



2023 ENERGY STAR Products Partner Meeting

Peter Banwell
Senior Manager
EPA ENERGY STAR Program

Atlanta GA
September 26 - 28





2023 ENERGY STAR Products Partner Meeting



Alejandra Nunez

Deputy Assistant Administrator, Office of Air and Radiation
Environmental Protection Agency

Atlanta GA

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Chandra Farley
Chief Sustainability Officer
City of Atlanta



The logo consists of three stylized letters: a red 'A', a dark blue 'T', and a light blue 'L'. The 'L' is designed with a horizontal bar that ends in an arrowhead pointing to the right.

ATL

Moving Atlanta Forward

A man with short dark hair and a goatee, wearing a dark blue suit jacket over a light blue and white checkered shirt, stands smiling. Behind him is a large, semi-transparent version of the City of Atlanta seal, which features the words 'RES' and 'VENA' and a central emblem. The background is a dark blue with a subtle pattern of small white dots.

CITY OF ATLANTA VISION

One City with One bright future. A city of safe, healthy, connected neighborhoods with an expansive culture of equity, empowering upward mobility and full participation for all residents, embracing youth development, and an innovative, dependable government moving Atlanta forward. Together.

MAYOR'S OFFICE OF SUSTAINABILITY & RESILIENCE

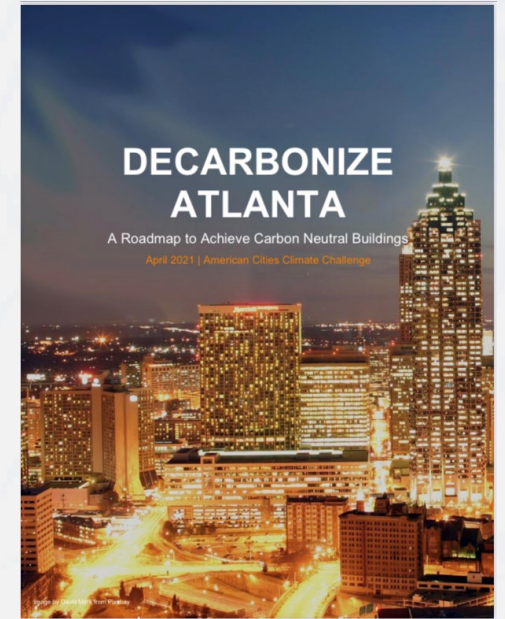
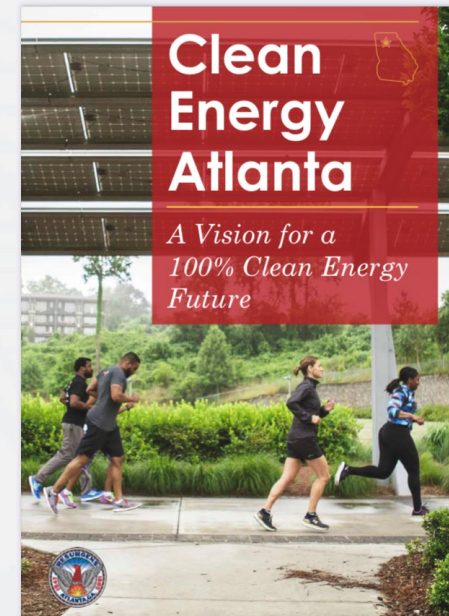
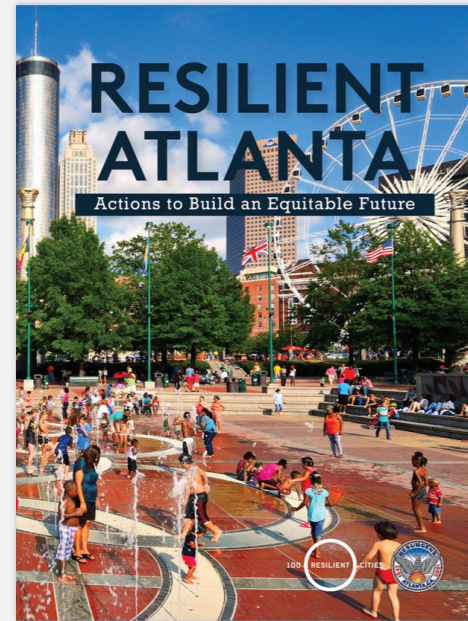
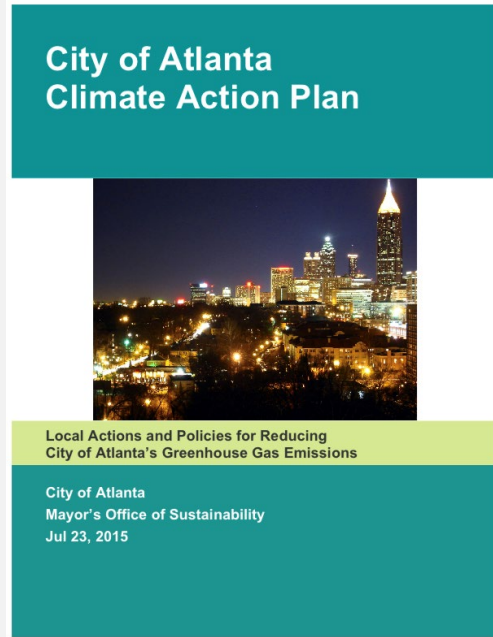
The Mayor's Office of Sustainability & Resilience leads science-based analysis informed by the community to establish, develop, implement, and promote policies, programs, and initiatives related to environmental sustainability, climate resilience, circular economy and food security rooted in environmental justice.



