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”
ENERGY STAR RPP PROCESS

2014

PREPARATION
- Vision
- Pilot plan—products, retailers
- Participation expectations
- Business case
- Decision-maker buy-in
- Budget estimates
- Assemble team

2015

- Task group meetings
- Standards
- Templates
- Program coordination
- Retailer engagement
- Participation Commitment
- Gap Analysis
- Process Improvement
- Portfolio Changes
- Measurement
- Program Launch

2016

IMPLEMENTATION
- Marketing
- Field services
- Data management
- Energy savings analysis
- Performance dashboard
- Incentive payment
- Program Launch
- Retailer engagement
- Program Sponsors

2017

ENERGY STAR RPP Stakeholders
- Manufacturers
- Consumers
- Retailers
Data System: Key to Success

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

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?

Consumer

- Price $600 - $25
- Profit $36

Retailer

- Price $575
- Profit $61

4% Decrease

70% Increase
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

- 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!