2008 ENERGY STAR® Appliance Partner Meeting
Concurrent Session B

Energy Efficiency Program

Sponsors

2008 Appliance Partner Meeting

Catul Kiti
D&R International
Energy Efficiency program Sponsors (EEPS)

- Consist of:
  - Utilities
    - CA IOUs, Georgia Power, Duke, NGRID, LADWP etc
  - State and Local Government Agencies
    - NYSERDA, GEFA, WI FOE
  - Regional Organizations
    - Northeast Energy Efficiency Partnerships (NEEP), Northwest Energy Efficiency Alliance (NEEA),
  - Other stakeholders – Non-profit organizations, and other partner types as determined on a case-by-case basis
Why Offer Efficiency Programs

- Energy Prices Continue to Soar
- Climate Change is Mainstream
- 2007 Energy Bill
- Energy Security
- RGGI – CO2 Cap & Trade regimes
- Energy Efficiency as the Fifth Fuel

Bruce Johnson, Director of Energy Efficiency Implementation, National Grid

"Right now this resurrection seems to be sustainable, primarily because it's not entirely related to the regulatory environment. Climate change is going to be on our conscience for the foreseeable future."

Jeff Lyash, President and CEO, Progress Energy Florida

"For the first time in decades, people are thinking about the cost and environmental impact of energy usage. It is now regularly covered in the mainstream media, a key subject of presidential debates, and a topic of discussion in places from classrooms to coffee shops."

Ted Schultz, Vice President of Energy Efficiency, Duke Energy

"Clearly, energy efficiency has staying power with the current issues around climate change. We've never been in a position like this before...we have a great opportunity to make energy efficiency a norm for all our customers."
Customers attitudes

- 82% of Americans believe in global warming, and there is widespread belief that human behavior is contributing to the problem.
  Fox News/Opinion Dynamics Poll, Spring 2007
- Majority believe immediate action needed
  NY Times/CBS Poll, April 2007
- 86% would choose one home over another based on its energy efficiency.
  Shelton Group/Energy Pulse, 2006
- 63% say change their consumption habits based on increase in energy prices.
  Shelton Group/Energy Pulse, 2006
Energy Efficiency Budgets ($3.1 Billion in US)

Source: CEE U.S. ENERGY-EFFICIENCY PROGRAMS
A $3.7 Billion US and Canadian Industry
2007 REPORT
Annual Electric Utility Spending on Energy Efficiency

Will eclipse $5B within several years!

Many states could increase EE spending exponentially in the near term: IL, MO, MD, NC, SC, NM, OH, MI, VA, others?
Program Growth in 2009

- Expanded Efficiency Budgets in 2009
- Possible Expansions in 2009
“BOSTON— National Grid, which supplies about half the state’s electricity, plans to dramatically boost spending on energy conservation programs in the state, with a 30 percent increase next year and a doubling of the current spending to more than $125 million annually over the next three years, according to company officials.”

Worcester Telegram & Gazette 9/14/08
Lighting and Appliance Program
Budgets 2006 - 2008

Source: D&R Appliance and Lighting Program Guides
Regional Variability of programs

Programs

- Rebates
- Appliances
- Lighting

- Education + Rebates
- Appliances
- Lighting
- Consumer education

- Education + Rebates + Home improvement
- Advanced Tech
- Appliances
- Lighting

Technologies

Emerging Markets
- Mid-Atlantic, SE, SW

Mature Markets
- NE, MW, PNW
So, How Do You Fit In?

• Increased EE Program Funding = Increased Demand for EE Products & Services (+Education)

• Get Involved! Being here is a great start…

• Need much more effective integration of emerging technology into portfolios

• Need to consider the process technology as well as widget technology
Portfolio of Strategic Investments

• Define, educate, and promote on cost-effective energy/environmental savings through single designation: ENERGY STAR

• Residential initiatives
  – Efficient products
  – Efficient new homes
  – Existing home efficiency improvements
  – Affordable housing

• Commercial initiatives
  – Efficient products
  – Existing building efficiency improvement
  – Efficient new construction

• Industrial initiatives
### Residential Products

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<thead>
<tr>
<th>EPA managed products</th>
<th>DOE managed products</th>
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<tr>
<td><strong>Appliances:</strong></td>
<td><strong>Appliances:</strong></td>
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<tr>
<td>• Dehumidifiers</td>
<td>• Refrigerators/Freezers</td>
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<td>• Air Cleaners</td>
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<td>• Room Air conditioners</td>
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<td>• Water Heaters</td>
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<td><strong>Lighting:</strong></td>
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<td>• Residential Light Fixtures</td>
<td>• CFLs</td>
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<td>• Decorative light strings</td>
<td>• Solid State Lighting (SSL)*</td>
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<tr>
<td>• Insulation &amp; Roof products</td>
<td>• Windows/doors/skylights</td>
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<td>• Heating and Cooling</td>
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<td>• Home Electronics</td>
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<td>• Office Equipment</td>
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<td>• Commercial Food Service</td>
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<td>• Other Commercial Products</td>
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Working with your Utility Partner

• Sales Data!
  – Be generous to your partner and provide information
  – Utilities need market share lift data to justify $ spent

• Recognition
  – Utilities understand that in-store messaging needs to conform to the retailers guidelines
  – Retailers need to understand that utilities need recognition for their efforts

• Communication
  – Utilities plan months in advance for bill inserts, retailers and manufacturers should communicate in advance any problems with agreed upon promotions
In Closing,
Taking it to the Next Level

• No time like the present – Surf’s Up!
  – Monitor the market
  – Borrow from successful programs/promotions and pilot new approaches
  – Foster relationships with program sponsors, manufacturers, retailers, contractors, and the community:

• Long-term commitment to its “Energy Efficiency/Conservation Culture”
  – Look inward – Benchmark your own facilities and portfolios
  – Seek out local EE program administrators for technical assistance and/or financial incentives
  – Collaborate and Educate – online and in-store energy centers, educational tools (ENERGY STAR @ Home – www.energystar.gov/home)
Questions?
Efficiency Vermont

Email-In Rebate

$40 off

Selective ENERGY®

Qualified Refrigerator

Look for the ENERGY STAR and SAVE BIG. The select ENERGY STAR® qualified refrigerator is eligible for the rebate. You could save energy and money by choosing to protect the environment.

This ENERGY STAR® qualified refrigerator is eligible for a $40 mail-in rebate.

This select ENERGY STAR®

Energy, Money, Environment.