**MAYOR'S OFFICE OF
Sustainability
and Resilience**

SUSTAINABILITY IS IN ATLANTA'S DNA

CITY OF ATLANTA



SOLAR ATLANTA



Current # of Sites	23
Installed Capacity (MW)	1.8
Potential Capacity (MW)	30





A City Built
for the Future



Department of
CITY PLANNING



MAYOR'S OFFICE OF
**Sustainability
and Resilience**



Google x Home Energy

Chris LaRosa, Product Management Lead for Sustainability on Google Search

Google's History in Sustainability & Clean Energy



2007

We became the first major company to be carbon neutral.



2017

We reached 10 consecutive years of carbon neutrality & became the first major company to match 100% of our annual electricity use with renewable energy.



2020

We embark on our third decade of climate action with a 10-year climate strategy that goes beyond our own operations.

Google's 10-year Sustainability Strategy

Our ambitious 10-year climate strategy goes beyond our own operations, with a new focus on **enabling our partners & our users** through Google products.



Leading at Google

Aim to achieve net-zero emissions across our operations and value chain and to operate on 24/7 carbon-free energy by 2030



Supporting Partners

Empower partners with the tech they need to scale up carbon solutions

Environmental Insights Explorer (EIE)



Enabling Everyone

Through our products, we offer helpful ways for everyone to be part of the solution

Google Nest & Search

Google Environmental Insights Explorer (EIE)

EIE provides **trustworthy, timely insights for cities**, to accelerate climate action through data-driven decisions.

The screenshot shows the Google Environmental Insights Explorer (EIE) website. At the top, there is a navigation bar with the Google logo, the text "Environmental Insights Explorer", and links for "Methodology" and "Labs". A "Sign up to access" button is in the top right corner. The main header features a cityscape background with the text: "Build a resilient, sustainable future for your city" and "Empowering thousands of cities with actionable data and insights to reduce global emissions." Below this is a search bar labeled "Find your city".

Below the header, the text reads: "Access to Google's mapping data and ML capabilities".

The main content area contains a paragraph: "The Environmental Insights Explorer (EIE) uses exclusive data sources and modeling capabilities in a freely available platform to help cities measure emission sources, run analyses, and identify strategies to reduce emissions — creating a foundation for effective action." Below this is a link: "Learn more in [Methodology](#)."

