



# Panel 2: Energy Efficiency Programs

From Inspiration to Implementation

**ENERGY STAR Partners Meeting, Denver, CO**

**Moderator:**

**Seth Wylie**

**Program Manager, Consortium for Energy Efficiency (CEE)**

**October 6, 2010**

# Purpose

## ▼ Panel Series:

Advance understanding of shared drivers towards ENERGY STAR electronics

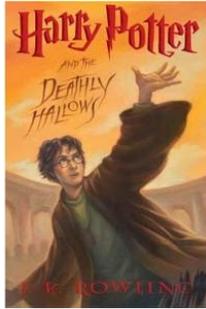
## ▼ This Panel:

Efficiency program planning processes

- Institutional and regulatory constraints
- Benefits for industry partners
- Today: several successes

# Strong Drive Towards Electronics

2007



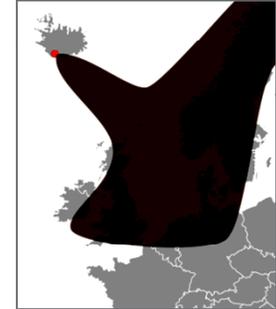
2008



2009



2010



CEE Launches Consumer Electronics Initiative



CEE's Consumer Electronics Program Summary:  
**20 CEE members** administering programs in 12 states and 3 provinces; **18+ additional members** examining the opportunity closely

# Panelists

## Electronics Programs Currently in Market

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▼ Mardi Cino



TVs

Computers and  
Monitors

▼ Sarah Bresko



TVs

Computers and  
Monitors

▼ Kim Sherman



TVs

▼ Joe Pater



Supporting  Xcel Energy™

▼ Seth Wylie  
*Moderator*

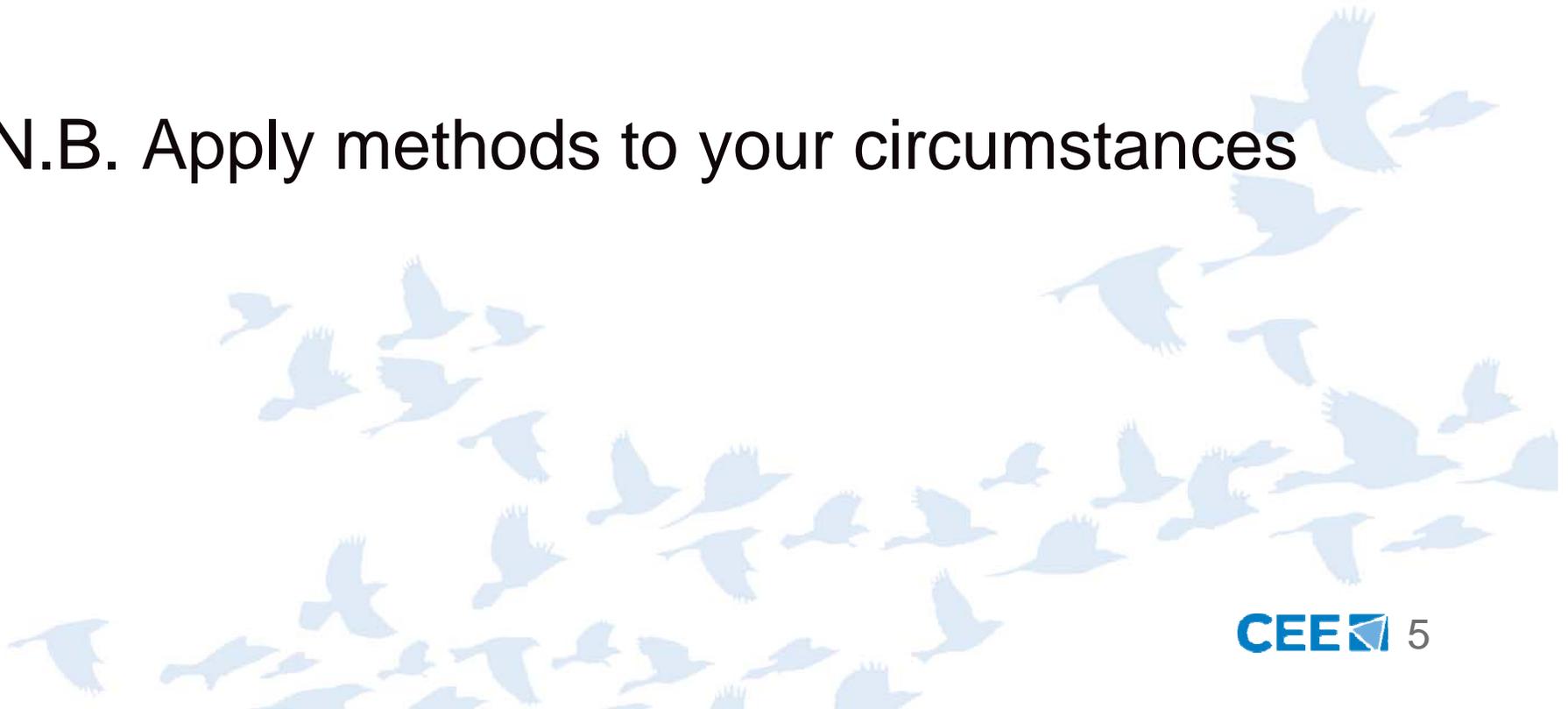


Enhances communication and  
harmonizes approaches among  
efficiency programs

# Agenda

- ▶ Presentations *(60 min)*
- ▶ Panel Discussion: Opportunities *(15 min)*
- ▶ Q&A *(10 min)*

N.B. Apply methods to your circumstances



# Contact

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# Opportunities

**Efficiency programs looking for new ways to meet higher savings goals**

- ▶ Lighting legislation to reduce savings from bread-and-butter efficiency programs
- ▶ TVs are top focus
- ▶ Also computers, set-top boxes, and more

**Lots of creativity in the marketplace, look for:**

- ▶ Opportunities to partner \$7 billion spent in 2009, and growing
- ▶ New marketing approaches