



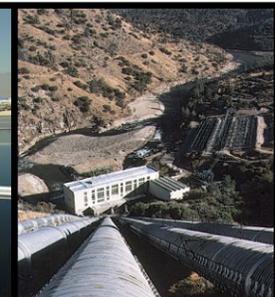
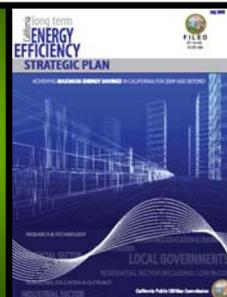
Business and Consumer Electronics Program

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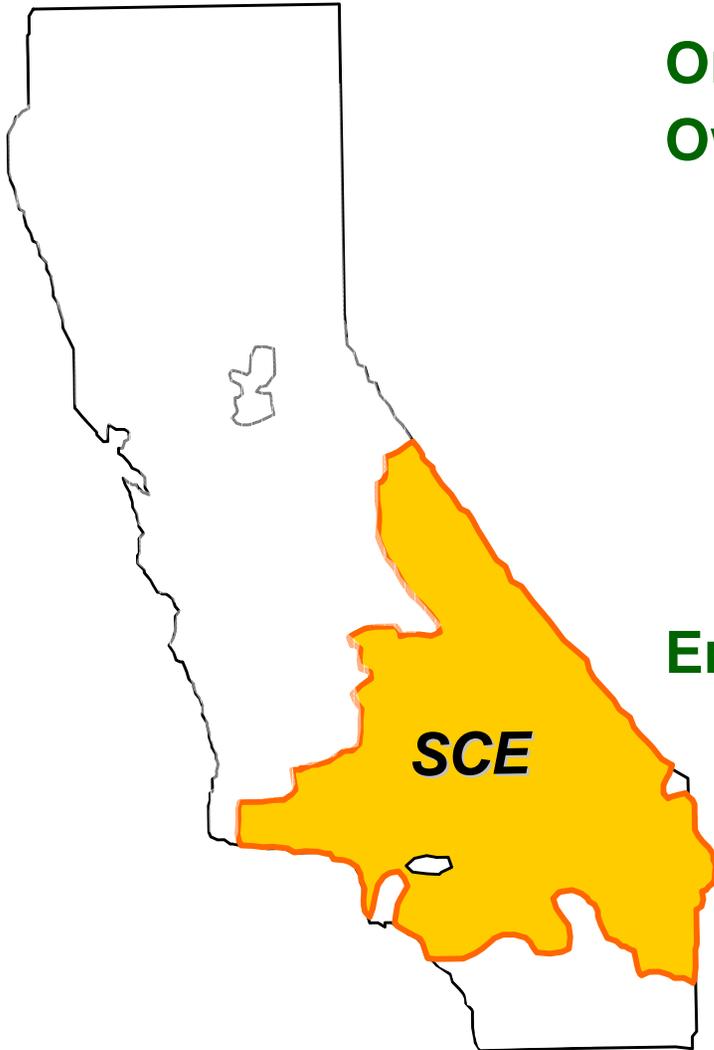
Electronics Partner Meeting
ENERGY STAR[®] Conference
September 24, 2009

Presentation Topics

- *About Southern California Edison (SCE)*
- *Proposed 2010-2012 Residential Statewide Programs*
- *The Business and Consumer Electronics (BCE) Program*
- *BCE and Program Integration*
 - *Background*
 - *Strategy*
 - *Pilot*
 - *Evolution*
 - *Tactical Approach*
 - *Strategic Partnerships*
 - *Success Criteria*
 - *Future*



About Southern California Edison



One of the United State's Largest Investor-Owned Utilities

- 50,000 square miles
- 13 million residents
- 430 cities, including 2 of the 25 fastest growing cities in the country from 2007-2008
- 2008 Peak Demand: 22,020 MW

