

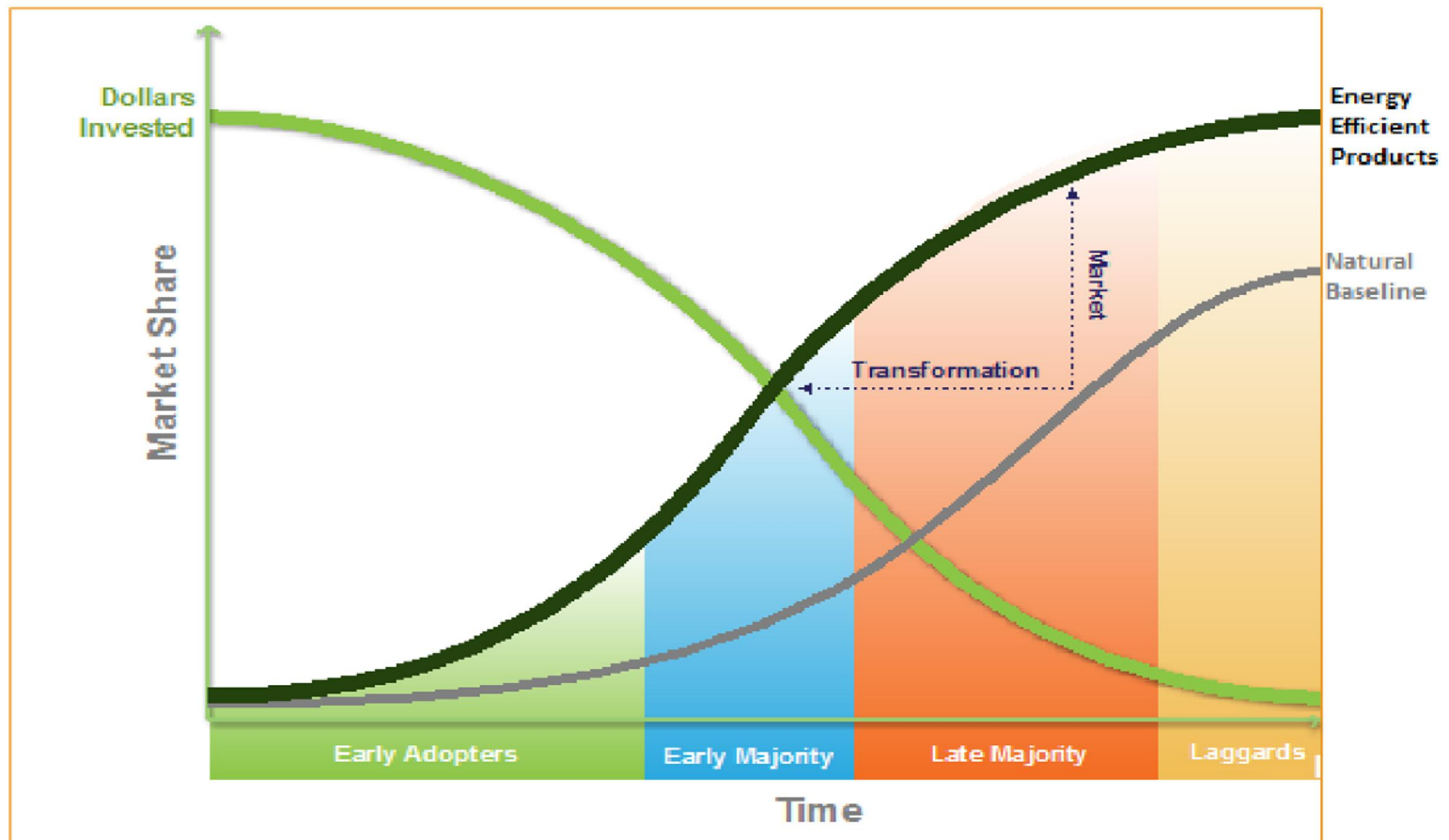


The ENERGY STAR® Retail Products Platform: Transforming the way energy efficient products and messages are delivered through retail





