



The Market Transforming Impact of the ENERGY STAR[®] Retail Products Platform



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Contents

- Background
 - ENERGY STAR Retail Products Platform
 - The Midstream Approach
- National Implementation
 - Initial Research and Evaluation
 - Critical Elements of Success
- Looking Forward
 - Barriers to Program Growth
 - Conclusions



The Need for Change

Shrinking retailer participation in traditional programs

- Introduce cost and complexity
- Small incentives do not influence customers
- Data hard to secure

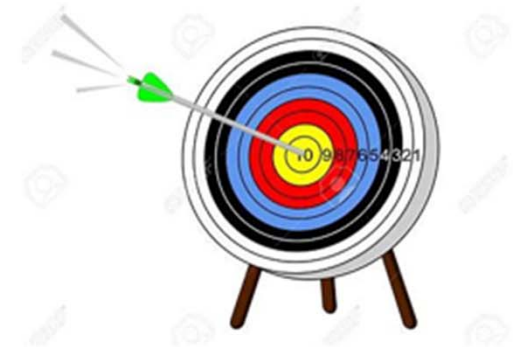
Retailer Perspective: Traditional Programs

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



Retailer Perspective: ESRPP

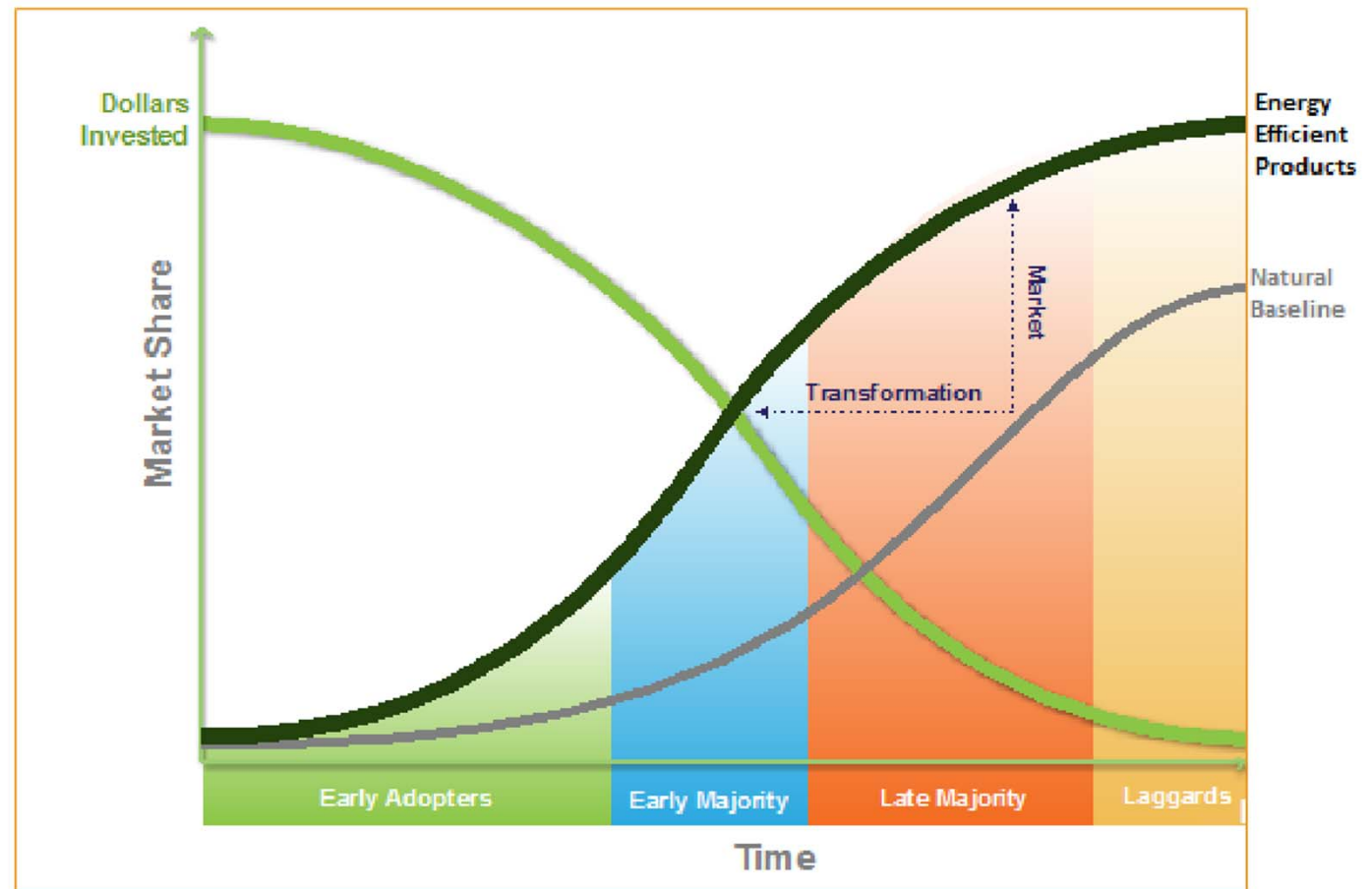
- 1 Contract
- 1 Start Date
- 1 Data Interface
- 1 Incentive Pool
- 1 Product List
- 1 POP Set
- 1 Evaluation Interview



