



Energy Efficiency Programs and Their Role in the Lighting Market

ENERGY STAR Lighting Partner Meeting
Austin, TX ✧ April 24, 2004

What is Market Transformation?

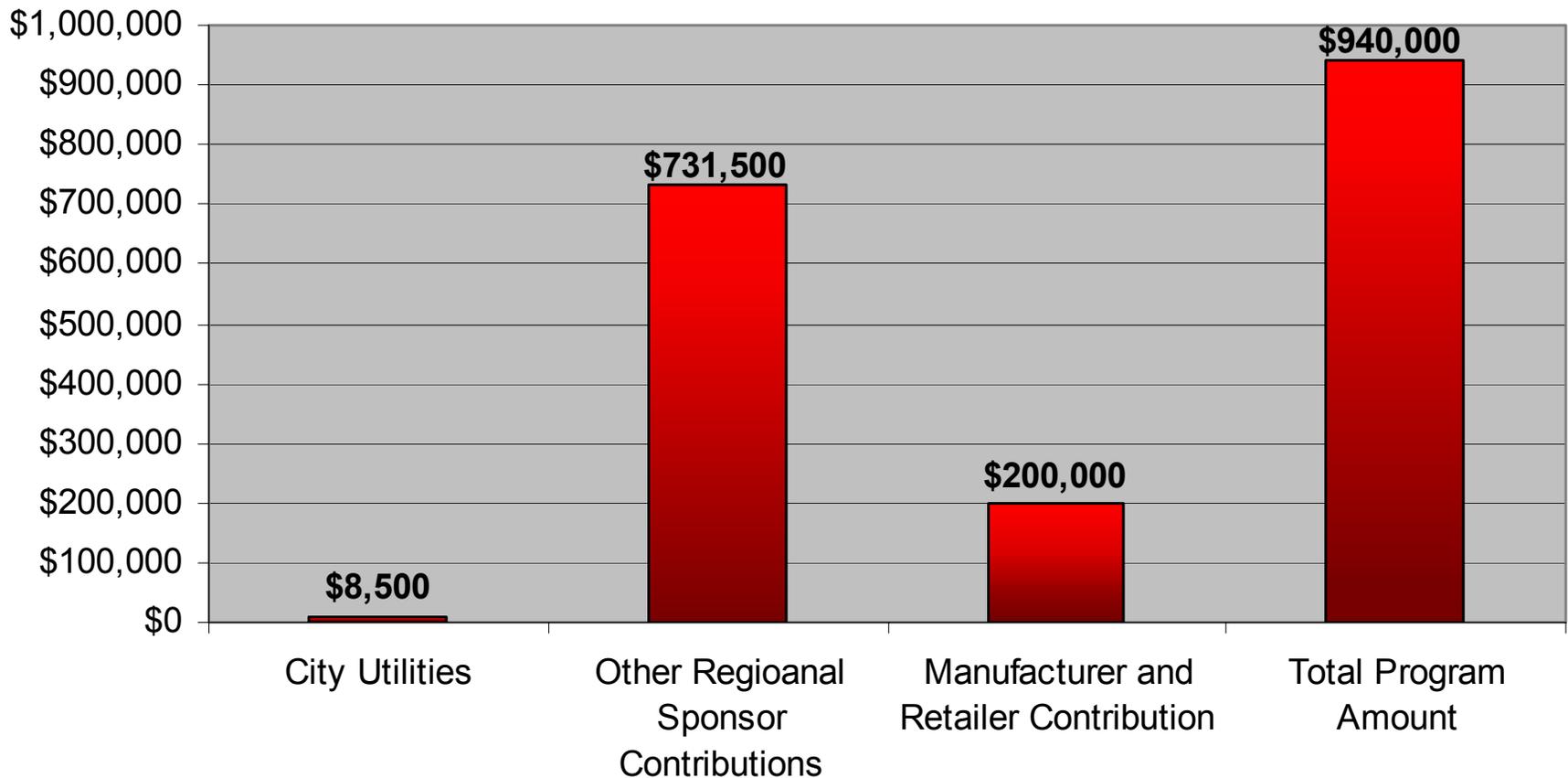
Market Transformation (MT) is a strategy that promotes the manufacture and purchase of energy-efficient products and services.

MEEA's Role in the Midwest

- Aggregate funds from SEOs, utilities, and municipalities
- Contract out implementation

The Power of Aggregation

Change A Light 2003



MEEA's Lighting Programs

- Change A Light, Change The World
Regional Campaign
- Illinois Residential Lighting Program

Change a Light

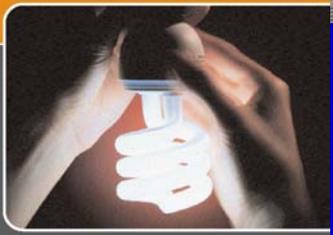


CHANGE A LIGHT
CHANGE THE WORLD
ENERGY STAR

ENERGY STAR® qualified light bulb sale

Savings with a twist.
Visit this special sale and stock up on money saving, energy saving GE compact fluorescent light bulbs. ENERGY STAR qualified light bulbs...

