



# ***NYSERDA's ENERGY STAR Lighting Partnerships Don't Miss The Obvious!***

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**NYSERDA**



# *Who is NYSEERDA? Funding?*



- Public benefit corporation
- Statewide administrator of System Benefits Charge (SBC).

**Residential, including Low Income**  
Commercial and Industrial  
Multifamily  
Agricultural  
Municipal, Schools, Hospitals

# *Residential Programs*



- ENERGY STAR Products

Change A Light, Change The World

- New York ENERGY STAR Homes
- Home Performance with ENERGY STAR (Assisted)
- Assisted Multifamily Program/CEM
- Communities
- Weatherization Network Initiative

# *Market Transformation Approach*



## Target Mid-stream Market Players:

- Builders
- Contractors
- Retailers
- Manufacturers
- Community Based Organizations
- Multifamily Building Owners, etc.

# *Strategy for Developing Partnerships*



1. Cooperative Advertising (traditional) and Open offer (Option 2)
2. Cross Marketing
3. Communities, Cornell University, Lighting Leaders
4. Media Contracts (WKBW, WTVH, Empire Media)
5. Expand current manufacturer/retailer relationship to include ENERGY STAR lighting
6. Training and education (contractors, builders, consumers, trades)

# *Example #1: Cooperative Advertising*



## Two Options

1. Print - newspaper, direct mail, circular and yellow pages
2. Special Promotions, Radio, TV, Billboard and other signs

# Co-Op: Print

- Newspaper/magazine
- Circulars
- Yellow Pages
- Direct Mail



SuperPages.com LIGHTING 905

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- Tiffany & Chandelier
- Ceiling Fans & Fixtures
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**WOLBERG Electrical Supply**  
proudly introduces the most comprehensive product offering of energy saving lighting available today.

Featuring **sea gull lighting**.

Why choose **ENERGY STAR® LIGHTING?**  
By selecting energy saving lighting, and particularly, ENERGY STAR® qualified lighting, you will be working toward reducing your energy bills and significantly reducing the greenhouse gases into our air.

**\$337.50 69056E-85 PENDANT**  
Gold Patina Finish and Beveled Amber Glass  
Dia. 16 1/2" Hx 18 1/2" Hx  
Three 13w Quad Instant Start Lamps Included  
ENERGY STAR® Qualified

**\$88.50 59108E-71 HALL / FOYER**  
Antique Bronze Finish Solid Brass  
Naupeo Chrome Glass  
Dia. 8 1/2" Hx 5 1/2" Hx  
One 13w Quad Instant Start Lamp Included  
ENERGY STAR® Qualified

**\$213.00 69052E-44/46 OUTDOOR PENDANT**  
1/4" Mouthed Copper  
1/4" Mouthed Copper  
Dia. 9" Hx 11" Hx  
Use The Same Lamps (Sold Separately)  
Phenolic Included  
ENERGY STAR® Qualified

**\$120.00 79096E-85 CLOSE TO CEILING**  
Gold Patina and Colored Amber Glass  
Dia. 15 1/2" Hx 7 1/2" Hx  
Three 13w Quad Instant Start Lamps Included  
ENERGY STAR® Qualified

46 Available Outdoor Bronze Finish

Visit www.EnergyStarLights.com for hundreds of Energy Star® qualified styles.

# *Co-Op: Special Promotions (Examples)*



- Lighting promotions (Change A Light)
- Interest rate reductions or store credit plans
- Stocking incentives
- In-store promotional material (kiosks, signage, sales tools)
- Buy-down
- Lighting allowance add-on
- Model home lighting installations
- Technical assistance
- Website assistance (to promote ENERGY STAR)

# Example #2: Cross Marketing: ENERGY STAR Homes



Sea Gull Lighting//Essex Homes/PV/WKBW



# *Cross Marketing: Home Performance w/ ENERGY STAR*



## Westchester Pilot

Customers can shift electric use – to lower cost time periods -through the use of an Advanced Meter. Customers receive:

- Advanced Electric meter capable of sending hourly electricity usage data to your utility.
- Bill on the price of electricity used during four blocks of time: morning, afternoon, evening, and overnight.
- Access tomorrow's pricing data so you will know when electricity prices are going to be high.
- Home Energy Assessment
- Compact fluorescent bulbs – package of 12 – 13w, 15w & 18w

(Note: all participants in the Home Performance w/E\* get a six-pack of CFL's)

# Example #3: New York Energy Smart Communities



## Energy Efficiency as A Regional Strategy

- Economic Growth
- Community Viability
- Environmental Stewardship

# Communities (continued)



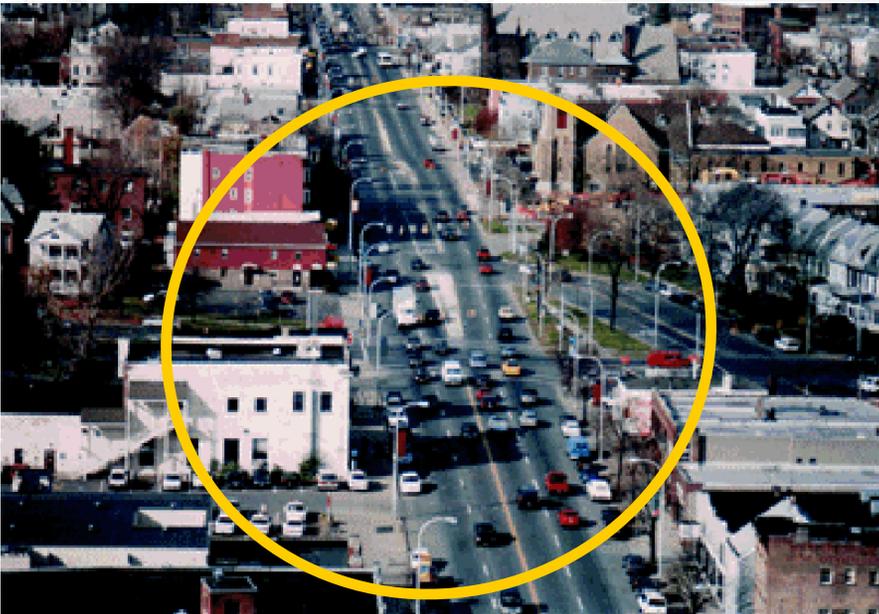
Discounted ENERGY STAR®  
Compact Fluorescent Bulbs

**Complete the  
Lighting Survey &**

**Get 4 CFLs  
for \$5**



- Replace five of your most used incandescent light bulbs with CFLs and you will save nearly \$50 annually.
- CFLs use 66% less energy than a standard incandescent bulb and last up to 10 times longer.
- ENERGY STAR lighting fixtures provide the same amount of light as standard fixtures while providing excellent color rendering and light temperature. Colors appear true and natural.



## “Energy Town Meeting” Lighting Efficiency 101



31 Cooperative  
Extension Offices with  
satellite access

# Example #4: Media Contracts



Public Access TV



## Example #5: Encourage Expansion of Existing Product Line



### Encourage:

- Retailer or showroom to carry the ENERGY STAR lighting product of an existing lighting line.
- Builder to use the ENERGY STAR line (or mix)



\* need a proactive manufacturing representative

# Example #6: Training and Education



- Five classroom training sessions
  - Geographic coverage
  - Builders, contractors, retailers, field staff
- Lighting Training Video
  - Online distribution
- Retailer Sales Training Video (Lighting Component)
- Model Home displays
- Retailer (in-store classroom & "model" rooms)

# *Lessons Learned*



1. Expand on what is there – try to encourage a switch from the existing incandescent product line to the ENERGY STAR line (builders and retailers)
2. Retailers and builders will only support products they they know about and feel comfortable with. Lighting reps - call on retailers and builders!
3. Education is critical – what good is energy efficiency if the lighting quality/design is poor? Know your lighting application.
4. Use every means possible to educate the consumer or mid-stream player.
5. Promote availability of product or resources (including training)
6. We can help you.