

ENERGY STAR® Fall HVAC Newsletter

Change the World. Start with ENERGY STAR.



- **Partner Meeting 2020**

*Free Registration
Session Previews*

- **Educational Materials**

*HVAC Guide
Smart Thermostat Best Practices Guide
HVAC Fact Sheets*

- **Promotional Opportunities**

*HVAC Promotion
ENERGY STAR Day*

This quarterly HVAC newsletter showcases what's new and upcoming with ENERGY STAR air source heat pumps, smart thermostats, central air conditioning, room ACs, and beyond. By updating our partners quarterly, our goal is to keep an open channel of communication that emphasizes education, collaboration, and above all, saving energy!

ENERGY STAR Products Partner Meeting

For the first time, the annual ENERGY STAR Products Partner Meeting (ESPPM) is going virtual and registration is free.

Fueled by the contributions of our excellent partners, the annual ESPPM is full of collaboration and thought-provoking conversations. Partners have the chance to collaboratively evaluate market data and strategies for efficiency programs, discuss technology breakthroughs, and energize each other in the quest for greater adoption of ENERGY STAR certified technologies. This year, EPA has chosen a virtual meeting platform for the 2020 ESPPM that replicates the networking opportunities that the annual in-person ESPPM offers. The ENERGY STAR team focused on HVAC will be presenting the following panels:

Cold Climate Heat Pumps + Emerging Tech

Tuesday, October 27, 2020, 1:30 P.M. – 2:30 P.M. ET

This session will cover advanced heat pump products, including air-to-water heat pumps and northern climate products that are available to consumers today. These products

demonstrate the significant breadth that is emerging in terms of home heating and cooling opportunities, and what the future of the high efficiency HVAC market is likely to look like.

[Cooling Down the Grid with Connected Room Air Conditioners](#)

Wednesday, October 28, 2020, 12:00 P.M. – 1:00 P.M. ET

During this panel session, attendees will hear from a manufacturer about their increased offerings of connected room air conditioners, from a utility on how they have adapted their incentive programs to expand consumer interest in these products, and from the EPA on an alternate, less burdensome path towards demonstrating that products meet ENERGY STAR connected requirements. The panelists will share lessons learned and best practices with an eye towards the common goal of delivering more energy savings with connected products.

[HVAC Design for Installation](#)

Thursday, October 29, 2020, 11:00 A.M. – 12:00 P.M. ET

Substantial savings can be achieved by improving the installation of HVAC equipment. How can product capabilities and program design work together to unlock these savings? Join experts talking about a new HVAC installation grading standard, research on installation savings, product capabilities, and how program design can work in concert with those features.

[Best Practices for Managing Smart Thermostat Programs](#)

Thursday, October 29, 2020, 12:00 P.M. – 1:00 P.M. ET

Hear leaders in the ENERGY STAR smart thermostat space talk about their experience, success, and strategies to change and adapt to the new landscape of 2020.

[New ENERGY STAR Initiatives in HVAC Markets](#)

Thursday, October 29, 2020, 1:30 P.M. – 2:30 P.M. ET

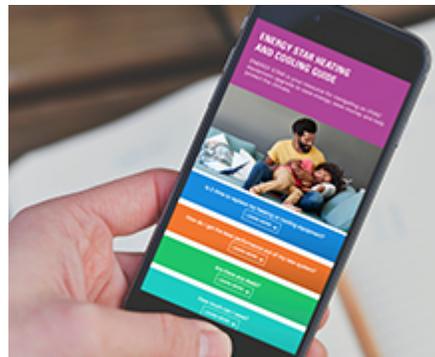
EPA is expanding efforts in the HVAC product category and developing new tools, resources, and campaigns for partners. In this session EPA will present tools and resources, including a dynamic new customer facing ENERGY STAR HVAC Guide as well as describe future promotional plans for this category (with an emphasis on heat pumps). There will be an update on the ENERGY STAR HVAC Specification 6.0 revision process.

[Register Here](#)

Educational Materials

NEW! – Help Educate Your Customers with ENERGY STAR's HVAC Guide

ENERGY STAR is a consumer's best resource for navigating an HVAC equipment upgrade to save energy, save money, and help protect the climate. The ENERGY STAR HVAC Guide is specifically designed to provide customers with all of the information they need in one place by offering a simple path to picking the right HVAC equipment. Users follow easy steps to learn more about symptoms, purchase and installation guidance, rebates, and personalized savings possibilities. Check out the new [ENERGY STAR Heating and Cooling Guide](#).



**GET THE HEATING
& COOLING GUIDE ▶**

NEW! – HVAC Fact Sheets

To continue to educate consumers on the benefits of various ENERGY STAR certified HVAC technologies, we have introduced two new product-specific fact sheets, focusing on [Air Source Heat Pumps](#) and [Mini Split Heat Pumps](#).

Promotional Opportunities

HVAC Promotion Plan – Fall 2020

Keeping your home at a comfortable temperature can be expensive. The average American household spends \$2,000 per year on annual utility bills, with nearly half going to heating and cooling—more than \$900 a year! As the weather cools down, we are promoting ENERGY STAR air source heat pumps as an efficient way to help cut these costs. We're asking our partners to come together and create synergies around increasing demand for these products. If you're interested in participating in this promotion, please contact Dan Lawlor at lawlor.daniel@epa.gov. You can find tools and resources to support this effort [here](#).

Join us for ENERGY STAR Day – October 27

ENERGY STAR Day is a celebration of our collective efforts to bring the benefits of energy savings to everyone—helping Americans save today, save tomorrow, and save for good. This year it has special meaning given the further economic challenges of today. We encourage you to join us in amplifying this important message as part of this year's ENERGY STAR Day activities on **Tuesday, October 27th, 2020**.

To facilitate your outreach, we have developed a simple toolkit with easy-to-use instructions, messaging, and materials.

[Download Toolkit](#)



Helpful Links for Partners

- [Product Finder](#)
- [Rebate Finder](#)
- [Federal Tax Credit Information](#)
- [Smart Thermostat Infographic](#)
- [Mini Split Heat Pump Fact Sheet](#)
- [Air Source Heat Pump Fact Sheet](#)

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