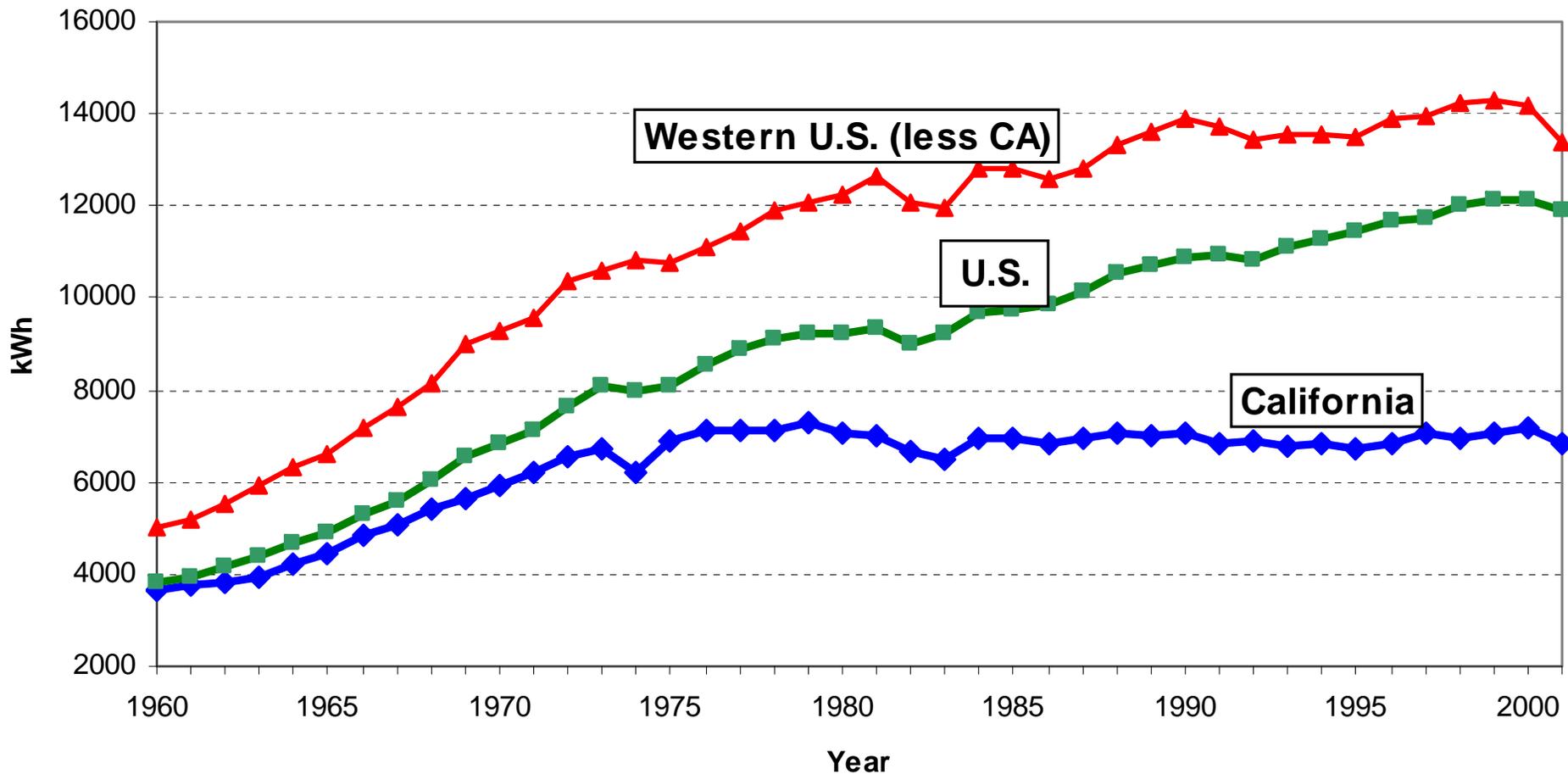
Environmental Leadership

- One of the largest portfolios of energy efficiency and demand response programs in U.S.
- The largest renewable energy portfolio in the U.S.
- Largest private Electric Vehicle fleet in the U.S.

