

# Energy Efficiency Programs @ Retail CEE Industry Partner Meeting

Pat Mathot  
BC Hydro Power Smart  
September 2010



Overcome barriers to the adoption of energy efficiency and conservation measures

Work with government, manufacturers, retailers, developers, and other organization

- Increase the availability of energy efficient products and develop standards that drive product adoption

Demand Side Management provides cost effective energy to manage growing gaps in energy supply.

- Energy efficiency programs need to produce a benefit (i.e. energy savings) that is greater than the cost to run the program.

Why energy efficiency programs?



# Energy efficiency program strategies

**Manufacturer**

**Retailer**

**Customer**

- Incentives (downstream, midstream, upstream)
- Marketing (mass advertising, co-op funding, point-of-purchase materials)
- Consumer Education
- Training

# Two year consumer electronics program with an incentive to retailers for selling energy efficient televisions

- Targeting 10-15% of the TV sales
- Tiered incentive structure with margin bonus
- also increase the awareness of electronics recycling



## Program Overview

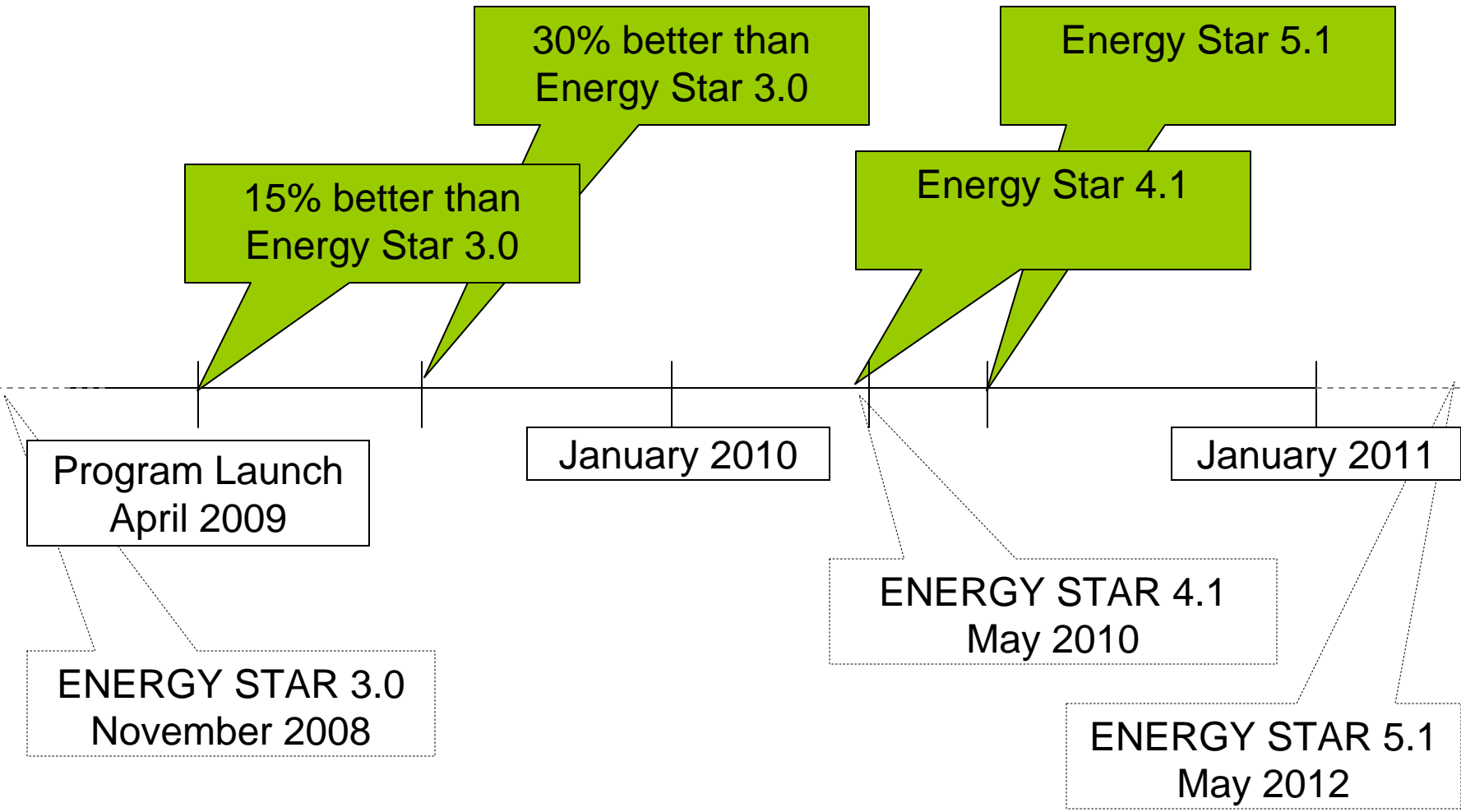


## Tiered Incentive Structure



# Program Partners





# Lessons



## What we know

- Rapid market transformation
- Green strategy
- Customer purchase decision

## What we don't know

- Baseline sales
- Retail purchase decisions
- Market trends
- Future developments

## Remaining Needs



## **Patrick Mathot**

Residential Sector Manager

BC Hydro Power Smart

604.453.6391

e-mail: [patrick.mathot@bchydro.com](mailto:patrick.mathot@bchydro.com)

## **Kari Reid**

Program Manager, BC Hydro Power Smart

604.453.6530

e-mail: [kari.reid@bchydro.com](mailto:kari.reid@bchydro.com)