



# **ENERGY STAR Products Partner Meeting**

## **Helping Consumers Get Connected**

### **AND**

## **SAVE ENERGY**



Monday October 23, 2017

Chicago IL



## Workshop Outline

- Welcome, by Taylor Jantz-Sell, EPA
  - Brief of ENERGY STAR and Connected
- Panel moderated by Melissa Fiffer, EPA
  - Ed Brann, Kenmore
  - Thac Nguyen, DTE Energy Co.
  - Rick Counihan, Nest Labs, Inc.
- Breakout Activity
  - Break out into groups & brainstorm on a topic
  - Moderated by Claire Miziolek of NEEP

## How can we help consumers save energy with connected devices?





## Service and Savings With ENERGY STAR & Connectivity

- ENERGY STAR **optional criteria** leverage the national platform that utilities can rely on and consumers look for, bringing together interested partners and stakeholders.
- ENERGY STAR criteria provide consistent definitions and approaches, a **consistent** set of starter functionality, an emphasis on **open standards, low standby power, test methods for DR functionality**.
- ENERGY STAR is a **trusted resource** that can help consumers find these connected products and identify the benefits they offer.



## ENERGY STAR Products with Connected Functionality

	Connected Thermostats	Refrigerators & Freezers	Clothes Washers	Clothes Dryers	Room A/C	Dish-washers	EVSE	Lighting	Pool Pumps	Ice Makers
Energy Consumption Reporting		✓	✓	✓	✓	✓		✓	✓	✓*
Operational Status Reporting		✓	✓	✓	✓	✓		✓	✓	✓*
Remote Management		✓	✓	✓	✓	✓		✓	✓	✓*
Demand Response	✓	✓	✓	✓	✓	✓	✓		✓	✓
Open Access	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DR override by Consumers	✓	✓	✓	✓	✓	✓	✓		✓	✓
Connected Capability not Optional	✓									
Capabilities or Demand Response Summary	✓						✓			✓



## What is Next: ENERGY STAR and Smart Home

- Update connected criteria as specifications are revised as appropriate.
  - Participating in industry standardization efforts on Air source heat-pumps, water heating, Central Air Conditioning
- Leverage the unique position of the ENERGY STAR program as a trusted resource for partners and consumers in the context of the smart home.
  - Facilitate sharing of resources on smart home efficiency among our partners ([www.energystar.gov/connectedwebinars](http://www.energystar.gov/connectedwebinars))
  - Help consumers use smart home products to manage energy use.

## What do we know about the smart product buyer?





# 1. Knowing the Consumer: # Connected devices for first-time buyer in a year

1 - 2 2 +



# 1. Knowing the Consumer: # Connected devices for first-time buyer in a year

Typical consumer experience after the first purchase leads to adoption of multiple connected products.

