products in more than **70** categories
  - Appliances, electronics, HVAC, lighting, commercial food service equipment
- Keeping Specifications Up To Date
  - 2013
    - **4** new (Version 1.0) completed in 2013
    - **11** revisions complete in 2013
  - 2014
    - **1** new (Version 1.0) completed in 2014
    - **7** revisions completed in 2014
  - 2015
    - **24** revisions in progress or planned to start
    - **12** new planned (Version 1.0)

## New: In Development

- Commercial Coffee Makers
- Large Network Equipment
- Medical Imaging Equipment
- Lab Grade Refrigerators & Freezers
- Climate Controls
- Wireless Chargers
- Residential Humidifiers
- Transformers
- Hand Dryers
- ESVE Supply Equipment (Electric Vehicles)

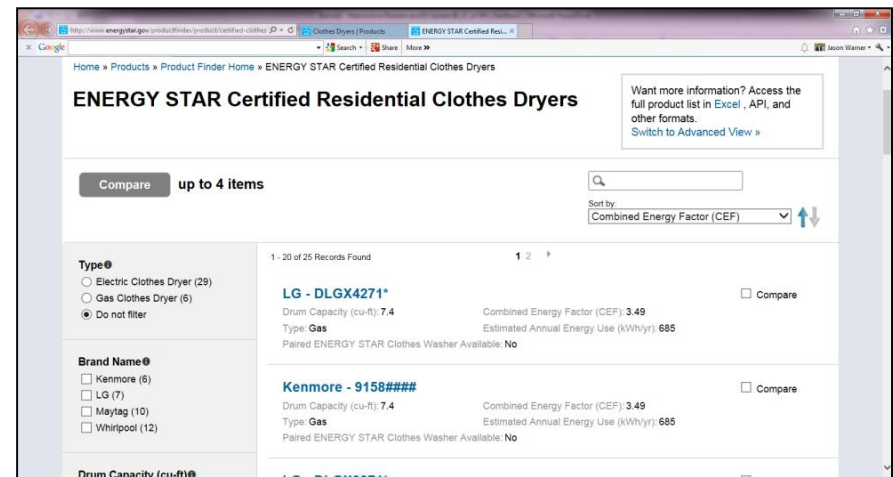
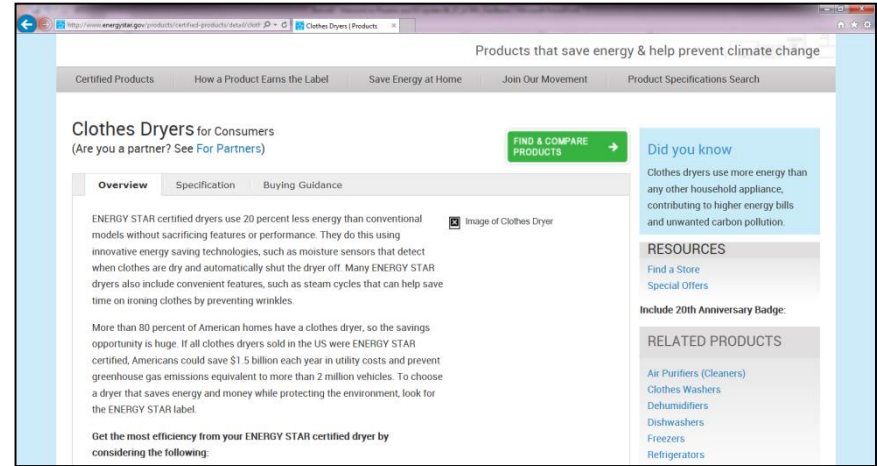






# New: Dryers

- Certified models from Whirlpool, Maytag, LG, and Kenmore





- Energy savings of approximately 40%
- Total savings of more than 3,800 kWh over the service life of the dryer

