

Residential Lighting Vision

Rebecca Foster
Senior Program Manager, CEE



Working Together, Advancing Efficiency

Rationale

- Help members respond to challenges
 - A changing world: standards, LEDs, increased savings targets
 - Still more work to do on barriers
 - Inconsistency in assumptions
 - Different program approaches and focuses

Background

- Purpose
 - Bring stakeholders together to develop a shared Vision and a path to reach it
- Vision
 - Achieve a 50% reduction in the amount of electricity used to light a square foot of space in the average US residence by 2020
- Path
 - Identify key issues needing attention and mobilize Subgroups to make progress

Desired Benefits

- Enable members to react quickly to changing circumstances
- Uncover varying assumptions
- Seek more consistency and use of best practices
- Improve energy savings impacts for programs

A Member's Perspective on Participating in CEE's Residential Lighting Working Groups

Mark Michalski

New York State Energy Research &
Development Authority

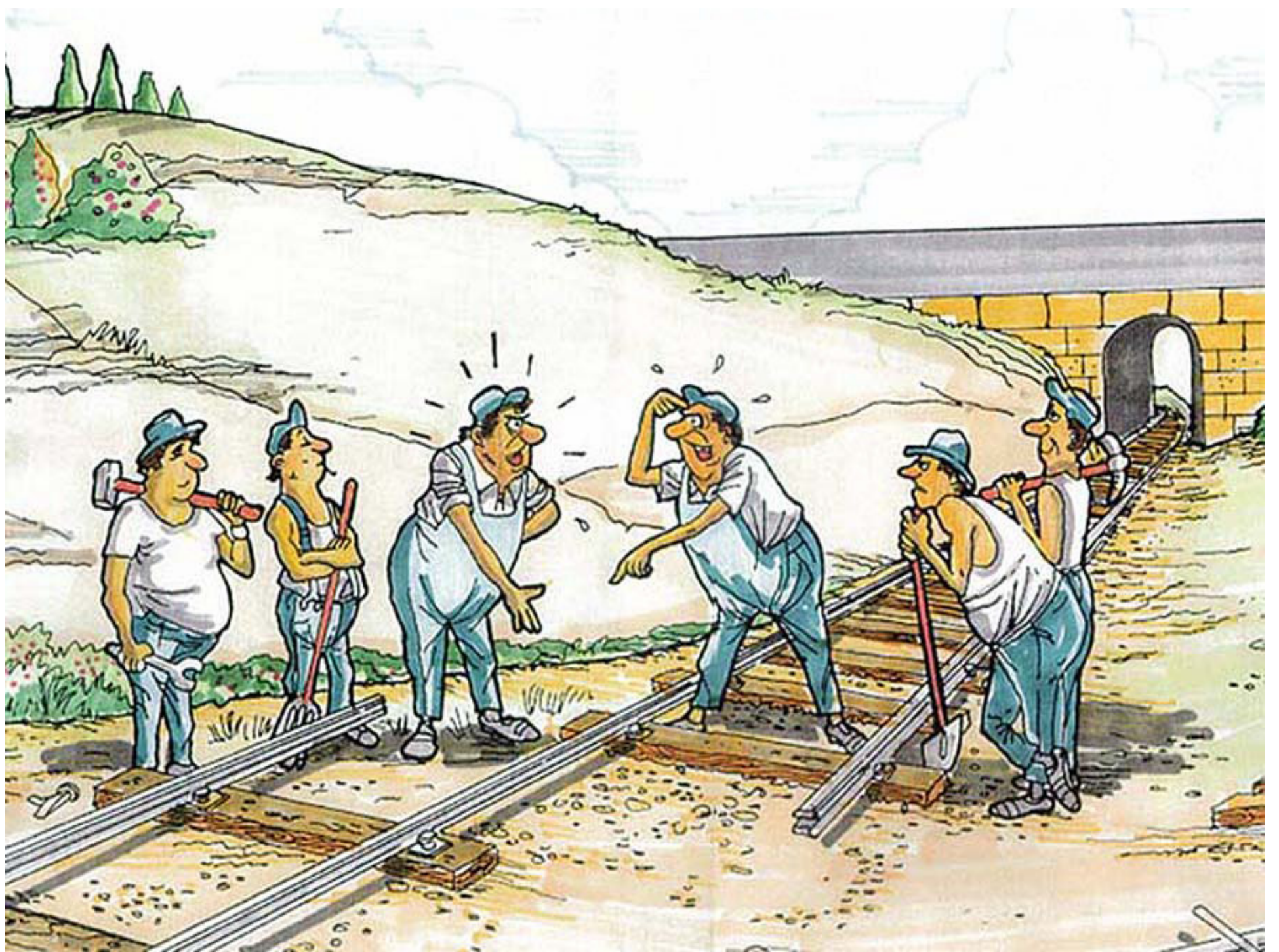
January 16, 2008

Overview

- Our Participation (provides us with)...
- Benefits (which helps us in)...
- Meeting Our Program Goals.

Perspective

- Residential Energy Efficiency Program focused on offering New York State consumers the best quality products and services
- NOT OUR MISSION STATEMENT...
- ...but essentially it is



Why We Participate

- Synergy is a good thing!
 - Ability to impact the market, standards
 - Sounding board for ideas
 - Opportunity to learn from industry on how to improve Program design

Bottom line: We're all in this together.

Our Participation

- NYSERDA participates in many CEE committees and groups, both residential and commercial
- Here are the committees NYSERDA participates in:
 - Lighting for Tomorrow
 - Lighting Vision
 - Lighting Vision – Features/Benefits/Applications Sub-group
 - Appliance Committee
 - Consumer Electronics

What do we get out of our participation?

- Interaction with Member Participants
 - Ideas to enhance program design
 - Better relationships: many members think alike
 - New contacts and networking

What do we get out of our participation?

- Opportunity to Impact Market
 - Change Product Specifications: there is strength in numbers
 - Alter Market Perceptions: develop new ideas and to clarify existing ones

What do we get out of our participation?

