

Northeast ENERGY STAR® Lighting Programs

2005 National ENERGY STAR Lighting Partner Meeting

April 4, 2005 Las Vegas, NV

Kate Ringe-Welch

National Grid



National Grid

Northeast ENERGY STAR Lighting Programs

- ◆ Who we are
- ◆ Where we've been
- ◆ What we've achieved
- ◆ Where we're headed and why

Northeast ENERGY STAR Lighting Programs

- ◆ Program Administrators
 - ◆ Utilities
 - ◆ Energy efficiency providers
 - ◆ State agencies
 - ◆ Varying degrees of regional coordination
 - ◆ States- CT, MA, RI, NH, VT, ME and Long Island

Northeast Lighting Program Administrators

Cape Light Compact (MA)*

Efficiency Maine (ME)

Efficiency Vermont (VT)*

Long Island Power Authority (NY)*

National Grid

Massachusetts Electric (MA)*

Nantucket Electric (MA)*

Narragansett Electric (RI)*

Granite State Electric (NH)

New Hampshire Electric

Cooperative (NH)

Northeast Utility Systems

Connecticut Light and Power
(CT)*

Western Massachusetts
Electric (MA)*

Public Service of New
Hampshire

NSTAR Electric (MA)*

United Illuminating (CT)*

Unitil (MA* and NH)

*Northeast ENERGY STAR Lighting Initiative Sponsors- Individual entities involved in joint regional implementation facilitated by Northeast Energy Efficiency Partnerships (NEEP)

New England Winning Teams



Northeast ENERGY STAR Lighting Initiative Sponsors –
Winner of ENERGY STAR Award for Excellence in Energy
Efficiency and Environmental Education (2000-2005).

A photograph of a winter landscape. In the foreground, a vast, flat field is covered in a thick layer of white snow. A line of tall, bare trees with dark trunks and intricate branch structures stretches across the middle ground. The sky above is a clear, bright blue. The overall scene is peaceful and cold.

IT'S ALMOST OVER



National Grid

IT'S ALMOST HERE



National Grid

What we've accomplished since 1998

- ◆ \$77 million in consumer rebates/manufacturer buy-downs. \$13 million in 2004 alone.
- ◆ 12 million CFLs and 2 million fixtures
- ◆ Leveraged \$220 million in ENERGY STAR lighting product sales
- ◆ Spent \$12 million on radio, TV, POP materials, and print to support product sales and ENERGY STAR brand awareness
- ◆ Distributed 19 million mail order catalogs

Value Added Since 1998

- ◆ Enlisted over 1,800 lighting retailers
 - ◆ Distributed POP
 - ◆ Labeled eligible products in stores
 - ◆ Offered sales training
- ◆ Leverage Change a Light/Change the World campaign
- ◆ Support CEE Lighting for Tomorrow
- ◆ Support PEARL (Program for the Evaluation and Analysis of Residential Lighting)

2004 Change a Light Promos

How many students does it take to change a light bulb?

How many to **change the world?**



Even something as simple as a light bulb can change the world. Compact Fluorescent Lamps (CFLs) produce the same bright light, use two-thirds less energy and last 6 to 10 times longer than incandescent bulbs.

Students can be a part of the light bulb revolution by switching to ENERGY STAR® qualified CFL bulbs. It's a small but powerful step towards reducing energy usage.

In fact, if every U.S. household makes their next light an ENERGY STAR qualified CFL, we would:

- save 8.4 billion kWh in electricity
- reduce pollution levels equal to removing 1.2 million cars from the road for one year
- save enough energy to provide electricity to more than 608,000 U.S. homes for one year
- save up to \$800 million on the country's annual energy bill

Source: U.S. Environmental Protection Agency (EPA)

Make the switch now by using the available \$2 instant rebate towards the purchase of your CFL bulbs at the bookstore.

