ENERGY STAR® Lighting Partner Meeting

Coordinated Regional Approaches to Overcoming Market Barriers

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Regional Market Transformation Strategy Development

Regional planning effort on-going since April 2005

- Co-facilitated by NEEP and EPA
- Program Administrators and contractors from New England, NY and NJ represented
- Process is still on-going
- NOT a once size fits all strategy
  - Significant program diversity in the NE
Overall Goals

• Recognize residential lighting as the region’s best residential energy saving technology.
• Encourage adequate budgets to support existing and new lighting program approaches.
• Increase market share for CFLs and fixtures and minimize lost opportunities.
Goals

• Increase consumer satisfaction and product quality.
• Focus on long term, permanent market changes in addition to achieving short term sales and savings objectives.
• Create a regulatory environment that supports the implementation of a strategic long-term regional lighting plan to maximize potential energy and demand benefits.
Specific & Numeric Goals

By 2010

CFLs – 10% market share; 13 % socket saturation
Fixtures – 50% above national average
Increase presence in grocery and drug stores
Support emerging technologies and key niche applications
Reduce reliance on in-store rebates for bare-bulb CFLs
Adopt Title 24-like code requirements in 2 states
Developed 38
Recommended Activities

• Balance of quality and price
• Consumer & trade ally awareness
• Product availability
• Residential program integration
• Technology, innovation & application
• Industry partner outreach
• Regulatory outreach and documentation of program success
Highest Ranked Activities
Regional Focus

• Encourage manufacturers to provide better
dimmable & reflector products
• Investigate need for resources on proper mercury
disposal
• Develop cooperative promotions to increase stock
& variety of fixtures in HI centers
• Better coordinate retail, ES Homes, Home
Performance w/ES, and other retro/renov efforts
Highest Ranked Activities
On-going/National Focus

• Promote ENERGY STAR as core of marketing & branding
• Continued support for product quality; PEARL and its successor
• Work w/CEE, DOE & EPA to keep ENERGY STAR Specs up to date
• Advocate for R-CFL elevated temperature testing
• Enhance cooperative promotion sales tracking
Contact Info

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