

New York ENERGY STAR® Products Program

***Transforming Markets
through Effective
Partnerships***

Karen Villeneuve

NYSERDA



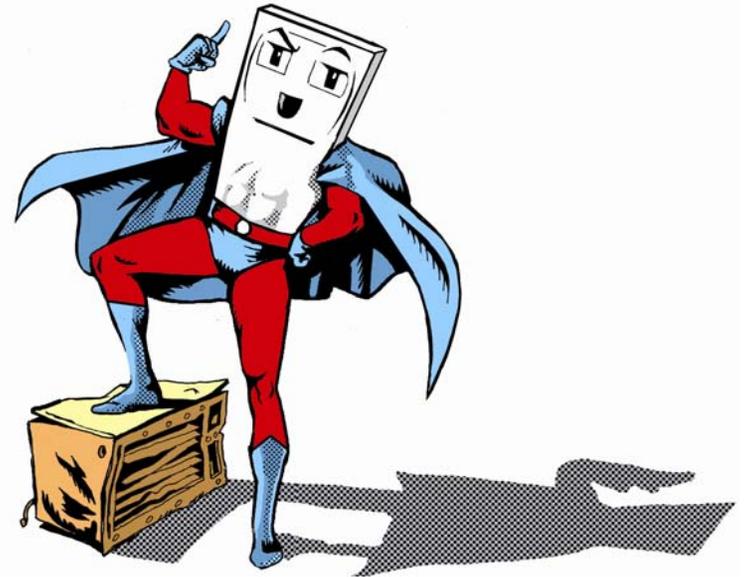
Overview

- Program Structure
- Recruiting Partners
- Differences in Working with Appliance vs Lighting Partners
- Examples of Promotions
- Results and a Look Ahead



Market Transformation – the Premise

- Made aware of the multiple benefits of energy efficiency, consumers will respond.
- Hearing demand, service providers and retailers will respond.
- Convinced of the additional benefits and cost savings of one product, consumers will extend that notion to other energy efficient products and services.



- Market-based approach:
 - Drive consumer demand,
 - Work to establish supply.
- Establish a brand that consumers can trust.
- Identify the value proposition.
- Educate, educate, educate!
- Work within business models.
- Make a long-term commitment to supporting the marketplace.
- Change over time to meet market needs.
- Provide a local spin.

Strategies



Strong Commitment to the **ENERGY STAR®** Platform



- New York ENERGY STAR Labeled Homes
- Home Performance with ENERGY STAR
- ENERGY STAR Products
- Multifamily Building Performance with ENERGY STAR

Products Program Structure

- Components:
 - Manufacturer partners
 - Retail partners
 - Partner incentives
 - Few consumer incentives
 - Training, sales tools and promotional materials
 - Field support
 - Heavy consumer marketing and education
 - Data reporting and evaluation



Field Representatives



- Responsibilities:
 - Provide training to retail partners
 - Check and help with displays and labeling
 - Deliver promotional materials and program information
 - Collect data, including feedback
 - Build relationships

Multi-Media Marketing

- Public service advertising on donated TV and radio time for brand awareness.
- Paid TV, radio, on-line and print for brand awareness and action-oriented tips.
- Paid local TV programming with high added value for education.
 - Community newspapers, web site, and traditional public relations strategies for education.
 - Point-of-purchase, brochures, sales tools.
 - Listing of partners on GetEnergySmart.org.



Promotional Materials

a **better** way to **listen**

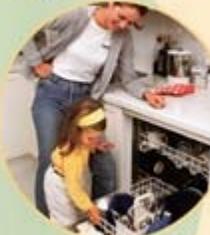


ENERGY STAR® qualified audio and stereo equipment use up to 67% less energy in stand-by mode compared to standard units.

CHANGE FOR THE BETTER WITH ENERGY STAR

www.GetEnergySmart.org

It's **Right...**



...and Right at Home.

New York State Energy Smart

Wash a Load...



Save a Bundle!

Buy an ENERGY STAR® Clothes Washer!

- Use up to 55% less energy
- Use up to 50% less water
- Save up to \$117 annually

CHANGE FOR THE BETTER WITH ENERGY STAR

www.GetEnergySmart.org

All figures are based on modeling a 15 year old non-energy star clothes washer. Estimates are based on an average 6 loaded loads per week with use of standard water heating system.

