



# **ENERGY STAR® Emerging Technology Award**

## **Paving the Way for Cutting-Edge, Efficient Product Designs**

Peter Banwell, US EPA

ACEEE/CEE Market Transformation Symposium

April 21, 2015



## About the Award

- An extension of the trusted ENERGY STAR brand
- Recognizes innovative technologies that:
  - Significantly reduce greenhouse gas emissions
  - Do not yet meet ENERGY STAR principles
  - Face significant barriers to U.S. market entry or acceptance
- Given annually to products that meet rigorous performance criteria

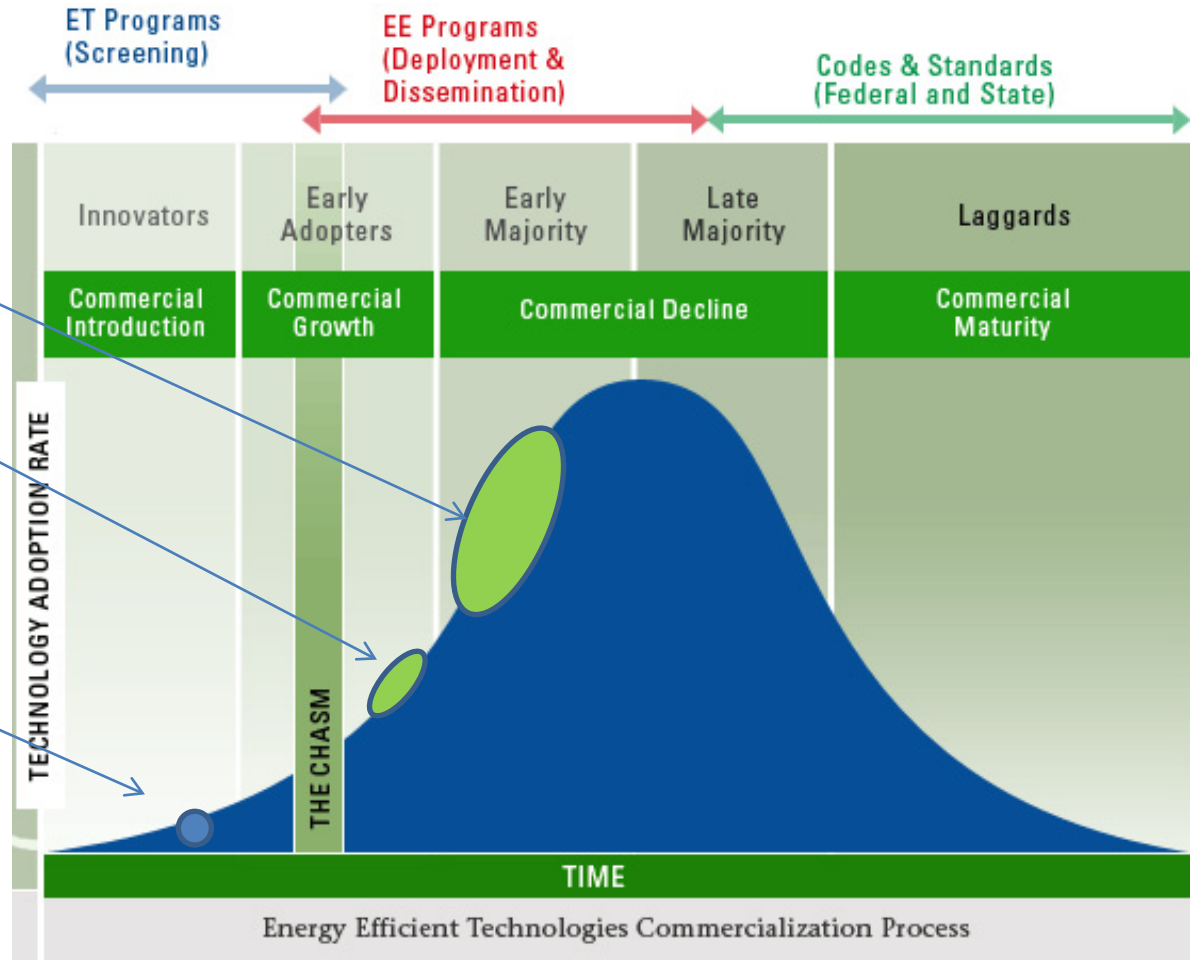
**ENERGY STAR 2015**  
Emerging Technology Award

