MISSION
Accelerate the efficient use of energy in the Northeast and Mid-Atlantic Regions

APPROACH
Overcome barriers to efficiency through Collaboration, Education & Advocacy

VISION
Transform the way we think about and use energy in the world around us.
“NOT YOUR FATHER’S EE WORLD”

- Huge state, federal policy/regulatory focus
- Equally huge marketplace/business attention
- Economic and budget woes
- Rate impacts, bill impacts, profitability
- “Taking it to scale”
- ISO/RTO interest - ”efficiency as a resource”
- Maturing markets
- Costs, benefits, attribution all getting murky
- New funding: ARRA, RGGI, FCM, EE in rates, Marketplace partnerships
SUDDENLY EE HAS HORSEPOWER
...GO FAST BUT BE CAREFUL!!!
NEW PLAYERS OR OLD: SAME CHALLENGE
SO, WHAT IS THE ELEPHANT?

- “All cost-effective EE”, “Maximum cost-effectiveness”, “Minimum Cost/kWh” and “normal business” thinking on “cost-effectiveness”
- Rate impacts, bill impacts, market partner profits
- “Resource acquisition”, “Market transformation”, “normal business” marketing
- “Net savings”, “Gross savings”, customer savings
- “Cost-effectiveness” methodologies: TRC, UCT, other?
- Leveraging, coordinating multiple players, multiple funding sources, multiple agendas
- Consistency, compatibility across jurisdictions
- Short-term versus long-term thinking, goals, issues
NARROW THAT TO ELECTRONICS

• Cost-effectiveness issues:
  – Roll in all costs in (administration, POP, fulfillment, training, education, outreach)
  – Add in consumer’s incremental cost as well as utility (program) cost
  – What’s the savings to the utility system (not consumer)?
    • What’s the baseline against which to calculate savings?
    • How do EE programs prove it was their investment that moved the market?
• With small savings per unit how much can an EE program actually invest? With how much program-design/terms flexibility?
• Timing issues: programs are often bound by what they filed... for the year so new concepts may or may not work
• What about post-purchase behavior?
EVERYONE HAS AT LEAST ONE THING IN COMMON!!!
BUT WAIT... WE HAVE SOMETHING ELSE IN COMMON
HIGH LEVEL QUESTIONS

• What should EE partnerships look like?
• How do we get EE “to scale”?
• How do these partnerships happen (business models)?
  – EE Program Regulation
  – EE Program Administrator “drivers” and constraints
  – Retailer/Manufacturer “drivers and constraints”
• Who leads, who follows?
THANK YOU
STAKEHOLDER PERSPECTIVES SERIES: WHY?

Edward J Schmidt Jr
eschmidt@neep.org

ENERGY STAR Partner Meeting
October 6, 2010

91 Hartwell Avenue, Lexington, MA 02421
P: 781.860.9177
www.neep.org