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2008 ENERGY STAR[®] Appliance Partner Meeting





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Appliance Partner Meeting



Concurrent Session B

Energy Efficiency Program Sponsors

2008 Appliance Partner Meeting

Catul Kiti
D&R International



Energy Efficiency program Sponsors (EEPS)

- Consist of:
 - Utilities
 - CA IOUs, Georgia Power, Duke, NGRID, LADWP etc
 - State and Local Government Agencies
 - NYSERDA, GEFA, WI FOE
 - Regional Organizations
 - Northeast Energy Efficiency Partnerships (NEEP), Northwest Energy Efficiency Alliance (NEEA),
 - Other stakeholders – Non-profit organizations, and other partner types as determined on a case-by-case basis



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Why Offer Efficiency Programs

- Energy Prices Continue to Soar
- Climate Change is Mainstream
- 2007 Energy Bill
- Energy Security
- RGGI – CO2 Cap & Trade regimes
- Energy Efficiency as the Fifth Fuel



The sun sets over the Manhattan skyline during a major power outage in 2003 – *Time Magazine* 8/11/08

Bruce Johnson, Director of Energy Efficiency Implementation, National Grid

“Right now this **resurgence seems to be sustainable**, primarily because it’s not entirely related to the regulatory environment. **Climate change** is going to be on **our conscience for the foreseeable future.**”

Jeff Lyash, President and CEO, Progress Energy Florida

“For the first time in decades, **people are thinking about the cost and environmental impact of energy usage.** It is now regularly covered in the mainstream media, a key subject of presidential debates, and a topic of discussion in places from classrooms to coffee shops.”

Ted Schultz, Vice President of Energy Efficiency, Duke Energy

“Clearly, **energy efficiency has staying power** with the current issues around climate change. We’ve never been in a position like this before...we have a **great opportunity to make energy efficiency a norm for all our customers.**”



Customers attitudes

- 82% of Americans believe in global warming, and there is widespread belief that human behavior is contributing to the problem.

Fox News/Opinion Dynamics Poll, Spring 2007

- Majority believe immediate action needed

NY Times/CBS Poll, April 2007

- 86% would choose one home over another based on its energy efficiency.

Shelton Group/Energy Pulse, 2006

- 63% say change their consumption habits based on increase in energy prices.