Spring Savings No. 1

FREE SOCKET BOY FIGHTING HIGH ENERGY COSTS



STAND BACK, HIGH ENERGY BILLS!

With an energy-efficient water heater, you can save money on your utility bills. An ENERGY STAR® water heater uses up to 35% less energy than a standard water heater. It also lasts longer, so you can save money on repairs and replacement.

Energy-efficient water heaters are available at participating retailers. For more information, visit us online at www.ny.gov.

ENERGY STAR® WATER HEATERS

www.GetEnergySmart.org

New York State Energy Smart

New York State Energy Research and Development Authority

use it. *



or lose it.



If you're not using ENERGY STAR® lighting fixtures and bulbs in your home, you're losing money every day!

CHANGE FOR THE BETTER WITH ENERGY STAR

www.GetEnergySmart.org

Take the Change a Light Challenge



And Save!

CHANGE A LIGHT CHANGE THE WORLD ENERGY STAR

Save Money. With Style.

Energy STAR

WE SELL ENERGY STAR

DEALER LOGO HERE

Recruiting Partners

- Continuous process – partner can enter program at any time
- Notice on nyserda.org web site
- Notice in New York State Contract Reporter
- Direct outreach at conferences, events
- Cold calls



Retail Partner Eligibility

- Stock, prominently display, and sell at least 4 models of target products
- Sign the Partnership Agreement
- Submit an accurate monthly Sales Reporting Form by the 15th of each month and continue to report monthly



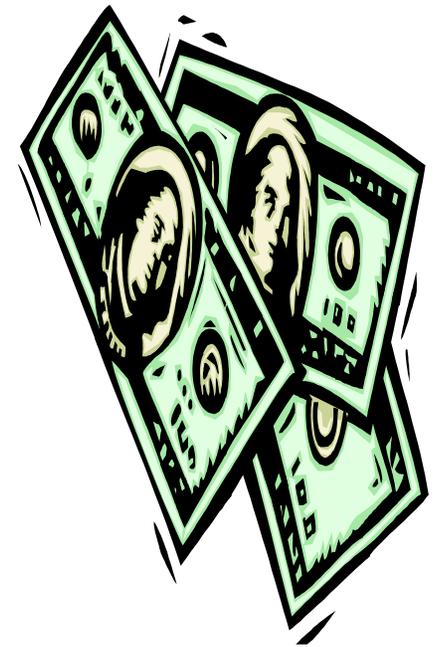
Manufacturer Partner Eligibility



- Manufacture one or more ENERGY STAR qualified or target energy-efficient product lines
- Sign the Partnership Agreement
- Distribute product to retailers in the Program territory
- Report shipments quarterly

