



Most Efficient 2012 ENERGY STAR[®] Refrigerator Rebate

Home Energy Efficiency Rebate Program

Linda Malek
Southern California Edison
Strategic Alliances



Program Objectives

- Provide market differentiation between products
 - 2011: \$50 rebate for ENERGY STAR refrigerators
 - 2012: \$75 rebate for Most Efficient ENERGY STAR refrigerators and \$35 rebate for ENERGY STAR refrigerators
 - Mail-in, online and instant Point of Sale (POS)
- More effectively influencing customers to purchase a “Most Efficient” E* refrigerator model
- Deliver more cost-efficiencies to the program



Collaborative Planning

- Collaborated with critical internal and external stakeholders starting Q2 2011
 - Engineers: Developed Work Papers to submit to the CPUC
 - Regulatory: Filed an advice letter to the CPUC to request approval to change the \$50 rebate incentive to the 2-tiered \$75/\$35 program
 - SCE.com: Updated refrigerator rebate website
 - Strategic Alliances: Collaborated with team to develop retail merchandising suite and in-store training
 - Call Center: Trained employees on program changes in anticipation of customer questions and concerns

Campaign Objectives

- Deploy attention-getting, cohesively themed suite of merchandising point-of-purchase (POP) materials
- Placement at over 250 retail locations
- Retailer, SCE, ENERGY STAR logo including “Most Efficient”
- One-hour in-store retail sales training visits
- Program information available on detailer’s training website for easy reference by merchandisers and trainers
- Store leave-behinds include a one-page program summary including information on ENERGY STAR-qualified refrigerators



Merchandising Assets

ASK US ABOUT FRESH SAVINGS

GET A **\$75** REBATE*
When you buy an ENERGY STAR® Most Efficient 2012 refrigerator or freezer.

EARN A **\$35** INCENTIVE*
For recycling your old refrigerator or freezer.

FREE PICK-UP OF YOUR OLD REFRIGERATOR*
To be recycled in an environmentally friendly way.

SAVE UP TO **\$180** A YEAR**
In energy costs by getting rid of a second or spare refrigerator.

Talk to a store associate today. You can also visit sce.com/Lowes or call 1-800-736-4777.

LOWE'S IMPROVING EDISON LEARN MORE AT energy.gov

ASK US ABOUT FRESH SAVINGS

GET A **\$75** REBATE*
When you buy an ENERGY STAR®-qualified refrigerator.

EARN A **\$35** INCENTIVE*
For recycling your old refrigerator or freezer.

FREE PICK-UP OF YOUR OLD REFRIGERATOR*
To be recycled in an environmentally friendly way.

SAVE UP TO **\$180** A YEAR**
In energy costs by getting rid of a second or spare refrigerator.

Talk to a store associate today. You can also visit sce.com/Lowes or call 1-800-736-4777.

LOWE'S NEVER STOP IMPROVING EDISON LEARN MORE AT energy.gov

LOOK INSIDE FOR FRESH SAVINGS

GET A **\$75** REBATE*
When you buy an ENERGY STAR®-qualified refrigerator.

EARN A **\$35** INCENTIVE*
For recycling your old refrigerator or freezer.

FREE PICK-UP OF YOUR OLD REFRIGERATOR*
To be recycled in an environmentally friendly way.

SAVE UP TO **\$180** A YEAR**
In energy costs by getting rid of a second or spare refrigerator.

Talk to a store associate today. You can also visit sce.com/HomeDepot, scan this code with your smartphone or call 1-800-736-4777.

facebook.com/energy.gov

EDISON LEARN MORE AT energy.gov

ASK US ABOUT FRESH SAVINGS

GET A **\$75** REBATE*
When you buy an ENERGY STAR®-qualified refrigerator.

EARN A **\$35** INCENTIVE*
For recycling your old refrigerator or freezer.

FREE PICK-UP OF YOUR OLD REFRIGERATOR*
To be recycled in an environmentally friendly way.

SAVE UP TO **\$180** A YEAR**
In energy costs by getting rid of a second or spare refrigerator.

Talk to a store associate today. You can also visit sce.com/Sears or call 1-800-736-4777.

sears EDISON LEARN MORE AT energy.gov

COOL REFRIGERATOR REBATES AND SAVINGS

\$75 REBATE
Buy a new refrigerator that's one of ENERGY STAR's® Most Efficient and get an instant \$75 rebate.

