Energy Efficiency Programs and Their Role in the Lighting Market

ENERGY STAR Lighting Partner Meeting
Austin, TX • April 24, 2004
What is Market Transformation?

Market Transformation (MT) is a strategy that promotes the manufacture and purchase of energy-efficient products and services.
MEEA’s Role in the Midwest

- Aggregate funds from SEOs, utilities, and municipalities
- Contract out implementation
Change A Light 2003

- City Utilities: $8,500
- Other Regional Sponsor Contributions: $731,500
- Manufacturer and Retailer Contribution: $200,000
- Total Program Amount: $940,000
MEEA’s Lighting Programs

- Change A Light, Change The World Regional Campaign
- Illinois Residential Lighting Program
ENERGY STAR® qualified light bulb sale

Savings with a twist.
Visit this special sale and stock up on money saving, energy saving GE compact fluorescent light bulbs. ENERGY STAR qualified light bulbs:...
• use up to 75% less energy
• last up to 10 times longer
• save up to $46 over the life of the bulb

GE bulbs regularly $9.99, on sale for as low as 99¢:

Wednesday, October 22
10:00 am – 4:00 pm
City Hall, Jefferson City

WE CHANGED THE LIGHTBULB
SO YOU WON'T HAVE TO.

ENERGY STAR® compact fluorescent lights last up to 10 times longer than incandescent bulbs.
Buy ENERGY STAR® Products. SAVE MONEY.
Change A Light Successes

Cost Per CFL Rebated

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost Per CFL</th>
<th>Rebated</th>
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<tbody>
<tr>
<td>2001</td>
<td>$10.72</td>
<td>-</td>
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<tr>
<td>2002</td>
<td>$4.08</td>
<td>-</td>
</tr>
<tr>
<td>2003</td>
<td>$2.46</td>
<td>-</td>
</tr>
<tr>
<td>2004</td>
<td>$2.14</td>
<td>-</td>
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2001 2002 2003 2004
Illinois Residential Lighting Program 2001 - Present

- Sponsored by the IL DCEO
- Funding:
  - 2001: $200K
  - 2002: $650K
  - 2003: $730K
  - 2004: $1M +
- Goals:
  - Promoting energy efficiency by educating Illinois residents and the market actors who supply information to residents about the value of the ENERGY STAR program.
  - Increasing market penetration of energy efficient technologies and lowering the average price-point of the more efficient product
  - Reducing Illinois residential utility bills through the use of more efficient products.
Illinois Residential Lighting Program – Continued

Activities

- Retail Education and Training
- Consumer Education and Outreach
- Torchiere Turn-In Events
- Change A Light, Change the World
- Mail-In Coupon Campaign
- CFL Fundraiser Program for Schools
- Industry Incentives
Illinois Residential Lighting Program – Continued

- **Results**
  - Over 400 formal retail staff trainings (5 week cycle)
  - Over 1900 Torchières turn-in and rebated which translates almost 5.8 million kWh saved
  - Over 60,000 CFLs sold for a lifetime savings of over 4 million kWh

- **Future Plans**
  - Continue with retail education
  - Expansion into residential fixtures
  - Replication in other states and service territories
Key Points

- Trends
  - Greater emphasis on quality
  - Product shift

- Collaboration
  - Manufacturers/Retailers
  - Within region

- Expansion

- Market Transformation is occurring
Contact Information

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