Overview of ILLUME

We create actionable insights out of the seemingly unpredictable behavior of people, businesses and markets using advanced data analytics and tactical consulting.

Sara Conzemius - Founding Advisor

Sara@illumeadvising.com
608-561-2018
@saraillume
And RPP

EM&V

And RPP
This means changing the behavior of retailers so they stock and sell only the more efficient products within the category.

The ultimate goal of RPP is to increase the energy efficiency of product categories - over time leading to changes in ENERGY STAR specifications & eventually code.

*This means we have to measure success from the product category perspective.*

*This means we have to measure success from the retailer experience perspective.*
How do we get to savings & how is it different?

Traditional Products programs savings =
Total number of rebates paid x deemed kWh savings

\[ x \text{ net} = \text{self reported data assessing what } \% \text{ of customer would have purchased these unit absent the program} \]

RPP program savings two options for looking at this:

1. Option 1 = Unit Energy Savings non qualified - unit energy savings qualified x total qualified units*

2. Option 2 = \( \Delta \) Category sales weighted unit energy consumption over time*

*net = Difference in actual vs project baseline absent program
The evaluation methodology:
- Counts savings at the measure level, deemed to the product or category
- Is not set up to care about marketshare
- Is based on standard protocols
- Uses customer self-report
- Does not typically consider the broader market context
The evaluation methodology:
• Is focused on the change in marketshare
• Is driven by a product category focused program theory & logic model
• Requires openness to a new evaluation paradigm
• Uses the market data
• Dependent on understanding what would have happened absent the intervention (this is the trick)
What do we look at to assess impact?

- Increase in ES Share
- Increase in the Efficiency of the Category
- Have we changed retailer behavior
Measures of progress and influence

Metrics
**Key Metrics**

**Short Term**
- Increase in total incentive pool as more sponsors/utilities sign up to participate in the model
- Expand the eligibility of Regional households eligible for RPP
- Increase in number of national retailers signing participation contracts

**Mid Term**
- Increase in ENERGY STAR market share for RPP targeted product categories
- Decrease in Energy Consumption for RPP targeted products at the category level

**Long Term**
- Increase in state minimum efficiency standards for RPP-related product categories indicating the initiative has permanently altered the efficiency of the entire product category.
- Increase in Federal minimum efficiency standards for RPP-related product categories indicating the initiative has permanently altered the efficiency of the entire product category across the United States.
We face equal barriers today.

- Diminishing Savings
- Cost Effectiveness
- Evaluation Concerns
- Retailer Fatigue
- Markets vs Regulatory Cycles
A few more thoughts

• There is more than one way to achieve “rigor”
• We have to hear each other
• We have to be willing to look beyond our circle
• Traditional products models are not going to get us there
• There needs to be a will to change - we have done it before
• Access to this level of data is unprecedented
• This is an experiment