

Getting to Know the Energy Efficiency Program Industry

Margie Lynch
Industry Partners Meeting
Consumer Electronics Breakout Session 1



Working Together, Advancing Efficiency

Consortium for Energy Efficiency

- Non-profit membership organization
- More than 100 members in U.S. and Canada
 - Efficiency program administrators, national research laboratories, state energy offices, advocacy organizations
- Staff of 23, budget \$2.1+ million, located in Boston



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CEE Members

- Develop and administer voluntary ratepayer-funded programs under supervision of public utility commissions
- Invest over \$4.5 billion (\$3.9 electric) annually to bring energy efficiency to the public
- Cost effective program delivery a major driver



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CEE and Members Working Together

- Mission:

CEE helps efficiency programs be more effective through enhanced **communications** and increased **harmonization** to advance energy efficiency for the benefit of the public.

- Committee based
- CEE initiatives
- Super-efficient performance specifications
- Program summaries
- Program meetings
- Co-sponsored initiatives with industry



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CEE Consumer Electronics Initiative

- Framework for addressing existing and increasing electrical consumption by consumer electronics products
- Adopted by CEE Board June 2007
- Initiative focuses:
 - Working with ENERGY STAR®
 - Program guidelines
 - Industry outreach
 - Consumer education
- Implemented by Consumer Electronics Committee with support of CEE staff (approx. .8 FTE)



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ENERGY STAR®

- Marketing platform for promoting efficient products
 - Incentives
 - Consumer education
- Specifications
 - Consensus comments
- Programs and promotions
 - Change the World, Start with ENERGY STAR