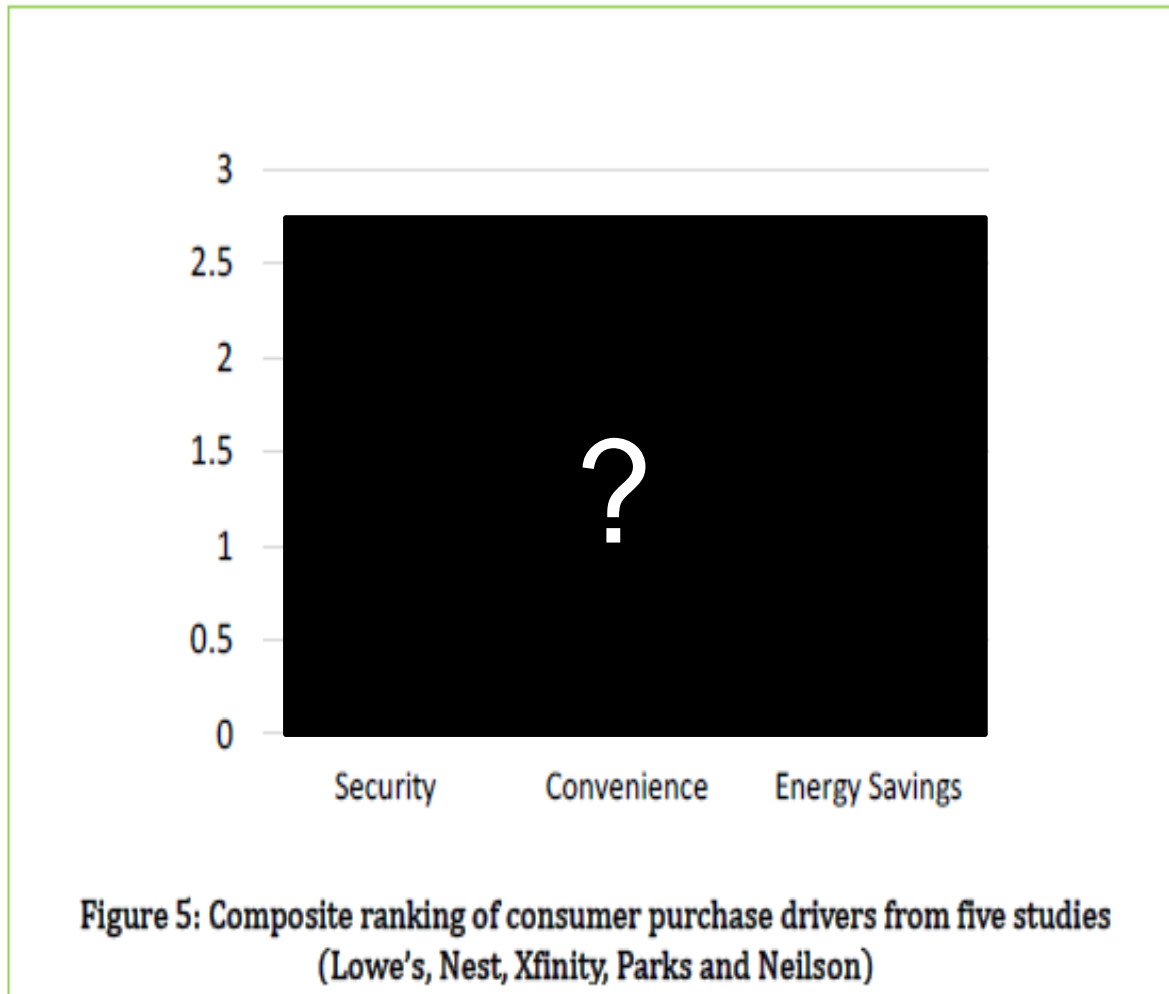


Source: Amazon





## 2. Top purchase drivers to buy connected devices How do they rank among consumers?





### 3. Knowing Your Consumer: Top purchase drivers to buy connected devices

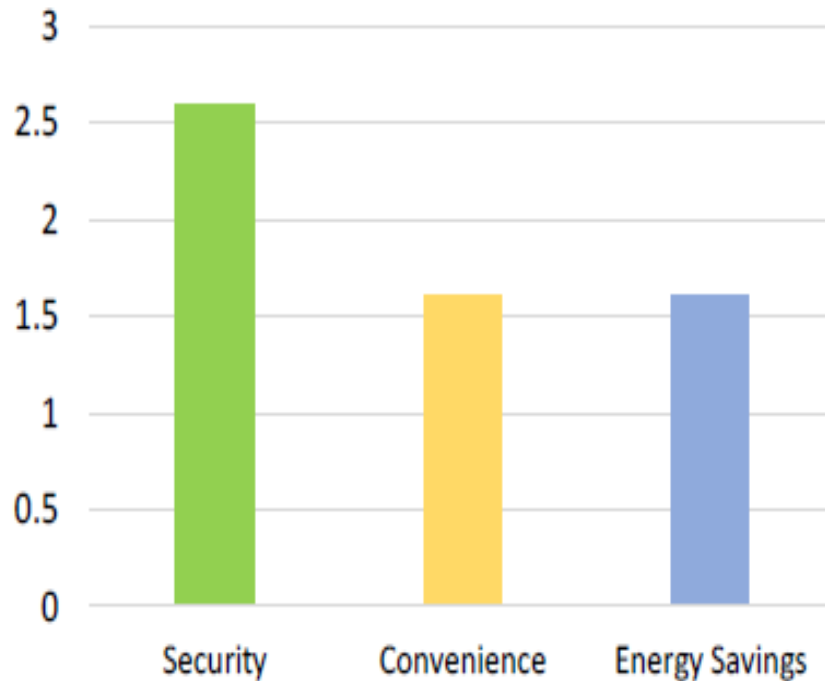


Figure 5: Composite ranking of consumer purchase drivers from five studies (Lowe's, Nest, Xfinity, Parks and Neilson)

