

BC Hydro Energy Star Lighting Program

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Oscar Ceron

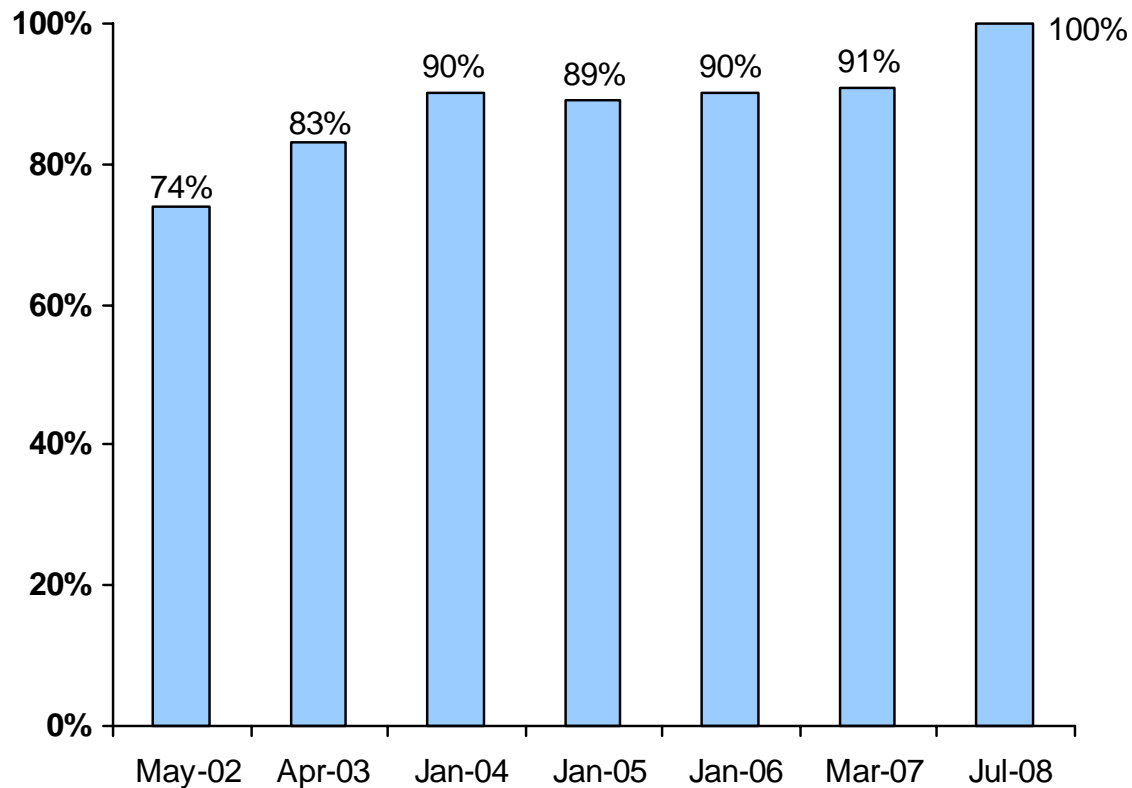
BC Hydro - Program Manager

Overview

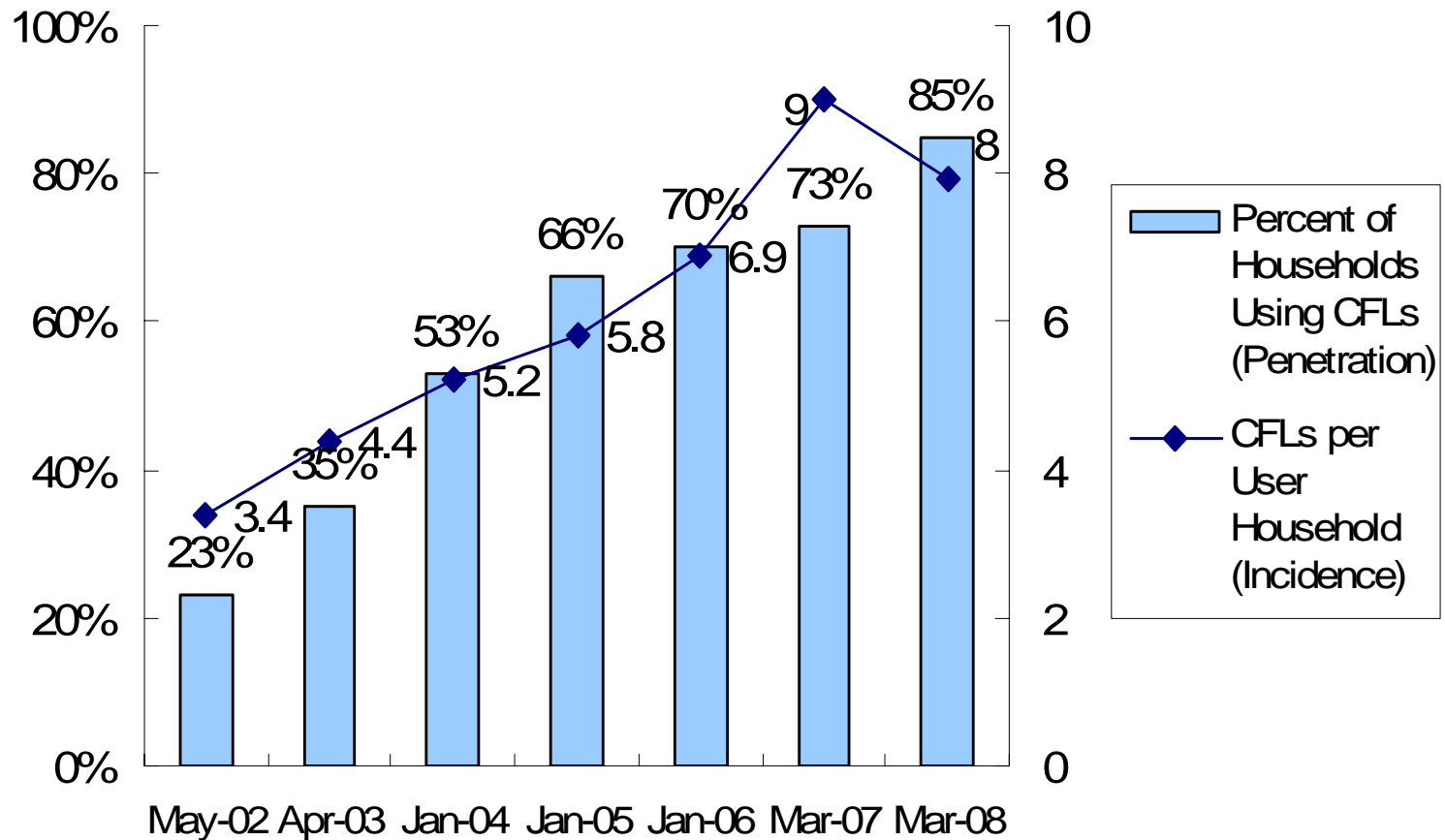
- Energy acquisition program that began in 2002
- Currently in its 4th phase which shifts focus to Energy Star CFL specialty bulbs and Energy Star fixtures
- Provides financial incentives and BC Hydro Power Smart branding to retail partners. Address barriers of affordability, accessibility, availability, awareness, and acceptance.
- The program has saved 430 GWh/yr of electricity
- By participating in Power Smart's ENERGY STAR® Lighting program, British Columbians have saved enough electricity to power about 140,000 homes for a year.

- Phase 1 March 2002 to Aug 04: Free CFL giveaway at retail to introduce CFL's and educate the marketplace
- Phase 2 Fall 04 and Fall 05: Rebate campaign for Bulbs, SLED's and Torchieres. In store events and exchanges complimented with higher rebates.
- Phase 3 Oct 06 to April 07: CFL bulbs and the introduction of Energy Star fixtures. Primarily coupon based incentive.
- **Phase 4 started Fall 07 with a shift in focus to Energy Star specialty CFL's (A-shaped, globe, reflectors, candle shape, 3 way and dimmable) and Energy Star fixtures (no coupons)**