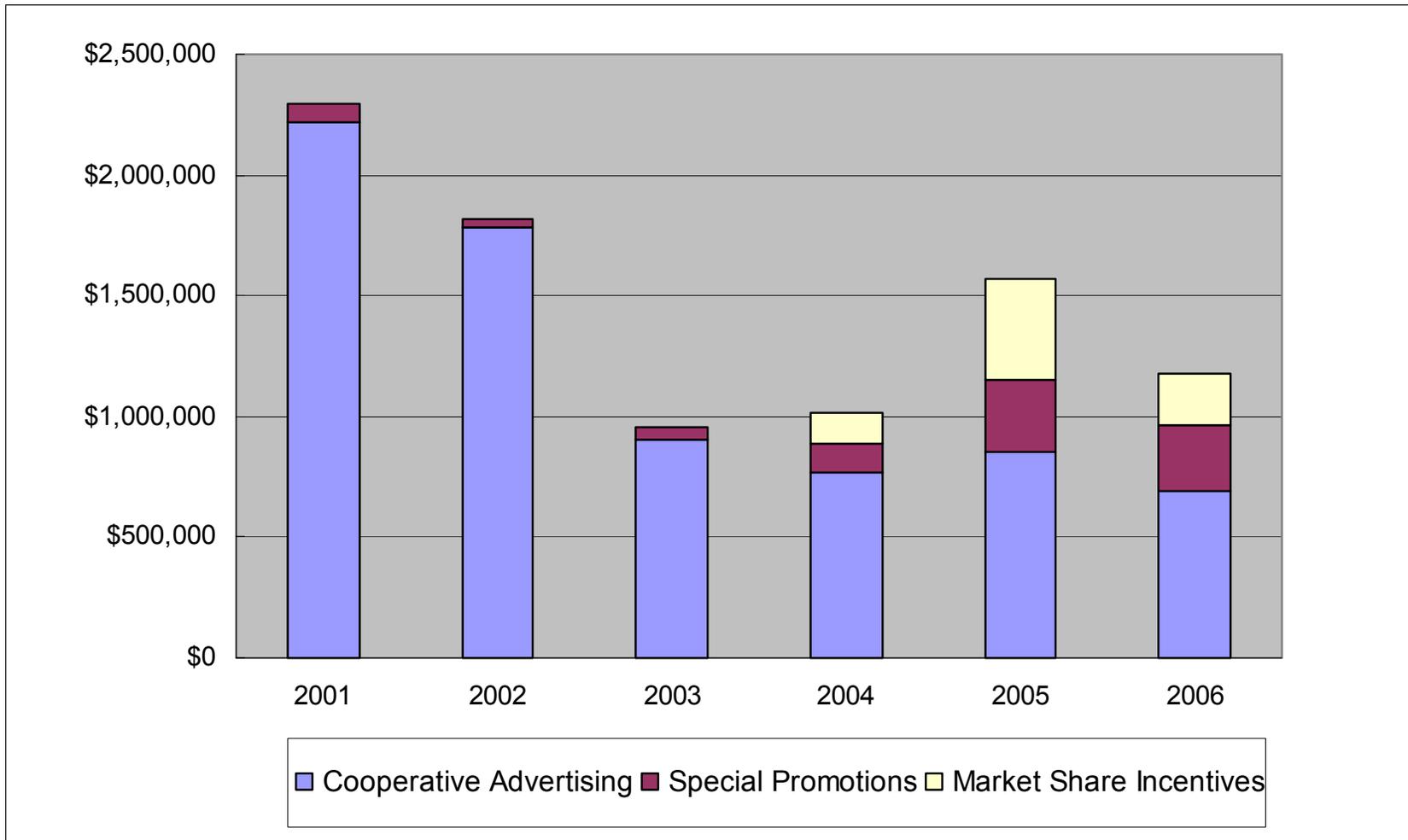
Incentives

- Co-op Advertising for Print – has specific requirements to obtain reimbursement
- Co-op Radio, TV, Billboard, Special Print, **Special Promotions*** – pre-approval required, special promotions must include educational component
- Market Share Incentive for achieving and maintaining a specific percentage of ENERGY STAR sales for a target product



**preferred activity – growing participation*

Transition of Incentive Strategy



Special Promotions



- Popularity
 - Retailers
 - Lighting Manufacturers
- Educational Component
 - Explains the value proposition
 - Key to market transformation

The Manufacturer Special Promotion



- Special displays with educational material
- Outfitting of New York ENERGY STAR® Labeled Homes with lighting fixtures
- Buy-downs to introduce products to a new retail outlet

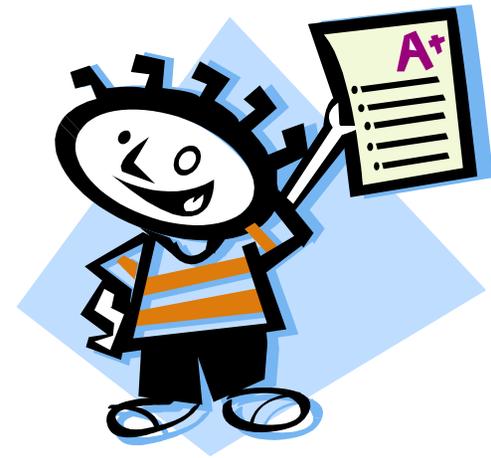
Retailer Pre-approved Promotions

- Logos on vehicles
- Staff T-shirts & Sweatshirts
- Customer T-shirt Giveaway
- Reduced/free installation costs
- In-store displays
- Web sites that can display all ENERGY STAR products
- Dinner and training for builders and contractors

