Consumer Electronics
Energy Savings Partnerships

Tim Michel
Energy services to 15M people:
- 5.1M Electric customer accounts
- 4.3M Natural Gas accounts

70,000 square miles with diverse topography and climate zones

20,000 employees

2013 PG&E Energy Efficiency and Demand Response Budget

$720M

Demand Response
Low-Income EE
Energy Efficiency
The BCE Program 2008 - 2013

• In 2008, TV’s were largest contributor to the growing electronics plug-load
  – New technology (HDTV’s, Flat Screens)
  – Increasing sales volume

• Typical mail-in rebates not large enough to impact consumer purchase decisions

• PG&E offered incentives to Retailers to purchase, stock, market and sell qualified televisions that met and exceeded ENERGY STAR specifications

• Retailers, subsequently worked with their manufacturing partners to supply models that met specifications
BCE Marketing Communications

In-Store Marketing
- POP

Web Communications
- CNET marketing program

Video Wall
Critical BCE Program Learnings

• Retailers engage in programs if you have the right value proposition
  – Engage at the right time
  – Work with retailers’ unique go to market strategies to serve their unique customer segments.

• Retailers’ interest in program participation driven by size of market opportunity
  – BCE participating utilities represented more than 15% of US market
  – Seven leading retailers participated in BCE

• Mid-stream retail programs transform markets, but create evaluation challenges.
  – Bring in regulators and evaluators during program design and reach agreement on metrics

Case Studies
• Timely engagement with Best Buy merchants led them to switch supplier to achieve specification.
• BCE program awareness by Samsung engineers resulted in information requests to support product development.
• Retailers encouraged participating utilities to adopt the same program specifications for better program effectiveness.
New Retail Products Program Drivers

Initial focus on “plug-loads”

- US residential electricity consumption is expected to grow by 21% from now to 2040 even though energy efficiency has slowed demand growth.
- Consumer electronics and small electric devices are largest contributor to growth.
- Unit energy savings for electronics and small devices is low and does not justify a down-stream rebate.

What is the ‘plug load’?
- No formal technical or legal definition.
- Generally understood meanings:
  - Includes plug-in devices: white goods, small appliances, consumer electronics, office equipment.
  - Excludes built-in lighting, major HVAC.

Source: University of California, Irvine (CalPlug).

Change in Residential Electricity Consumption for Selected End-Uses 2012-2014 (kilowatt-hours per household).
New Retail Products Program Goals

• Create Partnerships
  – EPA: ENERGY STAR
  – Energy Efficiency Program Sponsors
  – Retailers
  – Manufacturers
  – NGO’s and Associations

• Innovate for Today’s Market
  – Work with regulators and evaluators to inform and measure
  – Advance planning with retailers and leverage each retailers’ unique go to market strategy
  – Rolling portfolios of products
  – Omni-channel approach: engage consumers where they shop, when they shop, how they shop
  – Create multi-regional or “national” utility alignment
New Retail Products Program: Trial

PG&E and SMUD Trial with Kmart resulted in a number of “Firsts”

- “First” ENERGY STAR advertisement
- “First” ENERGY STAR signage in store
- “First” ENERGY STAR associate training
- “First” to connect energy savings and Shop Your Way points

Program partnered with Sears Holdings’ Merchant and Green Leadership Team, Nakamichi, and ENERGY STAR to qualify the “hero” sound bar!

Just 1 of the many exciting examples during the trial!
Thank You For Your Time!

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