California Results

Per Capita Energy Consumption

California Per Capita Electricity Consumption*



*Source: EIA, CEC



Proposed 2010-12 Residential Programs – Statewide

- Lighting
- Home Energy Efficiency Rebates
- Business and Consumer Electronics
- Home Energy Efficiency Surveys
- Appliance Recycling
- Multifamily Energy Efficiency Rebates

The Business and Consumers Electronics (BCE) Program

Launched as a Pilot in March 2009, addressing:

- **The rising energy demand of electronics in California**
- **The objectives set forth in California's Long Term Energy Efficiency Strategic Plan**

Provides midstream incentives to retailers and manufacturers to stock ENERGY STAR® qualified electronic products.

Current ENERGY STAR Qualified Products/Incentives

- **Televisions - \$20.00**
- **Computers - \$8.35**
- **LCD Monitors - \$7.50**

BCE Background

PURCHASE

Consumer electronics

SCE's new consumer electronics program is a new program, part of a statewide effort to promote energy-efficient consumer electronics through a consistent program.

Consumer electronics account for 15% of all residential electricity consumption.

Consumers in large part overlook energy efficiency when selecting electronics.

Purchase of consumer electronics increases during the year-end holiday season.

USAGE

Vampire loads

An example of "Vampire load" is a power adapter which has no power-off switch.

The wasted stand-by power of all household electronic devices together accounts for 5% of energy use.



Strategy

AWARENESS

Educate consumers on the benefits of energy-efficient consumer electronics to build a preference for ENERGY STAR® qualified products.

ENGAGEMENT

Overcome consumer inertia toward uninformed decisions through active engagement.

**COMMIT-
MENT**

Trigger demonstration of commitment to behavior change.

BCE Program – Current Status

Pilot Phase

- Currently Being Reviewed
- Preliminary Milestones Met
 - Training
 - In-Store Signage
 - Data Collection and Tracking
 - Information Sharing
 - Goals
 - Units, kWh, KW

BCE Program Evolution

The pilot program may extend to the sale and installation of other high efficiency electronic products.

- Electronics
- Lighting
- Instant Appliance Rebates
- Income-Qualified Programs
- *Under Consideration: Home Energy Efficiency Surveys, Appliance Recycling*

Tactical Approach

Tactical approach will employ impactful point-of-sale solutions that *grab consumers attention*.

Point-of-Sale will consist of:

- End Caps
- Posters
- Checkout signage - brochures

Point-of-Sale solutions will be clear, consistent and actionable

- Attract Attention
- Build Involvement
- Sell the Product

Strategic Partnerships



- Drive Behaviors that Save Energy
- EE Program Participation
- Environmental Stewardship



- Product Sales
- Extend Customer Relationship
 - Loyalty
- Environmental Stewardship

- Save Money and Protect the Environment through Energy Efficient Products & Practices.



Mobile Energy Unit

- ❖ Converted recreational vehicle that travels throughout SCE's service territory attending business and community events to promote SCE's demand-side management programs (e.g., energy efficiency, demand response, renewable energy, local governments and low income)
 - Educates and enrolls customers in programs and distributes program information
 - SCE collaborates with Southern California Gas Company and water agencies to promote gas and water efficiency
 - Includes in/outdoor tents and displays that showcase energy efficient technologies
- ❖ New hybrid plug-in MEU targeted for 2010 to support SCE's demand-side management programs and environmental initiatives





Success Criteria

- Impact on Sales
- Consumer Awareness/Impact Research
- Branding Impact

Future

Expansion

- New Products
- New Partners



Thank You!

For more information, please contact:

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Additional information about energy efficiency in California available at:

Southern California Edison
www.sce.com/

California Public Utilities Commission
www.cpuc.ca.gov/

California Energy Commission
www.energy.ca.gov/

Flex Your Power
www.fypower.org/