



# Consumer Electronics Energy Efficiency Program Center

Margie Lynch  
Senior Program Manager



# The Need for the Center at CEE

**Electronics is a growing end use with unique challenges**



- Product proliferation
- Rapid technological evolution
- Small per-unit savings
- Industry stakeholders who are less familiar with efficiency programs

**Need for common and consistent basis of information**



- To identify new program opportunities
- To create cost-effective programs
- To evaluate program outcomes

**Greater level of effort and resources is required**



# Center Development Process

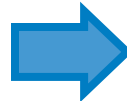
Electronics Committee  
Identifies the Need



CEE Staff Researches  
Options to Meet the Need



CEE Staff Taps Relevant  
Expertise



CEE Staff Presents  
Proposal to Committee



If Necessary, Committee  
Refines Need

Experienced Members and Partners

For example:



Industry Representatives

For example:

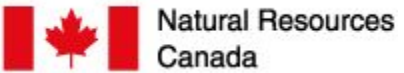


Data Vendors

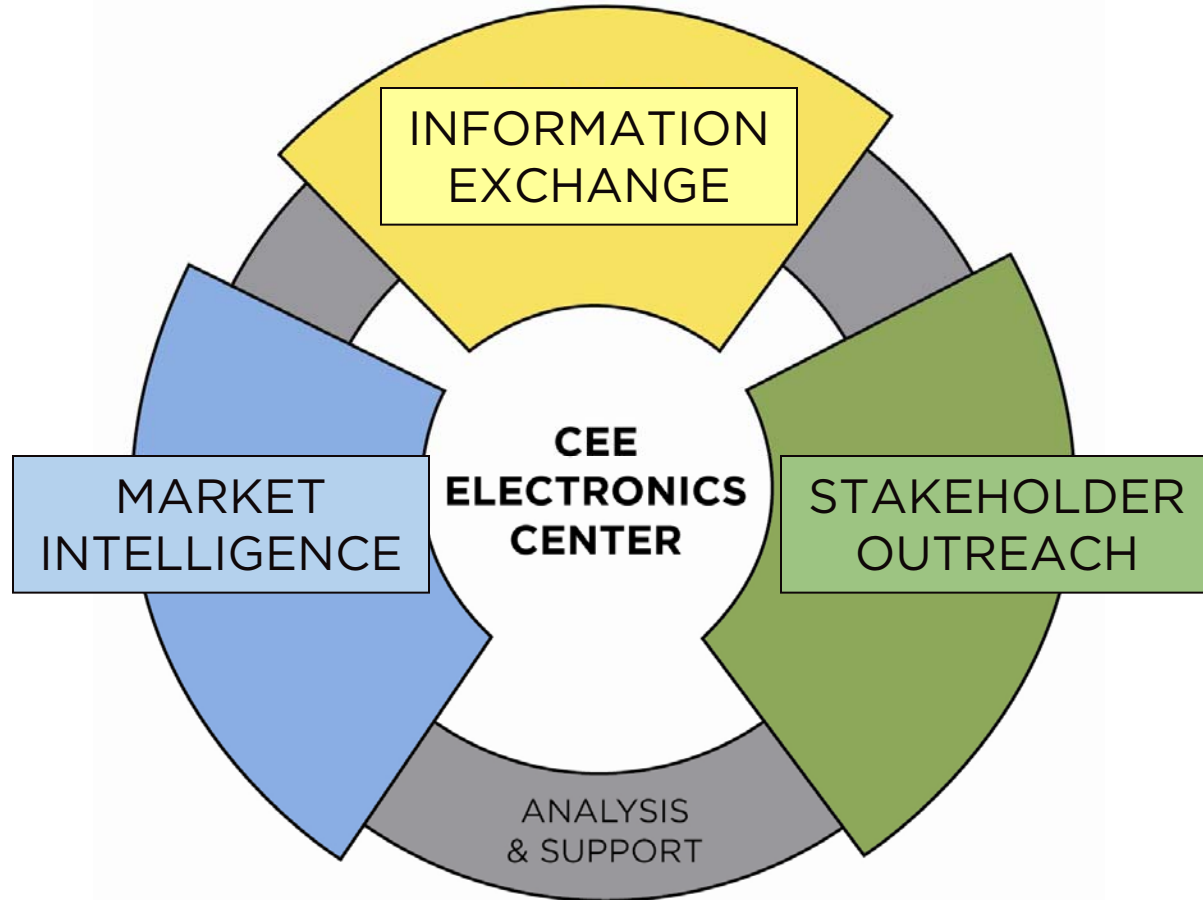
For example:



