EE 2.0 – Next Generation Retail Programs

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Speaking on Behalf of the
ENERGY STAR Retail Action Council

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The ENERGY STAR Retail Action Council

- Make energy efficiency incentive programs as cost-effective and productive as possible for program sponsors and retailers.
- Institutionalize best practices developed through program sponsor and retailer collaboration.
- Mitigate common operational and administrative barriers.
- Encourage lower energy requirements of consumer products.
- Increase retail channel share of energy efficiency program allocations.
ENERGY STAR Retail Action Council: Benefits of Scale

- Scale up to 30-50% of all stores (100% ideal!)
- Program participation becomes highly attractive
- Senior management support
- Direct involvement from core merchandising, marketing and operations functions, leads to more effective customer engagement, signage, training
- Reduces our cost, allows focus on products, sales and serving each customer
- Allows us to drive manufacturers to greater EE and/or have specialized assortments.
ENERGY STAR Retail Action Council: Products

- Upfront planning and collaboration will lead to more EE products in portfolio and higher sales
- Test a nationally coordinated energy efficiency program model with a few product categories, prove the model, then expand
  - Have the same products and specifications
  - Incentives will vary

Lighting
- Retailers prefer to begin with non-lighting products
- With a harmonized program, lighting may be an option
ENERGY STAR Retail Action Council: Data

• Category data requires a third party data management firm, approved by retailers’ legal staff and management
• Proper security measures must be in place
• Data are aggregated by a “rule of 3” and customer identification is not a requirement (zip codes or store numbers are acceptable)
• Fewer and more focused EM&V interviews enables more access to management
ENERGY STAR Retail Action Council: Marketing

• With a national group of program sponsors, we will help you understand our business and make compelling offers
• Plan around our merchandising and marketing calendars
• Develop solutions that address our Omni-channel approaches
• Work with us to drive mutual customers to our local stores to save them energy

“Retailers and Utilities should develop programs in collaboration. We can be quick to market, impactful and create customer benefits”
-- Senior executive at a large retailer
The ENERGY STAR Retail Action Council

- We support EPA’s efforts to build scale and be more effective and efficient with the ENERGY STAR Retail Products Platform
- We believe this is the future of energy efficiency programs, and the future is now!
- We are offering to help regulators recognize the energy saving opportunities
- We are excited and wish to assist innovative Program Sponsors who join together with the EPA transform the energy efficiency market