# The Role of Emerging Tech

**ENERGY STAR**

**ENERGY STAR:  
Most Efficient**

**Emerging Tech: The  
Chasm**





## Award Selection Criteria

- Criteria for selecting award categories:
  - Commercially available, but not widely adopted
  - Offered by more than one supplier
  - Demonstrated performance through testing
  - GHG reductions at competitive costs
  - Environmentally acceptable
  - Supported by capable partners, adequately financed
  - Well-matched to EPA/ENERGY STAR competencies and roles

## Advanced Clothes Dryers: 2012 – 2014

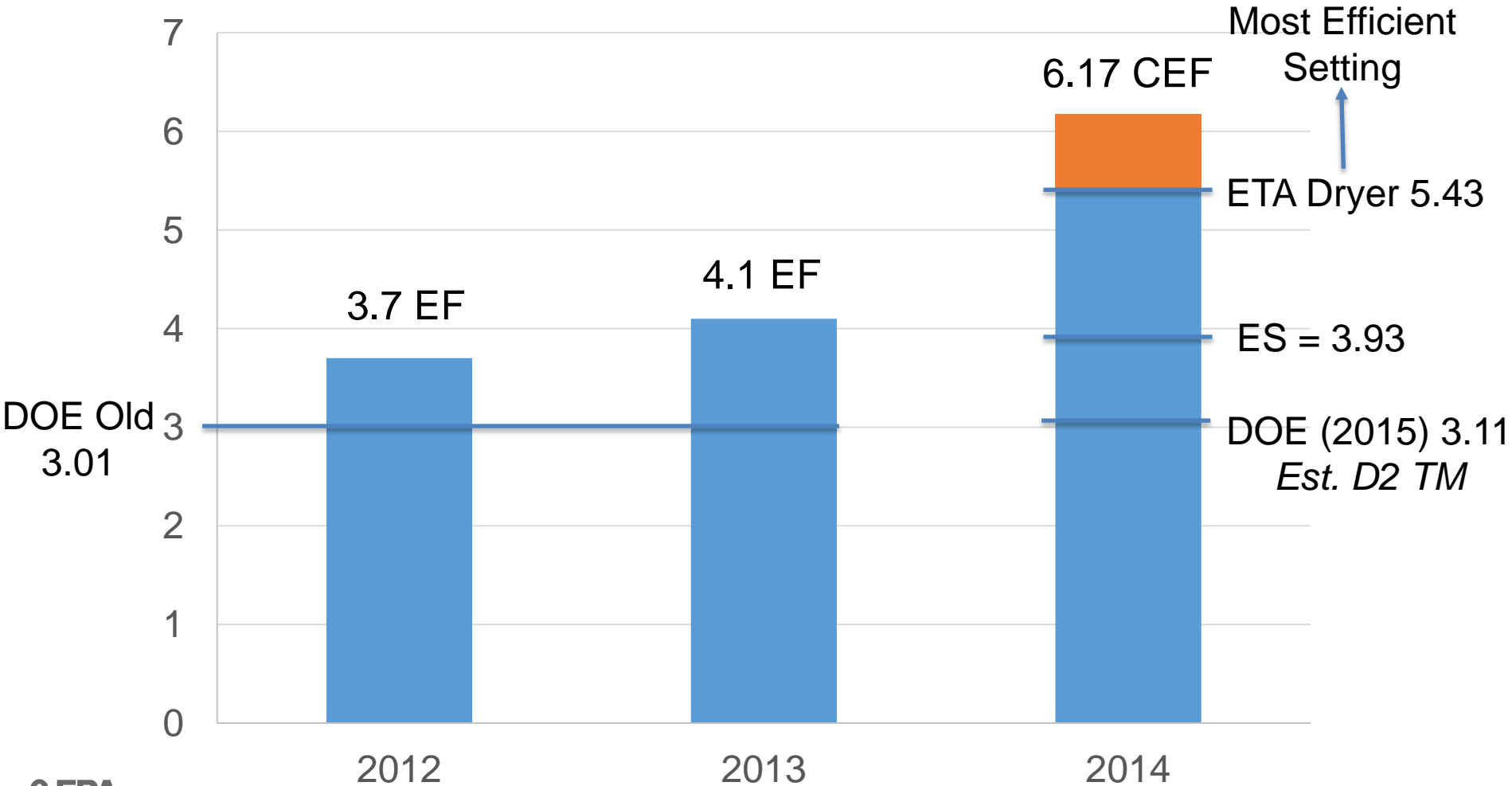
- Modulating technology, extended dry time (met 2012 criteria):
  - Samsung DV457/A1
- Heat pump technologies (met 2014 criteria):
  - LG EcoHybrid HP
  - Whirlpool Hybridcare HP
  - Kenmore Hybrid Dryer HP