To the right of the text is a circular map visualization with three data callouts:

- Building emissions: 1,210,000 Total tCO2e/yr
- Transportation emissions: 669,000 Total tCO2e/yr
- Rooftop solar potential: 669,000 Total tCO2e/yr



Supporting Partners

EIE Data Insights

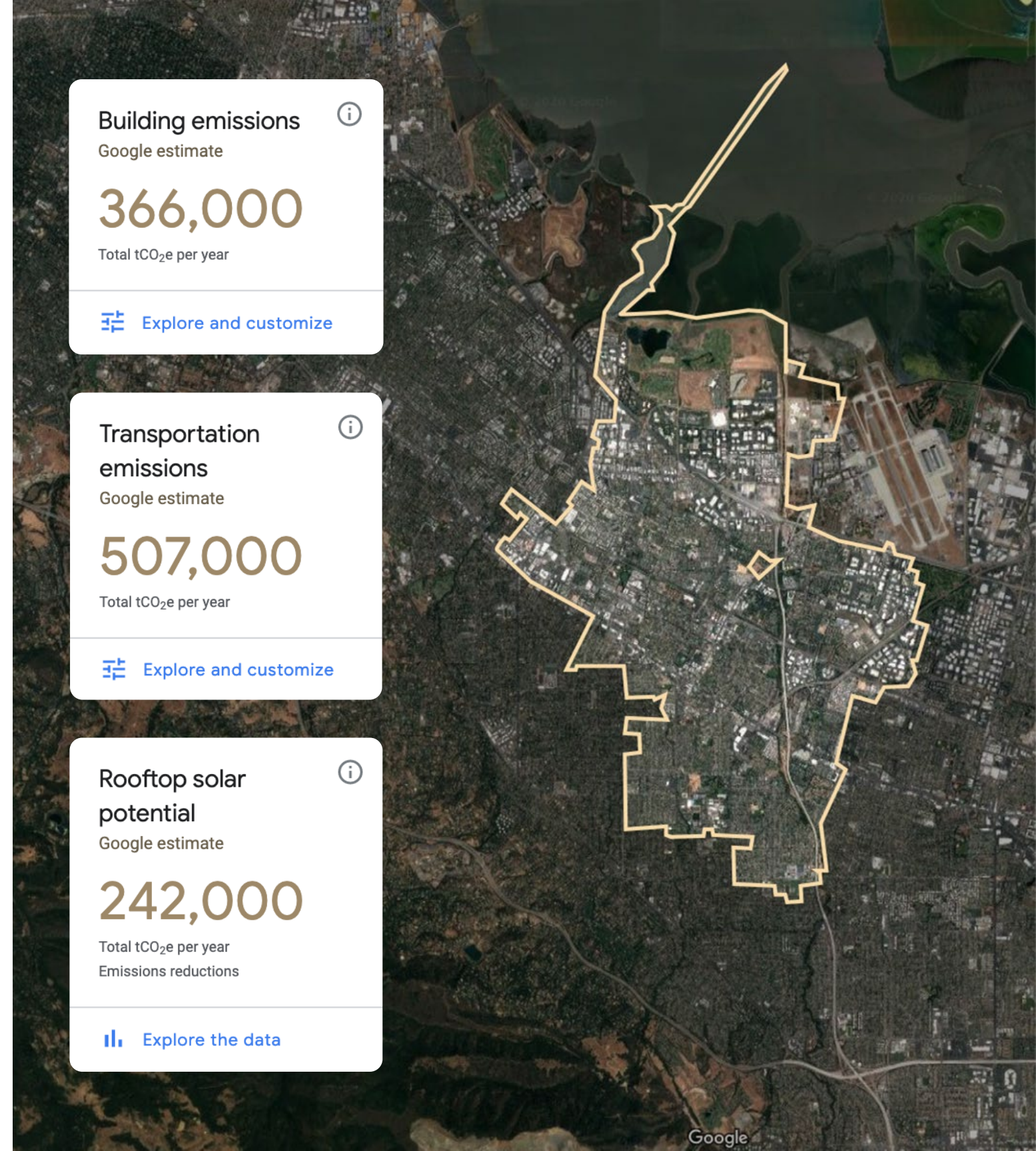
EIE data covers:

- Buildings emissions
- Transportation emissions
- Rooftop solar potential
- Tree canopy

Learn more at:
insights.sustainability.google



Supporting Partners



Building emissions ⓘ
Google estimate

366,000

Total tCO₂e per year

[Explore and customize](#)

Transportation emissions ⓘ
Google estimate

507,000

Total tCO₂e per year

[Explore and customize](#)

Rooftop solar potential ⓘ
Google estimate

242,000

Total tCO₂e per year
Emissions reductions

[Explore the data](#)

Google Nest

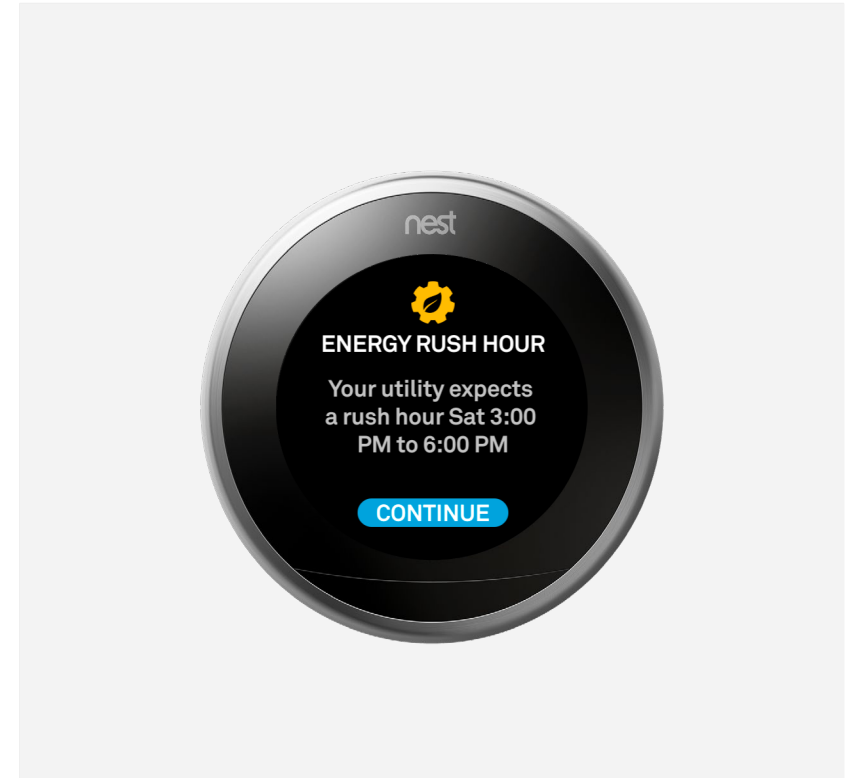
Nest makes it **easy for consumers to save energy**, but only 17% of US households currently own a smart thermostat



10-12% Heating Savings*



15% Cooling Savings*



Energy Services for Utility Programs

*Independent studies showed that Nest thermostats saved people an average of 10% to 12% on heating and 15% on cooling. Based on typical energy costs, we've estimated average savings of \$131 to \$145 a year.



Enabling Everyone

Google Nest and the IRA



With recent guidance from US DOE, Smart Thermostats like Nest are now **eligible for IRA incentives**.