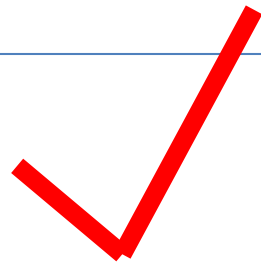
### 3. Typical research time for buying smart devices





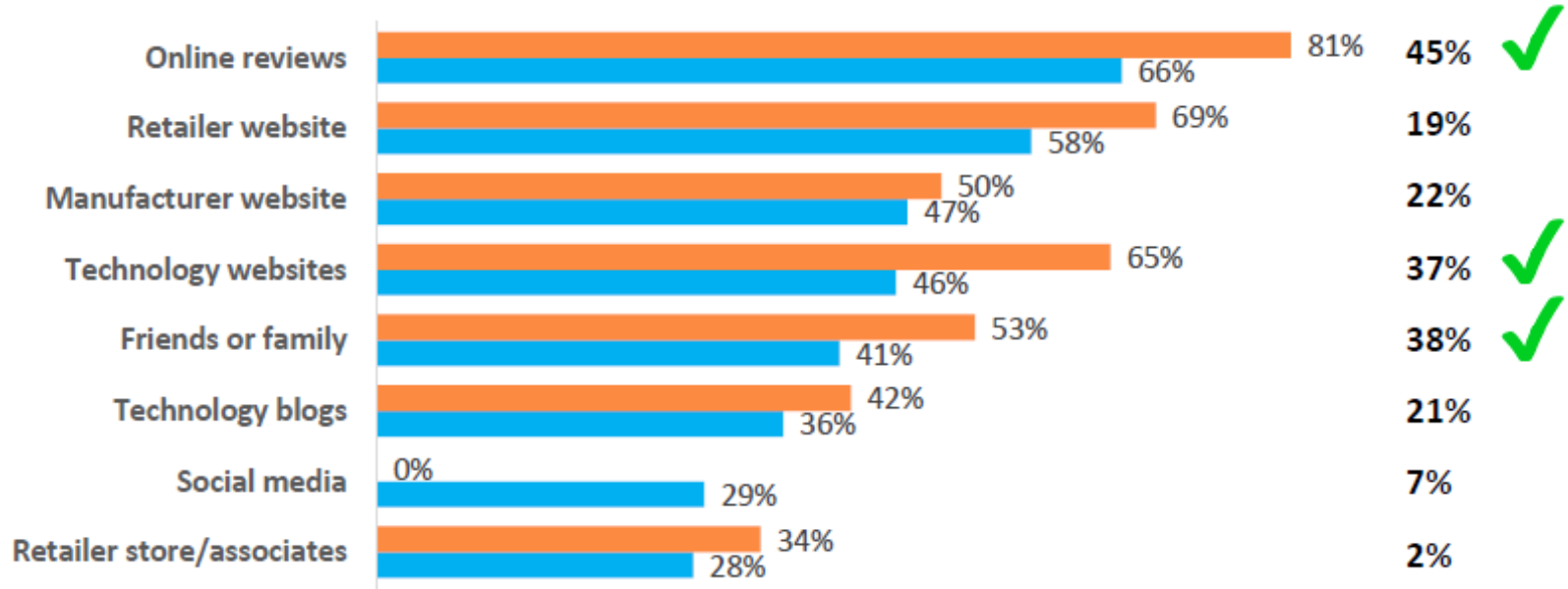
## 4. Knowing the Consumer: Typical research time for buying smart devices

1 month



What sources of research did/will you use before making your first smart home device purchase?

Ranked #1 most helpful by Owner/Owner-Intenders





# POLL

## How many smart products do you have at home?

- 1
- 2
- 3
- 4
- 5+





## Panel

- Speakers will share lessons learned and best practices in engaging consumers in product and service relationships that drive energy savings:
  - Ed Brann, Kenmore
  - Thac Nguyen, DTE Energy Co.
  - Rick Counihan, Nest Labs, Inc.