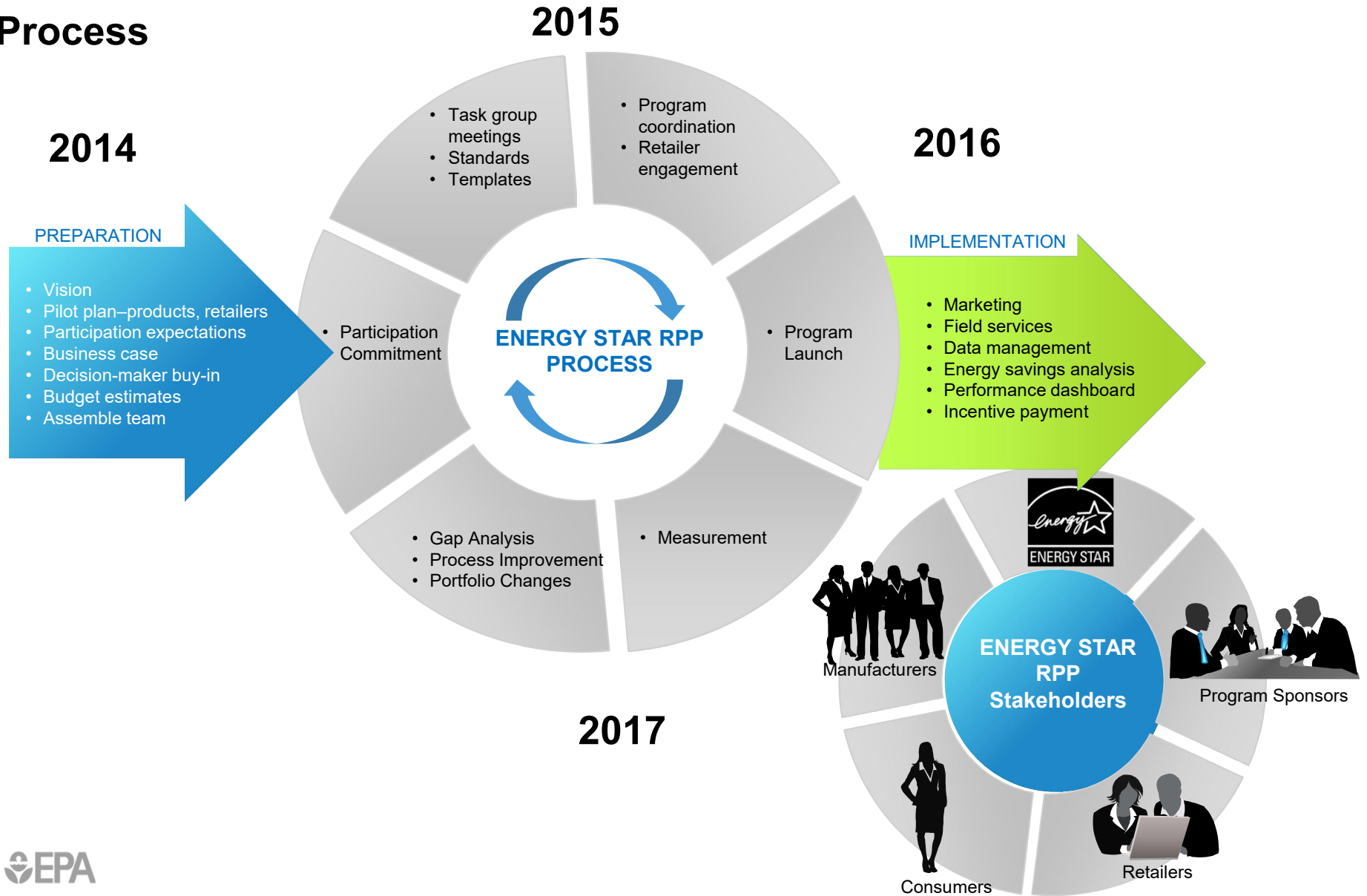
What is the ENERGY STAR Retail Products Platform?

