

# THE ENERGY STAR® RETAIL PRODUCTS PLATFORM

The simple  
choice for  
energy  
efficiency.



October 2015

## Executive Summary

Transform the way energy efficient products and messages are delivered through a coordinated national retail platform.

The landscape of energy efficiency programs is shifting due to the success of ENERGY STAR-focused programs, the evolution of products, dramatic changes in the way products are used and sold, as well as other factors. The energy efficiency community is calling for a new approach to traditional retail-based energy efficiency programs that reflect these new dynamics to effectively capture remaining energy savings and continue to advance energy efficiency.

## The ENERGY STAR Retail Products Platform

The ENERGY STAR® Retail Products Platform (ESRPP) is a collaborative initiative of ENERGY STAR, energy efficiency program sponsors, and retailer partners, facilitated by the U.S. Environmental Protection Agency.

The ESRPP is based on the concept of developing a national-level structure for the design of program delivery and engagement with retailers. The ESRPP gives program sponsors new access to a low-cost retail-based program through national coordination. The goal of the ESRPP is to transform markets by streamlining and harmonizing energy efficiency programs with retailers, making them less complex and more cost-effective. Increasing the availability of ENERGY STAR products will generate energy savings as utility customers purchase and install these more efficient models in their homes.

## Schedule

Launch coordinated pilots in 2016 on the East and West coasts; pilots pave the way for a broader national program in 2017. The national program will include more program sponsors, products, and retailers to help consumers save energy.

## ESRPP: Looking Forward

- Program sponsors agree to adopt a common set of retail-based products for promotion.
- By 2017, a sufficient number of program sponsors use the ESRPP and achieve critical scale, serving more than 25% of the US population.
- Critical scale is achieved through consistent program design—including product categories, specifications, data requirements, and general approach (i.e. midstream incentives)—and lower per-unit incentive and administrative costs for both program sponsors and retailers.
- Retailers agree to provide unprecedented access to critical sales and market share data to program sponsors in exchange for targeted product categories, consistent and streamlined data, and reporting requirements from program sponsors.
- Retailers and program sponsors work together to tailor local go-to-market strategies built on the national framework allowing for some flexibility in local markets.
- EPA, NRDC, retailers and leading regulatory experts support program sponsors in developing and promoting supportive policy and innovative EM&V approaches.

**"Electricity demand by U.S. homes is forecasted to climb by as much as 21 percent by 2040. With ENERGY STAR, you can save approximately 35% or more than \$760 on your household energy bills, while saving more than 8,000 pounds of greenhouse gas emissions."**

-- U.S. EPA, 2015

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## Retailers Approve

Retailers are the most important channel for delivering energy efficient products to residential consumers, selling almost 2 billion energy consuming products that use 80 million MWh per year.

Retailers are becoming less interested in participating in traditional energy efficiency programs—they are not core to their business, they introduce cost and complexity, and consumer incentives offer reduced value and efficacy as a tool for driving sales.

Members of the ENERGY STAR Retail Action Council, including contacts from Best Buy, Sears, and The Home Depot approve of the ESRPP (as stated in Scottsdale, AZ on October 28, 2014):

- ✓ We support EPA's efforts to build scale and be more effective and efficient with the ENERGY STAR Retail Products Platform.
- ✓ We believe this is the future of energy efficiency programs, and the future is now!
- ✓ We are offering to help regulators recognize the energy saving opportunities.
- ✓ We are excited and wish to assist innovative Program Sponsors who join together with the EPA to transform the energy efficiency market.

## Getting Involved

- Contact EPA to discuss program concept and potential role
- Join the current team and develop a pilot
- Help shape discussions with regulators and evaluators
- Prepare to field a pilot in 2016
- Prepare for full program launch in 2017

## Current Participants

### 2016 Pilot Participants\*

- CA: PG&E, SCE, SoCalGas, SDG&E, SMUD
- CO & MN: Xcel Energy
- CT: Eversource CT, UIL Holdings
- DC: DC SEU
- ID, MT, OR & WA: NEEA
- MD: BGE, SMECO, PEPSCO, Delmarva Power
- MI: DTE Energy
- NY: Con Ed
- VT: Efficiency Vermont
- WI: Focus on Energy

*\*some finalizing the approval process*

### Other Key Stakeholders

- NEEP and NRDC

### Retailers Participating in 2016

- Best Buy
- Sears
- The Home Depot

National Planning, Facilitation, Monitoring & Support

US EPA  
(Navitas Supporting)



Local/Regional Planning & Execution

Pilot Sponsors  
(Implementation Contractors Supporting)

## Questions or Comments? Contact:

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