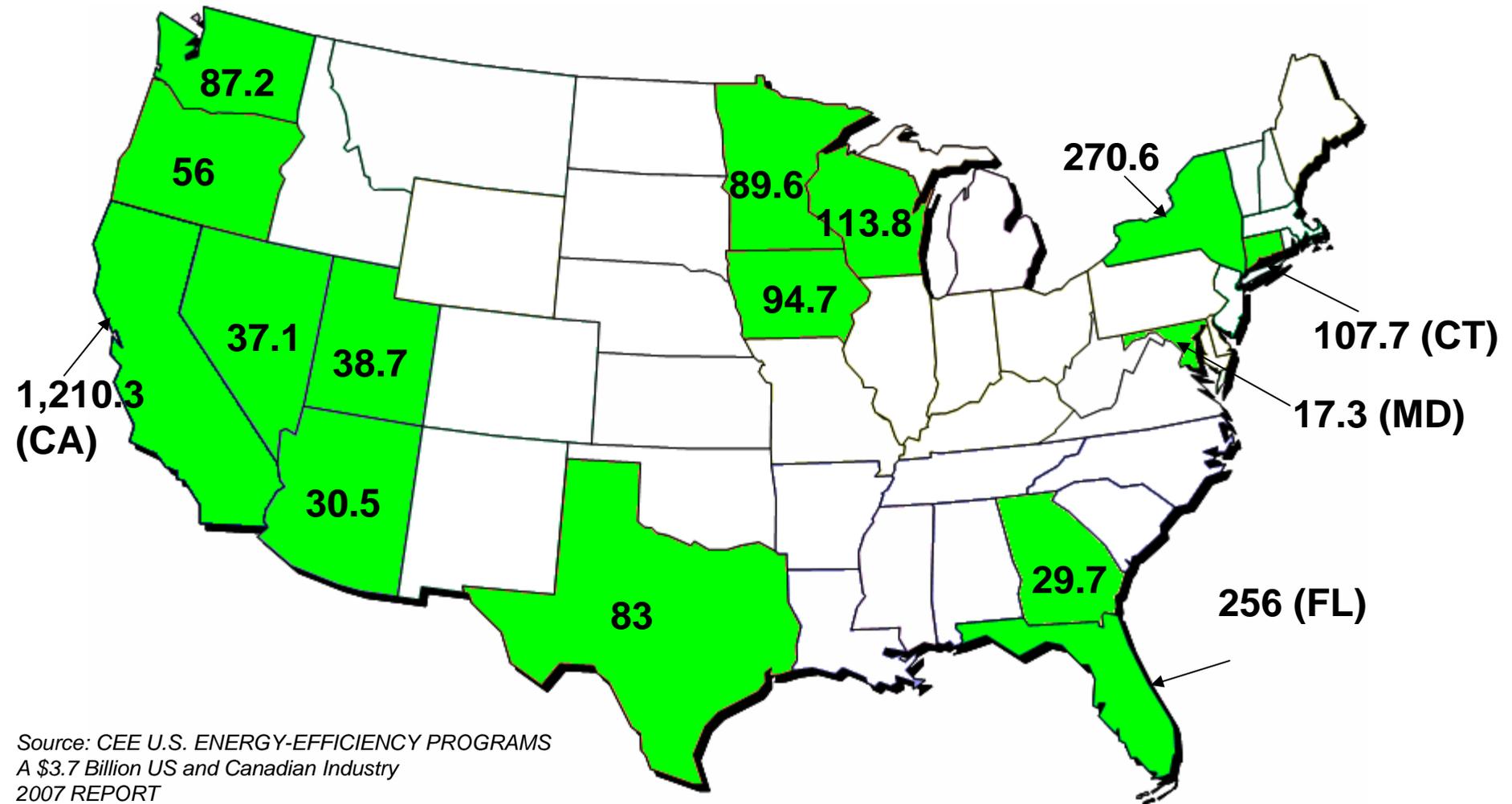
Shelton Group/Energy Pulse, 2006



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Energy Efficiency Budgets (\$3.1 Billion in US)



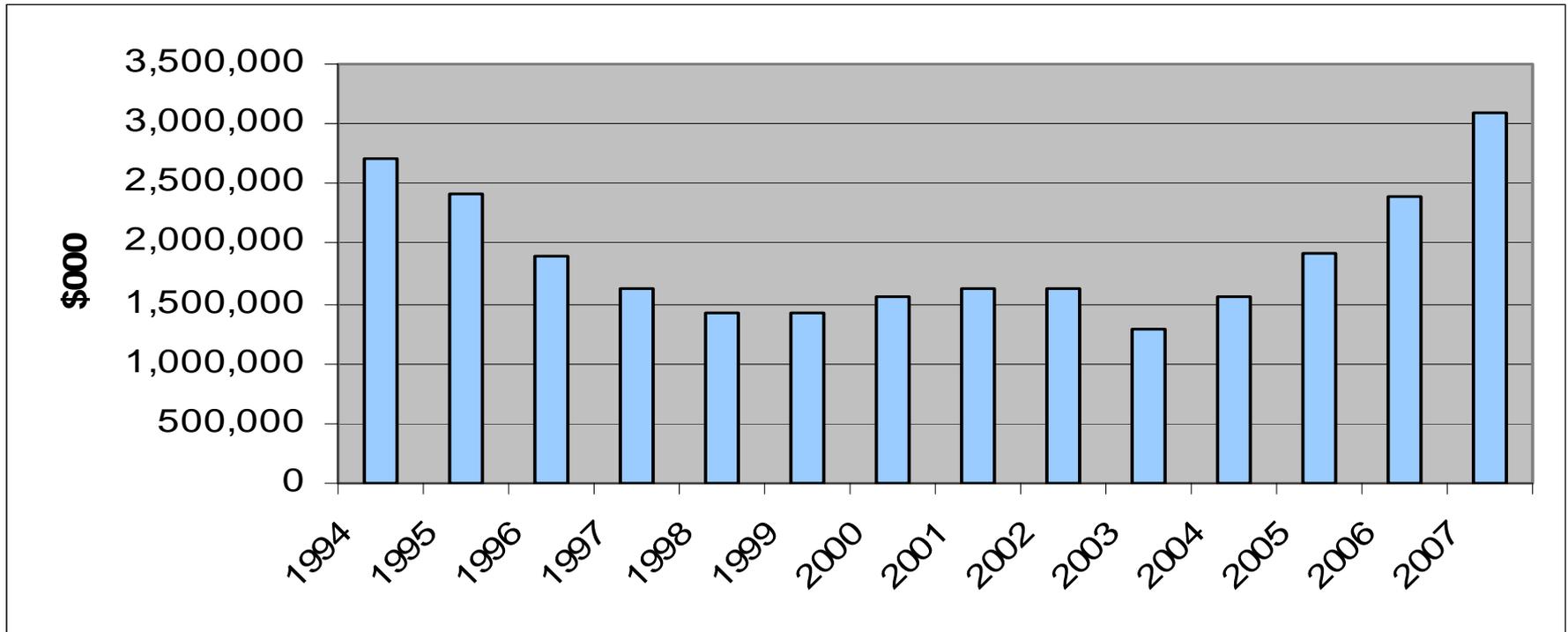
Source: CEE U.S. ENERGY-EFFICIENCY PROGRAMS
A \$3.7 Billion US and Canadian Industry
2007 REPORT