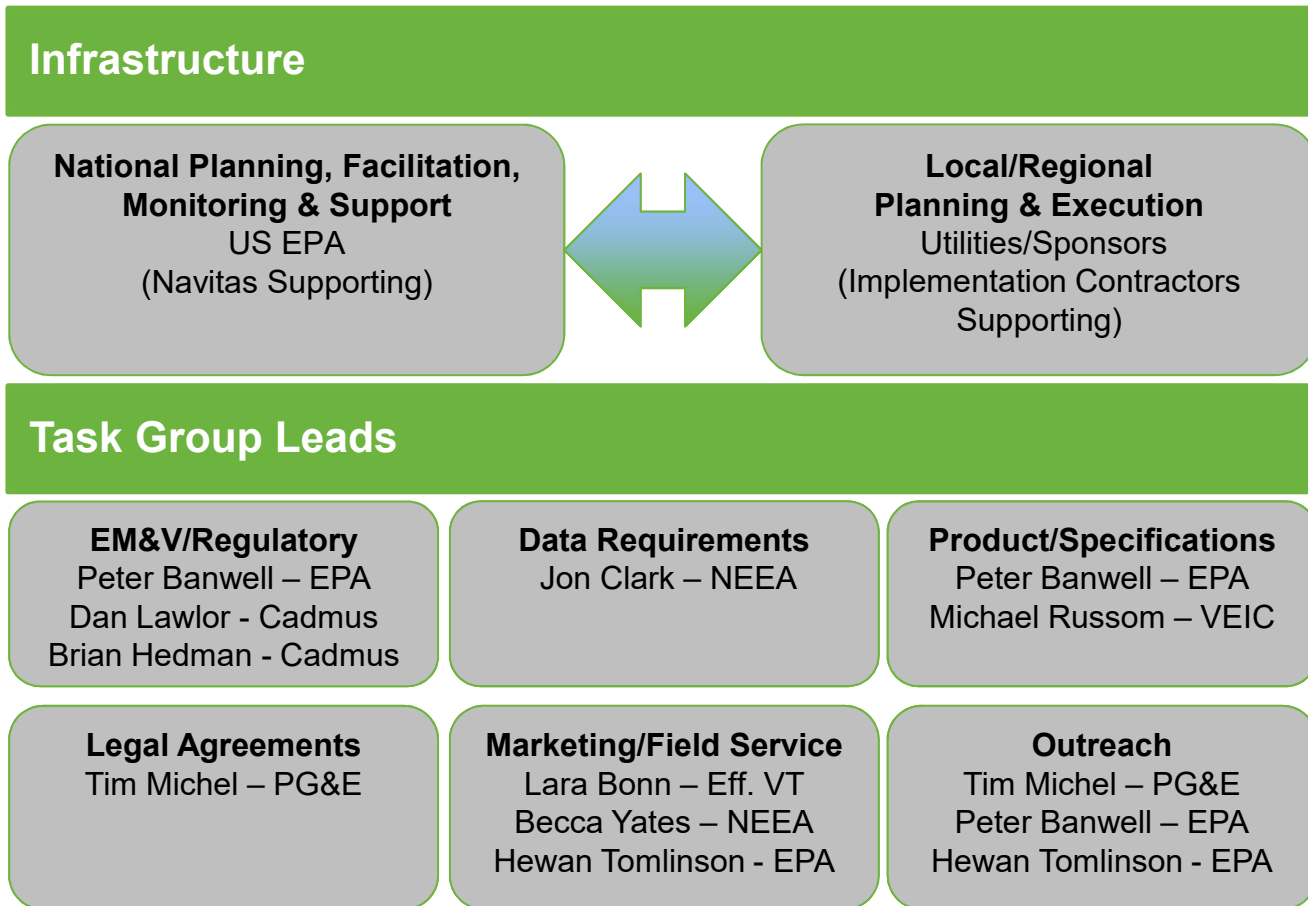


Source: Northwest Energy Efficiency Alliance—"NEEA's Definition of Market Transformation"



Process







Data System: Key to Success

- Total category sales data
- Protection of business confidential information
- Access for evaluation