Sponsored by:



For more information about ENERGY STAR, visit www.myeenergystar.com

Your purchase will help:

Change-A-Light Fundraiser

Thank you for purchasing a Compact Fluorescent Lightbulb (CFL). More than just saving energy, money, and the environment, you are also helping to raise funds for a school group who will receive **100% of the sale value**. With rebates from Cape Light Compact, the energy efficiency programs for Cape Cod and Martha's Vineyard, the school group will provide you a quality product at a great price that will save you money.

ENERGY STAR qualified CFLs provide the same amount of light as incandescent bulbs, while using two-thirds less energy. Check the table to use the current CFL replacements and energy savings estimates.


SAVINGS TABLE	Standard Wattage	CFL Equivalent	Cape & Vineyard Estimated Savings
	40	11W Sunpark Mini-Spiral	\$24*
	60	19W Panasonic A-Lamp	\$57**
	90	25W Harmony Spiral	\$91**
	30-70-100	29W GE 3-Way	\$99**
	65	16W Philips Reflector	\$43***

Chart is based on \$.14/kWh for Cape Cod and Martha's Vineyard.
 * This bulb has a rated lifetime of 6,000 hours.
 ** This bulb has a rated lifetime of 10,000 hours.
 *** This bulb has a rated lifetime of 7,000 hours.

If you have any questions or comments about the Change-A-Light Fundraiser, please call Cape Light Compact at 508.375.6648.

The Change-A-Light Fundraiser is sponsored by Cape Light Compact, your energy efficiency service provider.

www.capelightcompact.org



Create your own masterpiece expressing what ENERGY STAR® and energy efficiency means to you.



Inspiration

The ENERGY STAR Change a Light, Change the World campaign is a challenge to all Americans to make their next light an ENERGY STAR qualified bulb, and help protect the environment for future generations. We want to know what you think and see.

Where

At the Narragansett Electric ENERGY STAR booth, Market Square. Art materials for your creation are provided.

When

Saturday, September 18th
11 a.m. to 1:30 p.m.

Share your vision

After the contest, individual artwork will be displayed together as a dramatic collage.

Win

First Prize: Philips MP3 player
Second Prize: \$50 gift certificate to the RISD Bookstore
Third Prize: \$25 gift certificate to the RISD Bookstore

Sponsored by:



This advertisement was paid for by the customers of Narragansett Electric (NRE).

visit www.myeenergystar.com

ART CONTEST



National Grid

2005 Program Highlights for Northeast ENERGY STAR Lighting Initiative

- ◆ Retailer-based Efforts
 - Instant, in-store coupons
 - \$1.5-\$3 rebates per CFL bulb package
 - \$10-\$15 rebates per fixture
- ◆ Manufacturer/Retailer Negotiated Cooperative Promotions (NCP formerly ITP)
 - Buy-downs, mark downs, coupons, and marketing/ educational promotions
- ◆ Catalog/web purchases
- ◆ Marketing- new look and feel
 - Nature
 - Children with nature

myenergystar.com

2005 Instant Rebate Coupons

\$10 OFF ENERGY STAR Qualified Exterior Light Fixture

INSTANT COUPON Redeemable in Store Only for purchases made 1/1/05 - 12/31/05. Good toward the purchase of one ENERGY STAR qualified compact fluorescent exterior light fixture. Fill out one coupon for each exterior light fixture you purchase. Limit: a total of 6 light fixtures per residential account, per program year. See reverse side.



Complete information below

Residential Account Name _____

Street Address (NO P.O. BOXES) _____

City _____

Daytime Phone - For Verification _____

My Home is: ☐ New Construction ☐ Existing Home

You must complete

1. ENERGY STAR Qualified
2. Manufacturer: _____
3. Circle one:
17 watt or less
(30-40 watt equivalent) 180
4. Date of Purchase: ____/____/2005

Massachusetts Electric
A National Grid Company

\$15 OFF ENERGY STAR Qualified Interior Light Fixture

INSTANT COUPON Redeemable in Store Only for purchases made 1/1/05 - 12/31/05. Good toward the purchase of one ENERGY STAR qualified compact fluorescent interior light fixture including torchieres, lamps, or ceiling fans with light kits. Fill out one coupon for each interior light fixture you purchase. Limit: a total of 6 light fixtures per residential account, per program year. See reverse side.



