



ENERGY STAR[®]
Products Partner Meeting

ESRPP: The Best is Yet to Come

Dan Lawlor, U.S. Environmental Protection Agency

Richard Weinberg, Nationwide Marketing Group

Nick Leritz, NEEA



Need for Change

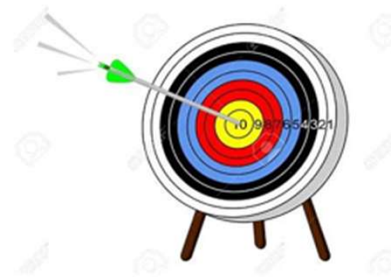
Retailer Perspective: Traditional Programs

10 Data Firms
46 Product Lists
18 Trainings
35 POP Materials
55 Stops
55 Starts
++\$\$ Instant
60 Legal Agreements
41 Mail In Forms
32 Incentives



Retailer Perspective: ESRPP

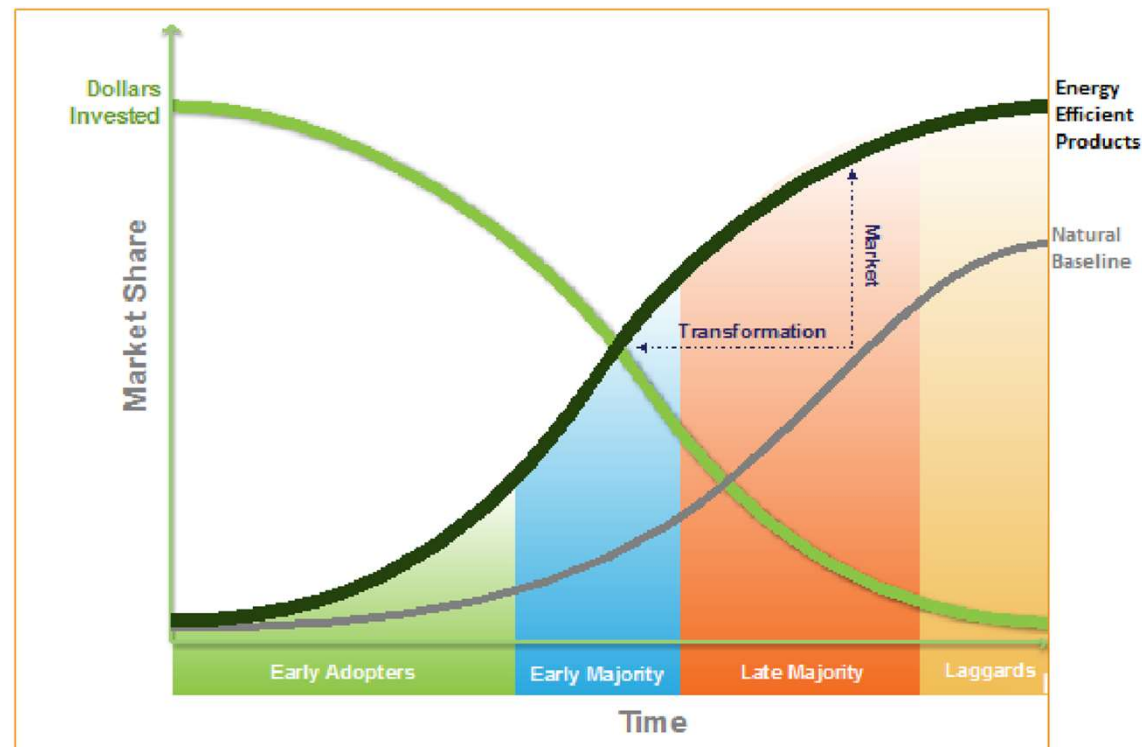
- 1 Contract
- 1 Start Date
- 1 Data Interface
- 1 Incentive Pool
- 1 Product List
- 1 POP Set
- 1 Evaluation Interview



Why this matters to Program Managers:
The retailer focus is on improving Energy Efficiency



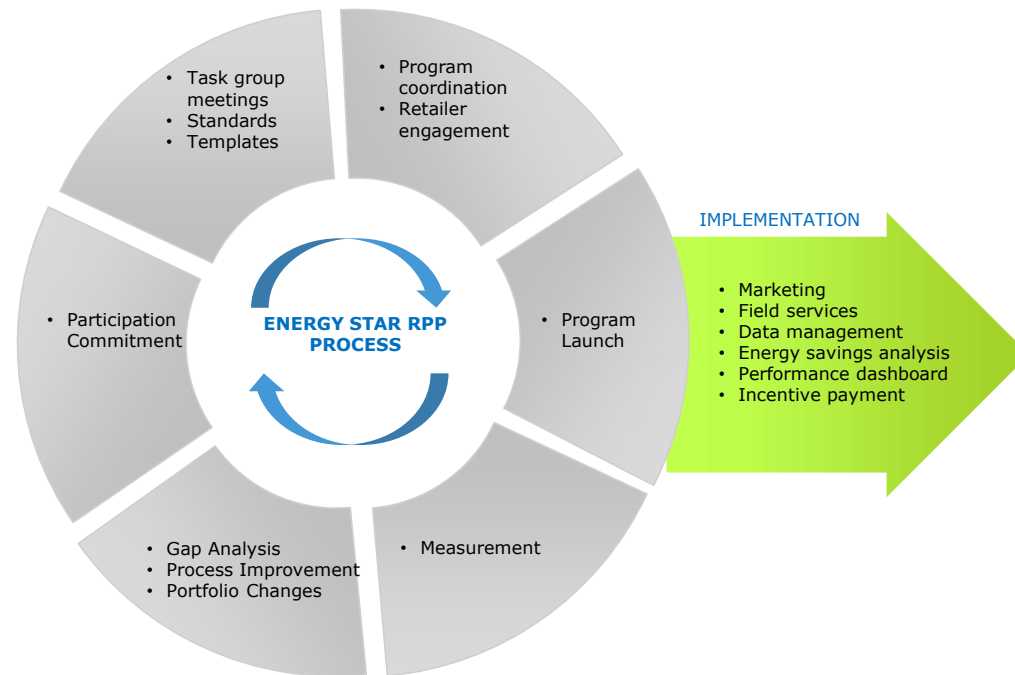
What is the ENERGY STAR Retail Products Platform?



Source: Northwest Energy Efficiency Alliance—"NEEA's Definition of Market Transformation"



Platform Process





Platform Elements

Product Specifications
Building consensus for common portfolio

Data Requirements
Coordination of national data services

Marketing/Field Service
Design marketing templates and share best practices

Legal Agreements
Preparation of universal participation agreement

EM&V/Regulatory
Guidance for evaluating midstream & market transformation programs