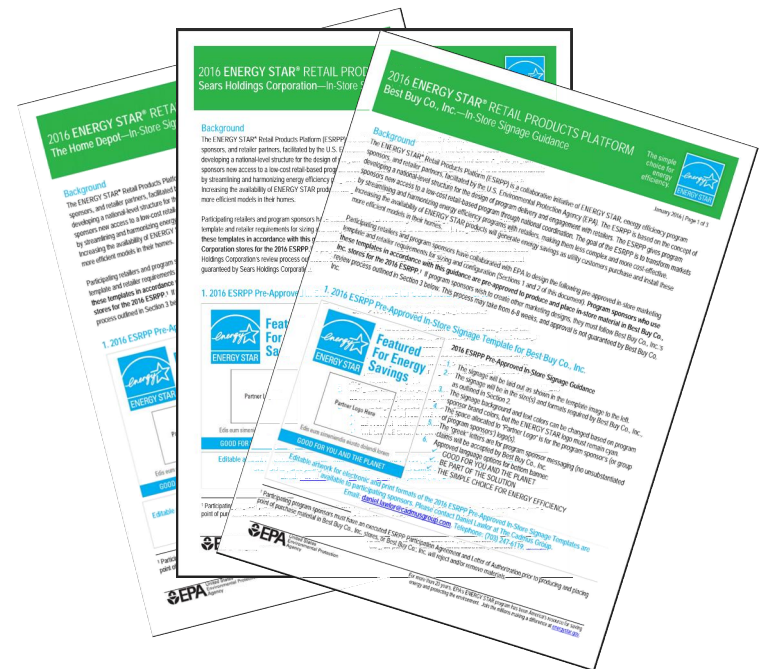
The screenshot displays the 'Retailer Portal' interface. At the top left, there are logos for 'ICF' and 'ENERGY STAR'. The main header reads 'Retailer Portal'. Below this, a navigation bar contains buttons for 'Dashboard', 'Data Upload', 'Payments', 'Reporting' (which is highlighted in blue), and 'Settings'. Underneath the navigation bar, there are sub-buttons for 'Definitions' and 'Settings'. The main content area is titled 'Sales Summary' and includes the text 'This report is the total sales by product.' Below this text are two dropdown menus for 'Start Month' and 'End Month', both set to 'Jul 2018'. A table follows, with columns for 'Product' and 'Total Sales'. The table lists several product categories: aircleaners, airconditioners, dryers, freezers, and soundbars. At the bottom of the table, there is a 'CSV' icon and the number '6'.

Product	Total Sales
aircleaners	
airconditioners	
dryers	
freezers	
soundbars	



Marketing, Field Services, and Implementation

- Marketing: in-store signage
 - Retailers pre-approve, no turnaround time or review
 - Prominent program sponsor branding
 - Flexible color scheme and tagline for program sponsor brand alignment
- Implementation Plan
- Letters of Authorization
- Field Services Tool Kit