Complete information below

Residential Account Name _____

Street Address (NO P.O. BOXES) _____

CITY/TOWN: _____

DAYTIME PHONE - FOR VERIFICATION _____

MY HOME IS: ☐ NEW CONSTRUCTION ☐ EXISTING HOME

You must complete

1. Manufacturer Name
2. Circle one:
28-39 watt
(100-150 watt equivalent)
3. Fixture Type (check one)
☐ Ceiling ☐ Chandelier
4. Date of Purchase: ____/____/2005

Massachusetts Electric
A National Grid Company

\$2 OFF ENERGY STAR Qualified Light Bulb Package

INSTANT COUPON Redeemable in Store Only for purchases made 1/1/05 - 12/31/05. Good toward the purchase of one ENERGY STAR qualified compact fluorescent light bulb package. Fill out one coupon for each light bulb package you purchase. Limit: a total of 6 light bulb packages per residential account, per program year. See reverse side.



Complete information below and present to cashier. Please print clearly.

Residential Account Name _____

Street Address (NO P.O. BOXES) _____

City _____

State _____

Zipcode _____

Daytime Phone - For Verification Only _____

My Home is: ☐ New Construction ☐ Existing Home

You must complete the following information.

1. ENERGY STAR Qualified Light Bulb Package Model #: _____
2. Manufacturer: _____
3. Number of Bulbs in Package (circle one): 1 2 3 4 5 or more
4. Circle one:
17 watt or less 18-22 watt 23-27 watt 28-39 watt 40 watt or more
(30-40 watt equivalent) (60-90 watt equivalent) (100-150 watt equivalent) (100-150 watt equivalent) (1750 watt or more equivalent)
5. Date of Purchase: ____/____/2005 6. I am a customer of (circle one below):
☐ Massachusetts Electric ☐ National Grid Company

INSTANT COUPON

Massachusetts Electric A National Grid Company
Nantucket Electric A National Grid Company
Western Massachusetts Electric A National Grid Company
NSTAR
Unitil

Save BIG



ENERGY STAR® qualified FIXTURES

- Use up to **66% less energy** than traditional fixtures
- **Last longer** so you won't need to change the bulb as often
- All ENERGY STAR qualified light fixtures carry a **2-year warranty**

www.myenergystar.com

\$15 OFF ENERGY STAR Qualified Interior Light Fixture

INSTANT COUPON

Complete information below and present to cashier. Please print clearly.

Residential Account Name _____

Street Address (NO P.O. BOXES) _____

City _____

State _____

Zipcode _____

Daytime Phone - For Verification Only _____

My Home is: ☐ New Construction ☐ Existing Home

You must complete the following information:

1. Manufacturer Name (circle one): _____
2. Circle one:
17 watt or less 18-22 watt 23-27 watt 28-39 watt 40 watt or more
(30-40 watt equivalent) (60-90 watt equivalent) (100-150 watt equivalent) (100-150 watt equivalent) (1750 watt or more equivalent)
3. Fixture Type (check one):
☐ Ceiling ☐ Chandelier
4. Date of Purchase: ____/____/2005
5. I am a customer of (circle one below):
☐ Massachusetts Electric ☐ National Grid Company

Massachusetts Electric A National Grid Company
Nantucket Electric A National Grid Company
Western Massachusetts Electric A National Grid Company
NSTAR
Unitil

Save BIG



ENERGY STAR® qualified LIGHT BULBS (CFLs)

- Last up to **10X longer**
- Use **66% less energy**
- Help protect the environment

www.myenergystar.com

\$2 OFF ENERGY STAR Qualified Light Bulb Package

INSTANT COUPON

Complete information below and present to cashier. Please print clearly.