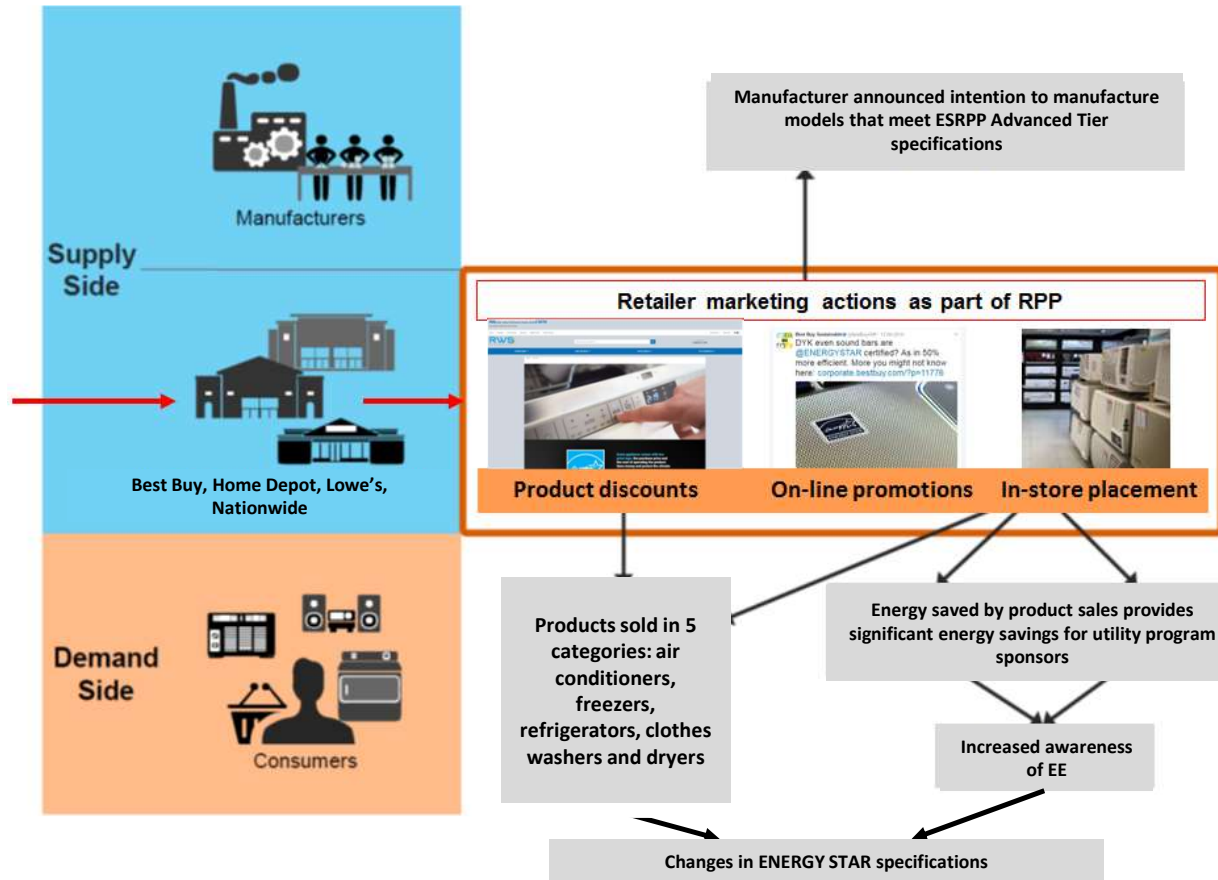
Outreach
Recruit stakeholder participation to increase scale



ENERGY STAR[®]

Products Partner Meeting

ESRPP Logic Model





ENERGY STAR[®]

Products Partner Meeting

Product Portfolio



Most Efficient
2020
www.energystar.gov





ENERGY STAR[®]

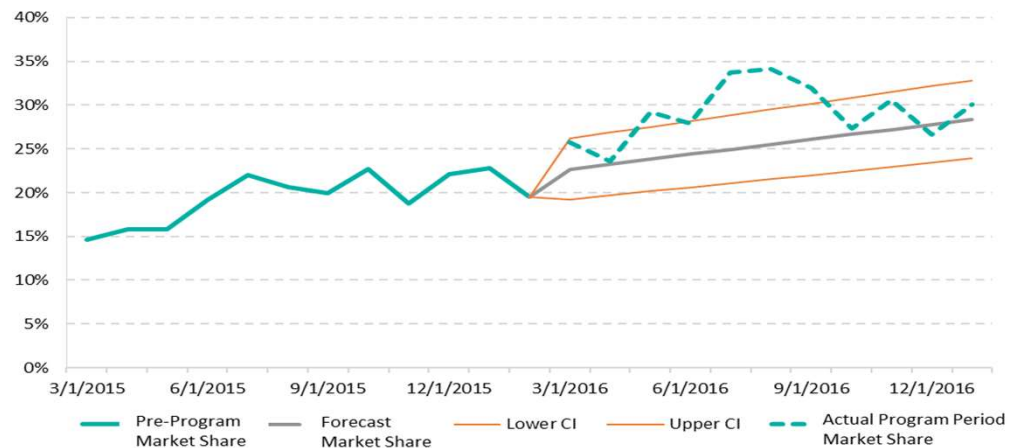
Products Partner Meeting

Critical Elements of Success

- Universal Participation Agreement
- Evaluation Guidance
- Data Management

Welcome to the RPP Data Portal

The RPP Data Portal is a data management tool for retailers and energy efficiency program sponsors participating in the Retail Products Platform (RPP).



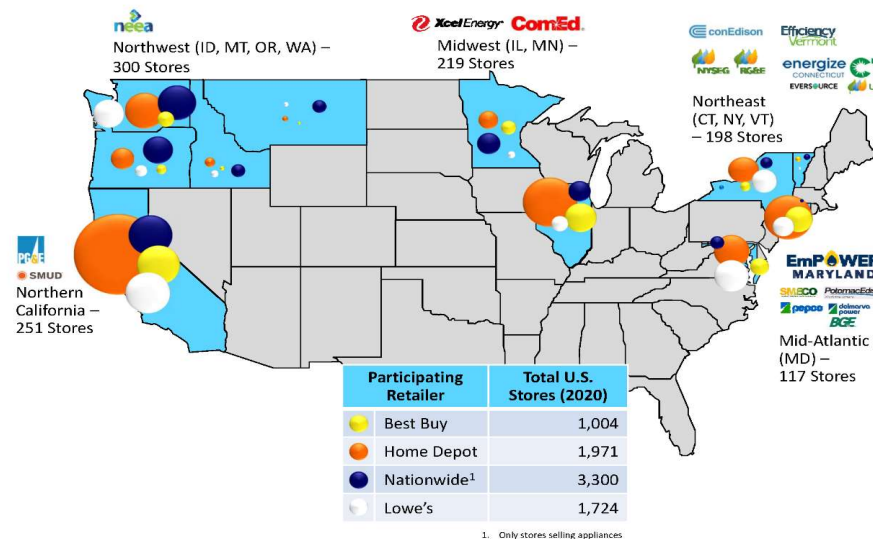


ENERGY STAR®

Products Partner Meeting

2020 Program Year Highlights

- 16 program sponsors in 11 states
- More than 18% of the U.S. market covered
- 4 participating retailers
- Almost 1,000 storefronts

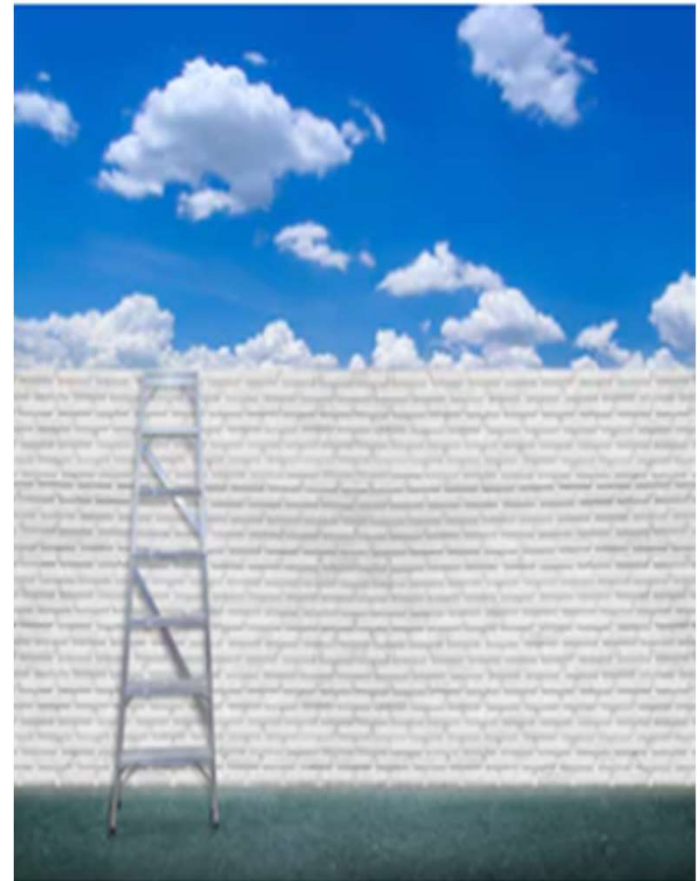


*The 2020 ESRPP program year runs from April 1, 2020 – March 30, 2021.