- **Example:** Interaction with High Profile manufacturer persuaded us to change our manufacturer agreements from 6-month to 1-year terms
- **Result:** More manufacturers have partnered with the Program
 - Completing more promotions
 - Increasing product shipments into New York State

What do we get out of our participation?

- **Example:** Developed a better relationship with regional members through interaction on committee calls and conferences
- **Result:** Working with members on completing blanket promotions with retailers throughout the region
 - Easier to work with regional retailers
 - Promotion increases sales

Participation in the Lighting Vision Group

- Collective member vision of residential energy efficient lighting
- “Sub-group” format increases individual participation
- **Example:** What do we call a CFL?

NYSERDA's Goals

- Residential Energy Efficiency Program focused on offering New York State consumers the best quality products and services
- More specific for the **New York Energy SmartSM Products Program**
 - Increase the supply of and demand for energy efficient products in New York State through partnerships with industry participants

New York State's Goals

- Governor Eliot Spitzer's "15 by 15" Plan to reduce carbon emissions statewide by 15% of the forecasted levels by the year 2015
 - Residential Lighting will have a significant role
- This is the most ambitious goal our State has ever faced in terms of energy efficiency and conservation
- Need for new ideas and approaches to obtain the goals of "15 by 15"

How the CEE Lighting Vision Fits In

- CEE Lighting Vision Statement: Reduction in the amount of energy used to light a square foot of space in the average US residence by 50% by 2020
- Governor Eliot Spitzer's "15 by 15" plan: Reduction of carbon emissions statewide by 15% of the forecasted levels by the year 2015
- **Two visions, essentially one goal**

I THINK I'D RATHER
MANAGE A LARGE SOFTWARE
DEVELOPMENT PROJECT.



How CEE Fits In

- CEE is the “Herder of the cats”
- Bring everyone together in weekly forums to:
 - Learn new ideas/approaches to positively impact our Programs
 - Develop much needed to relationships to increase the supply and demand of energy efficient products in New York
 - Provide insight and suggestions

Thanks.

Mark Michalski

mm2@nyserda.org

(518) 862 – 1090 ext. 3237