\$35 REBATE
Buy a new ENERGY STAR®-qualified refrigerator and get an instant \$35 rebate.

Simply present this coupon upon checkout.

Get **\$35 more** Plus free pickup! Earn an additional \$35 when you recycle your old, working refrigerator or freezer. Plus we'll haul it away for free!

Go to sce.com/Sears or call 1-800-234-9722 to schedule your free pickup.

sears EDISON LEARN MORE AT energy.gov



ENERGY STAR and “Most Efficient 2012”



GET A
\$35
REBATE

When you buy an ENERGY STAR®-qualified refrigerator.

 SOUTHERN CALIFORNIA
EDISON
An EDISON INTERNATIONAL® Company

 LEARN MORE AT
energy.gov

See your store associate
for details.

ENERGY STAR
2012 logo



GET A
\$75
REBATE

This refrigerator has received the
ENERGY STAR® Most Efficient designation!

See your store associate for details.

 SOUTHERN CALIFORNIA
EDISON
An EDISON INTERNATIONAL® Company

 **Most Efficient**
2012
ENERGY STAR www.energy.gov

ENERGY STAR
Most Efficient 2012 logo



Home > Residential > Rebates & Savings > Appliances

Rebates & Savings - Appliances

Rebates On ENERGY STAR® Refrigerators

Get A Rebate -- And Save Energy Each Month, Too!

Buy a refrigerator that's one of ENERGY STAR's Most Efficient models, and get a \$75 rebate, or get a rebate of \$35 when you buy any ENERGY STAR qualified model.

About This Rebate

These refrigerator rebates are part of the Home Energy Efficiency Rebate program. To qualify, you must purchase a qualifying model between May 1, 2012, and Dec. 31, 2012, and install it as your home's primary refrigerator by Feb. 28, 2013.

Rebate Amounts	
Model	Purchased May 1 to Dec. 31, 2012
ENERGY STAR	Get \$35 back
ENERGY STAR Most Efficient	Get \$75 back

NOTE: Qualifying ENERGY STAR® models purchased Jan. 1, 2012, to April 30, 2012, and installed by Feb. 28, 2013, are eligible for a rebate of \$50.

Qualifying Models

- **ENERGY STAR's Most Efficient:** These models use less than 481 kWh, are listed on the ENERGY STAR's list of Most Efficient Refrigerators, and are at least 30% more efficient than federal requirements, as determined by ENERGY STAR specific federal test procedures. [Find qualifying ENERGY STAR Most Efficient models \(PDF\)](#).
- **ENERGY STAR:** These models are 20% more energy efficient than the federal minimum standard, as determined by ENERGY STAR specific federal test procedures. Review the [List of Qualifying Models](#).

Find [savings calculators, models, and more](#).

How To Get Your Rebate



SCE.com Log In

User Name:

Password:

Remember Me **LOG IN**

Forgot your password?

New user? [Learn more](#) | [Register](#)

Rebates & Savings

Appliances

ENERGY STAR®-Qualified Refrigerator

Refrigerator and Freezer Recycling Program

ENERGY STAR® Qualified Clothes Washer

Electric Water Heater

Heating and Cooling

Pool

Lighting

Multifamily

Comprehensive Manufactured Home Program

Energy Upgrade California™

Customer Generation

Residential Rates

Income Qualified Programs

High Bill Helper

Energy Solutions

Home Energy Guide

+ Expand All | - Collapse All

Program Implementation and Results

- Received CPUC approval to offer new incentive structure in Q4 2011.
- Launched \$35 and \$75 Rebates on May 1, 2012.
- Instant POS launched June 2012 at various retailers with September 30, 2012 end or until allocations are exhausted
- Retailers had different go-to-market, and in-store material customization requirements
- Mail-In/ Online Results (May-September 2012)
 - 336 submitted for \$75 Most Efficient Refrigerator rebates and approximately 7,000 submitted for the \$35 rebate from May 1 to August 31
 - 41,660 kWh energy and 6.4 kW demand savings claimed
 - Decreasing the ENERGY STAR rebate from \$50 to \$35 has delivered savings to the program's budget
- Complete success metrics not yet available pending lag/lead time of incoming invoices