



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

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April 26, 2004

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NYSERDA



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



SuperPages.com LIGHTING 905

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Whether you're building the home of your dreams or simply doing your part to save...

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ALL ENERGY STAR® QUALIFIED PRODUCTS ON SALE NOW

WOLBERG Electrical Supply
proudly introduces the most comprehensive product offering of energy saving lighting available today.

Featuring **sea gull lighting**

Why choose ENERGY STAR® LIGHTING?
By selecting energy saving lighting, and particularly, ENERGY STAR® qualified lighting, you will be working toward reducing your energy bills and significantly reducing the greenhouse gases into our air.

\$337.50
69056E-85
PENDANT
Gold Patina Finish and Beveled Amber Glass
Dia. 18 1/2" Ht 33 1/2"
Three 12w Quad Instant Start Lamps Included
ENERGY STAR® Qualified

\$88.50
59108E-71
HALL / FOYER
Antique Bronze Finish Solid Brass
Haze Crystal Glass
Dia. 8 1/2" Ht. 9 1/2"
One 12w Quad Instant Start Lamp Included
ENERGY STAR® Qualified

\$213.00
69062E-44/46
OUTDOOR PENDANT
144 Brushed Copper
Dia. 15 1/2" Ht. 19"
Four 12w Quad Lamps (Sold Separately)
Phenolic Included
ENERGY STAR® Qualified

\$120.00
79096E-85
CLOSE TO CEILING
Gold Patina and Beveled Amber Glass
Dia. 15 1/2" Ht. 7 1/2"
Three 12w Quad Instant Start Lamps Included
ENERGY STAR® Qualified

Visit www.EnergyStarLights.com for hundreds of Energy Star® qualified styles.

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



Cross Marketing: Home Performance w/ ENERGY STAR



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

Communities (continued)



Discounted ENERGY STAR®
Compact Fluorescent Bulbs

**Complete the
Lighting Survey &**

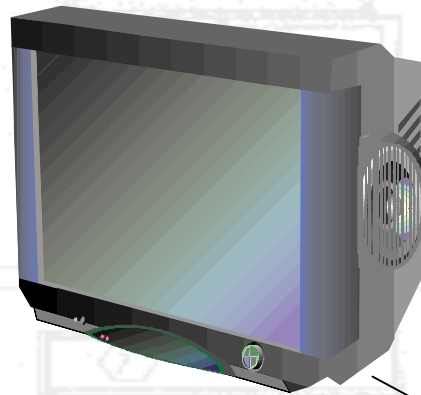
**Get 4 CFLs
for \$5**



- Replace five of your most used incandescent light bulbs with CFLs and you will save nearly \$50 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.



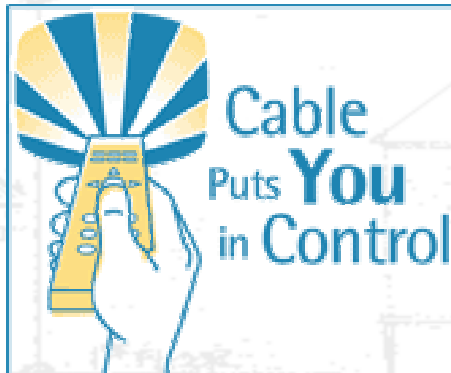
"Energy Town Meeting" Lighting Efficiency 101



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)



* 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 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.