## ENERGY STAR 2014 Emerging Technology Award



Whirlpool Duet  
WED99HED



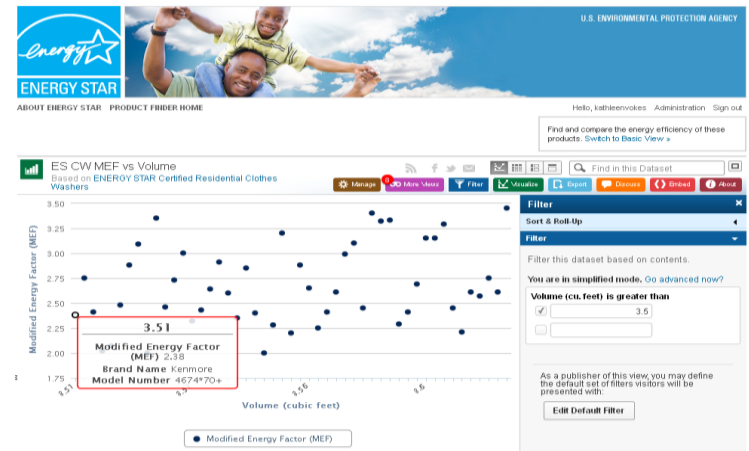
LG EcoHybrid  
DLHX4072



# New Infrastructure, better data: Product Finder, Rebate Finder

## Product Finder:

- Public-facing tool
- Daily updates, searchable by brand, model number, etc.
- [www.energystar.gov/productfinder](http://www.energystar.gov/productfinder)



## Rebate Finder:

The screenshot shows the "Special Offers and Rebates from ENERGY STAR Partners" page. It includes a search bar, navigation links for "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "ENERGY EFFICIENT new homes", and "ENERGY STRATEGIES FOR buildings & plants". The main content area features a "Special Offer/Rebate Finder" section with a zip code input field and a list of appliances: Clothes Washers, Dishwashers, Refrigerators & Freezers, and Residential Dehumidifiers. There are also promotional banners for the "ENERGY STAR Appliance Rebate Program", "Tax Credits Under the Energy Bill" (1040), and "California Special Offers and Rebates".



**Most Efficient  
2015**  
[www.energystar.gov](http://www.energystar.gov)

- Boilers
- Ceiling and Vent Fans
- CAC/ASHP
- Clothes Washers
- Computer Monitors
- Dishwashers **NEW for 2015**
- Furnaces
- Geothermal Heat Pumps
- Refrigerators
- Televisions
- Windows



More information: Web search “energy star most efficient 2015”