Customers Awareness of CFLs in BC Hydro's Service Territory, 2002-2008



CFL Household Penetration and Incidence Rate in British Columbia



Distribution of CFL Products by Shape

Bulb Shape	2005	2006	2007
Spiral	84%	75%	72.1%
Reflector/Par	n/a	6%	10.2%
A-shape	n/a	n/a	7.9%
Globe	2%	6%	6.0%
Post/PIN	n/a	n/a	1.5%
Bullet	n/a	n/a	1.2%
Halogen	n/a	n/a	0.4%
Chandeliers	n/a	n/a	0.3%
Circular	n/a	n/a	0.3%
Fan lights	n/a	n/a	0.1%
Total			100.0%

- Customers receive instant discounts on Energy Star specialty CFL's and Energy Star fixtures from Oct 1 until Nov. 30, 2008. Minimum rebates start at \$3.00 off of specialty CFL bulbs and \$4.00 off fixtures depending on sockets/fixture.
- To take advantage of the offer, customers simply visit one of over 400 participating retail locations throughout the province. The instant rebate will be applied in-store at the point of purchase.
- Rebate amounts and eligible products will vary based on the retailer as some retailer contributed to specials.
- BC Hydro had Power Smart month in October. In addition to lighting, other efficiency programs were running special incentives during this month. Corporate wide there was a heightened awareness though province wide mass media



TOTAL ~ 400 Points of Retail Distribution

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