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

What is the ENERGY STAR Retail Products Platform?

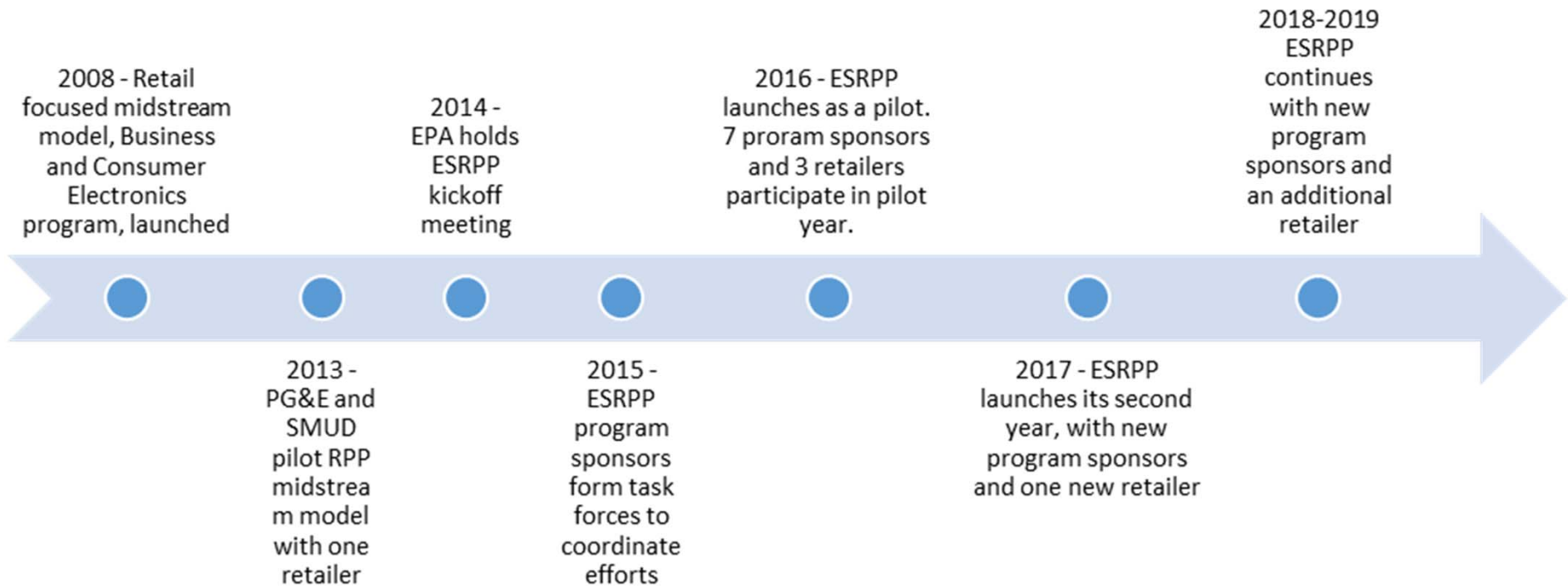
- National Collaborative
- Midstream
- Facilitated by EPA