Publicly Available Information



# Center Components



# Market Intelligence

## Objective

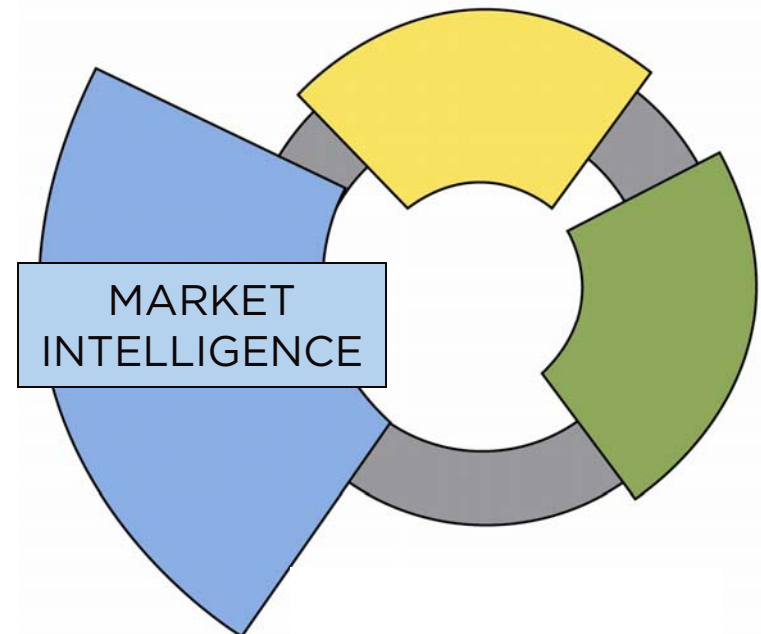
Provide information that members need to identify future program opportunities and conduct cost effectiveness calculations

## Approach

- Purchase CEA forecasts
- Summarize and provide publicly-available information
- Explore options for obtaining info for market penetration analysis (e.g., POP data purchase from data vendor(s), retail partnerships)

## Deliverables

- Semiannual summaries of CEA reports
- Online library
- Market intelligence reports



# Information Exchange

## Objective

Provide a dedicated location and an organized basis for program administrators to test and exchange program information

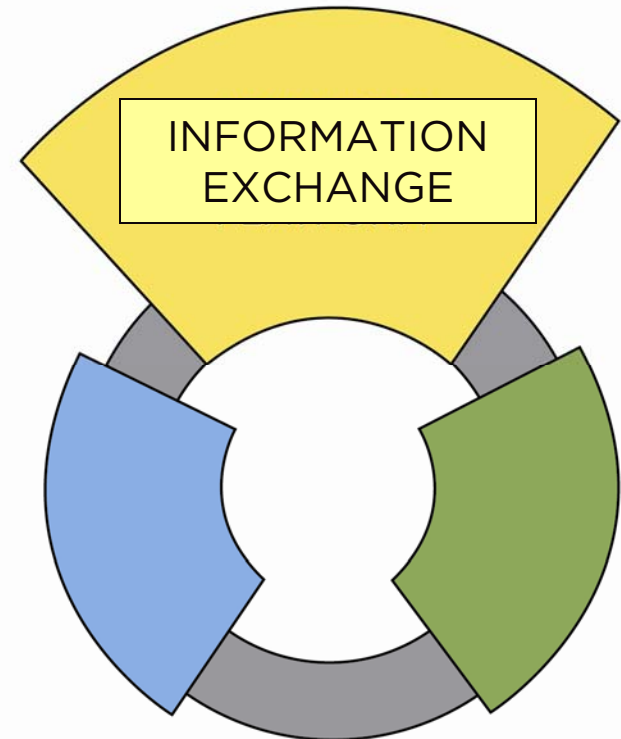
## Approach

Add functionality to CEE Forum; preliminary concepts include:

- Document-based discussions
- Tools for interaction with retailers, manufacturers, etc.
- Streamlined searching

## Deliverables

Design website based on member and industry feedback, seek proposals for services, and implement



# Stakeholder Outreach

## Objective

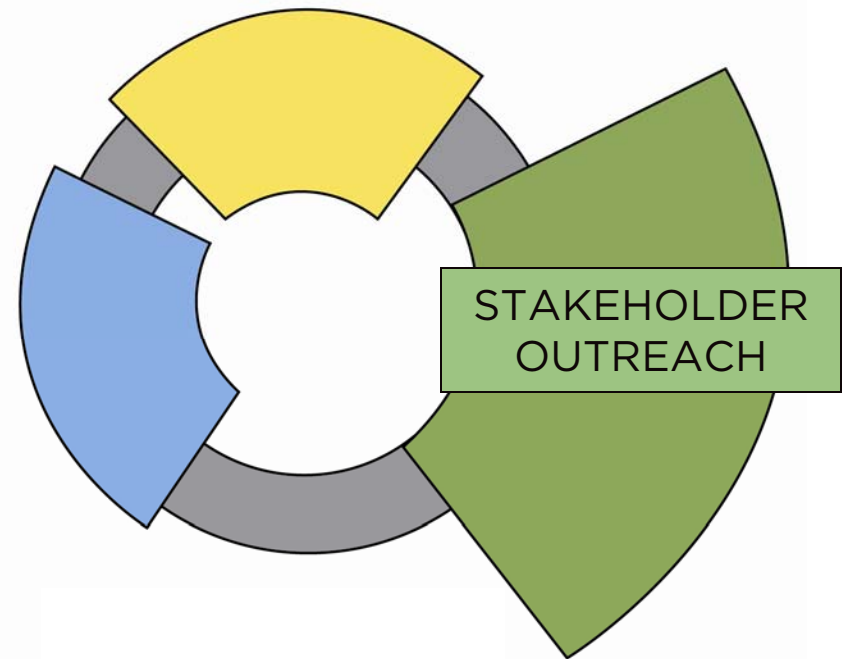
Collect information from industry and educate them about opportunities in cooperating with efficiency programs

## Approach

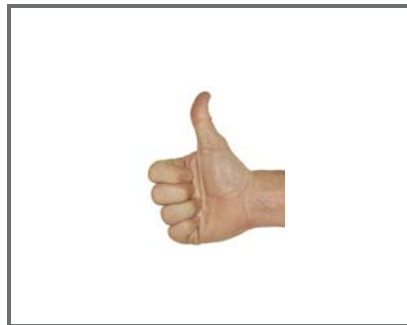
- Develop toolkit for local program implementation
- Facilitate information exchange at bi-national level

## Deliverables

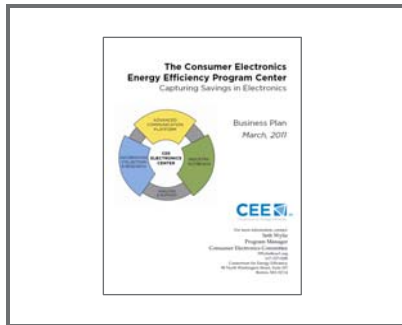
Implement approaches described above



# Next Steps



BOD  
Authorization



Finalize  
Business Plan



Seek  
Sponsorships



Center  
Launch



2011

# Contact

Margie Lynch  
Senior Program Manager  
617-337-9277  
[mlynch@cee1.org](mailto:mlynch@cee1.org)

Seth Wylie  
Program Manager  
617-337-9288  
[swylie@cee1.org](mailto:swylie@cee1.org)