



NORTHEAST ENERGY EFFICIENCY PARTNERSHIPS

STAKEHOLDER PERSPECTIVES SERIES: WHY?

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NORTHEAST ENERGY EFFICIENCY PARTNERSHIPS

"Accelerating Energy Efficiency"



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

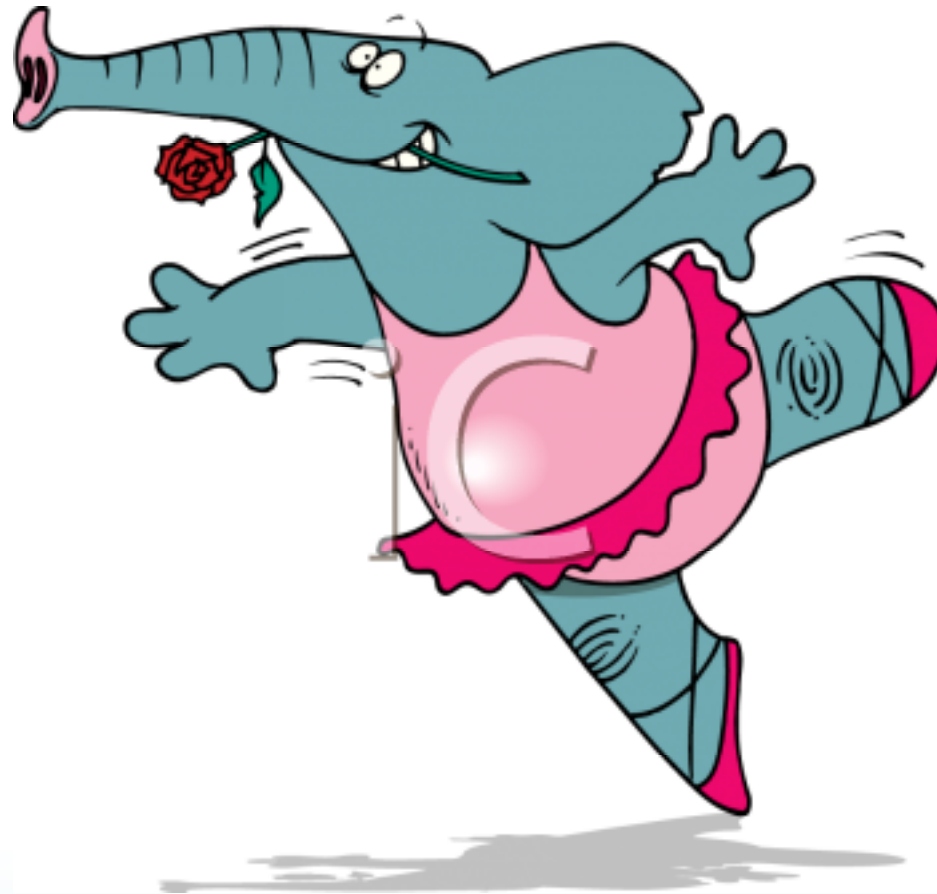
SUDDENLY EE HAS HORSEPOWER



...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, UIC², 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 H 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

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