Source: Northwest Energy Efficiency Alliance—“NEEA’s Definition of Market Transformation”

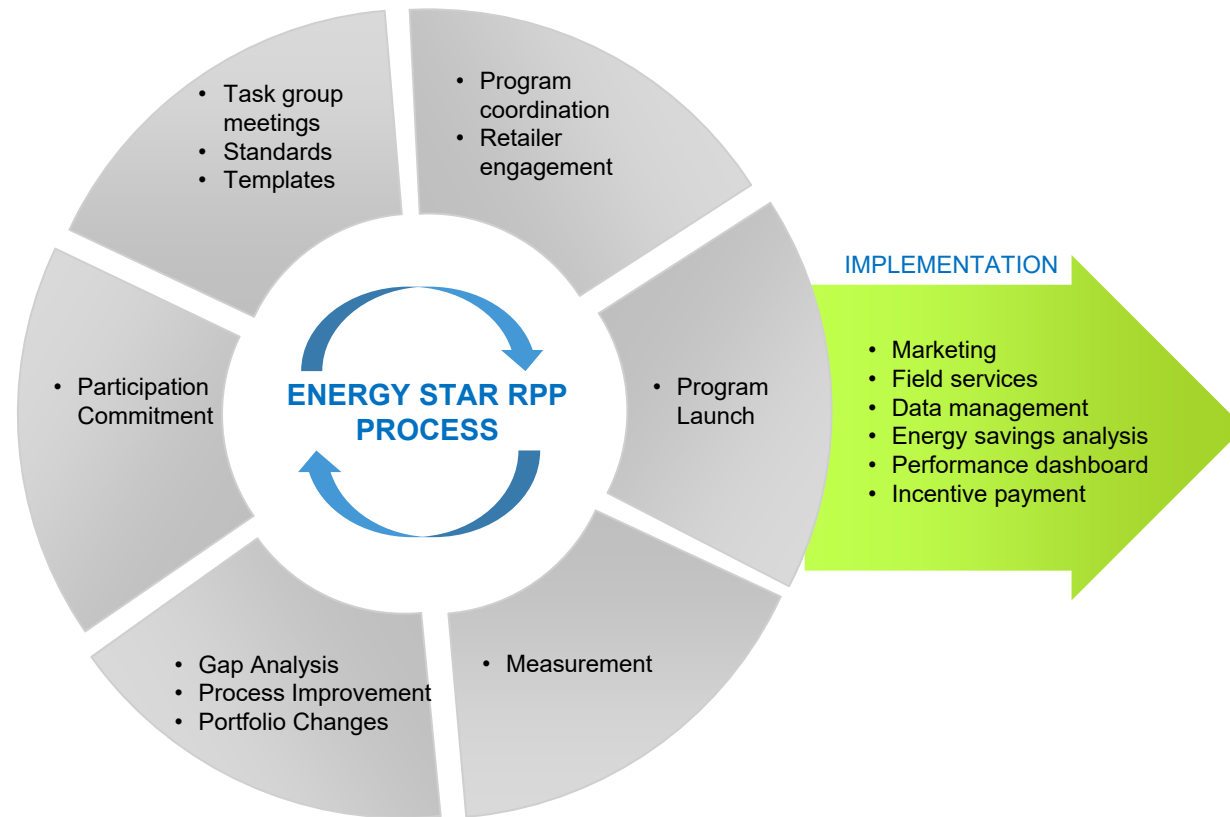


Timeline



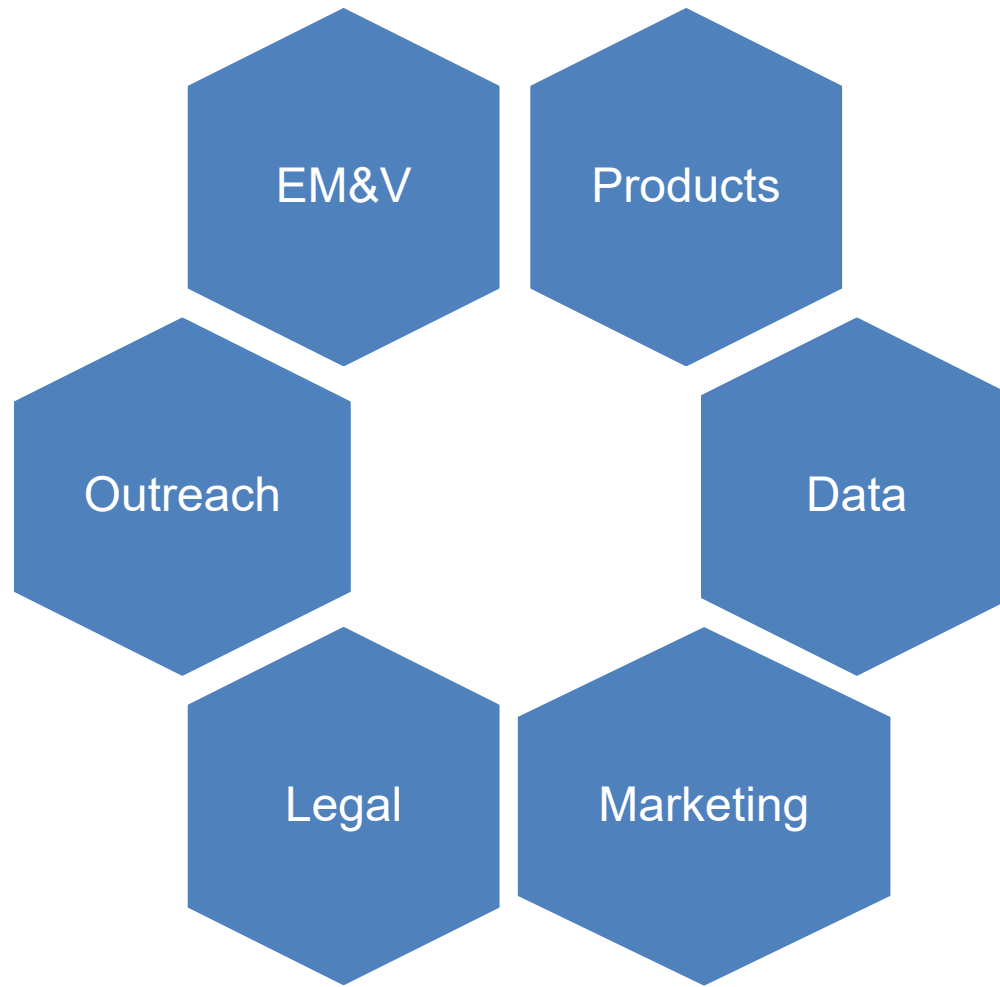


National Program Structure





National Program Structure





Products

Category	Tier	Specification	Incentive	Strategy
Room Air Conditioner	Basic	ENERGY STAR v4.1	Program participant discretion	Increase retailers marketing and stocking Secure data for specification / standards
Room Air Conditioner	Advanced	ENERGY STAR v4.1 with connectivity		
Clothes Washer	Basic	ENERGY STAR v8 - Top Load		
Clothes Washer	Advanced	ENERGY STAR Most Efficient 2019		
Clothes Dryer	Basic	ENERGY STAR v1.1		
Clothes Dryer	Basic	ENERGY STAR Most Efficient 2019		
Freezer	Basic	ENERGY STAR v5		
Freezer	Advanced	ENERGY STAR Most Efficient 2019		
Refrigerator	Basic	ENERGY STAR v5		
Refrigerator	Advanced	ENERGY STAR Most Efficient 2019		

- Program Participants may build their portfolios through the selection of Categories and Incentive Amounts
- Basic or Advanced Tiers stay consistent



