



Consumer Electronics Program Utility Guide

Webinar Discussion

December 17, 2013

Moderator

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Learn more at energystar.gov

Agenda

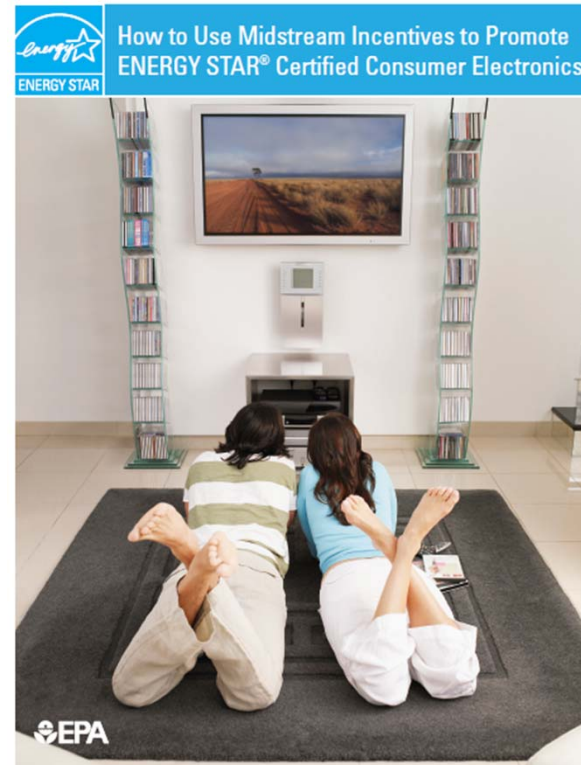


- Guidance for Consumer Electronics Programs
- Consumer Electronics Overview
- Energy Efficiency Opportunity
- Discussion

Guidance for CE Program Design and Strategy



- Best practices for program design and implementation
- Insights for program strategy
- New research complements EPA's guide

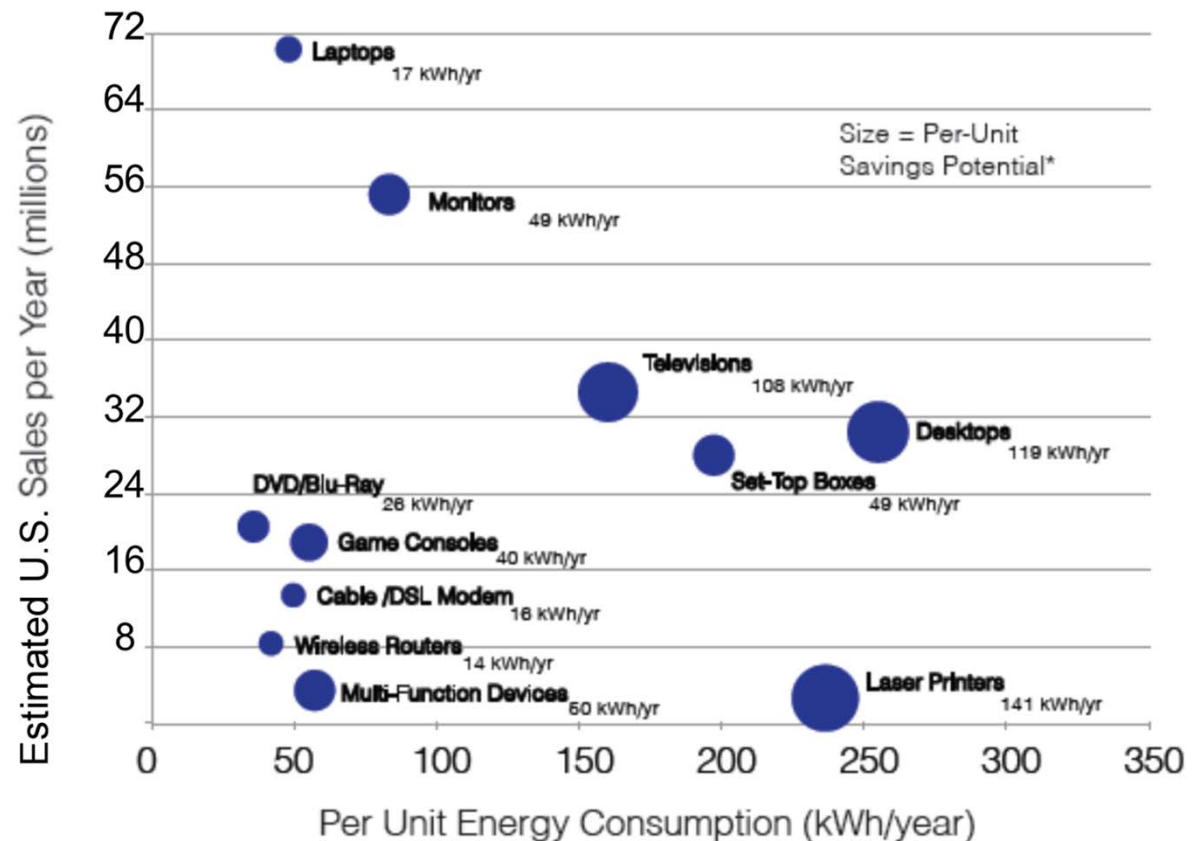


http://www.energystar.gov/ia/partners/downloads/CE_Guide.pdf

Consumer Electronics: Energy Use



- Fastest growing energy use in home
- CE is a “Plug Load”
- About 25% of energy consumed when product is not in use