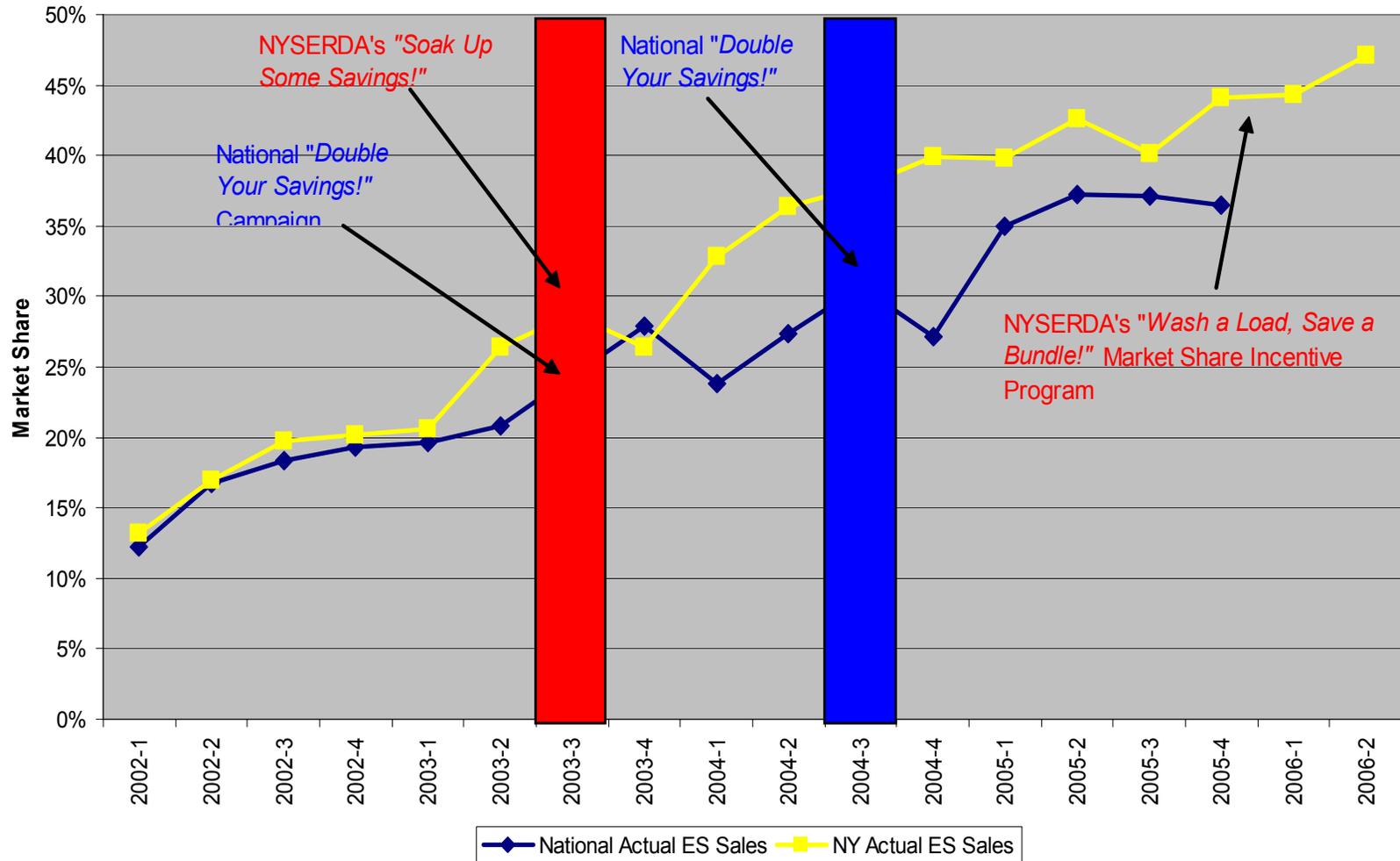


Evaluation

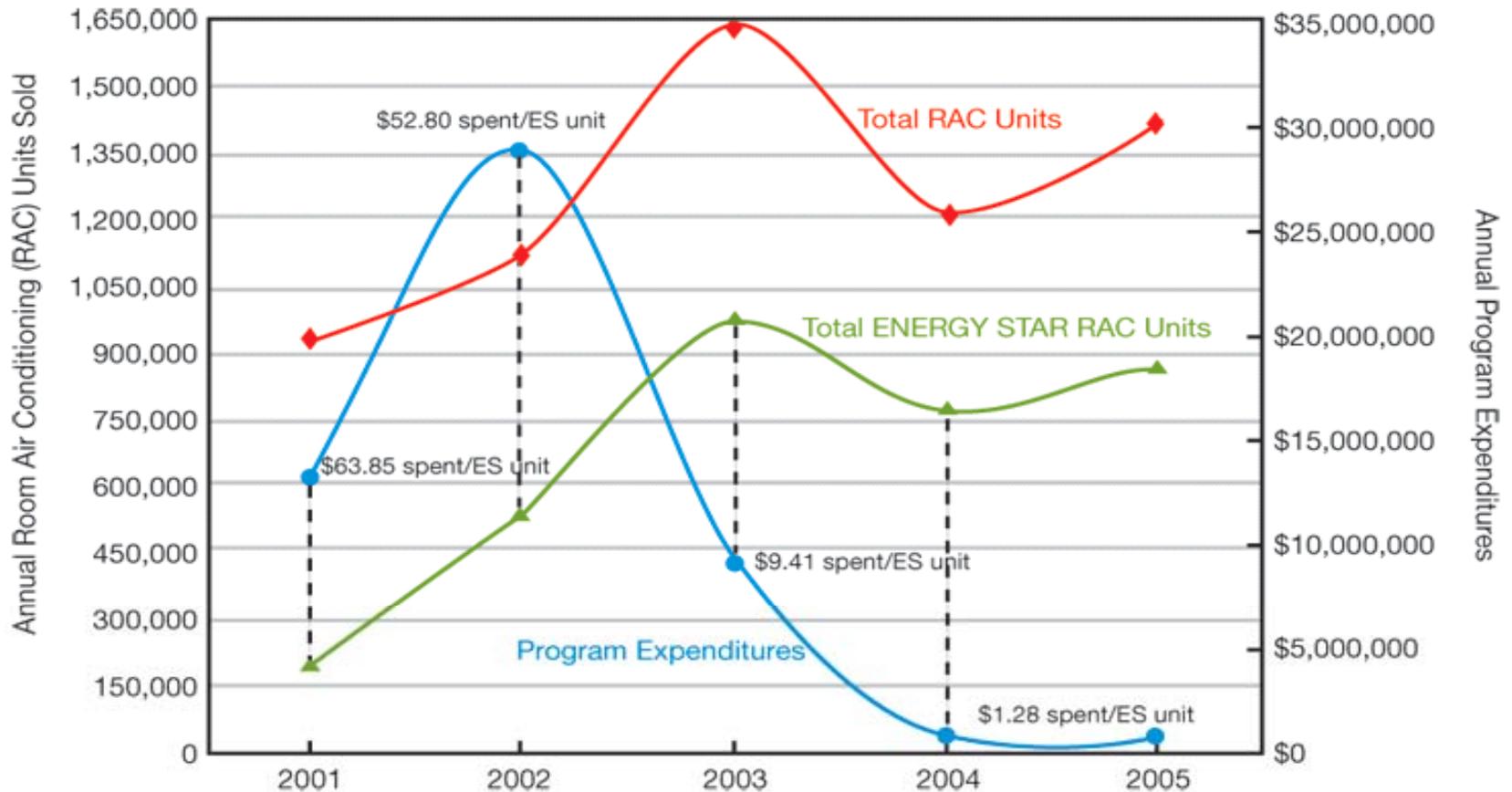
- Retailers
 - Mystery shopping
 - Sales Data
 - In-store Survey
 - Special Promotion Evaluations
- Program
 - NYSERDA's Energy Analysis Team and Contractors
 - Other national and regional evaluation efforts



ENERGY STAR® Clothes Washers NYSERDA vs. National Campaigns



Transformation of Room Air Conditioner Market



A Look Ahead

- More consumer education leading to permanent behavior changes
- Consumer electronics and energy management education
- Increased partnerships with manufacturers
- Partnerships with other retailers and better understanding of retail partner needs and business models
- Increasing partner responsibility for marketing products