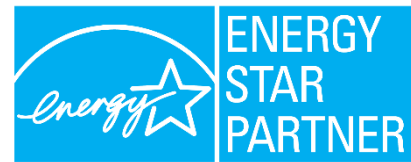




Northeast Energy Efficiency Partnerships



## Northeast ENERGY STAR® Appliance Initiative

Administrators of ENERGY STAR Appliance Programs in the Northeast invite industry representatives to participate in our 2016 program efforts.

### Priorities for 2016:

- Energy Efficiency Program Administrators (i.e. Sponsors) actively promote ENERGY STAR certified appliances throughout the region with marketing and retailer supported activities. Cooperative advertising funds for retailers and manufacturers are available. Some Program Administrators offer consumer rebates for many ENERGY STAR appliances, while others focus more on midstream market incentives.
- Sponsors participate in new or expanded partnerships with manufacturers, distributors, and retailers. Several Northeast Program Administrators are looking to plan and implement innovative joint promotions known as the **Retail Products Platform (RPP)** with industry allies to increase the availability and sales of ENERGY STAR certified appliances in the Northeast and Mid-Atlantic.
- Program Administrators are exploring opportunities to promote ultra-efficient ENERGY STAR appliances through **ENERGY STAR's Most Efficient** program.
- By building upon the region's existing momentum to expand early retirement/turn-in programs, Sponsors can include the proper recycling of appliances.
- Program Administrators are interested in the robust online space and are implementing new tools and strategies such as E-commerce and closed-loop marketing initiatives.
- Program Administrators continue to engage ENERGY STAR's clothes dryer criteria development in cooperation with Super Efficient Dryer Initiative (SEDI) and opportunities that may present themselves for program promotion. Several programs have begun promoting efficient heat pump clothes dryers.
- The region works collaboratively with manufacturers and retailers to develop and implement highly successful targeted promotional events.
- Program Administrators support efforts to increase ENERGY STAR brand awareness, quality, and consumer education.

### Initiative Accomplishments

- In 2015, NEEP Sponsor efficiency programs incentivized almost 66,000 high efficiency residential appliances—spending a total of over **\$3.3 million** in incentives.
- Sponsors conducted staff training at over 3,000 lighting, appliance and/or consumer electronics retailers and accomplished approximately over 18,000 site visits to train numerous retailer staff personnel.

### 2016 Northeast ENERGY STAR Appliance Initiative Sponsors



## 2016 Northeast ENERGY STAR Appliance Programs

State	Room AC	Fridge-Freezer	Room Purifier	Dryer	Clothes Washer	Heat Pump Water Heater	Pool Pump	De-humidifier	2 <sup>nd</sup> Fridge Recycling	Shower head
Connecticut		Fridge \$50 Freezer \$25		\$50-\$200	\$50	Up to \$400				
District of Columbia		Fridge 50-75		Electric \$50 Heat Pump \$250	\$50-75	\$500		\$25		
Massachusetts			\$40	\$50		\$750	\$300-600	\$30	TBD \$50	\$15
New Hampshire	\$20	Fridge \$20	\$15		\$30	\$500-600 EF>2.3			TBD	
New York	\$25-50	Fridge \$75 for Most Efficient		Electric \$150 Heat Pump \$300	\$75 Most Efficient		\$150-350 to customer \$75-100 to installer		\$50 (\$35 add-on for RAC or De-humidifier)	
Rhode Island		Fridge \$50 for Most Efficient	\$40	\$50		\$750	250-600	\$30	TBD \$50	\$15
Vermont	RPP \$5	RPP Freezer \$5 Fridge \$40-75	RPP \$20	RPP \$5 Electric or Heat Pump \$50-400	\$40-75	\$400	\$400	\$25		

If you are interested in more information, contact the following individuals working on behalf of the Programs:

**Program Activities in CT**

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**Program Activities in DC**

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**Program Activities in NYSERDA**

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<http://www.neep.org/initiatives/high-efficiency-products/appliance-efficiency-standards>