

Connecting the Dots: CEE's Water Heater Initiative and Communication Strategy

CEE Gas Committee Breakout Session
Wednesday, June 11, 2008
3:30 – 5:00 PM EST



Working Together, Advancing Efficiency

Efficiency Programs can Transform the Landscape



CEE High-Efficiency Water Heating Initiative

- Adopted by CEE's BOD in January 2008
- Initiative Participation Requirements:
 - Incorporate the CEE specifications in an incentive-based program at Tier 0, Tier 1, or Tier 2; and
 - Undertake the awareness-building aspects of the initiative, making use of communication messages developed by the CEE Gas committee
- CEE Initiative Specification Tiers



CEE Water Heating Initiative Specification Tiers

	Storage <75,000 Btu/h
Tier 0	≥ 0.62 EF
Tier 1	≥ 0.67 EF
Tier 2	≥ 0.80 EF

	Tankless >50,000 and <200,000 Btu/h
Tier 1	> 0.82 EF (w/ electronic ignition)

DOE's ENERGY STAR Label for Residential Water Heating



- Timeline for the introduction of the label
 - January 2009 for all technologies
 - Phase out of 0.62 EF Aug 31, 2010; 0.67 EF phased in Sept 1, 2010
- Technologies covered by ENERGY STAR and specification tiers

Final ENERGY STAR Residential Water Heating Criteria



Technology	Efficiency Specification
Gas Storage	0.62 EF Jan 1, 2009, 0.67 EF Sept 1, 2010
Gas Condensing	0.80 EF
Gas Tankless	0.82 EF
HPWH	2.0 EF
Solar	0.5 Solar Fraction, OG-300 Certification

Available Models and Shipments



Technology by Efficiency Rating	Product Availability	Units Shipped	% of Market
Standard Gas Storage	977 models	4.7 million	~50
Gas Storage 0.62+ EF	385 models	~350,000	~3.5
Gas Storage 0.67 EF	7 models	~10,000	1
Gas Storage 0.80 EF	0 models	0	0
Gas Tankless 0.82+ EF	48 models	~254,600	2.6
Heat Pump Water Heater 2.0 EF	1+ mfx	~2,000	<1
Solar Water Heaters	Several mfx	~8,500	<1



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Savings Potential



Technology	Efficiency Metric	Annual Savings
Gas Storage	0.62 EF	19 Therms/yr
	0.67 EF	37 Therms/yr
Gas Condensing	0.80 EF	78 Therms/yr
Gas Tankless	0.82 EF	74 Therms/yr
HPWH	2.00 EF	2662 kWh/yr
Solar	.5 Solar Fraction, OG-300 Certified	130 Therms/yr
		2428 kWh/yr

ENERGY STAR Needs Our Support



“ENERGY STAR can prepare market channels for high-performance gas water heaters by establishing an Energy Factor requirement of 0.62 for high-efficiency gas storage water heaters for a limited timeframe. Distributors, installers and consumers will become acquainted with the ENERGY STAR label, thus creating the foundation for ENERGY STAR... *In addition, a minimum Energy Factor requirement of 0.62 conforms to the Consortium of Energy Efficiency’s (CEE) Tier Zero level. DOE looks forward to collaborating with CEE to achieve long-term market transformation.*”

– DOE Final Criteria Analysis



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CEE Water Heating Communications Campaign

- Purpose: increase consumer awareness of and availability of efficient units
- Objectives:
 - promote efficiency to consumers and supply chain
 - create consistent market presence
- Strategy: develop high-level nationally coordinated common messages that provide objective, credible information about water heater efficiency to consumers and supply chain

Working Together We Can Have Greater Impact

- Goal will be achieved through common messages from a variety of stakeholders objectives of
 - promoting the benefits of efficiency to consumers and installers,
 - influencing wholesalers and retailers to stock efficient water heaters, and
 - generally establishing a consistent market presence for high-efficiency water heating.
- Each stakeholder will use its existing relationships to reach consumers, installers, retailers and wholesalers with consistent & credible information on energy efficiency

CEE Water Heating Communications Campaign

- Expected Deliverables
 - Business Plan – final after June 13
 - RFP for PR firm
 - Marketing Plan and Logic Model
 - Regular meetings of Advisory Committee
 - Potential website, brand use guide, press kit, etc.
- Timing
 - 2d quarter '08: Planning for Campaign began
 - 3d quarter '08: Solicitation for PR Firm
 - Sept '08: Campaign launch (PR Firm engaged)
 - Sept '08—Aug '09: Promotional Phase
 - Years 2 & 3: Support Phase
- Relationship with ENERGY STAR and CEE's Water Heating Initiative



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