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Annual Electric Utility Spending on Energy Efficiency



Will eclipse \$5B within several years!

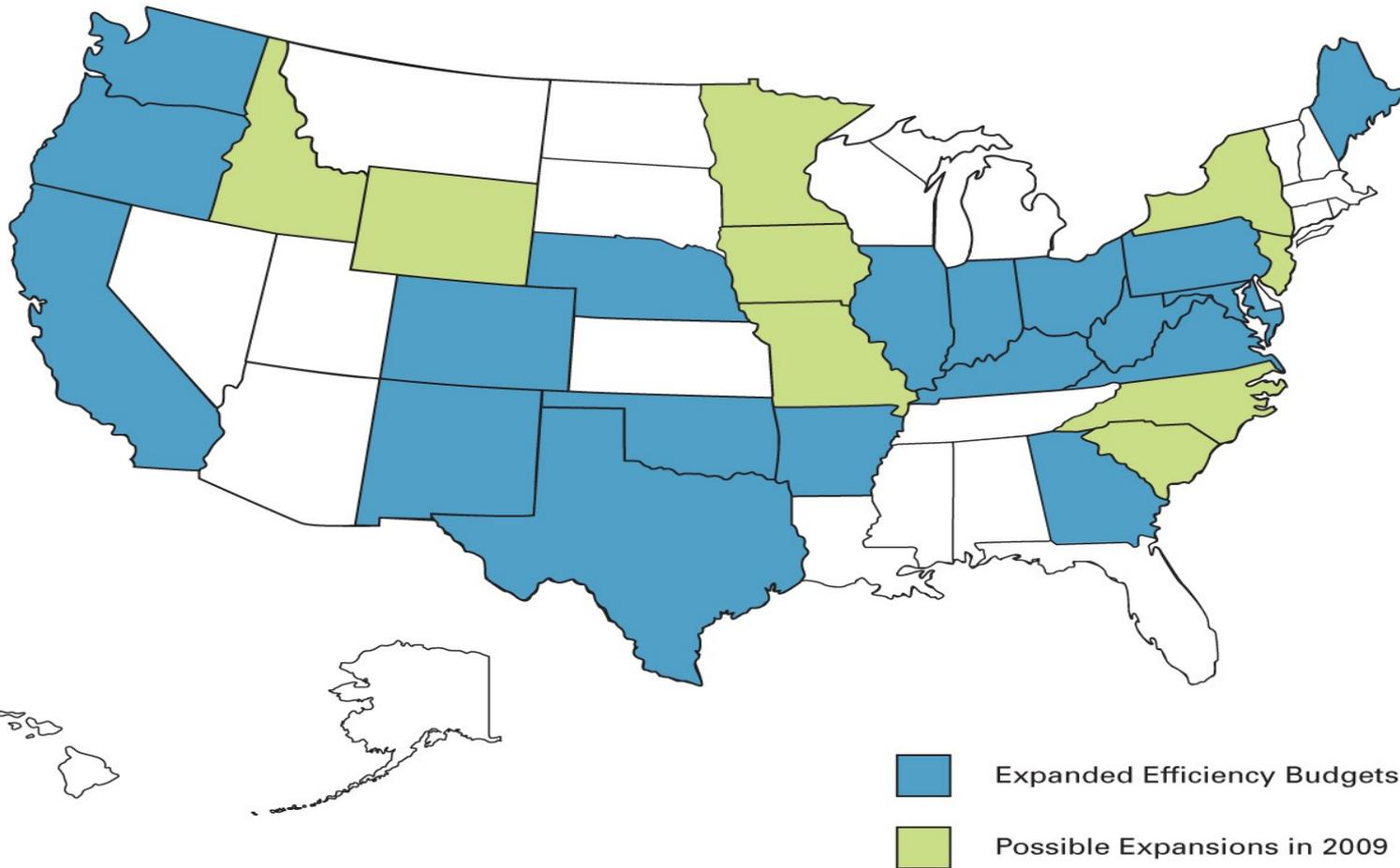
Many states could increase EE spending exponentially in the near term: IL, MO, MD, NC, SC, NM, OH, MI, VA, others?



