



# Residential Consumer Electronics

Using Support from Energy Efficiency Programs to Increase Retail Sales of Efficient Consumer Electronics

Margie Lynch, Senior Program Manager  
Seth Wylie, Program Manager  
September 17, 2010  
Chicago, IL

# First Session

***Identify key methods used to increase the sales of electronics in a retail environment***

## ▼ Welcome & Kick-Off

*Margie Lynch and Seth Wylie, CEE*

## ▼ Presentations

- *Retailer Perspective: Thad Carlson, Best Buy*
- *Manufacturer Perspective: Gilles Georges, 3M*
- *Efficiency Program Perspective: Patrick Mathot, BC Hydro*

## ▼ Group Brainstorm

- *Expose all ways to increase sales of electronics at retail*
- *Draw from personal worksheet*

# Second Session

***Determine how to use support from efficiency programs to most effectively sell efficient electronics***

## ▼ Prioritize Methods *(15 min.)*

- *Prioritize the brainstormed list of methods to identify those that show the most promise to increase sales for efficient electronics products*

## ▼ In Small Groups *(45 min.)*

- Define the Method  
*What is it? When is it used? What steps are involved? (15 min.)*
- Making the Method Effective for Efficient Electronics  
*Brainstorm ways that efficiency programs' work and funding can help empower retailers and manufacturers to more effectively promote efficient products (30 min.)*

## ▼ Compare Notes *(15 min.)*

# Making the Most of this Session

- ▶ Participate fully in the workshop
  - Turn off phone and email
  - **Use your worksheet throughout the session**
  - Speak up often and loudly
  - Ask questions (ideas, doubts)
- ▶ Don't share competitive information
- ▶ Help us stay on time
- ▶ Others?

# Overview



# Setting the Context

- ▶ CEE Board of Directors adopted Consumer Electronics Initiative in 2007
  - Goal: Help energy efficiency programs increase sales and market share of efficient consumer electronics
- ▶ Consumer Electronics Committee develops tools to support voluntary energy efficiency programs
  - ENERGY STAR specifications
  - Consumer Electronics Program Guide
  - CEE television specification
  - Developing Consumer Electronics Energy Efficiency Program Center

# Look How Far We've Come

- ▶ 2007: Few to no electronics programs
- ▶ 2010: 20 members administering programs in 12 states and 3 provinces