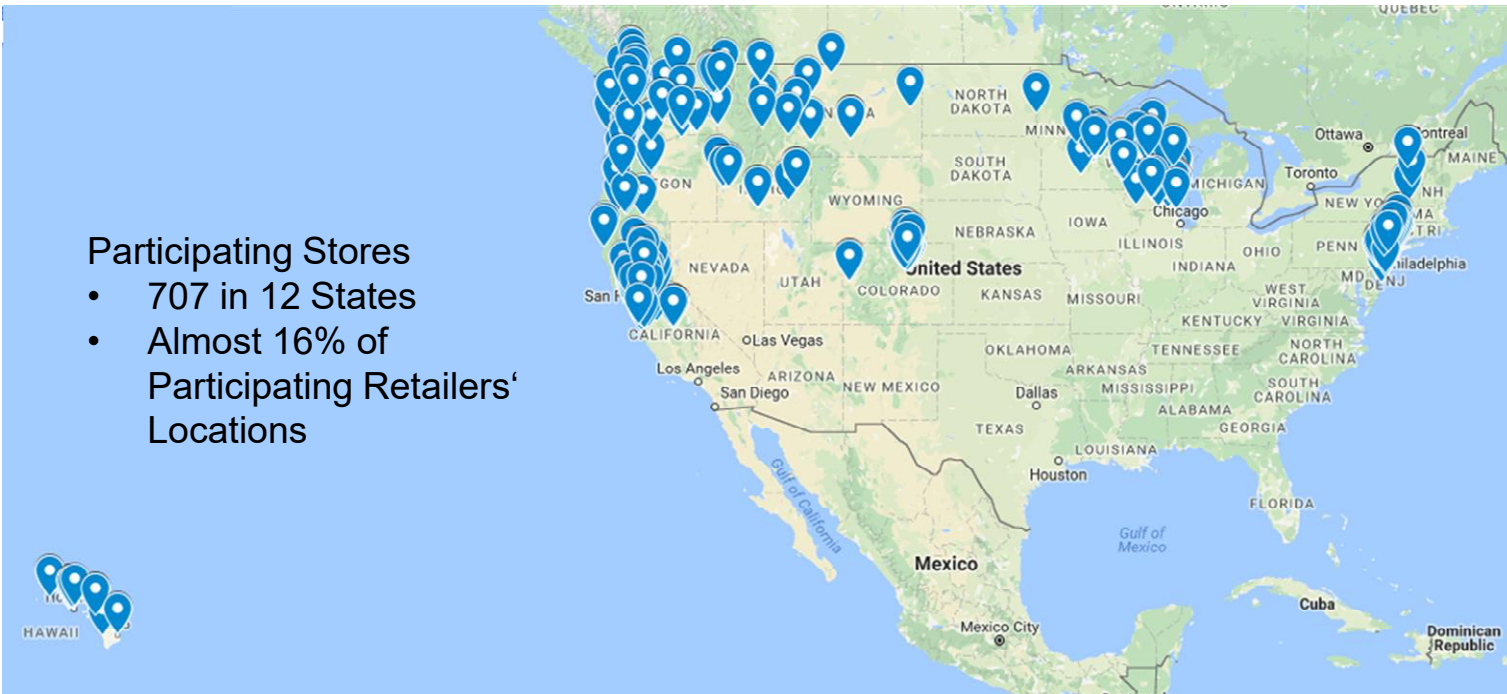
2016 Participation

sears



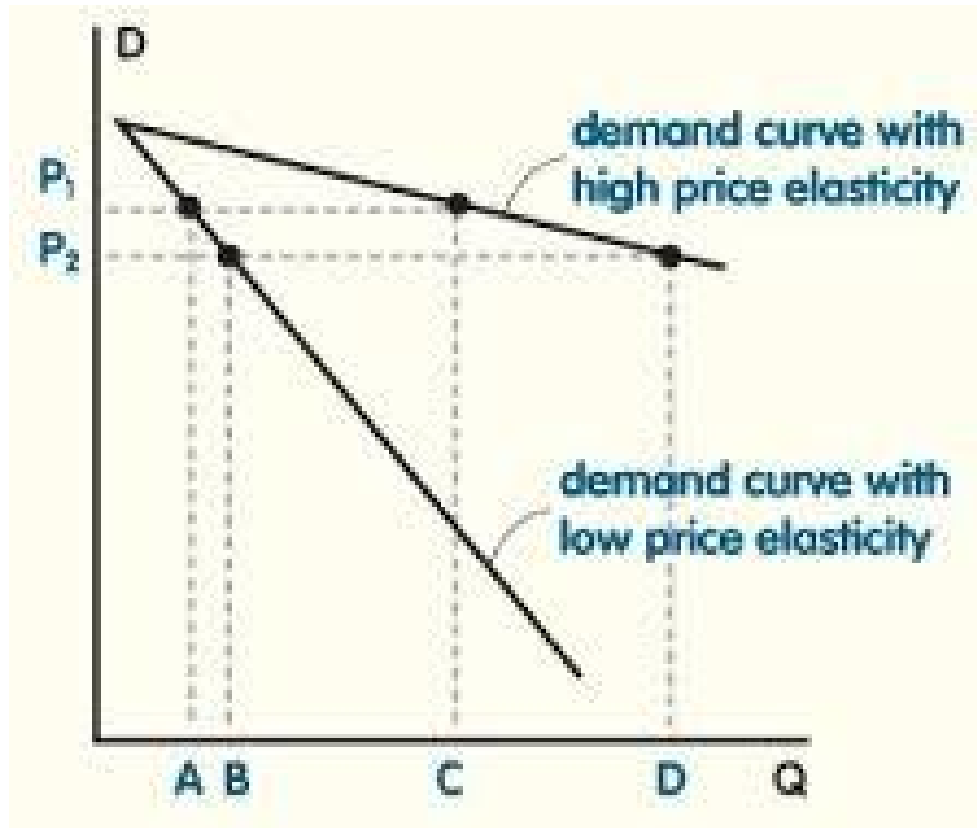
Participating Stores

- 707 in 12 States
- Almost 16% of Participating Retailers' Locations





Traditional Rebate Program: Behavior Change Tool





The Need for Change

Then (2004)



