



# Expanding ENERGY STAR Lighting Portfolios

CEE Member Lessons Learned

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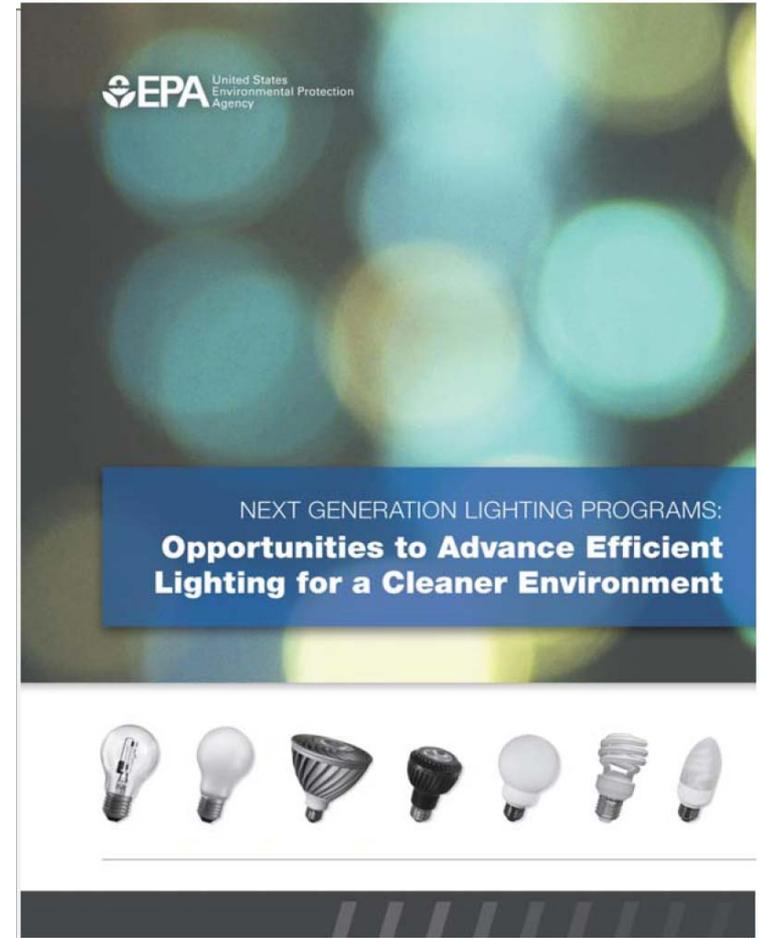
# The State of Lighting Programs

- ▶ Claiming energy savings from lighting programs is becoming more challenging
  - New minimum efficiency standards are changing baselines
  - Increased energy efficiency savings targets
  - Talk of market transformation



# ENERGY STAR Lighting Portfolio Approach

- ▶ 2011 Next Generation Lighting Program Report
- ▶ Traditional programs
  - Standard CFLs
  - Specialty CFLs
- ▶ Emerging opportunities
  - 2x incandescent
  - LED Reflector Lamps
  - LED A-Lamps



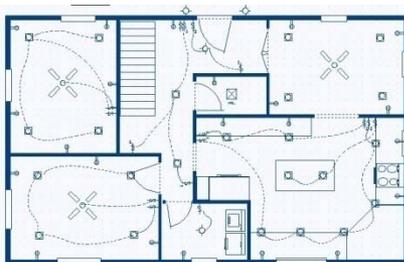
# CEE's Comprehensive Lighting Approach

- ▶ A Comprehensive Lighting Working Group was formed at CEE's 2009 Industry Partner Meeting
- ▶ Participants include:
  - CEE members
  - Government representatives
  - Manufacturers
  - Trade associations
- ▶ Reconvene on a monthly basis, in-person meetings once a year



# What is a Comprehensive Lighting Program?

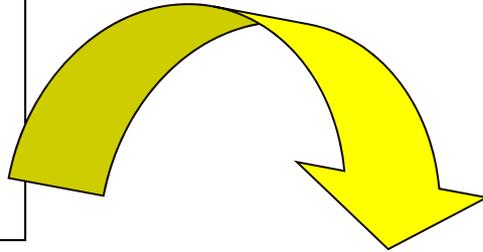
- ▶ A comprehensive lighting program is a program that includes more than one-for-one product replacement
- ▶ It can include any or all of the following components:
  - Traditional technologies
  - Emerging technologies
  - Lighting controls
  - Daylighting
  - Design



# How Do Programs Transition to a Comprehensive Lighting Approach?

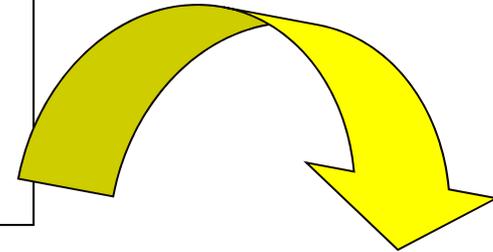
## New Programs

- One for one product replacements



## Mature Programs

- Continuing with one for one product replacements
- Researching emerging technologies and advanced lighting controls



## Advanced Programs

- Running emerging technology programs (SSL, ESL, daylighting, controls)
- Comprehensive programs (with design strategies)

# CEE Member Program Approaches

## ▶ Traditional Programs

- Focusing on specialty CFLs
- Promoting more fixtures
- Developing education campaigns
- Employing market lift or push approaches
- Running special promotions
- Working through grassroots efforts

## ▶ Emerging Opportunities

- Focus on specific LED applications
- Highlight long-life, light quality, and dimmability with consumers

# Exploring Lighting Controls, Daylighting and Design

- ▶ CEE Residential Lighting Control Market Characterization
  - To enable programs to determine what lighting controls measures, if any, make sense to promote
  - To help programs identify and develop the best market intervention strategies for these products

# Panelists

- ▶ Lara Bonn, Efficiency Vermont
- ▶ Scott Kessler, New York State Energy Research and Development Authority (NYSERDA)