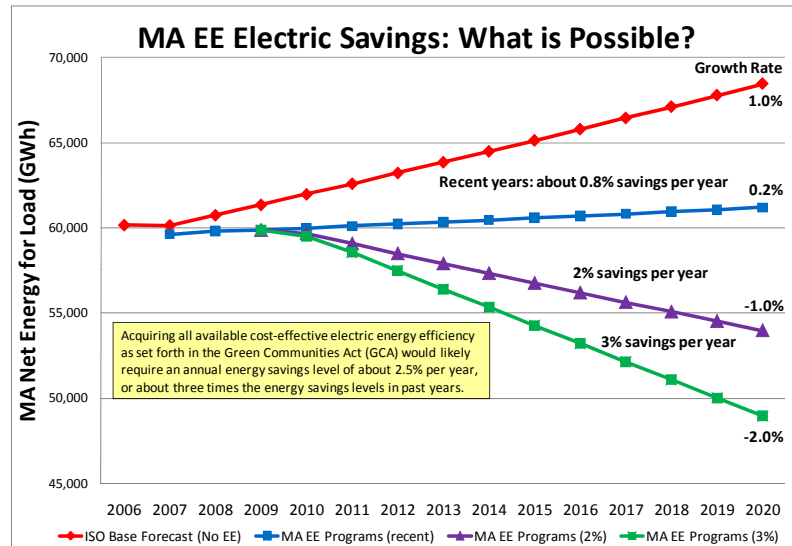
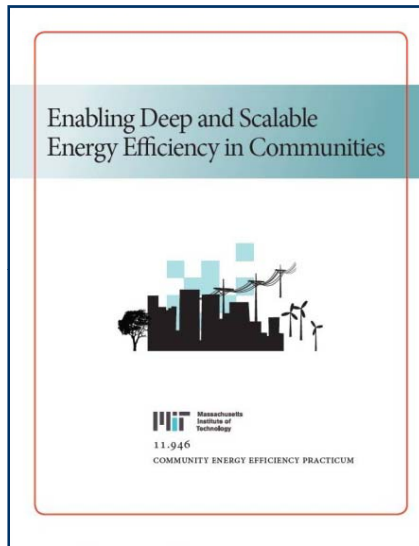


## Delivering on the promise of Efficiency –

# Communities – an effective deployment strategy?



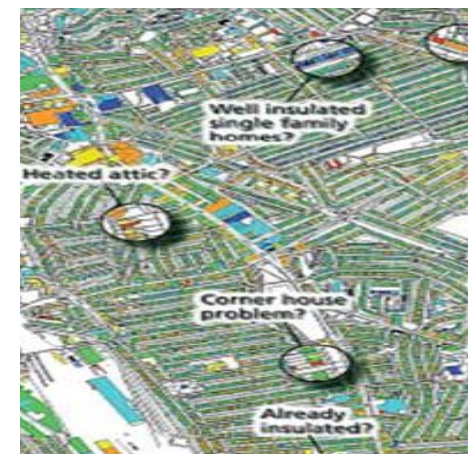
## Harvey Michaels

Lecturer /Director of Energy Efficiency Strategy Research

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Environmental Policy and Planning Program

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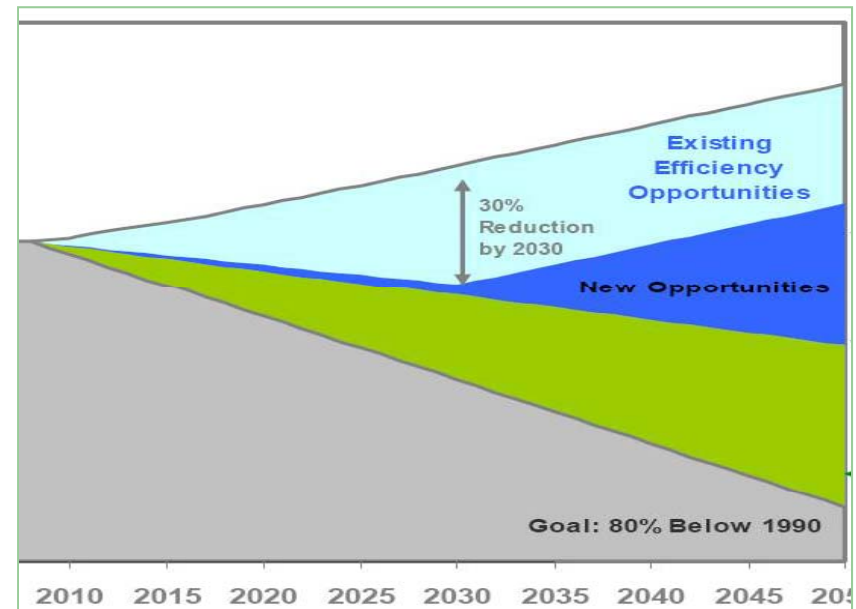
**To keep climate change manageable, by 2050  
We need to reduce US Carbon pp from 5.5 tons/yr to < 1 ton/yr**

## **ENORMOUS EFFORT:**

- **Capture all carbon from all coal plants (to date 0).**
- **Triple coal and gas plants, also with all carbon captured.**
- **2/3 of all cars/trucks all-electric, rest adv. biofuels.**
- **In units of 1000 MW (a typical nuke) by 2050 we need:**
  - **1200 wind (last year 8)**
  - **1400 solar (last year .3)**
  - **500 nuclear (last 20 years 0)**

## **LAY-UP:**

**Improve energy efficiency  
by 3% per year.**



## *Be careful what you wish for:*

### **After decades of advocacy, programs, and evaluations:**

#### **“Efficiency (insulation) is Sexy”:**



- New policy consensus- *Efficiency is essential* to meet future energy and carbon mitigation needs.
- Dramatically increasing government and utility ratepayer funds - as well as new codes and standards.

#### **2012? : or maybe “2013”**

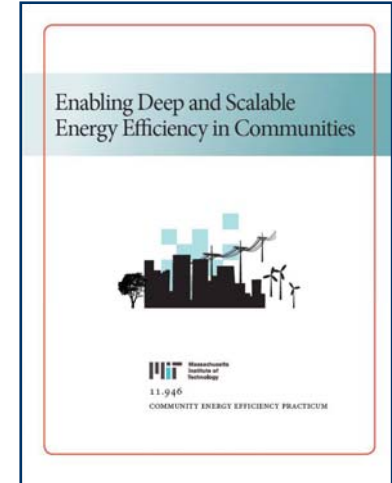
*We only have a few years to prove that the efficiency approach is the right one.*

- How will we create sustainable deployment paths?
- What interests will challenge this direction?
- What proof will be required and will we have it?



# Utility-funded MIT Research/Practicum: Communities – a path to collective action?

- **Communities offer:**
  - *Collective Action, Trusted Networks, Need, Desire*
- **Communities want:**
  - *Easy, benchmarks, rewards/penalties*



## GROUP ANALYSIS:

### Community-based Efficiency Service Innovations to Extend Program Reach and Depth

The class explored new approaches to implementing energy efficiency that emphasized partnerships with local community groups. Community-based approaches may address many of the common barriers to energy efficiency (EE), including lack of trust, lack of transparency, and split incentives. At the same time, EE programs can increase both their cost effectiveness and equity by leveraging the resources of community groups -- such as nonprofits, faith-based organizations, or trade associations. This group worked on the design and likely outcome of programs such as:

**Approaches to Leverage Community Resources for Efficiency Marketing – Community groups can act as outreach arms for state, federal, or utility efficiency programs, by recruiting their members and networks to undergo comprehensive energy efficiency**