**ENERGY STAR 2014**  
Emerging Technology Award

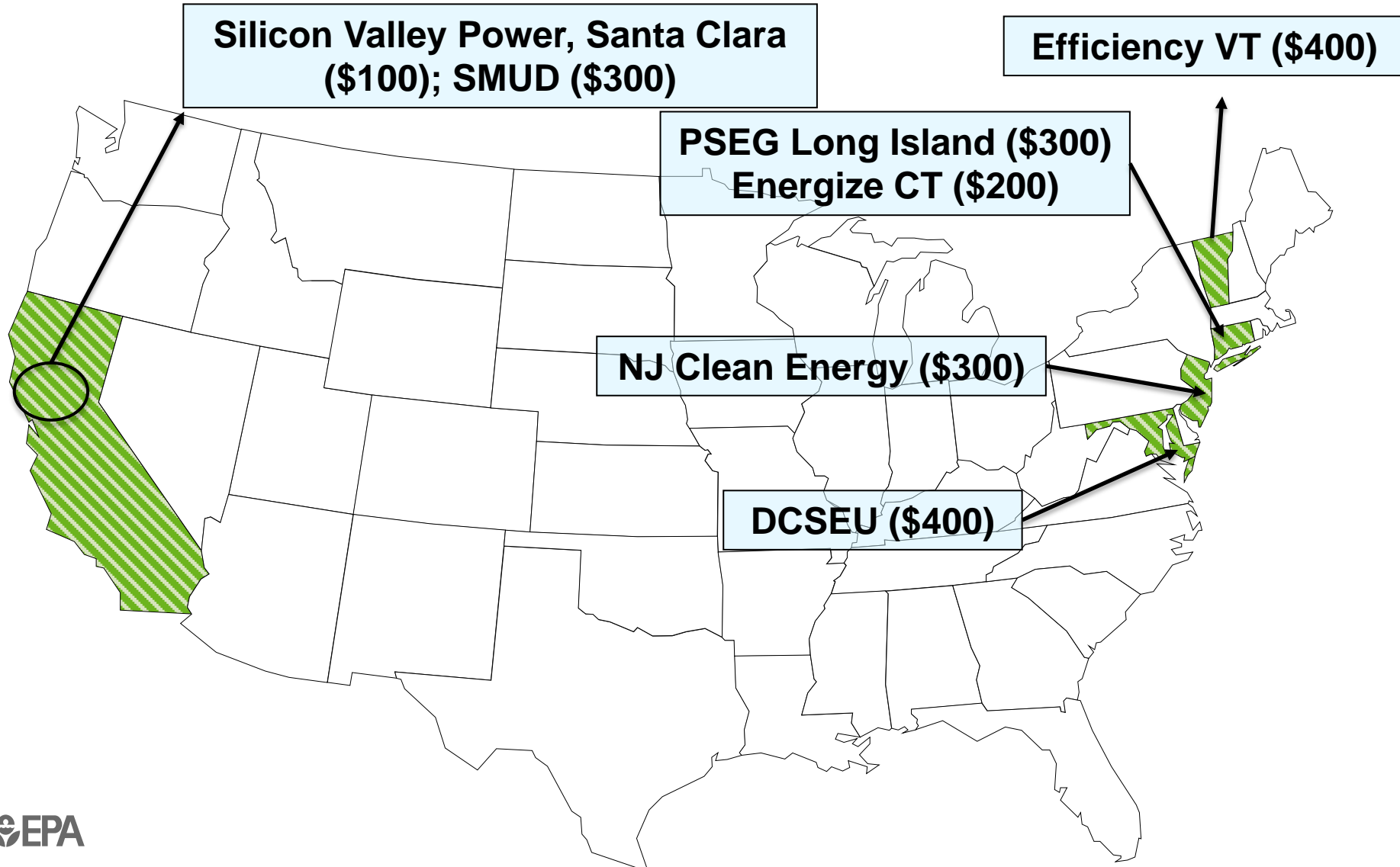




## Award Impact: Most Efficient Techs Available 2012 - 2014



## Emerging Technology