Barriers to Program Growth

- Market Transformation policies and savings frameworks are scarce
- Data costs are too high for some smaller programs
- Utility commitment to mid-stream delivery mechanisms

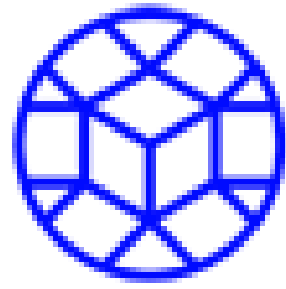




2020 and Beyond

- **Scale**
 - Incorporate all cost-effective energy saving tactics to transform markets
- **Lower Costs**
 - Explore lower cost options for data services, evaluate potential for second data provider
- **Simplicity**
 - Turn-key program (current platform: uniform data, universal contracts, preapproved signage etc.)





nationwide
marketing
group

ESRPP: The best is yet to come



Richard Weinberg, SR VP. Business Services

October 28, 2020

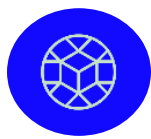


nationwide
marketing group



Richard Weinberg
SR V.P. Business Services

Richard Weinberg is currently the Senior Vice President of Business Services for Nationwide Marketing Group, North America's largest buying and marketing organization for independent dealers of Appliances, Electronics, Furniture and Bedding. Prior to this, Richard spent 20 years at Fretter Appliance, working in sales and merchandising management assisting the company to grow from a 7 to 86 retail store chain with \$860 million in annual sales. Since 1993, Richard has been actively involved in Nationwide Marketing Group's efforts in growing their membership from 140 local dealers to serving over 5,200 independent dealers across North America. Richard attributes this success to the unique programs and services Nationwide Marketing Group offers its members and vendors, as well as its talented team who are committed to strengthening the independent channel. Nationwide Marketing Group is also fully committed to energy efficiency and Richard has spearheaded this charge winning national recognition from ENERGY STAR, the EPA and DOE for their conservation efforts in retailing including the most recent 2020 ENERGY STAR Partner of The Year Sustained Excellence Award.



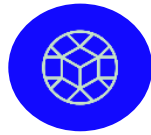
Our History and Size

Started in 1971 with 7 Members and the Zenith brand; added services in 1994; merged with MEGA USA in 2017; grew to 5,200 Members and 14,000 storefronts.



Our Product Categories

Started in appliances and expanded to CE, mattresses and furniture; recently added grills and outdoor furniture; leader in Connected Home space.



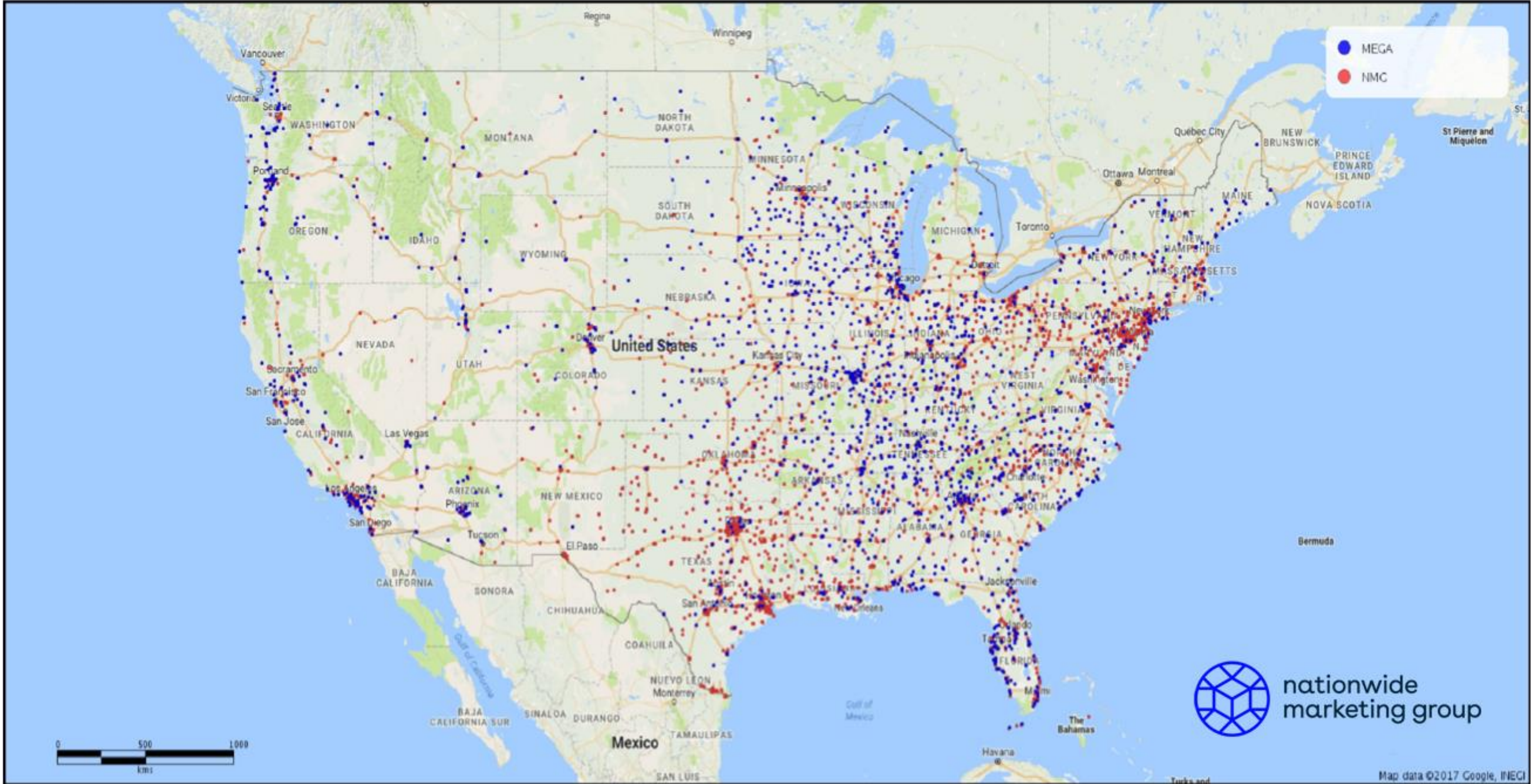
Our Core Strengths

We are passionate about serving independent retailers through merchandising programs, marketing campaigns, websites and digital marketing, and business services.



Our Mission!

'To Help Entrepreneurs Thrive On Their Own Terms' ...With Energy Star!



