



CEE Meeting January 17, 2007

London Hydro's Conservation Programs

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REFRIGERATOR TAKEBACK PROGRAM

Order of Presentation

- London Hydro – our conservation mandate
- Conservation programs
- Main program discussion
 - Appliance Recycling
- Conclusion
- Next Steps for London Hydro



REFRIGERATOR TAKEBACK PROGRAM

Mandate

- London Hydro and all other Ontario Utilities (90) given 163 Million Dollars to spend on conservation by Sept. 2007
- Our share 2.8 million dollars
- Originally 14 programs (shrinking)
- Across all rate classes
- Population 380,000
 - 140,000 Residential Accounts
 - 3,500 Commercial and Industrial Accounts
- Program available www.londonhydro.com



REFRIGERATOR TAKEBACK PROGRAM

1. LED traffic and pedestrian signals
2. Residential Power Cost Monitor
3. Residential Appliance Recycling Program
4. Commercial Sector Energy Efficiency
5. Distribution Shunts
6. Co-generation
7. Energy Awareness in the Classroom
8. LCBO Warehouse Makeover Program
9. Residential Summer Comfort Program
10. Demand Response Enabling
11. THAW plus Program
12. Put our own house in order
13. One Tonne Challenge
14. Public Education Campaign



Introducing Chill Out

- Comprehensive program to retrieve and decommission older refrigerators and freezers
- Replacing with Energy Star (if replaced)
- Decommission properly (within current regs)



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Objectives

- Determine segment values
 - Cost of saved energy, opportunities
 - Which segment has the best societal value
- Prepare Case Study
 - How developed, successes and pitfalls
- Data Collection
 - Collect relevant data for measurement
 - True costs, Free Ridership, CSE, etc



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2 Distinct Segments

Commercial

- Property Management focused
- Refrigerators only
- Simple program
- Short duration

Retail

- Launched May 4
- Refrigerators
 - Primary
 - Secondary (Beer)
- Freezers
 1. Retire or
 2. Replace



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Commercial – What is it ?

- Property Manager Focused
- Change out old fridges for new Energy Star
- Suggest pre 1994 vintage
- Must decommission old unit
- Suppliers to provide decommissioning
- Incentive based on TIP (total installed price) max 25%, max \$ 150.00
- Incentive based on cost, energy saved, and energy used by new unit



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Commercial – Why PM's ?

- Economies of scale
 - Big bang for buck
- 200 customers, 40,000 fridges available
- Typically run units till failure
 - Lots of low hanging fruit
- Foot in the door
 - other programs follow



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Commercial - How we did it

- Launched at the London Property Managers Association
- Simple Application process
 - Turn around 24 hours
- Maximum Incentives to customer
 - Low overhead
 - Included stakeholders in the process
 - Suppliers required to decommission
- Leveraged suppliers to “sell” the program
- Used PM language
 - Conservation via bigger better BMW’s



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Retail

Retire it

- Free pick up and decommissioning
- Refrigerator
- Freezer
 - We cut out over 60 units
- Window AC
- Energy Conservation Kit

Replace it

- Fridge and/or Freezer
- \$ 75.00 Cash rebate
- Free decommissioning
- Work with retailers
- Energy Conservation Kit



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Retail - How

- Branding
- Website for customers
 - Pick up schedule
 - Buying information
 - Program information
 - NRCan tie ins
- Retail – Point of Sale Materials
 - Magnets, flyers, stickers, etc.
- Retailer information and training
 - Retailer newsletters
 - Weekly visits by Chill Out Staff with materials
 - Retailer delivered old unit to our facility (at their cost)



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Results

Commercial

- Wildly successful
 - Budget 1500 per year, 2 years
- Last 9 months
 - 9000 units decommissioned
- Program dollars transferred in
- 1.5 staff part time
- Very low CSE (2.8 ¢)

Retail

- Just wrapped
- Huge support from retail
- Leveraging out results from commercial
 - Manufacturers
- Budget 3500 units over 2 years
- Final 5224 (90 days)
- Ran out of money



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Conclusion

- **Commercial Results**
 - Amazing for dollars invested
 - May be a one shot deal, or much smaller 2nd round
- **Retail Results**
 - Excellent, far better than expected
- **Case Study to be available to all**
 - Warts and all – The Good, The Bad and The Ugly
 - Report 3rd party reviewed
 - Chill-Out branding available for use
 - Ready February 2007
- **We'll move on to other programs**
 - Washer/Dryer Combos, Dishwashers etc.



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