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Program Growth in 2009





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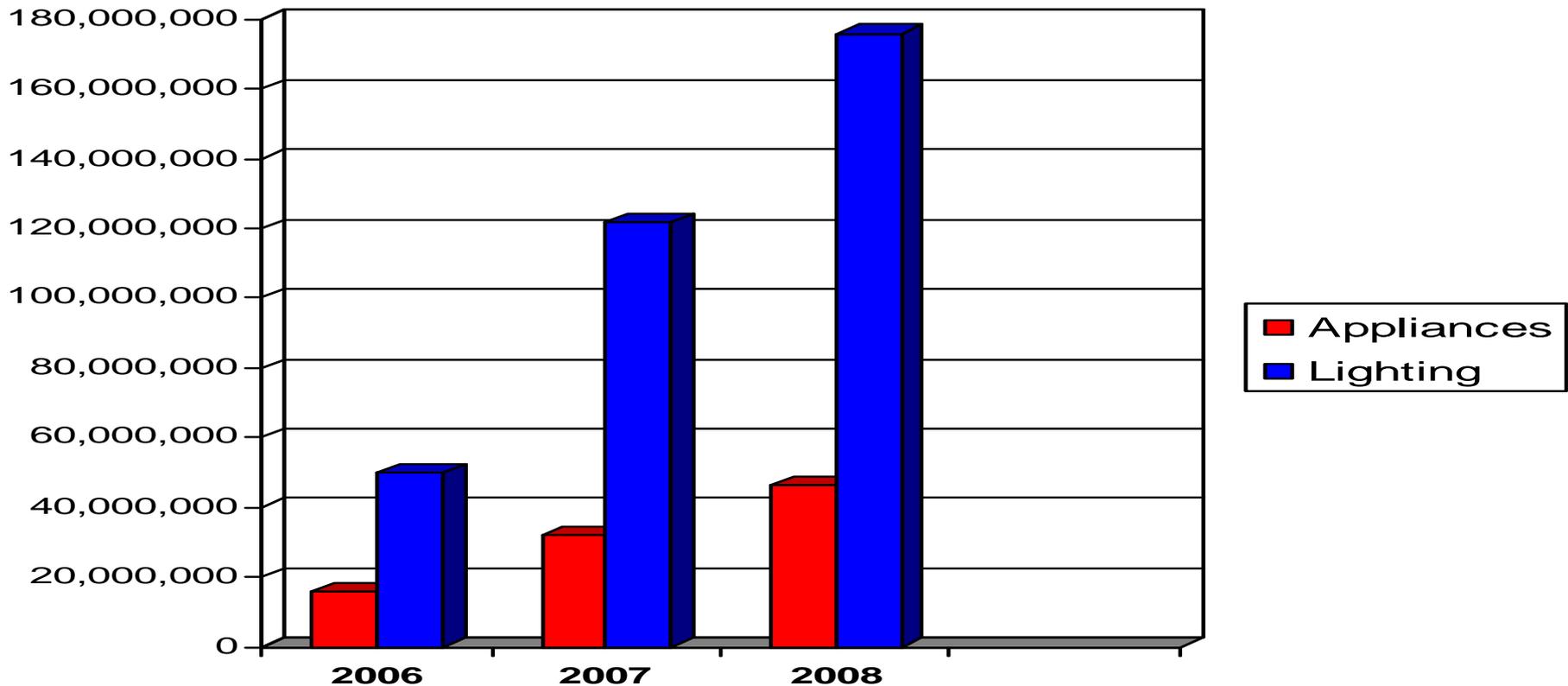