 **ENERGY STAR**
AWARD 2020
PARTNER OF THE YEAR
Sustained Excellence

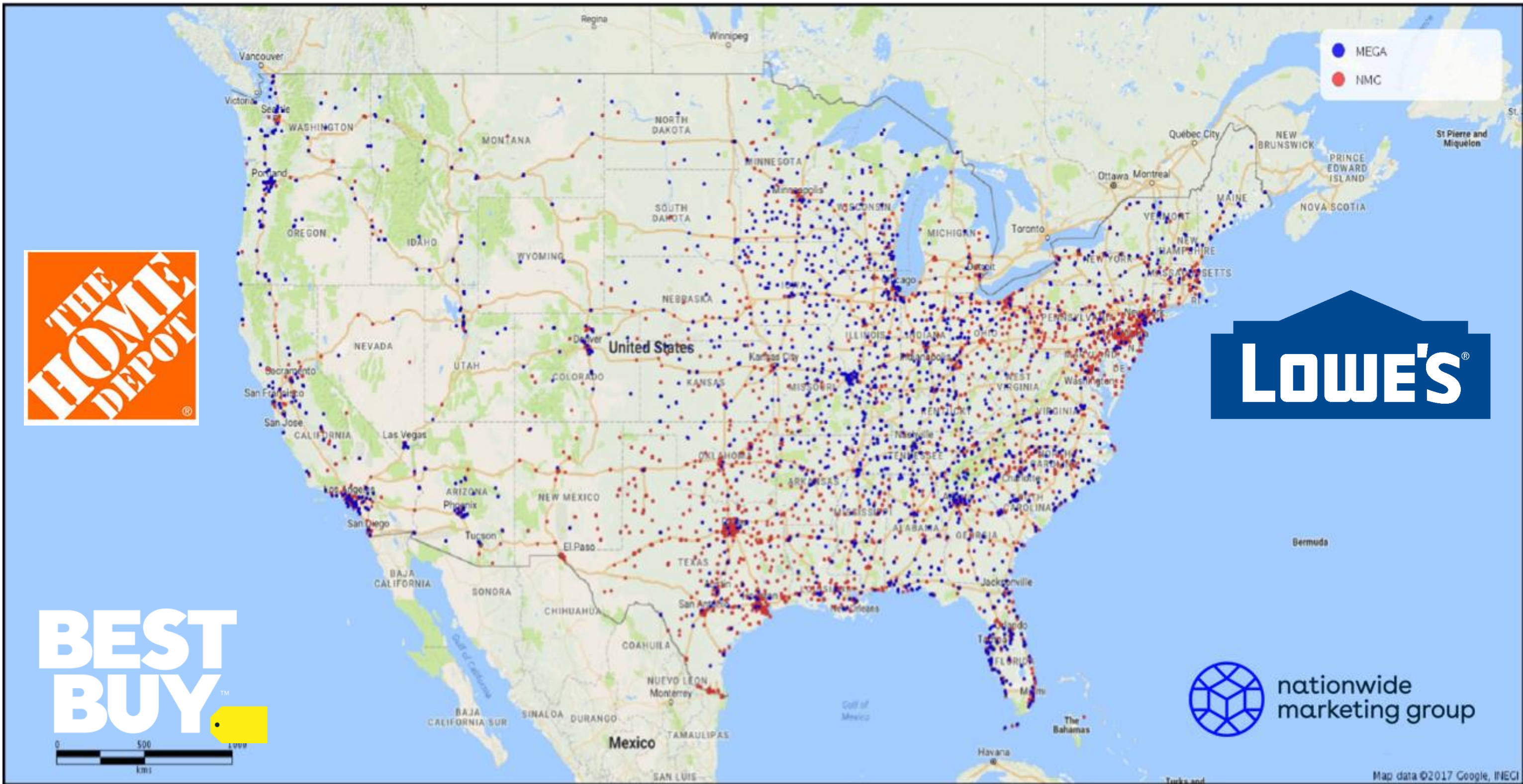
An ENERGY STAR
Partner/Stakeholder
Since 1992...



Together, Nationwide's Members represent the largest U.S. retail channel.

ENERGY STAR RETAIL PRODUCTS PROGRAM

SCALE MATTERS!



A national, scalable, mid-stream, ENERGY STAR retail program....
These retailers cover more than 80% of US consumer households and retail distribution!



ESRPP RETAILERS ENERGY STAR MACHINE



Assets & Quantification
"WE SHARE DATA"

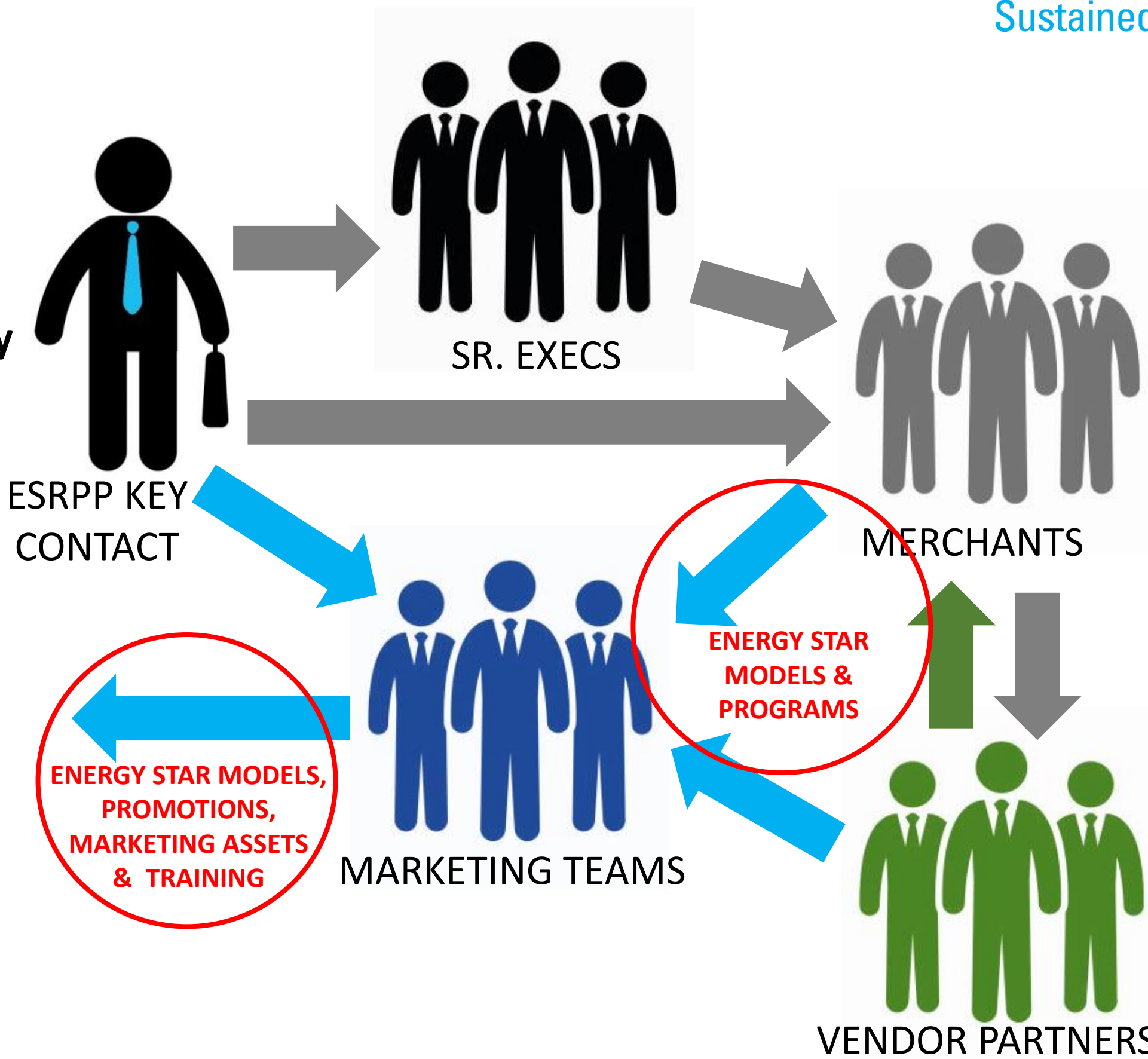
12 Months Baseline Data & Sales Data Monthly

Quarterly Webinar Update Presentations
To Utility Partners and Contractors

Digital Marketing & Promotions

Traditional Marketing & Promotions

ENERGY STAR Awareness & Training



ENERGY STAR. The simple choice for energy efficiency.



