



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

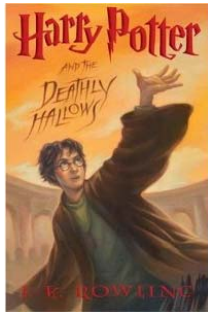
▼ This Panel:

Efficiency program planning processes

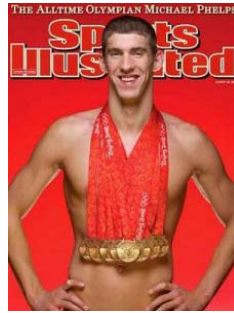
- Institutional and regulatory constraints
- Benefits for industry partners
- Today: several successes

Strong Drive Towards Electronics

2007



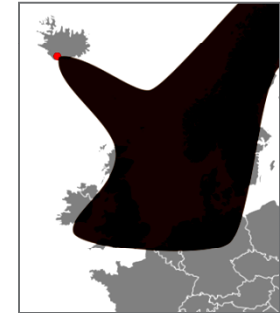
2008



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

▼ Mardi Cino



TVs

Computers and
Monitors

▼ Sarah Bresko



TVs

Computers and
Monitors

▼ Kim Sherman



TVs

▼ Joe Pater



Supporting  **Xcel Energy**

▼ Seth Wylie
Moderator

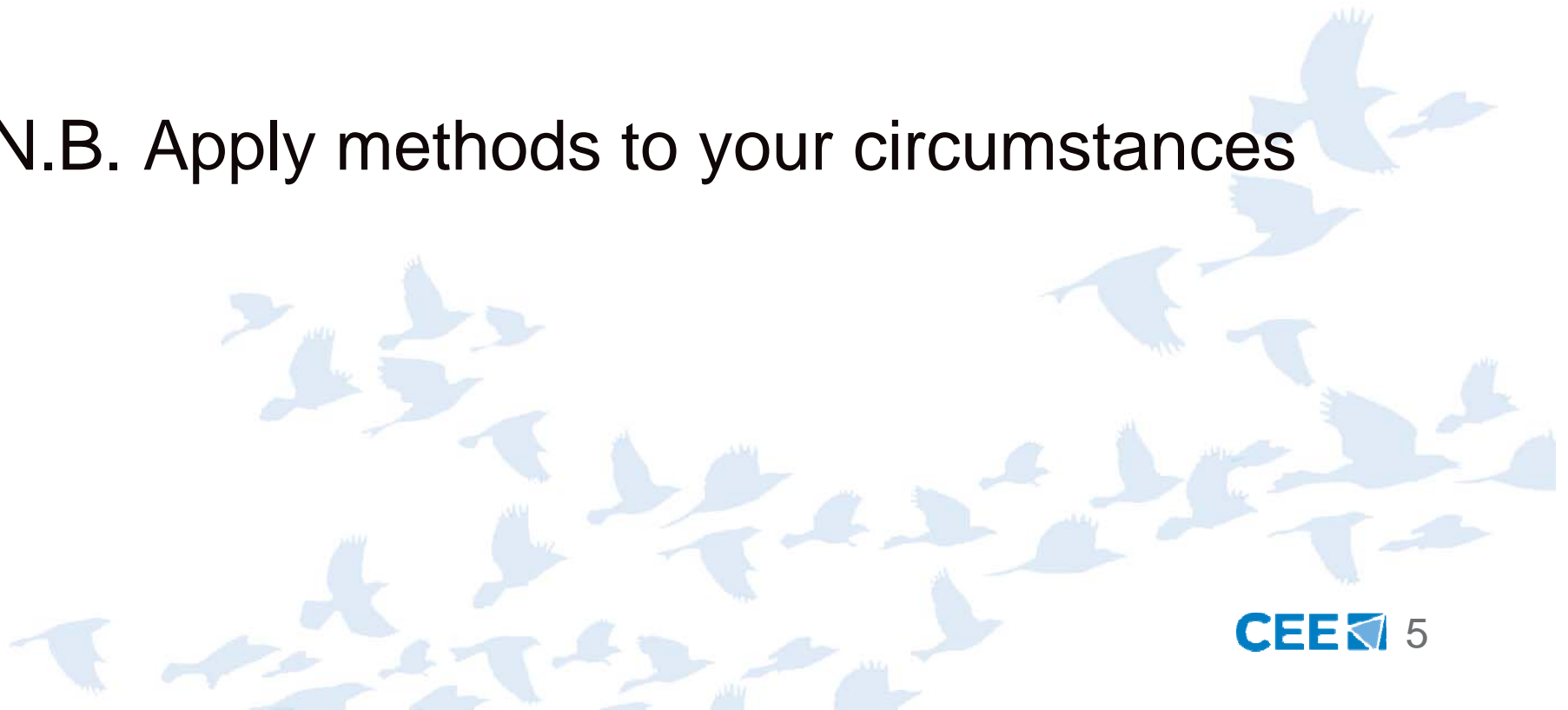


Enhances communication and
harmonizes approaches among
efficiency programs

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