Award Dryer Incentives



## Dryers: Lessons Learned

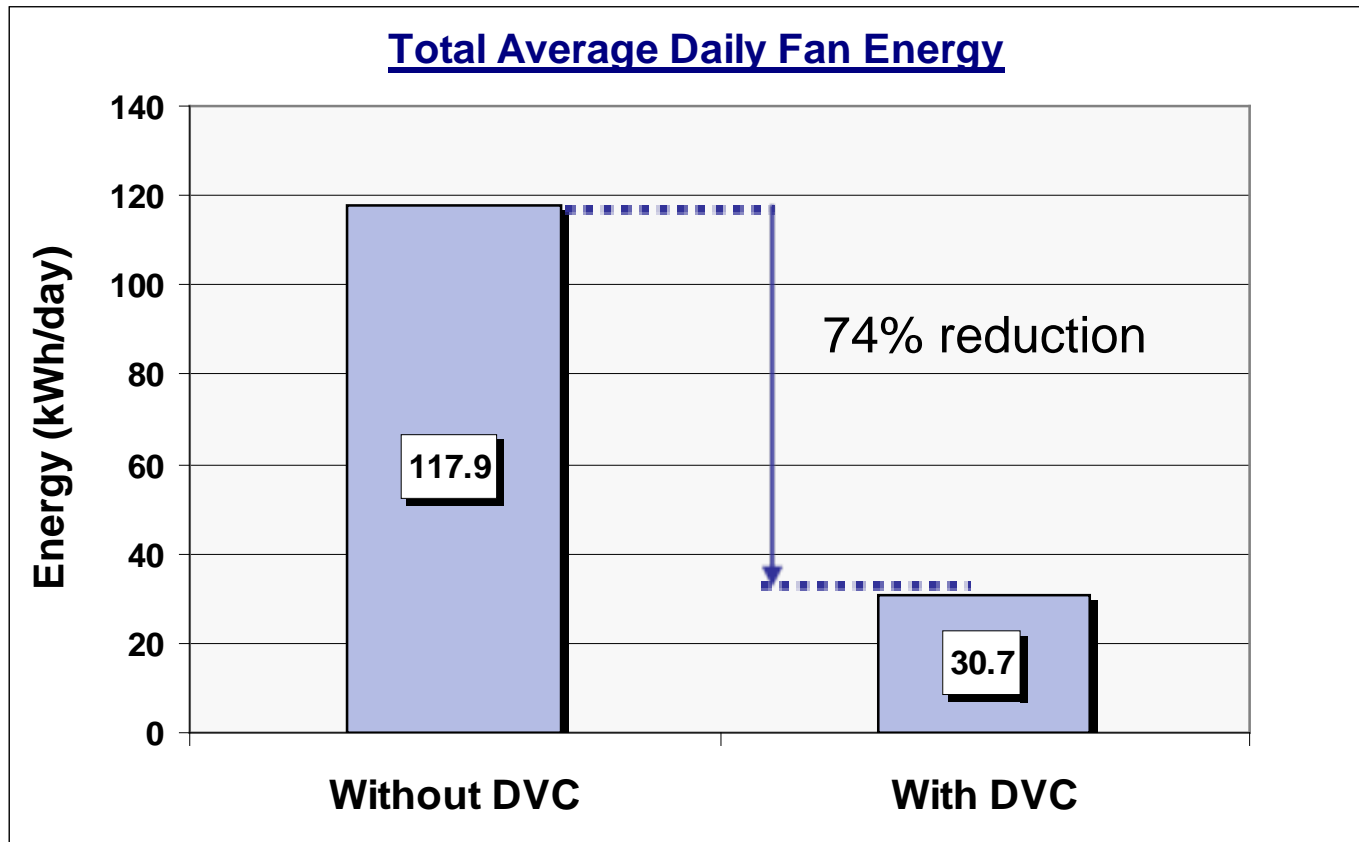
- Link to ENERGY STAR
- Utility support
- Product operation, installation
- Cost