2020 ENERGY STAR AWARDS

Profiles in Leadership



Nationwide Marketing Group

March 31 ·

Out of the many thousands of companies partnering with @ENERGYSTAR, Nationwide Marketing Group is proud to be one of the 2020 ENERGY STAR Award winners this year, earning the Partner of The Year - Sustained Excellence Award for the 6th consecutive year! Thank you to our Members and Vendor partners for helping earn this prestigious award. #ENERGYSTARawards



Nationwide Marketing Group

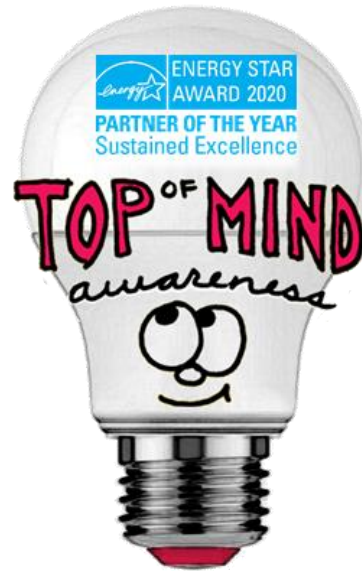
April 7 ·

Later this month we'll come together to celebrate #EarthDay. But for ENERGY STAR, eco-awareness is a year round process. Here are some tips on how you can leverage the ENERGY STAR program in your store: <https://www.nationwidegroup.org/how-you-can-drive-sales-wi.../>



NATIONWIDEGROUP.ORG

How You Can Drive Sales with ENERGY STAR Products and Resources – Nationwide Marketing Group



2020 ENERGY STAR Partner of the Year - Sustained Excellence Award!



Congratulations! Today, we're happy to share with you that for the 6th consecutive year, Nationwide and its Members have received the ENERGY STAR® Partner of the Year-Sustained Excellence Award for continued leadership and superior contributions to ENERGY STAR. This award, presented by the U.S. Department of Energy and the U.S. Environmental Protection Agency, honors the efforts of Nationwide and its Members for their leadership in both raising consumer awareness of ENERGY STAR qualified products, and assisting consumers in the selection of new energy efficient appliances and consumer electronics. These efforts have resulted in the replacement of countless less efficient products, as well as the resulting energy, water and money saved by scores of consumers.

"Being recognized for the 6th consecutive year as a sustained excellence ENERGY STAR partner of the year shows that caring, powerful force we have with our members and manufacturers," said Nationwide's President Tom Hickman. "We will give back more than just a slogan, it is who we are and when we promote and sell ENERGY STAR qualified products, we are both driving local business and protecting the local environment by encouraging less energy and water usage in our community."

Nationwide salutes our Members' contributions toward the achievement of an Energy Star Award for the 14th time. Those efforts are helping us connect with more consumers today than ever before. In fact, recent studies show that the ENERGY STAR brand is recognized by over 90% of U.S. Consumers.

"For more than 25 years Nationwide Marketing Groups members, vendors and staff have worked to ensure we brought to market the most innovative, feature rich and energy efficient ENERGY STAR qualified consumer product solutions available," said Nationwide's Sr. VP Business Services Richard Weinberg. "Today's consumers insist on great consumer experiences not just at the time of purchase but during the lifecycle of the products and when we present and sell ENERGY STAR and ENERGY STAR Most Efficient products, we are giving today's consumer the best possible opportunity for a great cost-effective energy efficient experience, including using less energy and reducing greenhouse gas emissions through the environmental benefits of cleaner and more efficient energy use."

As our way of saying thank you for your continued support for the ENERGY STAR Program, we're providing you with an array of media assets ready to deploy, to help you to leverage this award to connect with your consumers in your market, all courtesy of Nationwide. Attached, you'll find a Social Media Asset Guide, with digital assets and suggested posting text for Facebook and Twitter, all with ENERGY STAR Guidelines. Additionally, for all MemberNet TV Users, a new message regarding the 2020 ENERGY STAR Award is being deployed and will be ready for you to add to your content!

"2020 ENERGY STAR award winners," said Anne Idsal, EPA Principal Deputy Assistant Administrator for Air and Radiation. "These leaders demonstrate how energy efficiency drives competitiveness in tandem with environmental protection."

ENERGY STAR Partner of the Year - Sustained Excellence Award is the highest honor amount the ENERGY STAR Awards and again, we congratulate you on your efforts. This year, Nationwide is the only marketing organization in our independent Retailing industry to receive such an honor. The DOE, and your Nationwide Team congratulate you on your success!

[View the Social Media Content Access Guide](#)



CONGRATULATIONS! For the 6th consecutive year Nationwide and its Members have received the 2020 ENERGY STAR® Partner of the Year-Sustained Excellence Award for continued leadership and superior contributions to ENERGY STAR.

[click to read more...](#)



ENERGY STAR



1200 Pennsylvania Ave NW
Washington, DC 20460
P: (888) 782-7937

ENERGY STAR Program Website

Partner Marketing Materials

Small Business Guide on
energystar.gov

Sales & Training Resources on
energystar.gov

ENERGY STAR Product Finder

Guide to Shopping for DVD Players
on energystar.gov

Guide to Shopping for TVs on
energystar.gov

Recursos en Español

Consejos de ENERGY STAR para la
casa

ENERGY STAR Day Marketing
Toolkit

Nationwide - Group Support & ENERGY STAR

Energy Star Labor Day 2020
Downloadable POP

Energy Star July 4th 2020
Downloadable POP



Find Documents, Contacts & More



Who's Online



Home Promotions Marketing News Brands Services PRIMETIME

Quick Links

All Categories Member Services

Contact Edit Vendor

ENERGY STAR



1200 Pennsylvania Ave NW
Washington, DC 20460
P: (888) 782-7937

ENERGY STAR Program Website

Partner Marketing Materials

Small Business Guide on
energystar.gov

Sales & Training Resources on
energystar.gov

ENERGY STAR Product Finder

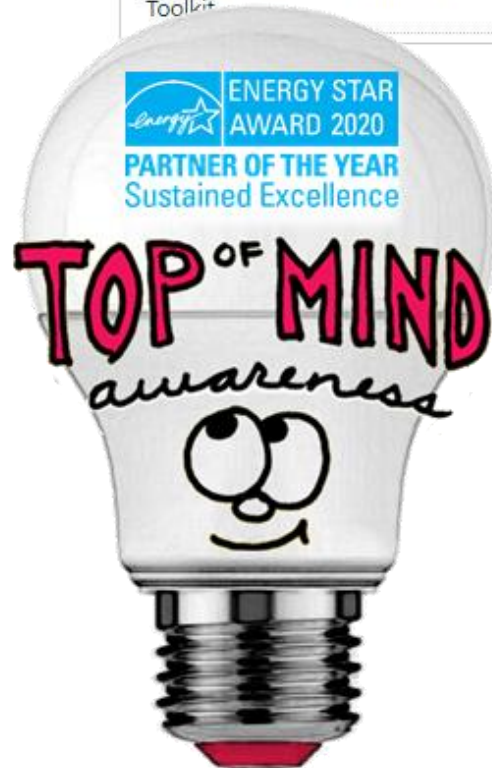
Guide to Shopping for DVD Players
on energystar.gov

Guide to Shopping for TVs on
energystar.gov

Recursos en Español

Consejos de ENERGY STAR para la
casa

ENERGY STAR Day Marketing
Toolkit



ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, people across America have looked to EPA's Energy Star program for guidance on how to save energy, save money, and protect the environment.

Take advantage of national ENERGY STAR promotions to drive traffic, increase sales, and differentiate.

Participate in the 2020 ENERGY STAR Flip Your Fridge promotion!



The Flip Your Fridge (FYF) campaign is a nationally coordinated, targeted promotion to prompt early replacement and increase the sale of ENERGY STAR refrigerators, while encouraging proper recycling.