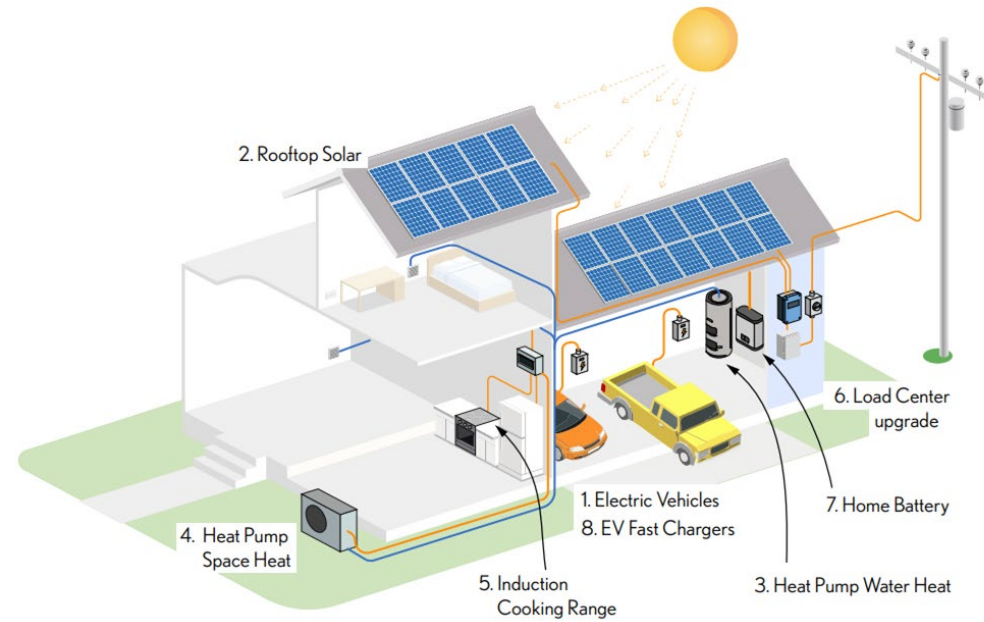
Nest thermostats have also been updated with more **intelligent heat pump control features** that help customers save energy.¹ They continuously **optimize the heat pump** by actively **adjusting auxiliary heat usage** based on temperature and performance.



Enabling Everyone

¹Not available on the 1st or 2nd generation Nest Learning Thermostat.

Demand Response & Nest Renew



Nest thermostats also enable **demand response programs** help customers automatically adjust their thermostat energy usage during peak hours helping to **improve grid reliability** and **lower energy grid costs**. These types of critical programs can help accelerate grid flexibility and **Virtual Power Plants (VPPs)** across the country.

Nest Renew empowers individual households to take advantage of **cleaner or less expensive energy at home**.



Enabling Everyone

¹Not available on the 1st or 2nd generation Nest Learning Thermostat.

Google Search's Mission, Applied to Sustainability

Organize the world's information & make it **universally accessible & useful**



**Getting
around**

is going electric



**Saving at
home**

is top of mind



**Reducing
waste**

is going mainstream



Enabling Everyone

Search Features for Electric Vehicles

In 2022, we launched features that provide users with helpful information about EVs, like: **charging**, fuel **cost-savings**, and **financial incentives**

2021 Ford Mustang Mach... ⋮
ELECTRIC · Change year ▾

Overview Specs **Charging** Images

Charging this car

Options Costs

From [fueleconomy.gov](https://www.fueleconomy.gov) and [EPA.gov](https://www.epa.gov)




Charging the 2021 Ford Mustang Mach-E is similar to charging your other electronics. When fully charged, this car has a **211 to 305 mile range**. There are three categories of charging equipment based on how quickly each can recharge a car's battery.

Level 1 (120v) ▾
 3 avg. miles of range per hour of charging

Level 2 (240v) ▾
 24 avg. miles of range per hour of charging

2021 Ford Mustang Mach-E ⋮
ELECTRIC · Change year ▾

Overview Configurations Specs For sale






Exterior (12) Interior (4) All images

MSRP	From \$39,990 Up to \$7500 tax credit. Learn more
MPGe	Up to 108 city / 94 highway
Range	211 to 305 mi battery-only
Horsepower	266 to 459 hp

[More specs](#)

[More specs](#)

 Estimated energy cost for this car ⤴

Energy cost calculator

From [fueleconomy.gov](https://www.fueleconomy.gov)

Mileage (per year)

Electricity price (per kilowatt hour)

Gas price (per gallon)

This car **\$750/yr**

Similar mid-size gas cars \$2,480/yr

Costs are calculated using 45% highway driving, 55% city driving and the highest miles per gallon equivalent (MPGe) for the base model