- “**BOSTON**— National Grid, which supplies about half the state’s electricity, plans to dramatically boost spending on energy conservation programs in the state, with a **30 percent** increase next year and a doubling of the current spending to more than **\$125 million** annually over the next three years, according to company officials.”

Worcester Telegram & Gazette 9/14/08



Lighting and Appliance Program Budgets 2006 - 2008



Source: D&R Appliance and Lighting Program Guides

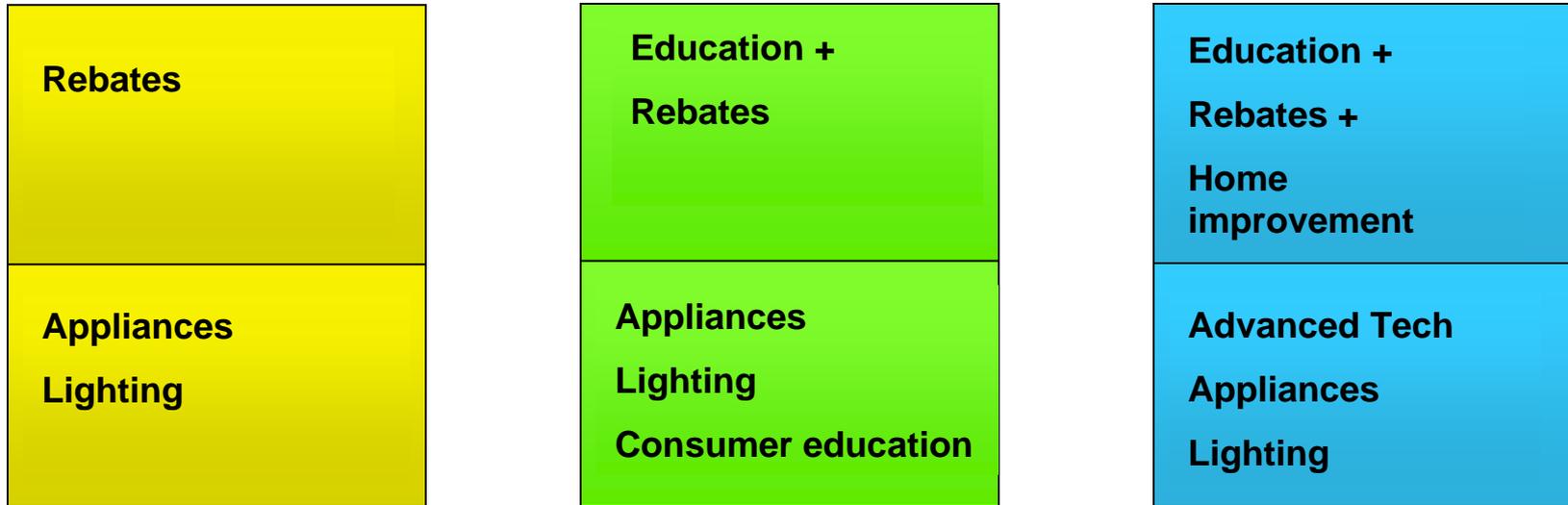


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Regional Variability of programs

P r o g r a m s



T e c h n o l o g i e s

Emerging Markets

Mid-Atlantic, SE, SW



Mature Markets

NE, MW, PNW



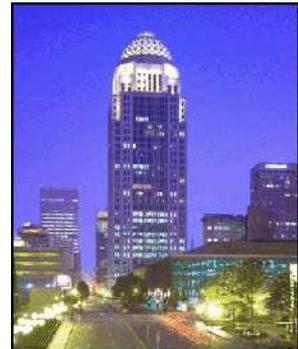
So, How Do You Fit In?