Did you know? There are ~19.5 million energy-wasting refrigerators throughout the U.S. that are 15 years or older and still in use. That means MILLIONS of opportunities to sell ENERGY STAR refrigerators that use HALF as much energy as those old models.

Here's how Nationwide Members can utilize ENERGY STAR's promotional and educational materials:

- Incorporate [Flip Your Fridge Promotional Messaging](#) into blogs, e-blasts, and/or consumer newsletters featuring opportunities and benefits of replacing old refrigerators with new ENERGY STAR models.
- Leverage co-brandable marketing materials such as the [ENERGY STAR FYF Ruler](#) to promote savings and encourage proper refrigerator sizing.
- Reference these [pre-filtered lists of ENERGY STAR certified refrigerators](#) to make sure models on the floor are properly identified.
- Remind store staff about Nationwide's ENERGY STAR and ENERGY STAR Most Efficient Training.

Nationwide Members can keep customers comfortable and save with ENERGY STAR certified Smart Thermostats



Did you know? For the average American household, almost half of the annual energy bill goes to heating and cooling – more than \$900 a year. ENERGY STAR certified smart thermostats use less energy to keep your customers comfortable inside, which helps protect the environment outside while also saving them money on energy bills.

Smart thermostats that earn the ENERGY STAR offer:

- Demonstrated energy savings
- Reliable performance
- Environmental benefits
- Convenience, insight, and control

ENERGY STAR smart thermostats are third-party certified to:

- Accurately measure temperature.
- Quickly entering a low-power standby mode when inactive.
- Track and report equipment use and temperature data to the homeowner.
- Provide tailored functionality and service that delivers energy savings that make sense for the individual homeowner.

To take advantage of this national promotion:

- Explore the [full library](#) of Smart Thermostat specific marketing materials available for download

ENERGY STAR Specification Development Updates

One of the main goals of the ENERGY STAR program is to develop performance-based specifications that determine the most efficient products in a particular category. Products that meet these specifications earn the ENERGY STAR label. Additional

One of the main goals of the ENERGY STAR program is to develop performance-based specifications that determine the most efficient products in a particular category. Products that meet these specifications earn the ENERGY STAR label. Additional information about specification development, including the most recent program requirements, are available at <https://www.energystar.gov/products/spec>.

Smart Home Energy Systems	In Effect	1.0	09/03/2019	View the Version 1.0 Development Process
Dehumidifiers	In Effect	5.0	10/31/2019	As of February 5, 2018, all clothes washer products must be certified to Version 8.0.
Air Conditioner, Room	In Effect	4.1	10/26/2015	View the Version 4.1 Development Process

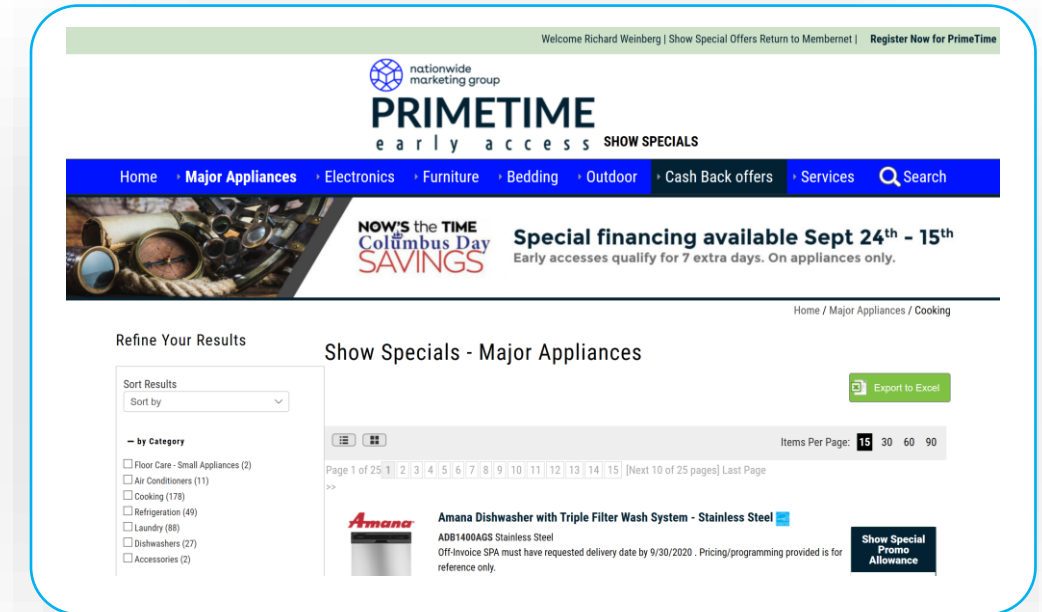
For more information specific information regarding the ENERGY STAR Specification Development webpage including a detailed quarterly specification development update please visit the [ENERGY STAR Product Specification Development webpage](#).

Visit www.energystar.gov/marketing_materials for more information and resources for all of our 2020 ENERGY STAR campaigns

Q3

RPP

Retail Products Program Focused Activities!



Energy Star Retail Products Program - 2020 Promotional Marketing

	Q1			Q2					Q3				Q4		
	January	February	March	April	May	June	July	August	September	October	November	December			
Multi-Vendor Events															
Energy Star															
Part															
Promotions															
Rebates / Marketing															

Promotions

PRIMETIME
early access
07/06/2020 to 08/12/2020

MP¹⁰
Over 80% Energy Star Models
Product, Programs, Pricing

GOES
PRIMETIME VIRTUAL
OCTOBER 27 - 29, 2020
WWW.NATIONWIDEPRIMETIME.COM

(YTD...More than 80% of the MP10 models that can be Energy Star, are Energy Star!)

Q3

RPP

ENERGY STAR TRAINING & AWARENESS

80% of purchasers would recommend ENERGY STAR products to a friend.

Energy Star By the Numbers 2



NEW & UPDATED FOR 2020 DIGITAL ASSETS



SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD.

Nationwide Marketing Group is proud to be an ENERGY STAR Partner of the Year – Sustained Excellence Award winner for the sixth year in a row!

Thank you to all of our Members who help protect our planet while also saving consumers water, energy and money with ENERGY STAR qualified appliances, electronics and connected home products.

ENERGY STAR® CAN BE THE ACE UP YOUR SLEEVE

by RICK WENBERG
Business Services

When Rick, a Partner of the Many Nationwide Independent Member businesses have been in business for decades, scores of years and, for a few, over a century to the day, many Nationwide Member retailers and independent businesses have been doing challenging work in challenging times. We know better than most that it's not easy to overcome those challenges, and make the most of our days.

Consider the fact that in some health care fields that we as retailers have found for decades. But thankfully we're joined with the support of the CDC, government and a tremendous healthcare industry. Finally, we're pleased to be in the year 2020, where every scientist, doctor, nurse and medical professional is doing all they can for us. Thanks to all of that, we are able to do our best to support our employees, our families and our customers' safe and healthy.

I have no doubt that many of us will play our best cards while in store, in the middle, through our product assortment and in support of our local communities, and perhaps the and up our claims. A Nationwide member with ENERGY STAR.

For more than 25 years, Nationwide Member has supported ENERGY STAR and ENERGY STAR Most Efficient qualified products and played the ENERGY STAR card to great advantage. We're proud, energy efficient and compelling consumer products that consumers want. In fact, Nationwide Marketing Group and its members were recently recognized as a 2020 Energy Star Partner of the Year for Sustained Excellence Award.

Consider some of these exciting savings and other benefits generated by ENERGY STAR products:

- ENERGY STAR washers will save 8,000 gallons of water and 100 lbs of energy each during its 10-year lifecycle.
- ENERGY STAR dryers will save a consumer \$245 in energy costs during its 10-year lifecycle.
- ENERGY STAR washers and dryers use less energy, water and heat, and are kinder to the environment, taking better care of consumers' clothes and the water for the environment.
- An ENERGY STAR model delivers environmental benefits that save energy use, change air through less greenhouse gas emissions, conserve water and they use much less water than older models.

