



## CALL REPORT

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**1300 NORTH 17<sup>TH</sup> STREET, SUITE 1752, ROSSLYN, VA 22209**

**FROM: ALEX BOESENBERG**

**DATE: MAY 29, 2014**

**CONFERENCE CALL: ENERGY STAR LIGHTING ROADMAPPING MARKET RESEARCH DISCUSSIONS**

The following persons met via telephone conference call from 1:30 to 2:45 pm Eastern:

- Alex Boesenberg, NEMA Staff
- Taylor Jantz-Sell, EPA staff
- Austin Gelder, ICF
- Patty Sandoval, Feit Electric
- Claire Miziolek, NEEP
- Howard Wolfman, Lumispec Consulting
- Jenn Dolin, OSRAM Sylvania
- Jennifer Burns, Philips
- Lucy deButts, DOE
- Wensheng Xu, CSA Group
- Matthew Walker, Navigant
- Tanya Hernandez, Acuity Brand Lighting
- Carl Bloomfield, UL
- Ivars Lazums, LSGC
- Yiting Zhu, affiliation not recorded
- Bob Horner, IES
- Gillian Saidman, Globe Electric Company
- Crista Beal, ICF
- Jeff Lockner, UL
- Alex Straub, ASE
- Kerry Hogan, NYSERDA
- Emily Kinghorn, Efficiency Vermont
- Laura Drexel, Efficiency Vermont
- Adam Borut, Eco Hatchery LLC
- Liz Crumpacker, ASE
- Dennis Rominger, Puget Sound Energy
- Lara Bonn, Efficiency Vermont
- Joel Smith, Puget Sound Energy
- Maryann DiMascio, ASAP
- Aimee Brown, CLEAResult
- My Ton, CLASP
- Lisa Mcleer, GE Lighting Solutions
- Shivani Vyas, UL
- Michael Russom, Efficiency Vermont

- David Thayer, PG&E
- Victoria Pruet, CLEAResult
- Ben Swedberg, IDEAL Industries
- Cheri Davis, SMUD
- Jean Paul Freyssinier, LRC
- Kara O'Connell, affiliation not recorded
- Kari Montrichard, BC Hydro
- Merideth Ledbetter, ICF

NEMA staff welcomed participants and reminded them to conduct the call in accordance with NEMA guidelines.

NEMA staff made some administrative announcements regarding the future communications of the working group and the group's timeline.

The purpose of the call was to begin discussions about the future needs/desires of Lamp consumers and how the ENERGY STAR Lamps Program might address the accompanying issues.

A presentation to guide discussion was circulated in advance and reviewed during the webinar.

Mr. Boesenberg provided a review of the background of events leading up to the webinar, and mentioned the other Roadmapping-related efforts being pursued for those on the call.

Ms. Jantz-Sell then reviewed several points regarding research and marketing. Comments were taken from participants in no fixed order or topic.

Understanding what products people purchase and why they purchase them was of particular interest. Members of the working group were encouraged to indicate existing or emerging information and studies regarding market trends and consumer purchasing habits, as well as educational materials and resources.

A participant noted that in his experience, education was useful but in the end product sales seems to be driven by standard practices such as end displays and straightforward incentives, i.e. standard marketing practices irrespective of energy-efficiency or education and informed decision making. Another example mentioned was the concepts that "mirrors sell vegetables", i.e. people seeing themselves in a mirror want to look better so they tend to buy more produce. Participants were asked if they could share examples of successful marketing and outreach techniques to review for insight.

A participant asked whether this might indicate that educational efforts might have reached their limits. Ms. Jantz-Sell noted that there may be a condition of information overload associated with the many variables and options consumers have to consider when making a lamp purchase today. She noted the LUMEN Coalition as an example of an educational and informative effort that has not had the expected results in terms of consumer and retailer engagement. She then asked participants to consider ways that the Lamps Program and this working group's efforts might become more consumer-driven.

A participant suggested that increased engagement and participation from retailers might be helpful.

Mr. My Ton of CLASP took the floor and spoke about survey and other investigative efforts his organization is able to practice and might be of service with. In terms of consumer purchasing decision, he suggested that it is not as important to know the happenstance of the “right product at the right price”, but rather what is right about the product and price.

Moving forward, participants were asked to review the information requests noted above (e.g. sales and education observations and insights), to review and comment on the questions and considerations given in the presentation, and to send any materials of potential interest to Ms. Jantz-Sell, Mr. Ton and/or Mr. Boesenberg for consideration. Mr. Ton will construct the Lighting Research Library. Those with any privacy considerations on their submissions should communicate directly with Mr. Ton ([mton@clasponline.org](mailto:mton@clasponline.org)) and submitters were asked to include with their materials any relevant handling or privacy instructions.

It was suggested that the group try to have a report on the subject prepared in time for the October ENERGY STAR Partner’s Meeting.

Next Meeting: Since this is expected to be somewhat of a long-term project, a follow-on meeting will be scheduled as needed once members of the working group share their comments on the above contents and also when there is progress made on the library of materials being collected by Mr. Ton.

There being no further business, the meeting was adjourned at 2:45pm

Reviewed by Counsel

**CRS 6/4/14**

Alex Boesenberg  
Regulatory Affairs Manager  
June 2, 2014