[Disclaimer](#)

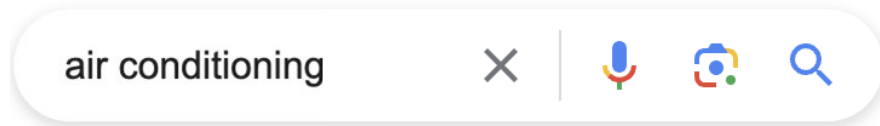


Enabling Everyone

Note: Available on mobile only



Google Search x ENERGY STAR



Air Conditioning

Air conditioning, often abbreviated as A/C (US), AC (US), or air con (UK), is the pr...



Window Air Conditioners

With Heater

Heating, V

Compare systems & savings

From EnergyStar.gov and Energy.gov



Portable air conditioners

- * Cooling
- No tax credits



Central heat pumps

- * Cooling · Heating
- Save up to \$2,600 with tax credits



Mini-split heat pumps

- * Cooling · Heating
- Save up to \$2,600 with tax credits



Central air conditioners

- * Cooling
- Save up to \$600 with tax credits



Window air conditioners

- * Cooling
- No tax credits

Energy-saving options are more efficient when used to cool and heat, compared to typical heating systems

This year, Search partnered with ENERGY STAR to help users understand and compare home cooling options

Central heat pumps

How they work

From EnergyStar.gov and Energy.gov

Central heat pumps cool and heat your home by working as a combined central air conditioner and heating system. They move heat in and out of buildings instead of generating it, and distribute air through central ducts.

Capability	Cooling, heating
Ducts required	Yes
Average lifespan	10–15 years (year-round use)
Energy efficiency ⓘ	Products with the ENERGY STAR label have high efficiency ratings

Energy-saving: More efficient when used to cool and heat compared to typical heating systems ⓘ

Shop central heat pumps

Save with incentives

From EnergyStar.gov and Energy.gov




Enabling Everyone

Google Search x ENERGY STAR

Through our **partnership with ENERGY STAR**, we're empowering users with information about **capabilities**, **efficiency**, and cost-saving **financial incentives**


Compare systems & savings

From [EnergyStar.gov](#) and [Energy.gov](#)



Portable air conditioners

- * Cooling
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ENERGY-SAVING

Central heat pumps

- * Cooling · ⚙ Heating
- 🏠 **Save up to \$2,600 with tax credits**

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[Shop central heat pumps](#)

Save with incentives
From [EnergyStar.gov](#) and [Energy.gov](#)

Incentives including tax credits and rebates can reduce purchase and installation costs

Save with incentives

From [EnergyStar.gov](#) and [Energy.gov](#)

Incentives including tax credits and rebates can reduce purchase and installation costs

Tax credits Up to \$2,600 ^

These may reduce the amount of tax you owe or increase your tax refund. [Learn more](#)

Air source heat pump	Up to \$2,000
Electrical panel upgrade	Up to \$600
Geothermal heat pump	Learn more

Rebates Vary by location ^

These additional savings can be combined with tax credits.