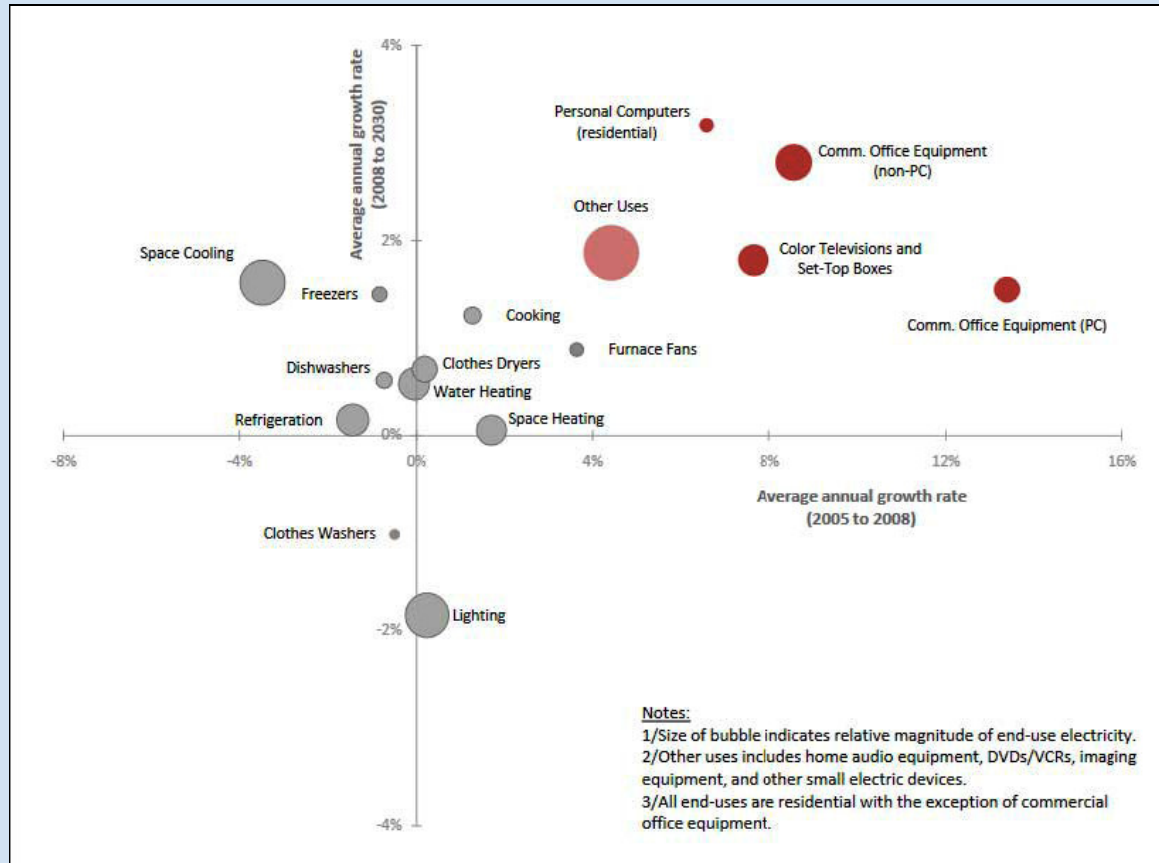
Consumer Electronics Program Guide

- Informational resource for energy efficiency program administrators and consumer electronics industry
- Developed over 9-month period by CEE Consumer Electronics Committee
- Draws heavily on experience developed in administering programs for other products
- Intended to be “living document”



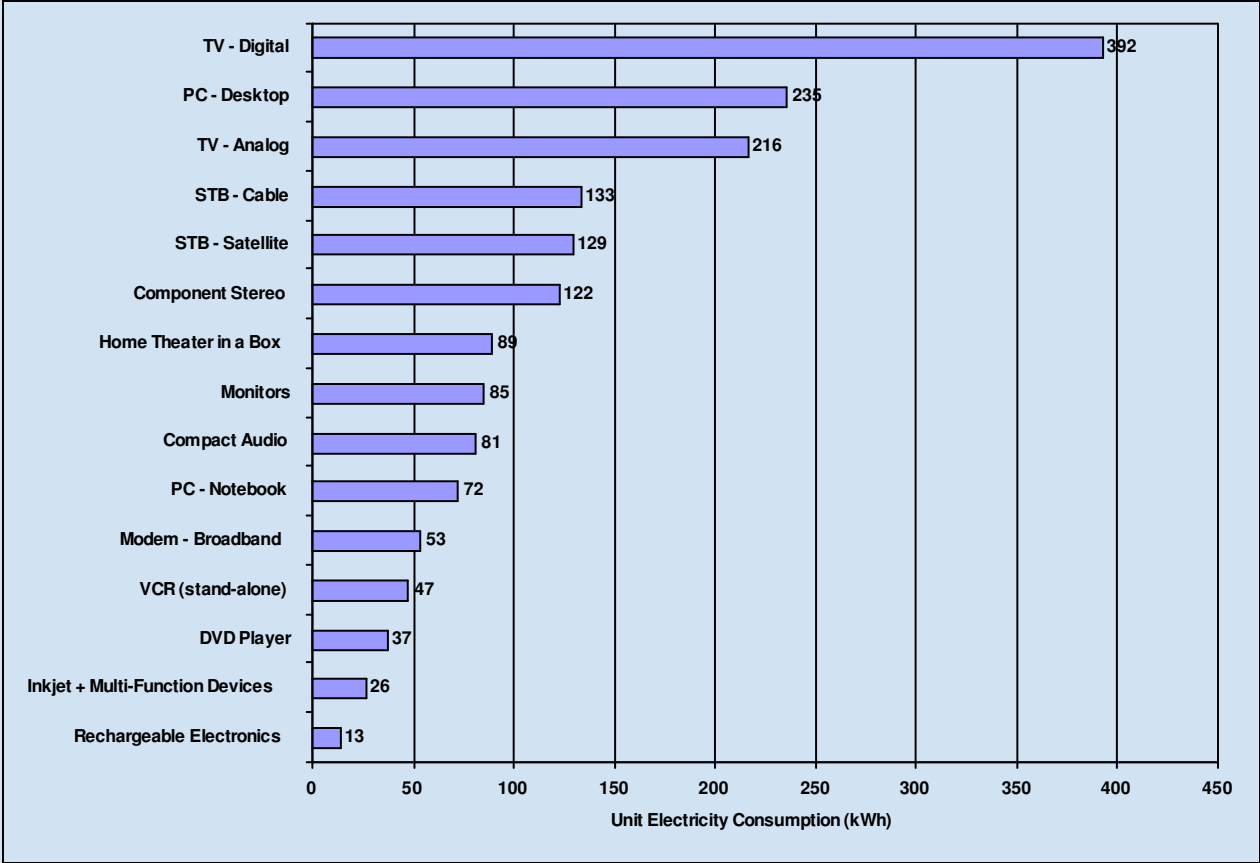
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Savings Opportunity--Growing End Use