# National Communication Efforts

- Early Replacement Efforts
- Community Service Tour
- Videos





# ENERGY STAR Most Efficient Communications



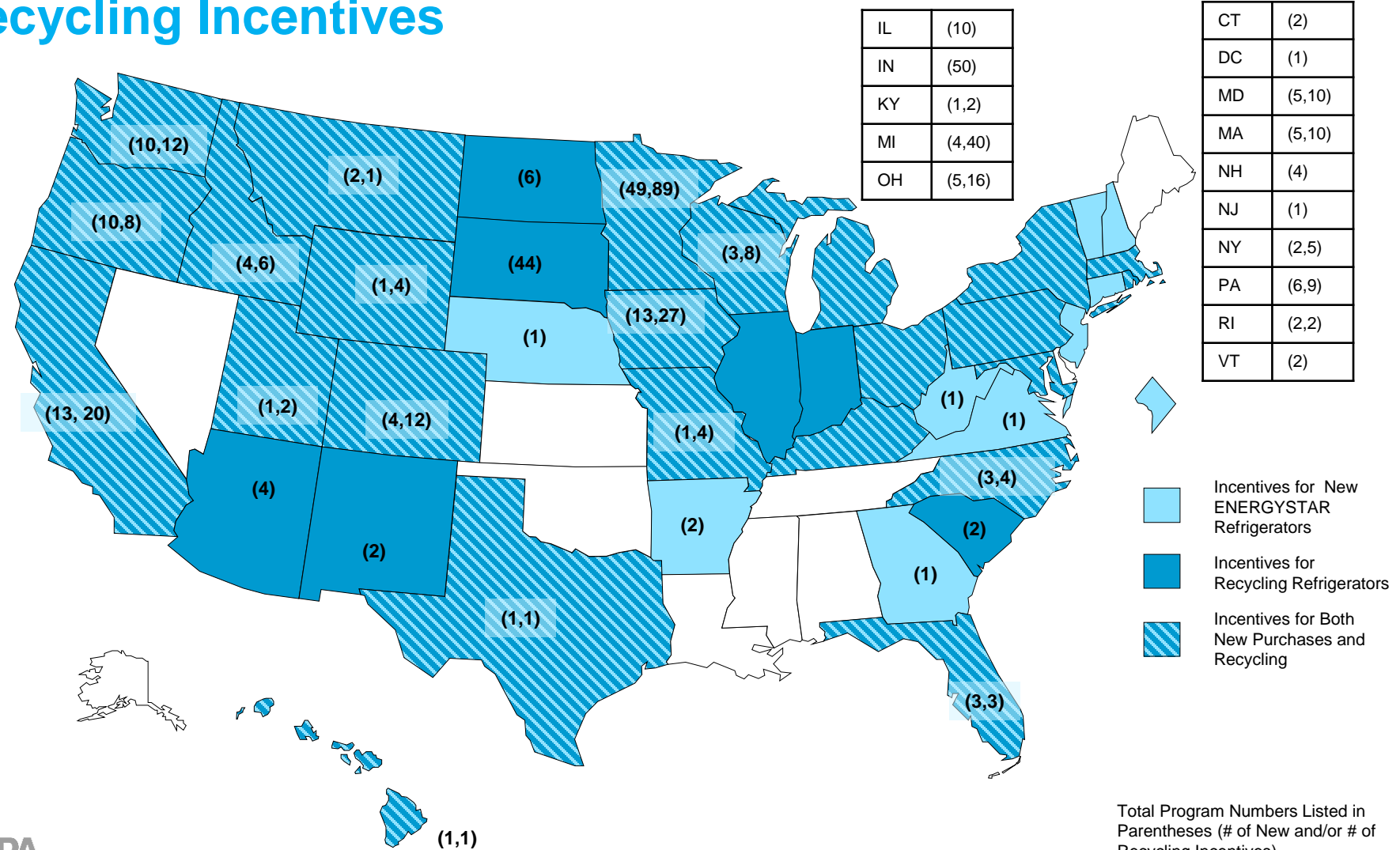
Sample signage



Sample banner ad



# National Promotion: ENERGY STAR Refrigerator and Recycling Incentives





# New: The ENERGY STAR Retail Products Platform

- Shrinking savings margins are hurting cost-effectiveness
- The efficiency community can be more effective through coordinated efforts
- Administrative costs at retail and at efficiency programs can be streamlined
- Pilots underway in 2015
  - (Details at 10:15)





## Summary – What to expect in 2015

- EPA's Clean Power Plan (proposed)
- ENERGY STAR specifications
  - 12 new specifications
  - 24 revisions
- Website/data enhancements
- 2015 Most Efficient
- 2015 National Communications
- National Refrigerator Replacement Campaign
- ENERGY STAR Retail Products Platform



# Logistics for Planning Your Day

Time	Session
9:15 – 10:00am	ENERGY STAR Consumer Marketing: Vision for 2015 and Beyond
10:15 – 11:15am	Panel: Energy Efficiency 2.0 – Next Generation Retail-Based Programs for a Cleaner Environment
11:15am – 12:15pm	Networking
1:15 – 2:15pm	ENERGY STAR Product Information Tailored to Your Consumer: New Applications and Enhancements
2:15 – 3:15pm	Panel: Working with Independent Retailers
3:30 – 4:30pm	ENERGY STAR Lighting Update
6:00pm	ENERGY STAR RPP Implementer Open House <i>// Terrazzo</i>
7:00pm	Evening cocktail reception, hosted by Sears Holdings <i>Jokake Inn (The Phoenician)</i>



ENERGY STAR would like to thank the following partners for their generous support of the 2014 ENERGY STAR Products Partner Meeting:

sears®





# Thank You

- Peter Banwell, Retail Action Council, Emerging Technology:  
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