- use up to 75% less energy
- last up to 10 times longer
- save up to \$46 over the life of the bulb



GE bulbs regularly \$9.99, on sale for as low as 99¢:

Wednesday, October 22
10:00 am – 4:00 pm
City Hall, Jefferson City

WE CHANGED THE LIGHTBULB SO YOU WON'T HAVE TO.



Money Isn't All You're Saving

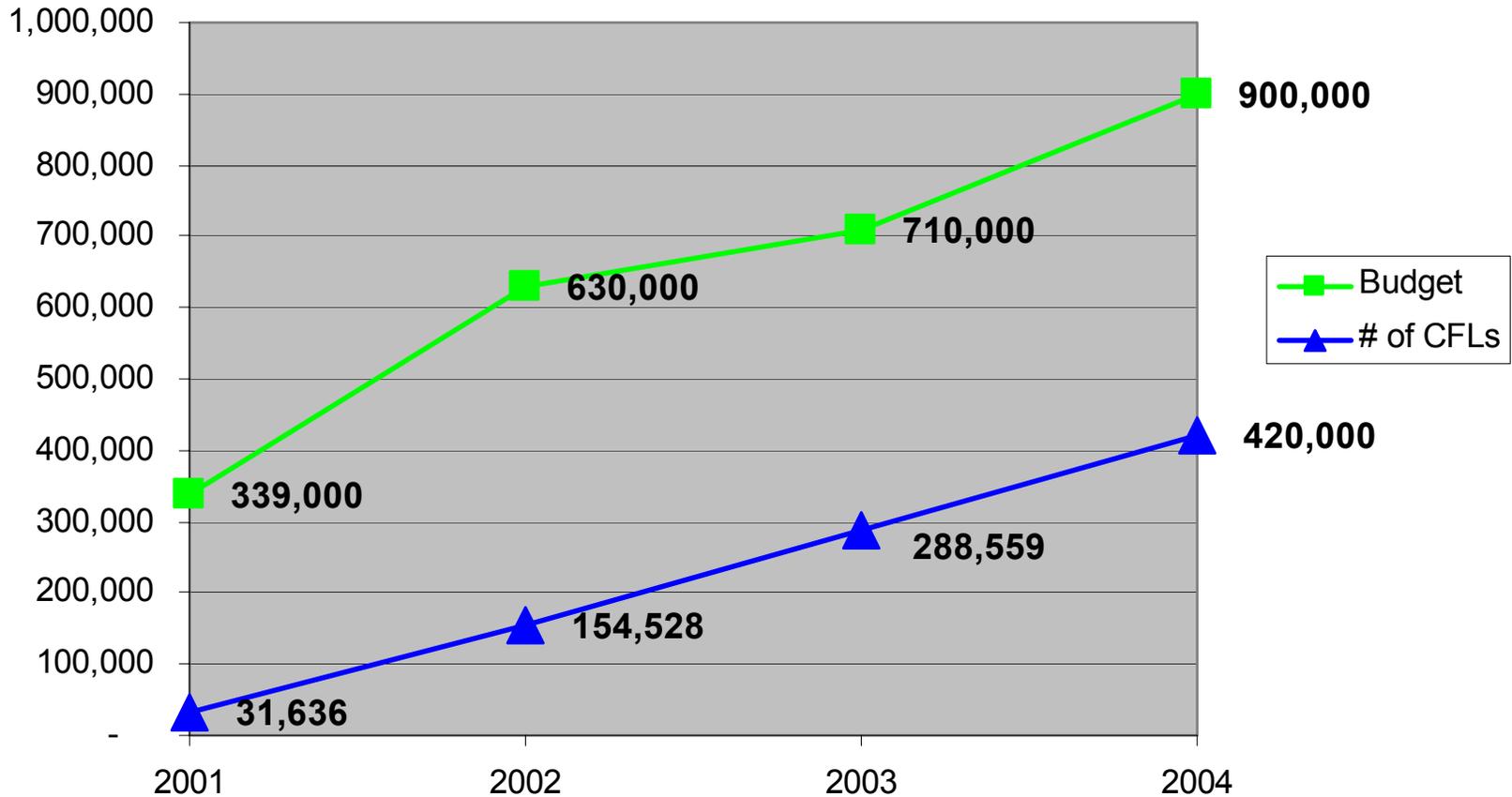
ENERGY STAR® compact fluorescent lights last up to 10 times longer than incandescent bulbs.

Buy ENERGY STAR® Products. SAVE MONEY.