Residential Account Name _____

Street Address (NO P.O. BOXES) _____

City _____

State _____

Zipcode _____

Daytime Phone - For Verification Only _____

My Home is: ☐ New Construction ☐ Existing Home

You must complete the following information:

1. ENERGY STAR Qualified Light Bulb Package Model #: _____
2. Manufacturer: _____
3. Number of Bulbs in Package (circle one): 1 2 3 4 5 or more
4. Circle one:
17 watt or less 18-22 watt 23-27 watt 28-39 watt 40 watt or more
(30-40 watt equivalent) (60-90 watt equivalent) (100-150 watt equivalent) (100-150 watt equivalent) (1750 watt or more equivalent)
5. Date of Purchase: ____/____/2005 6. I am a customer of (circle one below):
☐ Massachusetts Electric ☐ National Grid Company

Massachusetts Electric A National Grid Company
Nantucket Electric A National Grid Company
Western Massachusetts Electric A National Grid Company
NSTAR
Unitil



National Grid

2005 Fact Cards, Dangler and Aisle Violator

Save BIG

And make a big difference. Choose ENERGY STAR® qualified light bulbs and you'll save money, conserve energy & help protect the environment.



ENERGY STAR® qualified LIGHT BULBS (CFLs)

- Use up to 66% less energy and burn cooler than incandescent bulbs
- Last 6-10 times longer than incandescent bulbs
- Are available in a variety of shapes and styles, like globe, spiral, 3-way and dimmable



Save BIG

ENERGY STAR® qualified FIXTURES

- Use up to 66% less energy
- Use long-life energy-efficient bulbs in hard-to-reach areas and high-use fixtures such as outdoor lighting
- Last longer so you won't need to change the bulb as often
- All ENERGY STAR qualified light fixtures carry a 2-year warranty



If just one room in every home in the United States switched to ENERGY STAR qualified lighting, the change would keep one trillion pounds of greenhouse gases out of the air.

By choosing ENERGY STAR products, you save money, energy, and the environment without compromising quality or comfort.

For more information about ENERGY STAR qualified lighting, call 1-877-ESTAR 4 U (1-877-378-2748) or visit: www.myenergystar.com

Save BIG

ENERGY STAR® qualified LIGHT BULBS (CFLs)

- Last up to 10x longer
- Use 66% less energy
- Help protect the environment

www.myenergystar.com

Look in Aisle #

Look for the ENERGY STAR® symbol when buying lighting, appliances, home electronics, and home office products.

Narragansett Electric
A National Grid Company

Uses 66% less energy

Save BIG

Lasts 10x longer
Good for the environment

Choose ENERGY STAR® qualified lighting and you'll save money, energy & help protect the environment.

For more info about ENERGY STAR call: 1-800-481-1077 or 1-800-ESTAR 4 U or visit: www.myenergystar.com

2005 Banner and Hang Tags

Save BIG



And make a BIG difference. Choose ENERGY STAR qualified products and save money, energy and help protect the environment for generations to come.