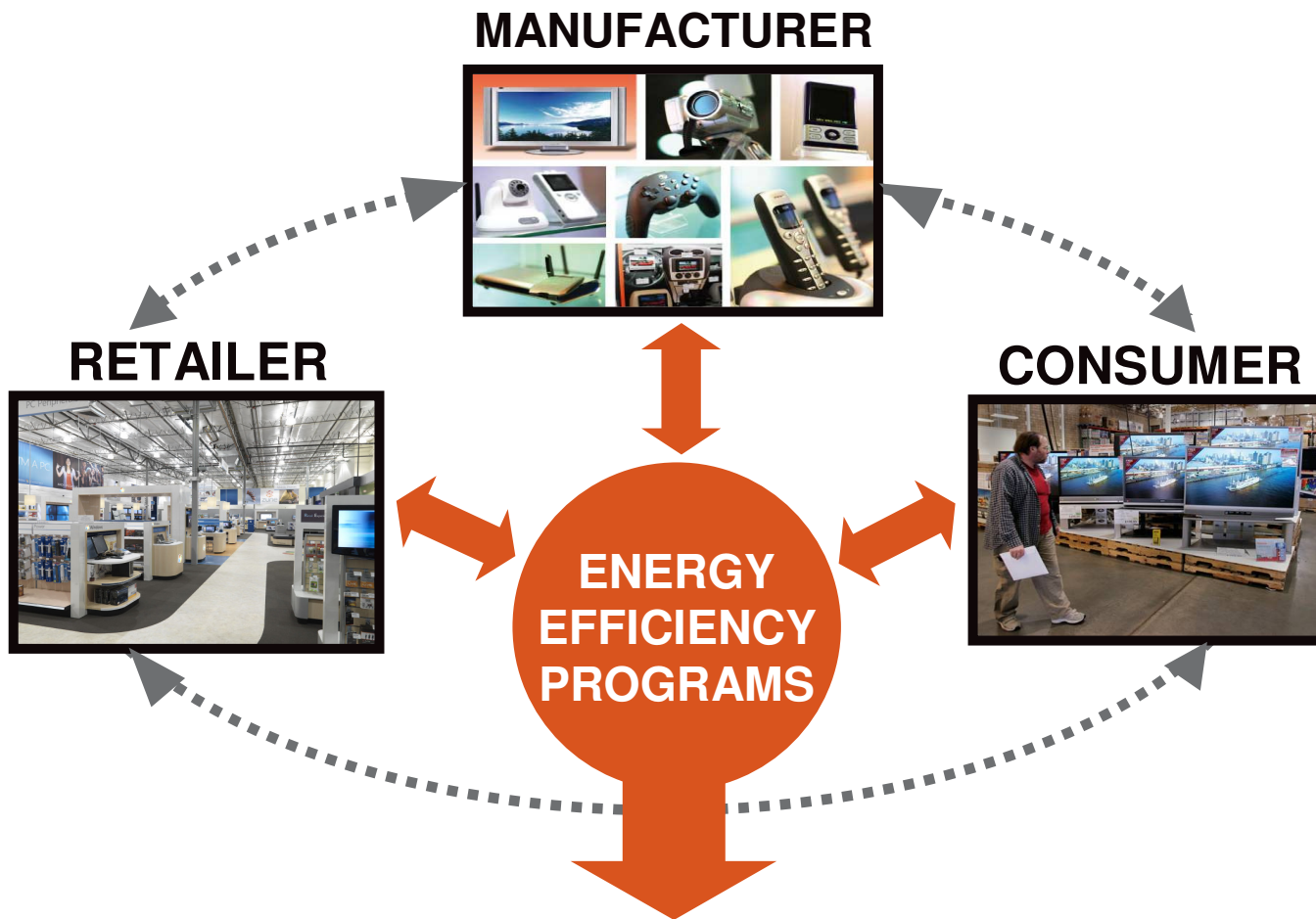
# Going Even Further

## ▼ Goals:

- Bring new programs to market
  - At least 18 additional CEE members are examining this opportunity closely
- Increase success of existing programs
  - Deliver programs as effectively as possible
  - Include new product categories in program offerings

