



# ENERGY STAR® Retail Products Platform (RPP)

*Midwest Energy Solutions Conference*

*February 2021*

*Nick Leritz – Sr. Market Transformation Manager*





# The Alliance





## *Agenda*

- ENERGY STAR Retail Products Platform (RPP) Overview
- Review – Market Transformation vs Resource Acquisition Mid/Up Stream
- RPP and Resource Acquisition Programs
- Bridging to Market Transformation





## *What's so great about **ENERGY STAR RPP?***

With diminishing opportunities with lighting and low hanging fruit, RPP offers:

- Valuable market collaboration
- Efficient mid-stream program
- Flexible approach
- Full category sales data





# *Program Overview*



## ***Retail Products Platform Theory***

- Midstream retailer incentives provide an opportunity to **affect retail assortment** and **access to full-category sales data** for a portfolio of consumer products.
- The program develops and deploys **unique intervention strategies** that reflect the nuance of each product.
- Ultimate impact is through the **influence of specifications and standards**, which affects manufacturing of entire product category.



## 2021 Participation: By the Numbers

- **15** Program sponsors in **10** states
- **16%** U.S. households
- **4** major retailers (*Home Depot, Lowe's, Best Buy, Nationwide*)
- **5+** Incented products (*Washers, Refrigerators, Dryers, Freezers, Room AC*)
- **3** Non-incented products (*Air cleaners, Soundbars, UHD TVs*)



# *Retailer Requirements*



## **DATA**

PROVIDE FULL CATEGORY  
SALES DATA MONTHLY FOR  
EACH PRODUCT



## **MARKETING**

DEVELOP MARKETING  
PLAN TO SUPPORT  
PRODUCT PROMOTION



## **POP**

ALLOW UTILITY FIELD  
TEAMS TO PLACE POP  
IN STORES



## **EVALUATION**

ENGAGE IN  
EVALUATION  
INTERVIEWS





# *What makes a program Market Transformation?*



# Resource Acquisition vs. Market Transformation

<b>Scale</b>	Program (# incented units)	Entire market + supply chain
<b>Target</b>	Program participants	All consumers
<b>Goal</b>	Near-term savings	Long-term savings
<b>Energy Savings Approach</b>	Customer transactions	Manufacturing practices
<b>Scope of Effort</b>	Single objective	Multiple interventions
<b>Measuring Success</b>	Energy use/savings, participants, free-ridership	Market penetration/structural changes, program attribution, cumulative energy impacts
<b>Timeframe for cost-effectiveness</b>	1st year or cycle savings	5-10 years

Adapted from: Prahl, Ralph, and Ken Keating. "Building a Policy Framework to Support Energy Efficiency Market Transformation in California." Energy Division, California Public Utilities Commission. 2014



# *RPP and Resource Acquisition Programs*



## ***RPP Adjustments for RA Programs***

Increased  
flexibility of  
product portfolio

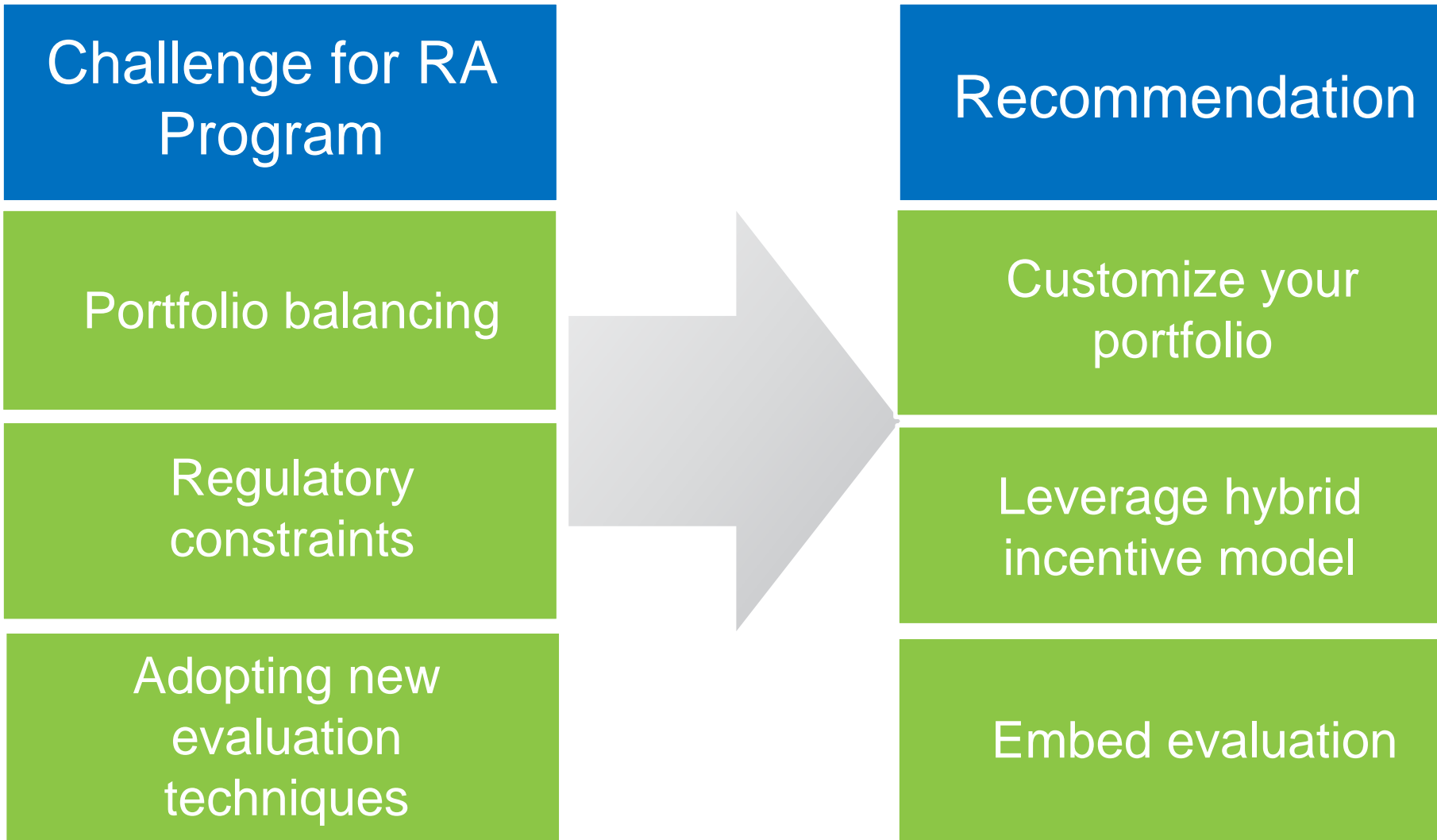
Added several  
optional products

Retailer marketing  
plans to support  
attribution

Hybrid  
mid-stream retailer  
+ consumer  
rebates



# *Operating RPP as Resource Acquisition*





A faint, light blue geometric logo is centered in the background. It consists of a diamond shape formed by four nested, slightly offset diamond outlines, creating a sense of depth and movement.

# *Bridging to Market Transformation*



## ***Bridging to Market Transformation***

- Broaden your unit of analysis... focus on markets in addition to transactions
- Support changes in ENERGY STAR specifications
- Look for opportunities in codes, standards, test procedures
- Establish targets and indicators, monitor progress
- Collect qualitative information on interactions, influence in national markets

# ➤ Nick Leritz

Senior Market Transformation Manager, Consumer Products  
NEEA

503.688.5455 | [nleritz@neea.org](mailto:nleritz@neea.org)