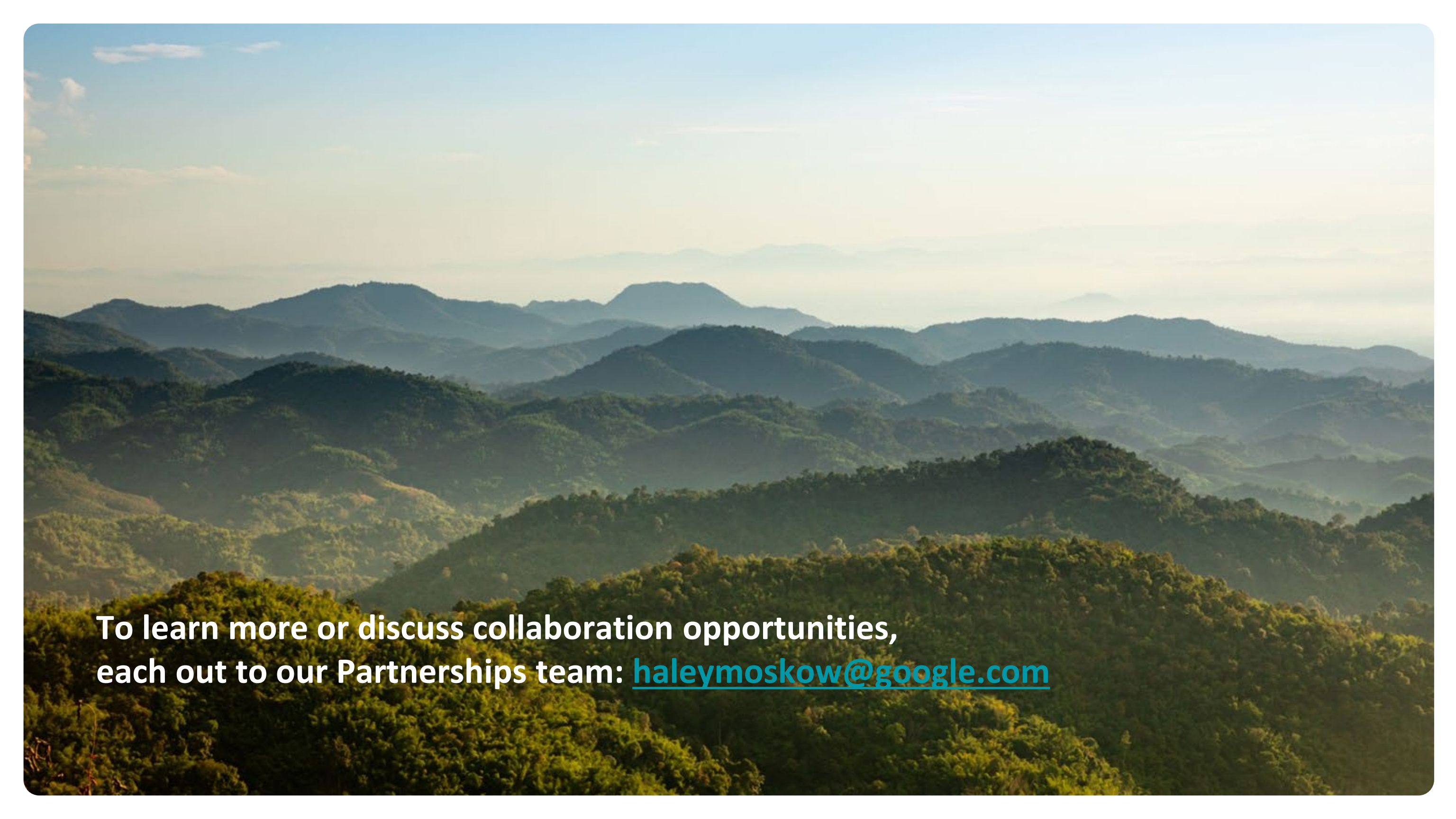
Local rebates	Learn more
Future rebates	Learn more

Total savings depend on multiple factors including appliance efficiency, project cost, and household income.

Find a contractor
From [EnergyStar.gov](#)



Enabling Everyone

A wide-angle landscape photograph showing a series of rolling, forested mountains. The foreground is dominated by a dense, vibrant green forest. The mountains recede into the distance, becoming progressively more hazy and blue-toned, creating a sense of depth. The sky is a clear, pale blue with a few wispy white clouds near the horizon.

To learn more or discuss collaboration opportunities,
each out to our Partnerships team: haleymoskow@google.com

EPA is grateful to our facilitating meeting co-sponsor, Southeast Energy Efficiency Alliance (SEEA), for their assistance with meeting planning and execution. We would also like to thank other ENERGY STAR partners for their generous support of food and beverage and audio visual offerings at the 2023 ENERGY STAR Products Partner Meeting*



*No EPA funds were used for food and beverage offerings associated with the 2023 ESPPM or related events and activities.