### *Within confines of the regulatory framework*

- Energy savings
- Cost effectiveness
- Attribution



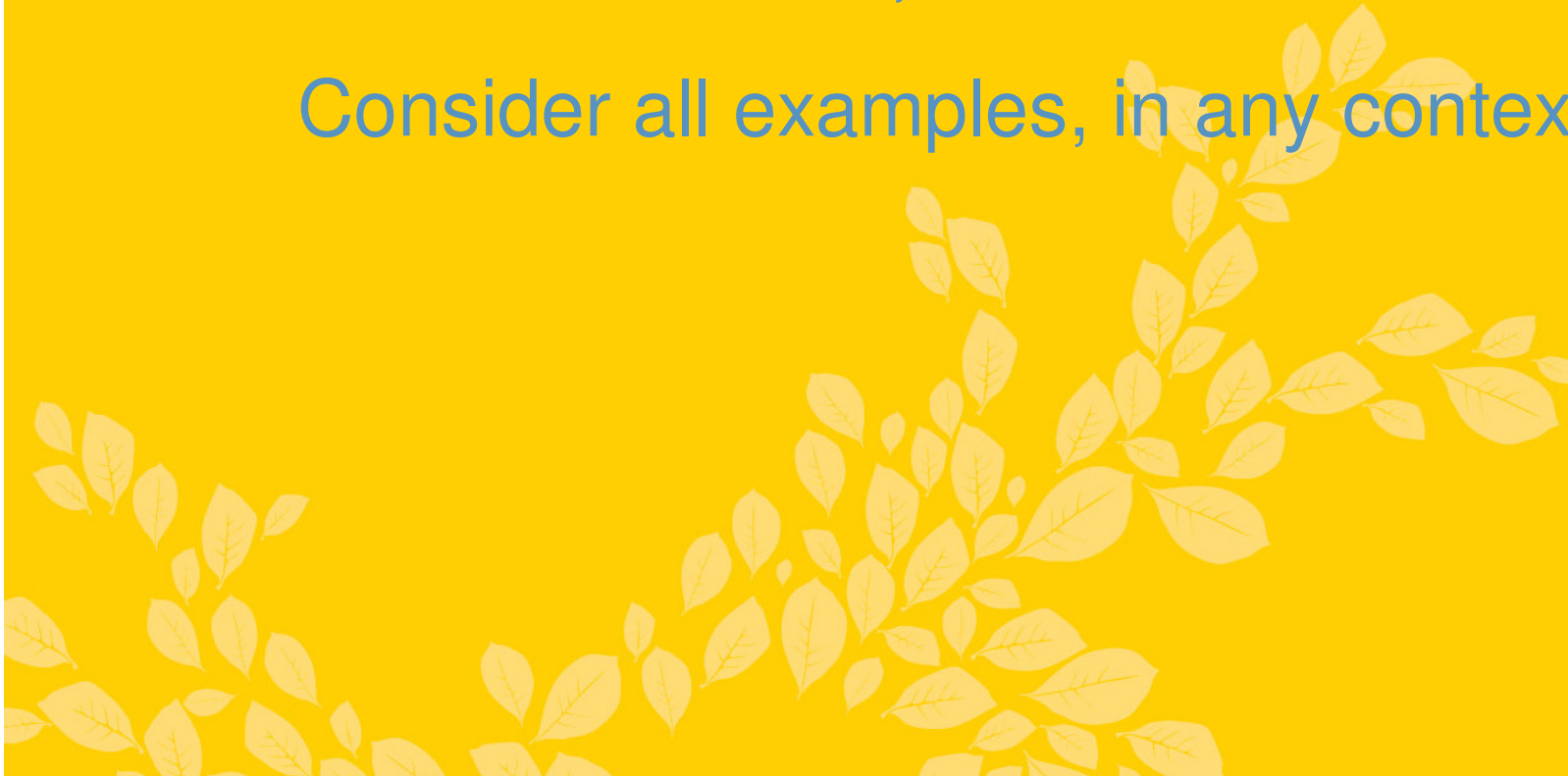
# Objectives for Today

- ▶ Identify key methods used to increase the sales of electronics in a retail environment
  - Kick-off exercise
  - Presentations to provide information on specific methods in context
  - Group brainstorm to get new ideas on the table
- ▶ Determine how to use support from efficiency programs to most effectively apply such methods to efficient electronics
- ▶ Bring individual discussion to this common forum

# Kick-Off Exercise

Worksheet, First Column

Consider all examples, in any context



# Presentations





# Residential Consumer Electronics

Using Support from Energy Efficiency Programs to Increase Retail Sales of Efficient Consumer Electronics

Margie Lynch, Senior Program Manager  
Seth Wylie, Program Manager  
September 17, 2010  
Chicago, IL

# Session 2

## ▶ Session 1 recap

## ▶ Prioritize methods

- Review the brainstormed list and identify the most promising methods for increasing sales