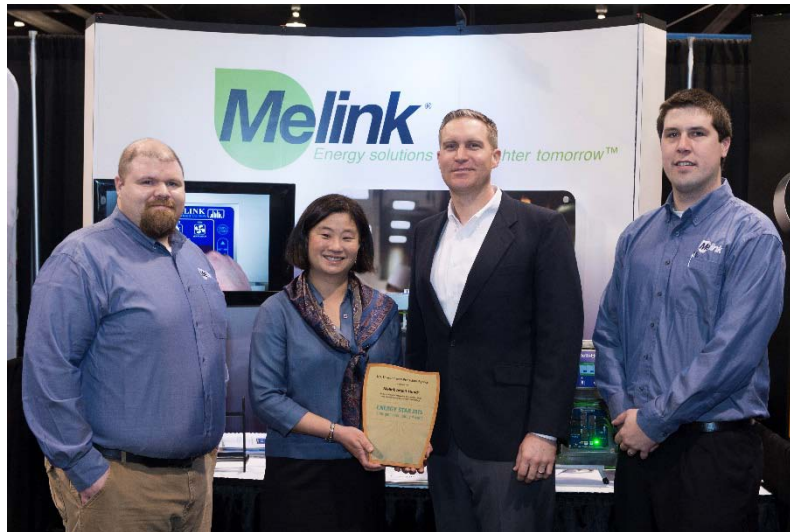


## Demand Control Kitchen Ventilation (DCKV)

- Awarded four systems to date:
  - Gaylord AirVantage
  - Intellinox ecoAZUR
  - Halton M.A.R.V.E.L
  - Melink Intelli-Hood



