



ENERGY STAR Certified Smart Thermostats are for Everyone: How Smart Thermostat Manufacturers are Serving the Underserved

Dan Cronin, U.S. EPA
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ENERGY STAR Certified Smart Thermostats: The Brands You Know and Trust






ENERGY STAR Smart Thermostats: The Right Choice for Your Incentive Program

- Incentives on smart thermostats whose savings have been third party certified based on field data from at least 1,000 homes
- Join these incentive programs in linking your smart thermostat rebates to ENERGY STAR

Smart Thermostat Incentive Programs Tied to ENERGY STAR

State	Utility	Incentive
CA	 SoCalGas	\$75
CA	 SMUD™	\$50
HI	 Hawaii Energy	\$50
MI	 DTE Energy®	\$75
NM	 New Mexico GAS COMPANY	\$50
OH	 Columbia Gas® of Ohio	\$75
VT	 Efficiency Vermont	\$100




Reaching Underserved Communities

- ENERGY STAR certified smart thermostats belong in every household.
- ENERGY STAR manufacturing partners are engaging unique approaches to connect underserved communities with ENERGY STAR certified smart thermostats.
 - Macro: Nest and Google's Power Project
 - Local: ecobee's "Better Tomorrow" campaign with Toronto public housing
- Utility partners can work with manufacturers to expand their incentive programs to reach new consumers.





Today's Panel

- Serj Berelson, Nest
- Sarah Colvin, ecobee
- Tom Murray, Thermostat Recycling Corporation



ENERGY STAR® Smart Thermostats Deliver:

- ✓ Demonstrated Energy Savings
- ✓ Reliable Performance
- ✓ Environmental Benefits
- ✓ Convenience, Insight, and Control





Key Contacts

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