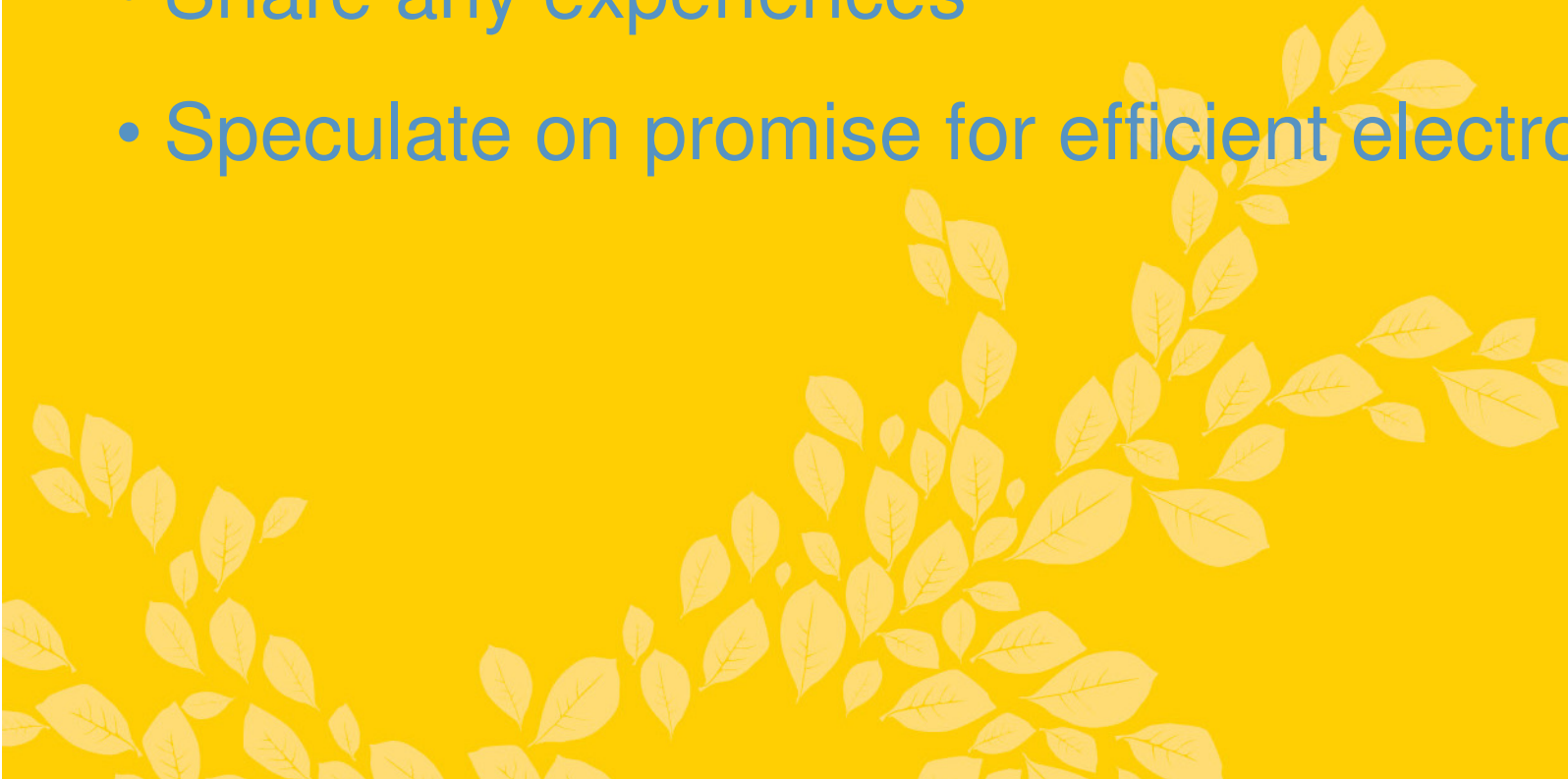
## ▶ Using efficiency programs' support (small groups)

- Define each method
- Brainstorm how efficiency programs' work and funding can help empower promotion of products

