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

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<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<td>2007</td>
<td>CEE Launches Consumer Electronics Initiative</td>
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<td>2008</td>
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<td>2009</td>
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**Summary:**

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

- Mardi Cino
- Sarah Bresko
- Kim Sherman
- Joe Pater
- Seth Wylie

Electronics Programs Currently in Market

- TVs
- Computers and Monitors

Supporting

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