- 30% energy savings
- Mail-in rebates up to \$200 available.

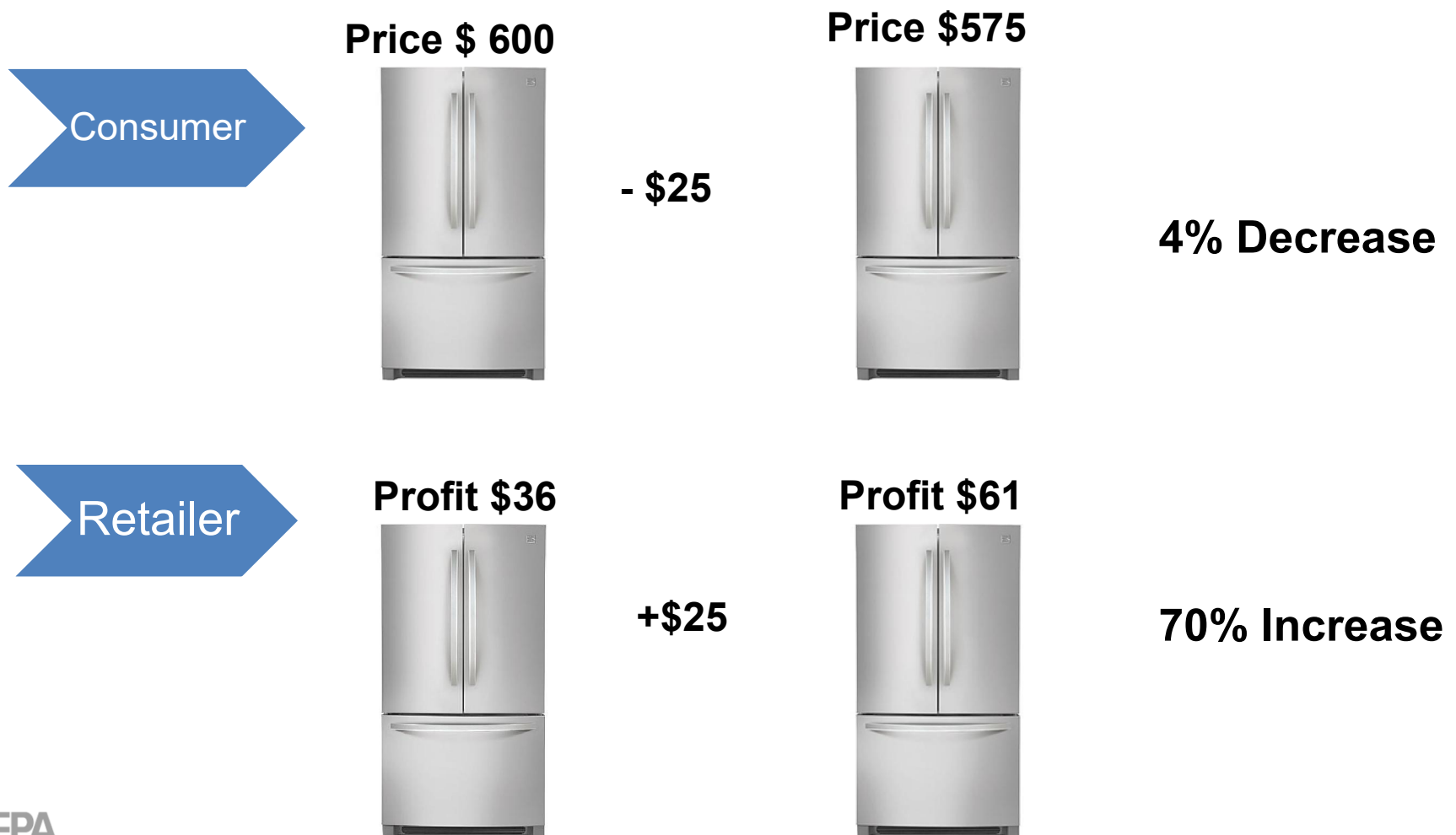
Now (2016)



- Cost-effective rebates closer to \$25



Behavior Change: Where to use \$25?