## ▶ Compare notes and wrap up

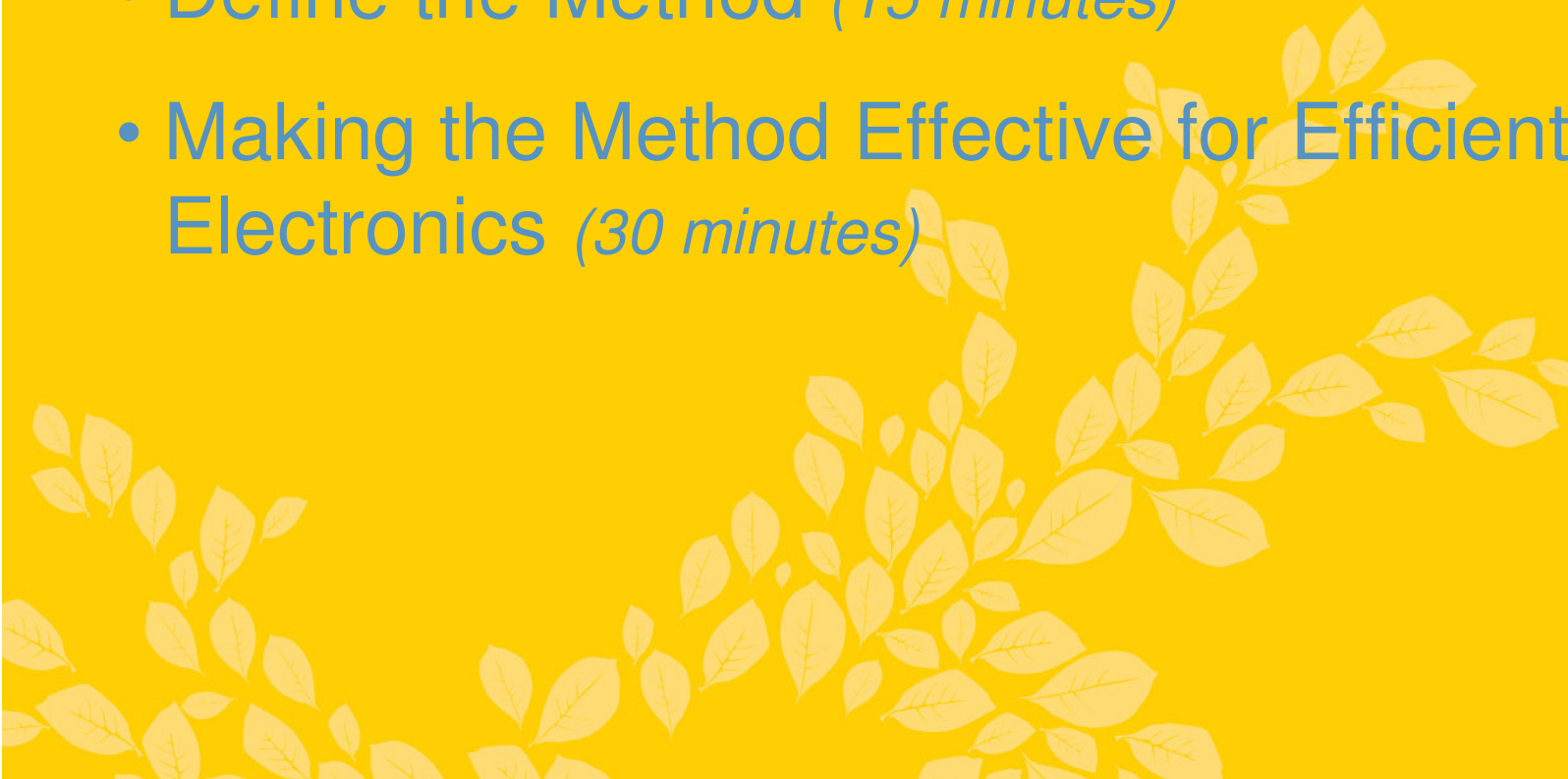
# Prioritize Methods

- Share any experiences
- Speculate on promise for efficient electronics



# Small Groups

- Define the Method (*15 minutes*)
- Making the Method Effective for Efficient Electronics (*30 minutes*)



# Contact

Margie Lynch  
Senior Program Manager  
617-337-9277  
MLynch@cee1.org

Seth Wylie  
Program Manager  
617-337-9288  
SWylie@cee1.org