For more information on how to save energy, visit: www.myenergystar.com



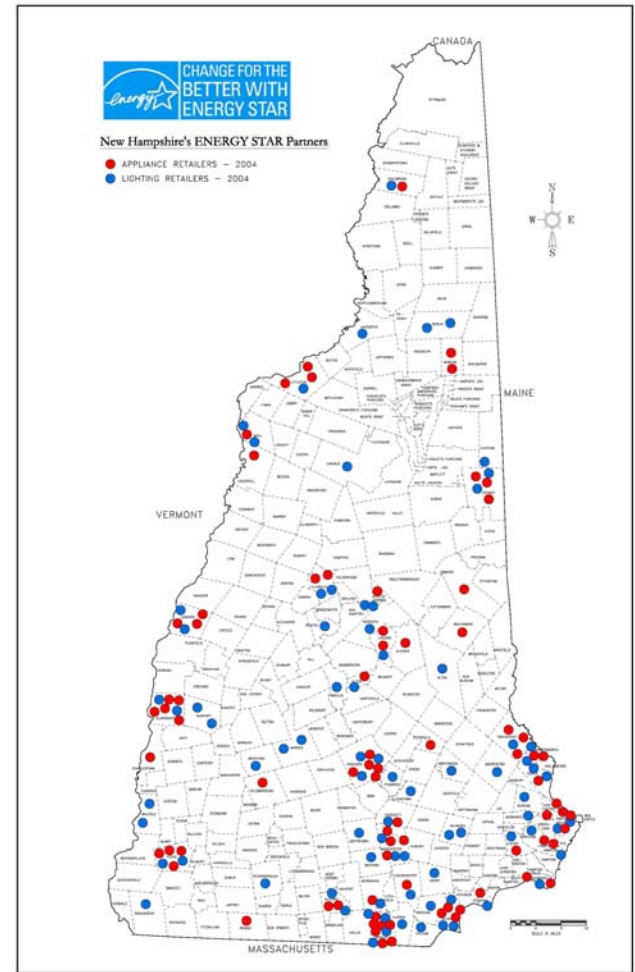
National Grid

2005 Negotiated Cooperative Promotions (NCP)

- ◆ Partner with Industry by requesting proposals through RFP
- ◆ MA, RI, CT, and VT joint solicitation. LIPA separate NCP.
- ◆ RFP process for the entire year
- ◆ Just received requests for \$26 million in 136 proposals from 13 manufacturers and 100 retailers
- ◆ Sponsors now reviewing!!!
- ◆ Areas of Interest: supermarkets and showrooms
- ◆ Sponsors looking for:
 - New innovative ideas
 - Co-funding from manufacturers and retailers
 - Quality bulbs and fixtures
 - Accurate and complete shipping and sales data

NH's Residential Lighting Program

- ◆ nhsaves began in June 2002
- ◆ \$3 million program spending
- ◆ 173,000 rebates thru 91 lighting retailers
- ◆ In store promotions, home shows and corporate events for employees
- ◆ 2005 In-store coupons
 - \$2 CFL, \$15 Indoor fixtures, \$10 Outdoor fixtures



Maine's Residential Lighting Program

- ◆ Efficiency Maine – Division of Public Utilities Commission
- ◆ Began mid 2002, Res. Lighting in 2003
- ◆ Total \$1 million program spending
- ◆ 62,000 CFLs sold by 170 retailers
- ◆ Special Promotions (Habitat for Humanity)
- ◆ 2005 In-store coupons
 - ◆ \$2 CFL, \$12 fixtures