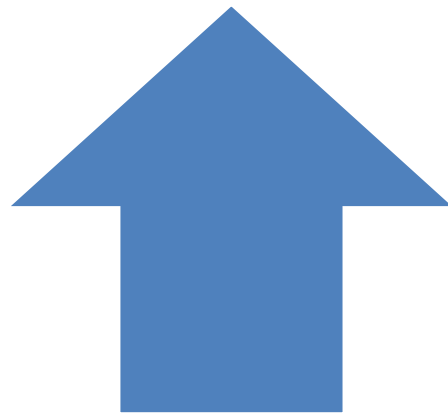
Retailers at the Center



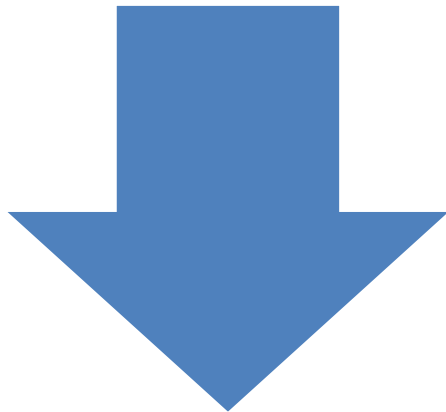
2015 Sales for RPP participating retailers,
Sears, Depot, Best Buy = 150 billion dollars



With Shrinking Incentives, Who Can Move the Market?



Retail Buyer Influence



Consumer Influence



ENERGY STAR Retail Products Platform Update

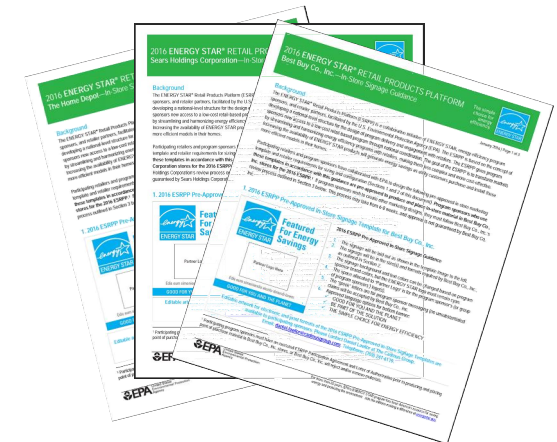
2016 Participants

- CA: PG&E and SMUD
- CO: Xcel Energy
- MN: Xcel Energy
- ID, MT, OR & WA: NEEA
- NY: Con Ed
- VT: Efficiency Vermont
- WI: Focus on Energy
- HI: Hawaii Energy Efficiency Program
- NJ: New Jersey Clean Energy Program

Discussions Regarding 2017

- CA: LADWP, SCE, SoCalGas, and SDG&E
- CO: Platte River Power Authority, Fort Collins Utilities, Loveland Water and Power, Longmont Power & Communications, and Estes Park Power & Light
- CT: Eversource CT, UIL Holdings
- DC: DC SEU
- MD: BGE, PEPCO, SMECO, Delmarva Power
- MI: DTE Energy
- NM: Xcel Energy, Public Service of New Mexico

- Implemented at +700 store locations at Best Buy, Home Depot and Sears since April 1, 2016!
- Receiving on-going full category sales data
- 12 months historic category sales data
- Retailers and Utilities working together to select 2017 product categories
- Largest appliance and CE manufacturers beginning to collaborate with ESRPP





Final Thoughts

- A valuable national experiment is underway
- Numerous parties are participating from different organizations and business sectors
- In theory, influencing 12 retail buyers, rather than 50 million purchasers, will be more effective
- Next year, more results!