Surveys show that 80% of consumers acknowledge they are aware of the ENERGY STAR logo, and 40% say that within the last 12 months they made a purchase decision based on the ENERGY STAR logo. These are compelling and important factors in deciding which models to put on your sales floor, which models to list on your website and how to display their features and benefits.

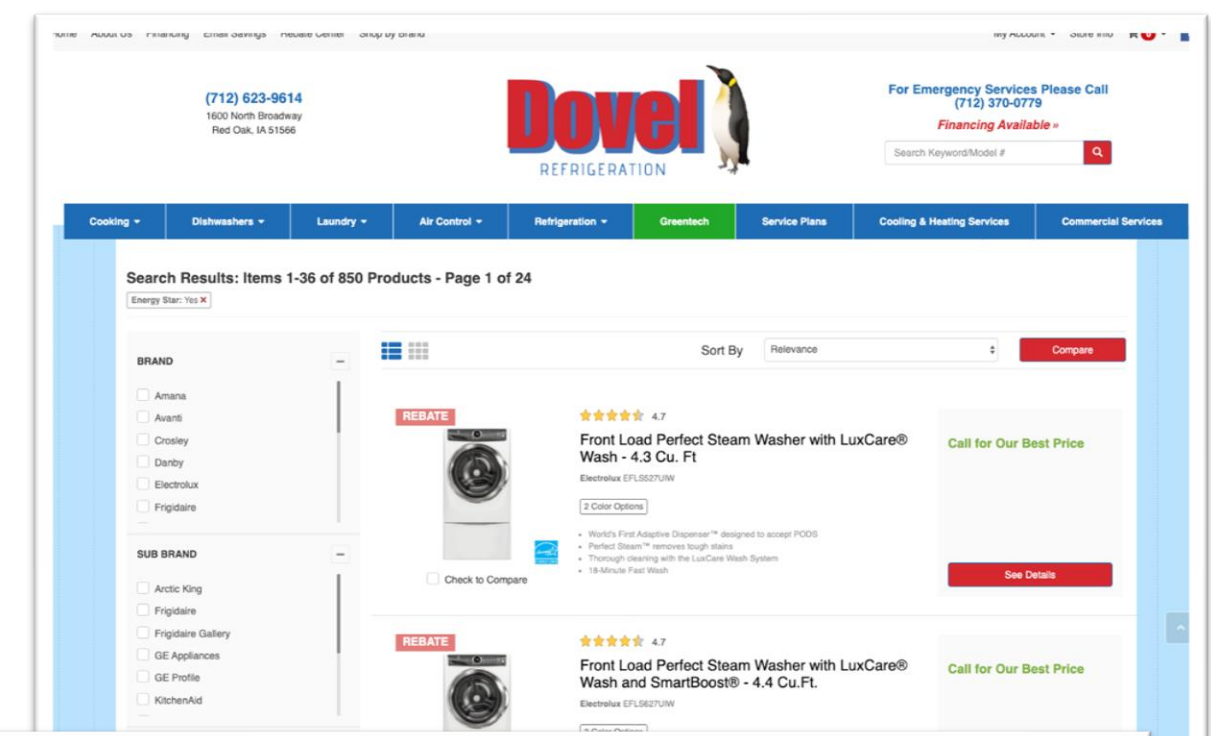
There will be several ENERGY STAR national consumer campaigns across the promotional periods and we will be supporting them through the year. We're excited to have our Nationwide members all support the ENERGY STAR logo, all support the values which will include a tremendous offering of ENERGY STAR models everywhere they can.

As we all look to assure that we're doing all we can to help you through this challenging time, we want to encourage you to make sure that the Energy Star card is one you play to your advantage.

Independent Thinking | Fall 2020 | Page 57

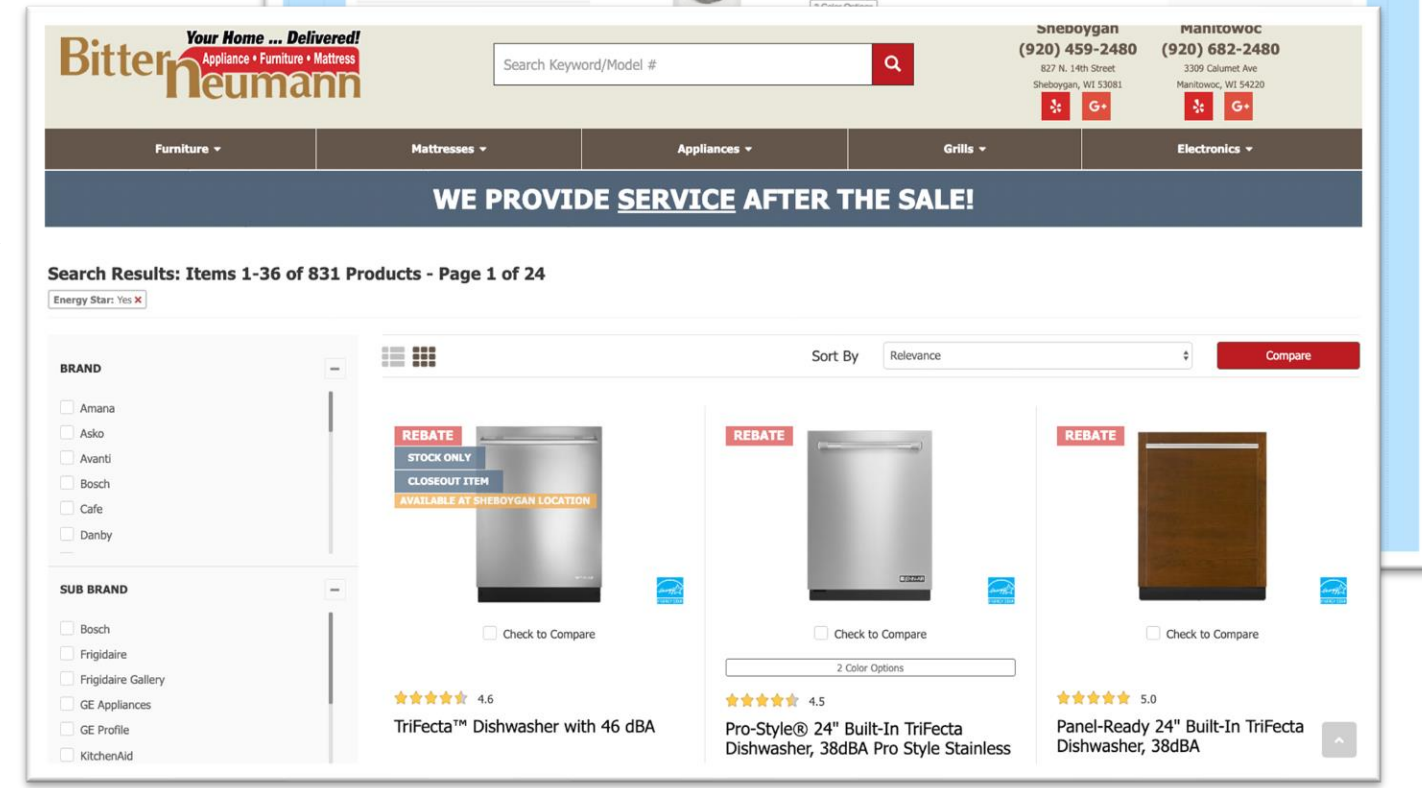
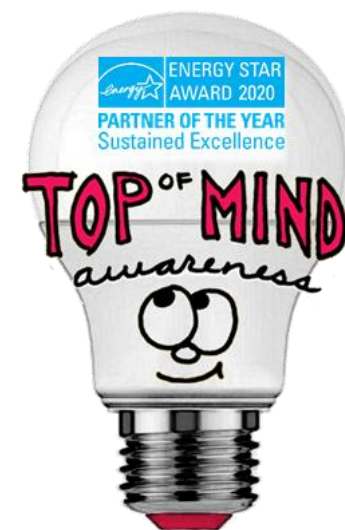


Most sophisticated digital tools and Energy Star RPP Marketing support available!



