



ENERGY STAR[®] Programmable Thermostats
Revising Partner Commitment and Future ENERGY STAR
Specifications
Stakeholder Comment Response Summary

EPA received one set of substantive comments, submitted by an industry trade association on behalf of its members, regarding the ENERGY STAR Programmable Thermostat letter dated October 25, 2007. Below is a summary of the comments organized by topic and, where appropriate, EPA's responses.

Issue	Comment	Response
Overall Approach	Commenter provided overall support for EPA's decision to maintain the current specification as industry and government collaborate on developing a new specification.	
Consumer Education	The ENERGY STAR proposal for a new consumer education campaign initiative should involve all stakeholders into the campaign.	EPA is working on drafting a holistic educational campaign that involves manufacturers, retailers, contractors, utilities, and consumers in consumer-oriented education campaign on the value and proper use of programmable thermostats. Examples of the planned activities include: <ul style="list-style-type: none"> - Develop both an "opening to the sale" as well as a "leave behind" education piece for contractors with similar messaging - Develop retail education tools, both web-based and in-store - Develop educational web pages and utility bill stuffer templates for PT education outreach - Develop a Web-based interactive tool to promote effective use of PTs.

	Partners should have a broad menu of education marks that can be used on their programmable thermostats products and educational material.	The new educational mark noted in the 10/25/07 letter to stakeholders is just one part of a standardized family of marks EPA is offering consumer energy savings advice on a range of products, including PTs. ENERGY STAR would like to engage partners and other stakeholders in developing clear and consistent messaging for these products in the near future.
	ENERGY STAR guidelines should be developed on the energy saving claims manufacturers can make in marketing their products.	While EPA will not be creating any guidelines, EPA will develop a series of factoids and environmental impacts associated with proper use of programmable thermostats for manufacturers to use in their promotional campaigns.
	Responder welcomed ENERGY STAR's new partner commitment form and the requirement that each partner commit to the education program if they want to use the ENERGY STAR label on their product.	The new partners forms are available on the ENERGY STAR web site at: http://www.energystar.gov/index.cfm?c=join.manuf_retail_agree
Collaboration on new product requirements	The new programmable thermostat industry standard could form the	ENERGY STAR is aware of the ongoing standard development process, but anticipates that any new ENERGY STAR and/or compliment specification will likely go beyond the revised industry standard in determining energy efficiency specifications. ENERGY STAR anticipates that during the development of the new standard, discussion on ways to

	<p>basis for a new ENERGY STAR product requirement, but the new standard will not be concluded and approved until late 2008. The March 2009 deadline for finalization of a new ENERGY STAR performance specification leaves a small window for this transition.</p>	<p>deliver meaningful differentiation between a new ENERGY STAR specification for programmable thermostats and a standard programmable thermostat will occur.</p>
<p>Other</p>	<p>Another commenter, suggested changes to specific definitions in the existing V1.1 ENERGY STAR Programmable Thermostat specifications.</p>	<p>EPA has initiated the process to revise the current technical specification for programmable thermostats and will adjust definitions as appropriate as part of the specification development process.</p>