Program Sponsor Participation



15 program sponsors represent 15% of the U.S. market



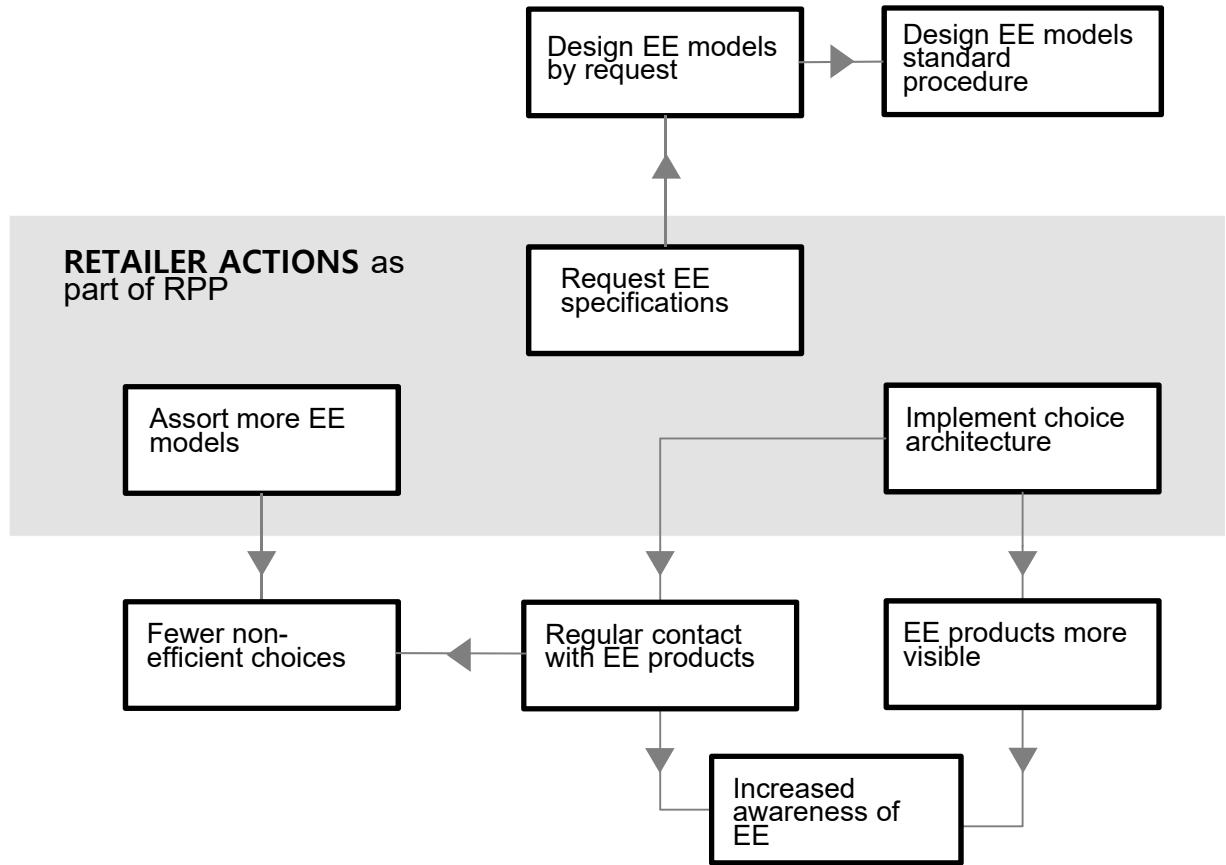
Retailer Participation

- Formed the Retail Action Council
- Committed to providing unprecedented levels of data
- Engaged in the evaluation process