OVER 85,000,000 ENERGY STAR impressions YTD date

Nearly 1,400 members on our web platforms



Putting digital & traditional to work for ESRPP & our members....

Lets work together and achieve even more with ESRPP in 2021!

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD

nationalwide marketing group

PG&E

Help Your Customer Save Today, Save Tomorrow, Save Energy and Reduce Greenhouse Gas Emissions, with ENERGY STAR Most Efficient 2020 Dryers

When you agree to participate in this program and purchase an ENERGY STAR Most Efficient 2020 qualifying dryer, you'll receive a **\$500 TRAILING CREDIT**

Use that \$500 to create your own unique "Instant In-Store Savings" value proposition for your specific customer... Financing, Extended Warranty, Consumer Rebate or other incentive to help close more sales. PLUS, you will increase your profits and average ticket compared to other dryer sale options (see example below)

VENTED DRYER					HEAT PUMP DRYER				
Model	Reg. Cost	Promo Cost	Promo Retail	Promo Profit	Model	Reg. Cost	Reg. Retail	\$500 Applied Price	After Promo Profit
WED6620HW	\$799	\$686	\$899.95	\$209	WHD560CHW	\$1040	\$1399.95	\$899.95	\$359

There's no extra paperwork for you to submit! We will monitor your member orders from a Group approved manufacturing vendor of your choice, and invoice PG&E for your \$500 trailing credit. You will be paid through Nationwide's Money Manager. Program continues to 12/31/2020.

ENERGY STAR Most Efficient 2020 Certified Clothes Dryers Mean Savings.

When you really want to offer your customers the best and most efficient dryer, offer them an ENERGY STAR Most Efficient dryer.

Clothes dryer models recognized as the Most Efficient of ENERGY STAR 2020 offer 28% energy savings for standard electric models, 43% energy savings for compact ventless models, and 25% energy savings for gas models compared to the federal standard.

Terms & Conditions: Members must purchase dryers through NMG Vendor Programs. Builder or Contractor channel purchases are not eligible. Sales must be made to the end consumer, limit 2 per family. No multi-family unit sales or resellers.

Add Targeted ESRPP Promotions

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD

ASK US WHY...

Most Efficient 2020

SAVE UP TO 43% IN ENERGY

WITH ENERGY STAR MOST EFFICIENT DRYER MODELS AS COMPARED TO THE FEDERAL MINIMUM EFFICIENCY STANDARDS

BIG, INSTANT IN STORE SAVINGS ON ANY ENERGY STAR MOST EFFICIENT DRYER. SEE STORE ASSOCIATE FOR DETAILS



nationalwide marketing group

ENERGY STAR AWARD 2020 PARTNER OF THE YEAR Sustained Excellence

PG&E

SAVE TODAY. SAVE TOMORROW. SAVE FOR GOOD


ASK US WHY...

Most Efficient 2020

SAVE UP TO 43% IN ENERGY

WITH ENERGY STAR MOST EFFICIENT DRYER MODELS AS COMPARED TO THE FEDERAL MINIMUM EFFICIENCY STANDARDS

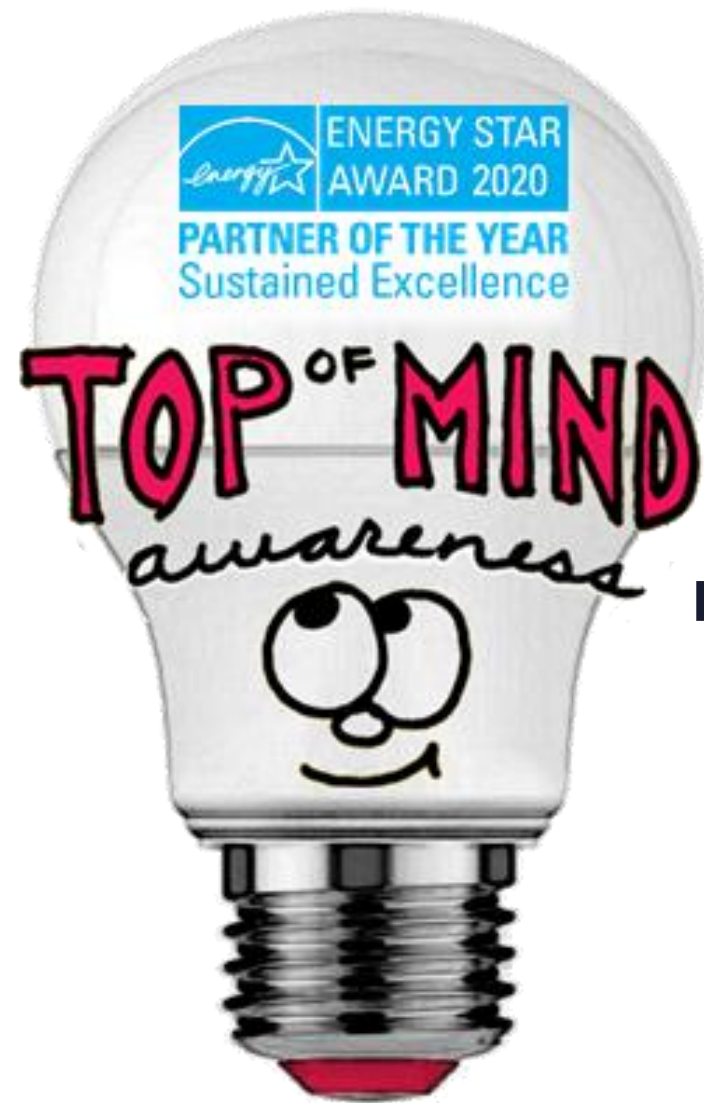
GET 0% FINANCING AND BIG, INSTANT IN STORE SAVINGS ON ANY ENERGY STAR MOST EFFICIENT DRYER. SEE STORE ASSOCIATE FOR DETAILS



nationalwide marketing group

ENERGY STAR AWARD 2020 PARTNER OF THE YEAR Sustained Excellence

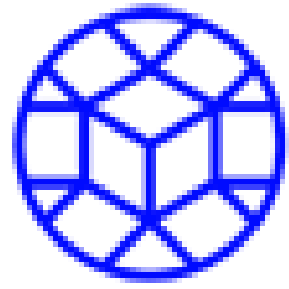
PG&E



Deeper upstream engagement with ESRPP manufacturing partners and sustainability teams!



Lets tackle diversity, equity, inclusion and low income challenges with ENERGY STAR and ESRPP!



nationwide
marketing
group



October 28, 2020



nationwide
marketing group



ESRPP: The Best is Yet to Come, The Future



Nick Leritz

Market Transformation Manager, Consumer Products - NEEA

October 28, 2020





The Alliance



» *Why We Love the ENERGY STAR RPP*

- Efficient mid-stream program
- Flexible approach
- Valuable market collaboration
- Aligns with NEEA's long-term strategy





Our Vision for the Future of ESRPP

Support ESRPP's continued evolution into 'THE' national consumer products market transformation mid-stream engagement opportunity.

» *Goals*

- Deepen engagement
- Improve program sponsor alignment
- Increase scale and impact



» *The Opportunity*

- Update program governance
- Improve coordination on standards / specifications
- Support sustainability goals
- Increase platform usage



➤ *What's Next*

- Establish Program Governance Committee
- Initially facilitated by NEEA
- EPA Staff will continue strategic involvement





Nick Leritz

Market Transformation Manager, Consumer Products - NEEA

(503) 688-5455, nleritz@neea.org

