NYSERDA’s ENERGY STAR Lighting Partnerships
Don’t Miss The Obvious!

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Who is NYSERDA? Funding?

- Public benefit corporation
- Statewide administrator of System Benefits Charge (SBC).

Residential, including Low Income
Commercial and Industrial
Multifamily
Agricultural
Municipal, Schools, Hospitals
Residential Programs

- ENERGY STAR Products
  Change A Light, Change The World
- New York ENERGY STAR Homes
- Home Performance with ENERGY STAR (Assisted)
- Assisted Multifamily Program/CEM
- Communities
- Weatherization Network Initiative
Market Transformation Approach

Target Mid-stream Market Players:
- Builders
- Contractors
- Retailers
- Manufacturers
- Community Based Organizations
- Multifamily Building Owners, etc.
Strategy for Developing Partnerships

1. Cooperative Advertising (traditional) and Open offer (Option 2)
2. Cross Marketing
3. Communities, Cornell University, Lighting Leaders
4. Media Contracts (WKBW, WTVH, Empire Media)
5. Expand current manufacturer/retailer relationship to include ENERGY STAR lighting
6. Training and education (contractors, builders, consumers, trades)
Example #1: Cooperative Advertising

Two Options

1. Print - newspaper, direct mail, circular and yellow pages
2. Special Promotions, Radio, TV, Billboard and other signs
Co-Op: Print

- Newspaper/magazine
- Circulars
- Yellow Pages
- Direct Mail
Co-Op: Special Promotions (Examples)

- Lighting promotions (Change A Light)
- Interest rate reductions or store credit plans
- Stocking incentives
- In-store promotional material (kiosks, signage, sales tools)
- Buy-down
- Lighting allowance add-on
- Model home lighting installations
- Technical assistance
- Website assistance (to promote ENERGY STAR)
Example #2: Cross Marketing: ENERGY STAR Homes

Sea Gull Lighting//Essex Homes/PV/WKBW
Westchester Pilot

Customers can shift electric use – to lower cost time periods -through the use of an Advanced Meter. Customers receive:

• Advanced Electric meter capable of sending hourly electricity usage data to your utility.

• Bill on the price of electricity used during four blocks of time: morning, afternoon, evening, and overnight.

• Access tomorrow's pricing data so you will know when electricity prices are going to be high.

• Home Energy Assessment

• Compact fluorescent bulbs – package of 12 – 13w, 15w & 18w

(Note: all participants in the Home Performance w/E* get a six-pack of CFL’s)
Example #3: New York Energy $mart Communities

Energy Efficiency as A Regional Strategy
• Economic Growth
• Community Viability
• Environmental Stewardship
Discounted ENERGY STAR® Compact Fluorescent Bulbs

Complete the Lighting Survey &
Get 4 CFLs for $5

• Replace five of your most used incandescent light bulbs with CFLs and you will save nearly $36 annually.
• CFLs use 66% less energy than a standard incandescent bulb and last up to 10 times longer.
• ENERGY STAR lighting fixtures provide the same amount of light as standard fixtures while providing excellent color rendering and light temperature. Colors appear true and natural.

Communities (continued)
Cornell Cooperative Extension

“Energy Town Meeting”
Lighting Efficiency 101

31 Cooperative Extension Offices with satellite access
Example #4: Media Contracts

Public Access TV
Example #5: Encourage Expansion of Existing Product Line

Encourage:

• Retailer or showroom to carry the ENERGY STAR lighting product of an existing lighting line.
• Builder to use the ENERGY STAR line (or mix)

Incandescent  →  ENERGY STAR Fixtures, Portables
CFL’s          →

* need a proactive manufacturing representative
Example #6: Training and Education

- Five classroom training sessions
  - Geographic coverage
  - Builders, contractors, retailers, field staff
- Lighting Training Video
  - Online distribution
- Retailer Sales Training Video (Lighting Component)
- Model Home displays
- Retailer (in-store classroom & “model” rooms)
Lessons Learned

1. Expand on what is there – try to encourage a switch from the existing incandescent product line to the ENERGY STAR line (builders and retailers).

2. Retailers and builders will only support products they know about and feel comfortable with. Lighting reps - call on retailers and builders!

3. Education is critical – what good is energy efficiency if the lighting quality/design is poor? Know your lighting application.

4. Use every means possible to educate the consumer or mid-stream player.

5. Promote availability of product or resources (including training).

6. We can help you.