Chase, Pope and Canny 2008

Savings Opportunity--UEC

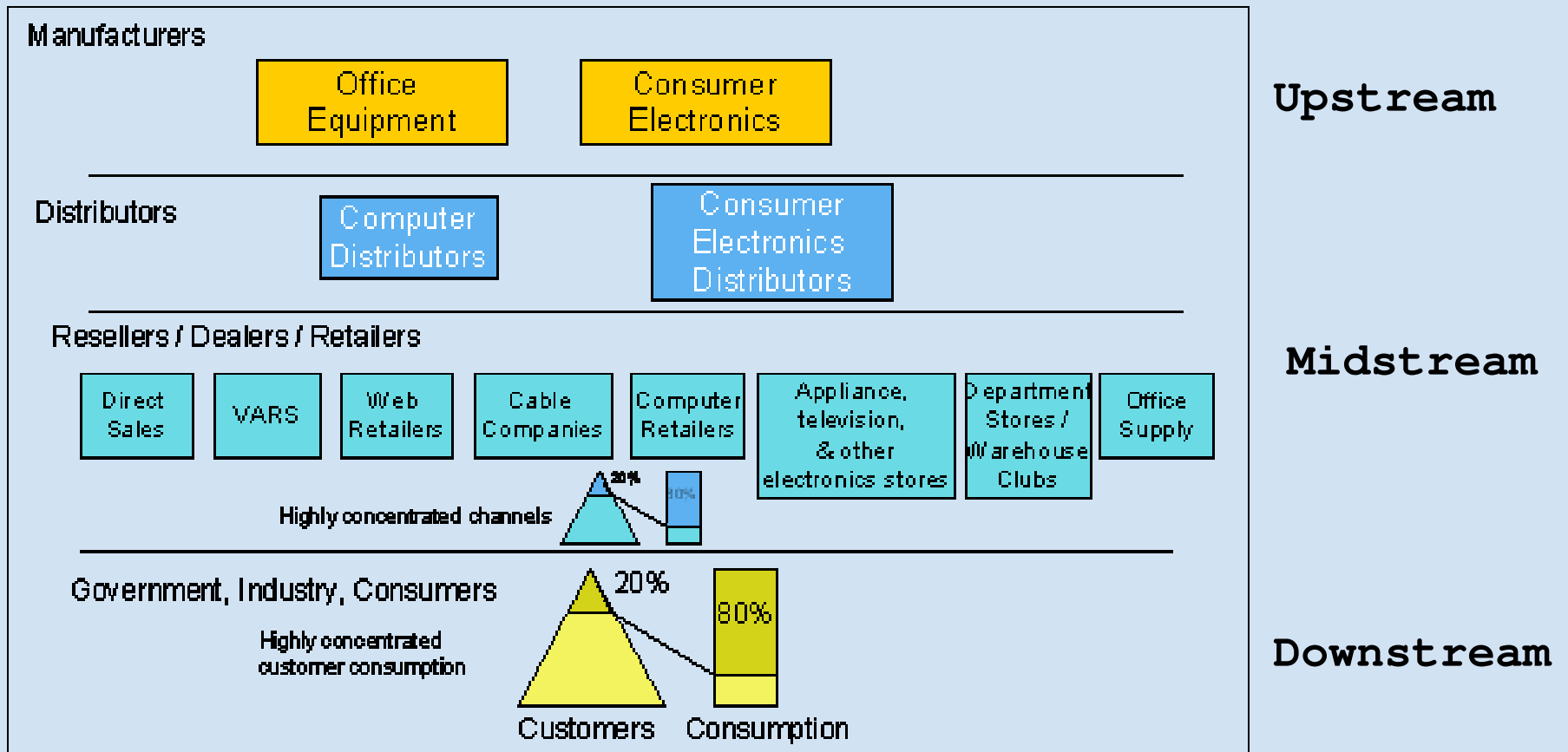


TIAX LLC for the U.S. Department of Energy 2008



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Market Actors



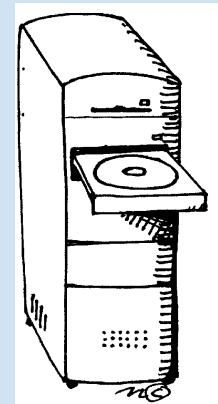
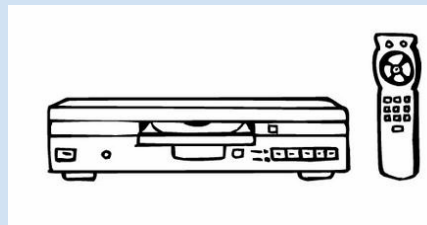
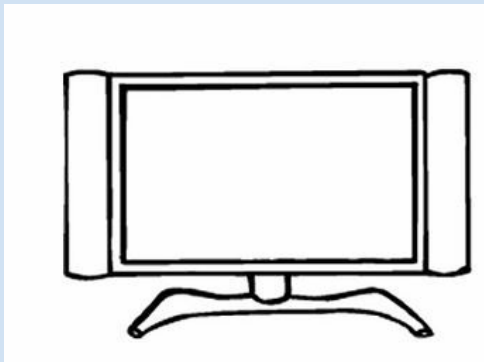
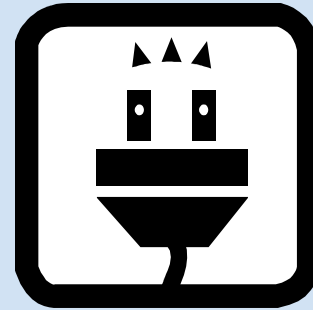
Pacific Gas and Electric Company



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Common Themes

- Consumer education
- Focus on product purchase and product use



Upstream Approaches

- Developing relationships with industry
- Co-branding/co-op marketing
- Incentives to manufacturers
 - To bring to market
 - Buydowns
 - Golden Carrot
- R&D

Midstream Approaches

- Transfer lessons learned
- Incentives
- Co-branding/co-op marketing
- Point of purchase information
- Spiffs
- Retail sales staff training
- Cable and satellite service providers

Downstream Approaches

- Leverage ENERGY STAR
- Consumer Education
- Rebates
- Buy-back/turn-in programs
- Product labeling
- Collaboration
- Feb. '09 digital transition
- Bulk purchasers

CEE Television Specification

- Facilitate increased market adoption of super-efficient products
 - Differentiate higher efficiency products
 - Provide consistency to CEE members, manufacturers, and retailers
- Program interest in savings opportunity
 - Substantial differentiation between most and least efficient products
 - Digital transition



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CEE Television Specification

- CEE Tier 1: ENERGY STAR
- CEE Tier 2: 15 percent more efficient than the minimum ENERGY STAR performance level
- Effective date: November 1, 2008
- Next steps
 - CEE members evaluate use of specification in their programs
 - Products list developed in October
 - CEE Tier 3: TBD early 2009



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Next Steps

- Breakout session 2!
- 2009 Work Plan preparation
 - Prepare and publish Program Summary
 - Explore other super-efficient specifications
 - Other items prioritized by Committee

Questions and Discussion



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Getting to Know the Consumer Electronics Industry

- Drivers
- Relative priority of energy efficiency
- Sales and distribution channels
- Design, manufacture, sales timeline considerations