## 2015 DCKV Activities



Melink Award, 2015

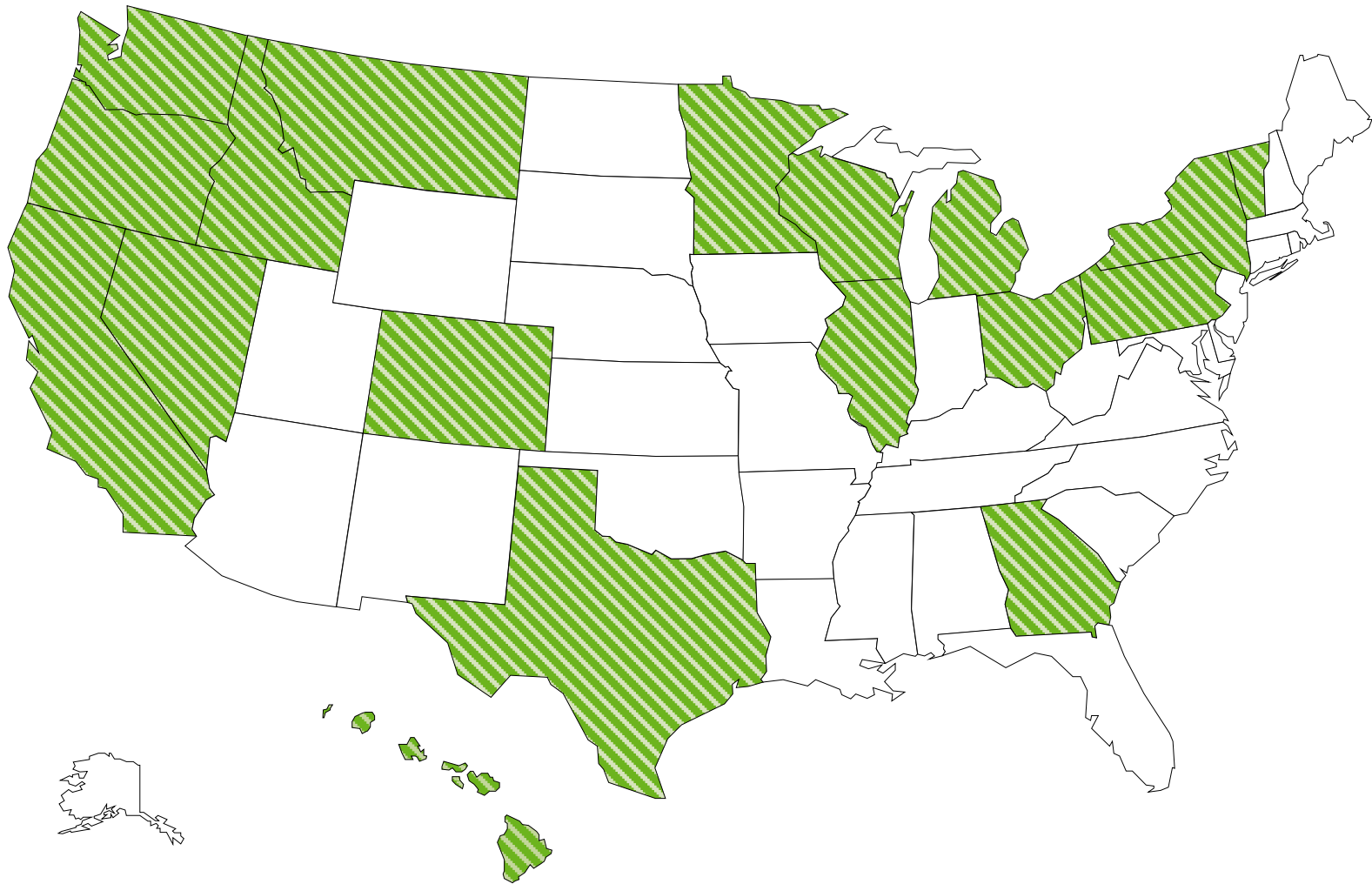
- Promotion during industry events
- Trade publication outreach
- Web site materials
- Utility recruiting

Halton Award, 2015





## 2014 Demand Control Kitchen Ventilation Rebates



## DCKV: Lessons Learned



Image Source: Halton



## Overall Elements of Success for Emerging Technology Programs

- Timing
- Barrier Analysis
- Market Size
- Test Methods
- Efficiency Program Support
- National/International Coordination

**ENERGY STAR 2015**  
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## Looking Forward to 2016

- EPA starting to look at new technologies for 2016 Award category
- Nomination process to be announced soon
- Ideas can be sent to [emergingtech@energystar.gov](mailto:emergingtech@energystar.gov)



## More Information

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