- Increased EE Program Funding = Increased Demand for EE Products & Services (+Education)
- Get Involved! Being here is a great start...
- Need much more effective integration of emerging technology into portfolios
- Need to consider the process technology as well as widget technology



Portfolio of Strategic Investments

- Define, educate, and promote on cost-effective energy/environmental savings through single designation: ENERGY STAR
- Residential initiatives
 - Efficient products
 - Efficient new homes
 - Existing home efficiency improvements
 - Affordable housing
- Commercial initiatives
 - Efficient products
 - Existing building efficiency improvement
 - Efficient new construction
- Industrial initiatives





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Residential Products



Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy
www.energystar.gov



CHANGE FOR THE BETTER WITH ENERGY STAR

EPA managed products	DOE managed products
Appliances: <ul style="list-style-type: none"> • Dehumidifiers • Air Cleaners • Water Coolers 	Appliances: <ul style="list-style-type: none"> • Refrigerators/Freezers • Dishwashers • Room Air conditioners • Clothes Washers • Water Heaters
Lighting: <ul style="list-style-type: none"> • Residential Light Fixtures • Decorative light strings 	Lighting: <ul style="list-style-type: none"> • CFLs • Solid State Lighting (SSL)*
<ul style="list-style-type: none"> • Insulation & Roof products 	<ul style="list-style-type: none"> • Windows/doors/skylights
<ul style="list-style-type: none"> • Heating and Cooling 	
<ul style="list-style-type: none"> • Home Electronics 	
<ul style="list-style-type: none"> • Office Equipment 	
<ul style="list-style-type: none"> • Commercial Food Service 	
<ul style="list-style-type: none"> • Other Commercial Products 	



Working with your Utility Partner

- Sales Data!
 - Be generous to your partner and provide information
 - Utilities need market share lift data to justify \$ spent
- Recognition
 - Utilities understand that in-store messaging needs to conform to the retailers guidelines
 - Retailers need to understand that utilities need recognition for their efforts
- Communication
 - Utilities plan months in advance for bill inserts, retailers and manufacturers should communicate in advance any problems with agreed upon promotions



In Closing, Taking it to the Next Level

- No time like the present – Surf’s Up!
 - Monitor the market
 - Borrow from successful programs/promotions and pilot new approaches
 - Foster relationships with program sponsors, manufacturers, retailers, contractors, and the community:
- Long-term commitment to its “Energy Efficiency/Conservation Culture”
 - Look inward – Benchmark your own facilities and portfolios
 - Seek out local EE program administrators for technical assistance and/or financial incentives
 - Collaborate and Educate – online and in-store energy centers, educational tools (ENERGY STAR @ Home – www.energystar.gov/home)



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Questions?



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Efficiency Vermont

Optional Information:

What was the main reason you purchased a select ENERGY STAR® qualified refrigerator? Please check one:

- energy savings
- larger capacity
- available rebate
- quieter operation
- like to buy the best
- concerns with global warming/climate change
- takes up less space
- other

Did you know about the rebate before you purchased your refrigerator?

- yes
- no

If so, did the rebate influence your purchase decision?

- yes
- no

Why did you purchase a refrigerator at this time?

- old machine broke
- remodeling
- wanted upgrade
- new home
- energy savings
- better performance
- new purchase (does not replace old unit)

Have you purchased other ENERGY STAR qualified products?

- yes
- no

How did you hear about ENERGY STAR qualified refrigerators?

