ENERGY STAR® Appliance Partner Meeting

Opportunities for Increased Promotion of ENERGY STAR Products – Program Administrator Perspective

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Progress to Date

While there is always the matter of attribution, we note:

- Increased market share/sales
- Large number of qualifying models
- Increased consumer awareness
- Products at an increasing number of price points
- Willingness of industry to promote the label
Who Defines Success

Multiple parties often involved in defining metrics of success

– Program administrators
– Regulators
– Interveners
– Collaborative non-utility parties

Not all of whom have identical goals and objectives
How Success is Measured

Ultimately, it’s (usually) about:

Maximizing cost-effective savings at the lowest cost to ratepayers (society)

• Different perspectives on how to do this – resource acquisition and/or market transformation
  – RA and MT are NOT mutually exclusive
• Other, multiple, indicators of success often required for reporting/incentives
Program Administrator Challenges

• Funding and budget constraints
• Savings goals – money often flows to where the savings are; e.g., CFLs
  » Drive need for leveraged funding
• Cost-effectiveness – shrinking savings & spec revision delays driving PAs to set eligibility criteria above ENERGY STAR, e.g., CEE tiers
  » No or reduced rebates; tiering
Program Administrator Challenges (cont.)

- Tiering – broadly supporting the label, but only actively promoting a subset of the products
- Data – defining the baseline and tracking sales
- Federal tax credits – how can programs benefit?
- Regulatory uncertainty
- Compressed planning timeframes
Opportunities – DOE’s Role in Promoting Efficient Appliances

- Keep product specs current
- Investigate new opportunities – water heaters, dryers, etc.
- Facilitate *on-going* discussions with industry
  - Are there upstream market opportunities?
  - Recycling & early retirement
- Help us count the widgets (please)
Opportunities – Industry’s Role in Promoting Efficient Appliances

• Recognize/embrace state & regional differences

• Explore opportunities to leverage tax credits to meet common goals
  – What about non-domestically produced products?

• Talk with us early and often
  – But understand when we don’t respond immediately
Opportunities – Industry's Role in Promoting Efficient Appliances

• Recycling & early retirement efforts – how can retailers support these events?

• Help develop & implement promotions that are not rebate dependent
  – But we’ll need sales data to track program success

• Providing the state and national sales data we need to show regulators that these program work
Contact Info

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