Initial Research: Program Logic



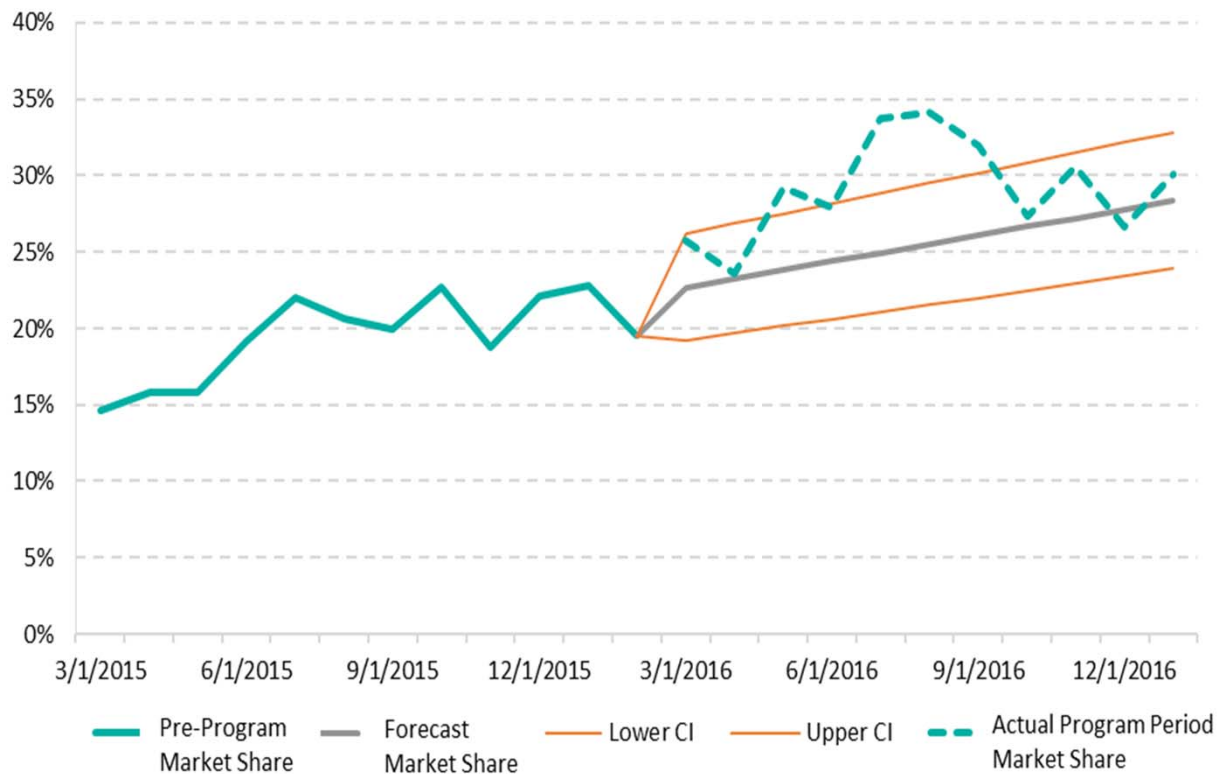


Critical Elements of Success: Universal Participation Agreement

- Developed by retailers and program sponsors with provisions for
 - Common signage, marketing plans, data formats, data transmissions, field services Letters of Authorizations, and evaluation interviews with retail merchants and marketers
 - Customizable exhibits for program sponsor-specific requirements: store lists, qualifying products



Critical Elements of Success: Evaluation Guidance





Critical Elements of Success: 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).





Evaluation—Initial Results

Initial results are promising!

- Increased sales for program-qualified models leading to short-term savings in certain product categories
- Initial evidence that ESRPP has begun to influence the market. For example, the outputs and activities documented in ESRPP logic models, such as increased collaboration and program activity decisions being based on program data, are occurring.
- Cost-effectiveness research, while requiring additional evaluation to account for market transformation impacts, shows significant prospects for most product categories to be cost effective.

Barriers to Program Growth

- Market Transformation policies and savings frameworks are scarce
- Data costs are too high for some smaller programs
- Growing interest among utilities for mid-stream delivery mechanisms.



Looking Forward

- Build platform and scale to support program growth
 - Utilize platform to increase flexibility
 - Develop lower cost data options
 - Create simplified program structure



2020 and Beyond

- **Scale**
 - Incorporate all cost effective energy saving tactics to transform markets
- **Low Cost**
 - Explore lower cost option with current data provider, add a second data provider and industry agnostic data options
- **Simplicity**
 - Turn-key program (current platform: uniform data, universal contracts, preapproved signage etc.)