- newspaper ad
- TV ad
- web site
- utility bill insert
- retailer/salesperson
- friend/relative/co-worker
- news report/article
- other
- magazine ad

Congratulations on your decision to buy a select ENERGY STAR qualified refrigerator. It's good for you, your family, and the environment. Thank you!

Valid for purchases made June 1, 2008 through December 31, 2008. All rebate requests must be postmarked no later than January 31, 2009. Eligible refrigerators must be installed in a home with an electric utility account in Vermont. For more information, call 888-921-5990. This rebate offer is available to all electric utility customers in Vermont and may be subject to change without prior notice. This rebate may not be combined with any other Efficiency Vermont offer. Efficiency Vermont reserves the right to conduct field inspections to verify installation. Detection of faulty installation by Efficiency Vermont does not guarantee the performance of installed equipment or warranty. In accepting these financial incentives, the consumer agrees that Efficiency Vermont holds the sole right to any patents, patents pending and/or unissued credits associated with the energy efficiency measures for which incentives have been received. These credits will be used for the benefit of Vermont taxpayers. Limit one rebate per household electric account.

88756408 www.efficiencyvermont.com Printed on 100% recycled paper

Mail-In Rebate



\$40 off

Select ENERGY STAR® Qualified Refrigerators

Look for the ENERGY STAR and SAVE BIG. The select ENERGY STAR refrigerators eligible for this rebate help you SAVE MORE energy and money while helping to protect the environment.



www.efficiencyvermont.com • (888) 921-5990



Get the select ENERGY STAR refrigerator you have chosen \$40 mail-in rebate.

ENERGY STAR® qualified refrigerators save money, and help protect the environment.

Efficiency Vermont helps you effort to help use energy wisely. Buy the highest level of energy efficiency. Only the ENERGY STAR from the U.S. Environmental Protection Agency and the U.S. Department of Energy.

ENERGY STAR refrigerators eligible for this rebate.

Save you up to \$255 over the life of your refrigerator**

ENERGY STAR refrigerators have improved efficiency with energy efficient compressors, improved insulation and more precise temperature and defrost mechanisms to improve efficiency.

A list of eligible select ENERGY STAR qualified refrigerators is available at your local participating retailer. Call 888-921-5990 or visit www.efficiencyvermont.com for a complete list of retailers.

* The select ENERGY STAR refrigerator eligible for this rebate meet the Consortium for Energy Efficiency (CEE) Tier 2 specifications as the minimum qualification for a \$40 mail-in rebate. Refrigerators in CEE Tier 2 are eligible for this rebate, as those appliances are even more efficient than those machines listed in Tier 2.
** Assume 10-year life.



The ENERGY STAR® \$40 Mail-In Rebate.

Get \$40 back from Efficiency Vermont on your purchase of a select ENERGY STAR qualified refrigerator. This rebate is good for purchases made June 1, 2008 through December 31, 2008.

To receive your rebate:

- 1) Please fill out this form completely.
- 2) Enclose a copy of your dated sales receipt and a copy of a recent electric bill.
- 3) Mail it to the address below.

Incomplete information will delay or disqualify your rebate. All rebate requests must be postmarked no later than January 31, 2009.

Mail to:

EP-VT Select ENERGY STAR Refrigerator Rebate

40 Washington Street, Suite 2000

Westborough, MA 01581

(Please DO NOT include rebate coupon with utility bill payment.)

Please fill out completely:

Your Name _____

Account/Installation Address _____

City _____ State _____ Zip _____

Home Phone _____

Work Phone _____

Mailing Address (if different) _____

City _____ State _____ Zip _____

House type (check one in each column):

own primary residence condotownhouse

rent vacation home single family multifamily

____ # of units

For installation address:

Your electric company _____

Account # _____

Mfr. and Model # of select ENERGY STAR qualified refrigerator purchased _____

Name and address of store where refrigerator was purchased _____

Purchase Price \$ _____ Purchase Date _____

This select ENERGY STAR® qualified refrigerator is eligible for a

\$40

mail-in rebate

SAVE MORE.
Energy. Money. Environment.



This select ENERGY STAR® qualified room air conditioner is eligible for a

\$40

mail-in rebate

SAVE MORE.
Energy. Money. Environment.



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