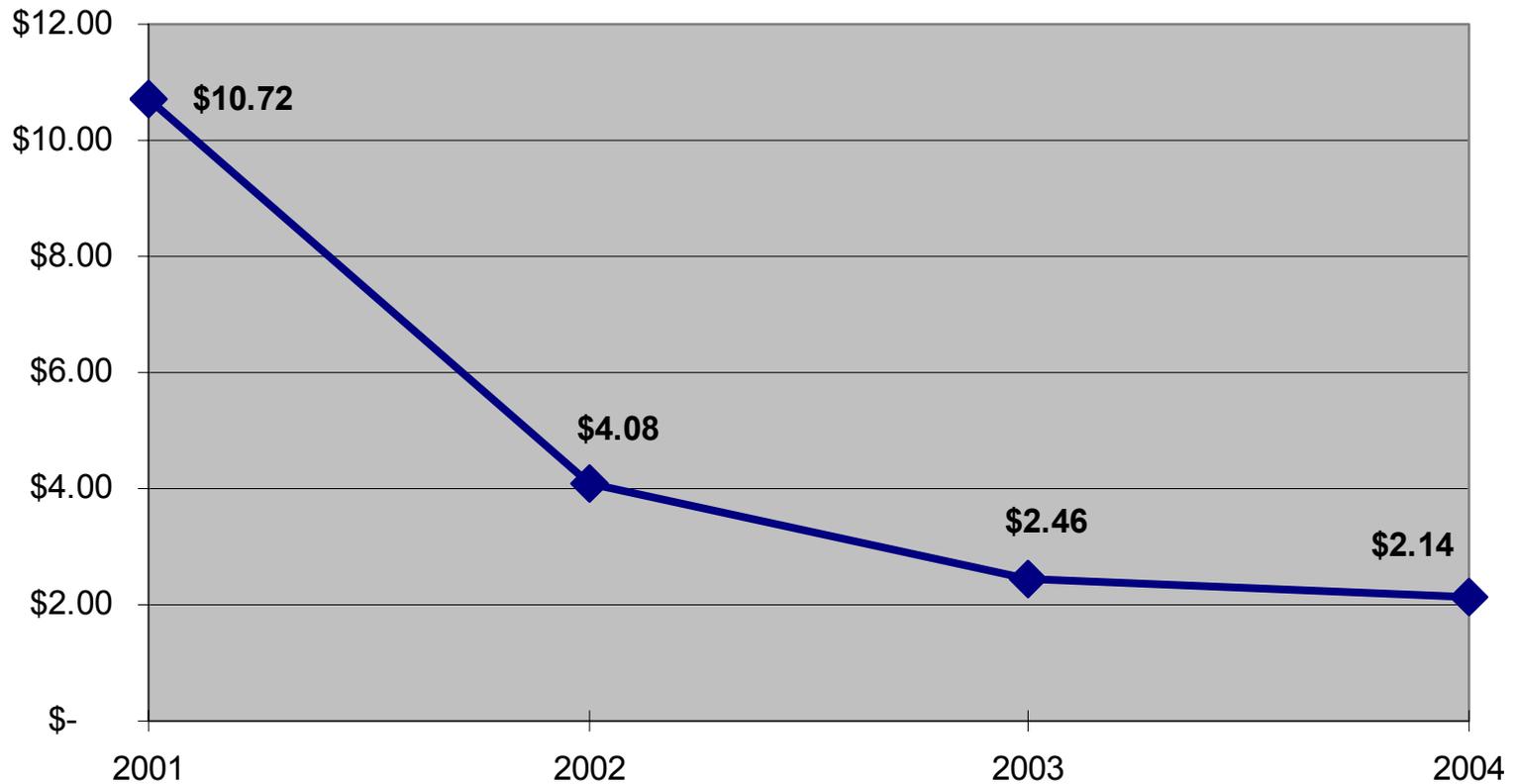
Change A Light Successes

Change A Light 2001 - 2004



Change A Light Successes

Cost Per CFL Rebated



Illinois Residential Lighting Program 2001 - Present

- Sponsored by the IL DCEO
- Funding:
 - 2001: \$200K
 - 2002: \$650K
 - 2003: \$730K
 - 2004: \$1M +
- Goals:
 - Promoting energy efficiency by educating Illinois residents and the market actors who supply information to residents about the value of the ENERGY STAR program.
 - Increasing market penetration of energy efficient technologies and lowering the average price-point of the more efficient product
 - Reducing Illinois residential utility bills through the use of more efficient products.

Illinois Residential Lighting Program – Continued

- Activities

- Retail Education and Training
- Consumer Education and Outreach
- Torchiere Turn-In Events
- Change A Light, Change the World
- Mail-In Coupon Campaign
- CFL Fundraiser Program for Schools
- Industry Incentives



Illinois Residential Lighting Program – Continued

- Results

- Over 400 formal retail staff trainings (5 week cycle)
- Over 1900 Torchieres turn-in and rebated which translates almost 5.8 million kWh saved
- Over 60,000 CFLs sold for a lifetime savings of over 4 million kWh

- Future Plans

- Continue with retail education
- Expansion into residential fixtures
- Replication in other states and service territories

Key Points

- Trends
 - Greater emphasis on quality
 - Product shift
- Collaboration
 - Manufacturers/Retailers
 - Within region
- Expansion
- Market Transformation *is* occurring

Contact Information

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(MEEA)**

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