Efficiencymaine.com



2005 Program Contractors

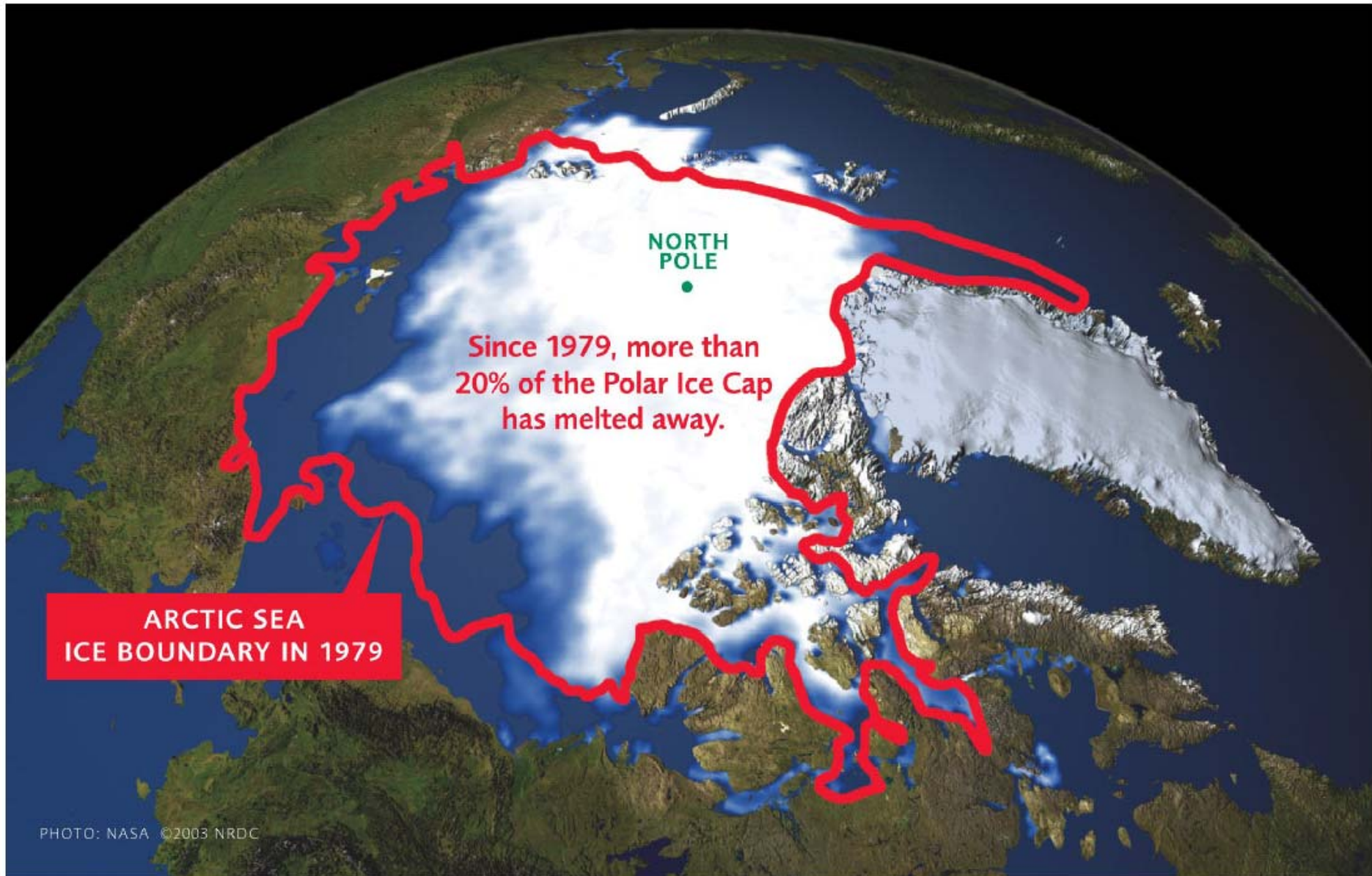
- ◆ Retailer recruitment and support and manufacturer outreach
 - ◆ **Applied Proactive Technologies (APT)**
 - **Connecticut Light and Power, Long Island Power Authority, Narragansett Electric, Granite State Electric, Public Service of New Hampshire, Unitil (NH), New Hampshire Electric Cooperative, and Efficiency Maine**
 - ◆ **Aspen Systems Corp.**
 - **Cape Light Compact, Efficiency Vermont, Massachusetts Electric, Nantucket Electric, Western Massachusetts Electric Company, NSTAR Electric, Unitil (MA) and United Illuminating**
- ◆ **EFI** - Retail coupon and mail-in rebate processing; NCP billing; lighting catalog and product fulfillment contractor
- ◆ **Marketing Drive/ Cadmus Group/ McMahon PR** -- Advertising, communications, public relations, and website contractor team

2006 Program Highlights



- ◆ Too early to tell
- ◆ All states should have funding
- ◆ Themes to continue:
 - ◆ National & regional coordination
 - ◆ Improvement in product quality
 - ◆ Will fixtures go prime time?
 - ◆ Significant investment and leadership
 - ◆ Creative co-promotions with retailers and manufacturers

What's Wrong With This Picture?



Parting Words

Do not follow where the path may lead.
Go instead where there is no path and
leave a trail. *George Bernard Shaw*

The future depends on what we do in the
present. *Mahatma Gandhi*

In waiting to act, we risk imposing
unconscionable burdens and
impossible tasks on future
generations. *Eileen Clausen*