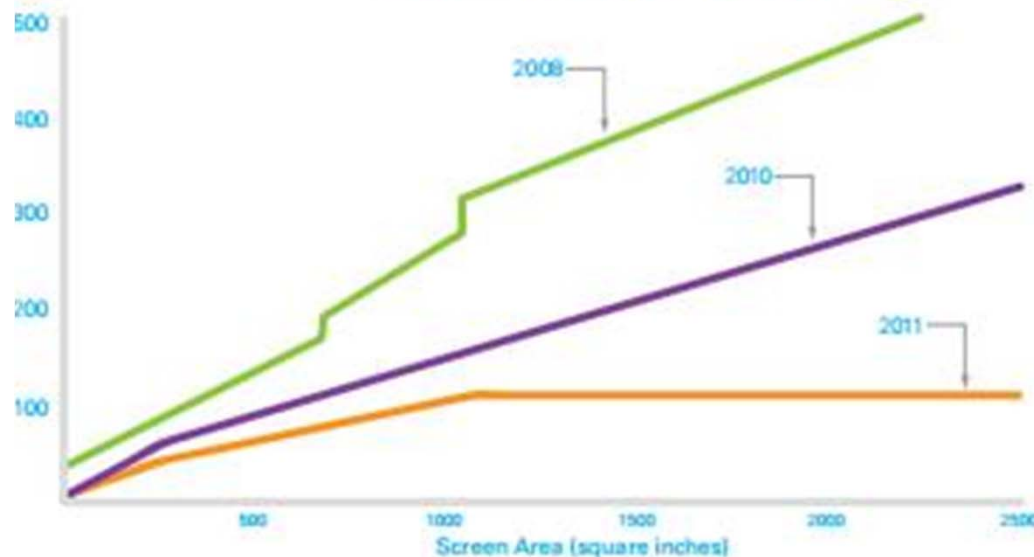


Sources: LBNL Max-Tech Report / CEC 2011 Title 20 Proposals

ENERGY STAR Market Impacts: TVs



Changes in On-Mode Power Limits for ENERGY STAR Qualified Televisions



Large gains in efficiency have occurred in the television market over the last few years alone. In 2008, ENERGY STAR qualified large-screen TV models consumed as much as 500 watts while in active mode. Three years later, even the largest ENERGY STAR models consume just over 100 watts.

Consumer Electronics: Industry Background



- Breadth of Products
 - About a dozen different major categories
 - Categories change
- CE population and annual sales
 - Average 24 products per household
 - Almost 600 million units shipped in 2010
- Growth
 - Overall industry growth about 5% per year
 - Short product life cycles
- Consumer trends
 - Smart and connected products
 - On-line sales



Source: Consumer Electronics Association

Utility Programs



- Traditional utility programs
 - Technology-based
 - Resource acquisition
 - Consumer rebates
- Utility CE programs
 - Barriers
 - Fast moving industry
 - Low per unit energy savings potential
 - Regulatory requirements
 - Midstream program
 - Retailers key to program implementation

Replace your old water heater before the savings run out on **July 5!**

- With incentives, the payback period on the purchase of a GeoSpring™ hybrid water heater is **less than one year**
- After Sears Instant Savings, mail-in rebate and federal tax credit[†], your cost is only **\$699** (not including installation)
- And you'll save **\$320** on energy bills every year^{††}!



Offer valid at Sears stores at the Hudson Valley Mall (Kingston), Newburgh Mall or Poughkeepsie Galleria.

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Need a water heater?
Let Sears install it!^{†††}
Call 800-877-6420

Learn more at sears.com/ge
††† See store or sears.com for Home Services Licensing information.

† Some restrictions may apply. For more information go to energystar.gov
†† Based on DOE test procedure and comparison of a 50-gallon standard tank water heater using 4,879 kWh every year vs. the GeoSpring hybrid water heater using 1,856 kWh every year.

Keys to Success



- Leverage ENERGY STAR
- Relationships with retailers
- Collaborate with other program sponsors
- Focus on early program evaluation



Discussion



- Thought provokers
 - To capture meaningful savings associated with consumer electronics, how do utility programs need to change?
 - How can the efficiency community keep up with the fast-moving CE industry?