



Northeast Energy Efficiency Partnerships



Northeast ENERGY STAR® Business and Consumer Electronics (BCE) Initiative

Administrators of ENERGY STAR BCE Programs in the Northeast invite industry representatives to participate in our 2014 program efforts.

Priorities for 2014:

- Sponsors (Energy Efficiency Program Administrators) encourage manufacturers, distributors, retailers, and other allies to participate in joint promotional efforts (via marketing, retailer support activities, consumer incentives, consumer education, etc.). Programs are looking to continue expansion of BCE offerings with the assistance of consumer electronics manufacturers and retailers in 2014.
- Program Administrators support efforts to increase ENERGY STAR brand awareness, quality, and understanding.
- Programs are developing and implementing strategies that may target specific demographics or market channels, (e.g., TopTen USA, ENERGY STAR Most Efficient, web-based marketplaces, etc).
- Select programs will be looking to promote the highest performing ENERGY STAR certified televisions and computers through ENERGY STAR's Most Efficient and TopTen USA.
- Advanced power strips with strong evidence of energy savings, for both tier 1 and tier 2, are a focus for most Program Administrators. NEEP's APS Working Group has also released a Test Protocol to ensure only usable, functional APS devices were promoted.
- NEEP is actively exploring the integration of Home Energy Management Systems (HEMS) into energy efficiency programs. The HEMS Working Group aims to set a path for the technology to evolve with efficiency as a major component.
- NEEP, with input from the regional Program Administrators, created a Regional BCE Roadmap in 2013. NEEP solicited participation from a diverse selection of stakeholders who participated as an advisory group for this process and produced a strategy document. The report found the greatest energy savings potential in APS, HEMS, Set-Top Boxes, Game Consoles, and remaining savings to be achieved in TV and Computer promotions.

Initiative Accomplishments

- In 2013, NEEP Sponsor efficiency programs incentivized over 70,000 high efficiency business and consumer electronics products—a total of over **\$1 million** in incentives.
- Sponsors conducted staff training at over 5,000 lighting, appliance and/or consumer electronics retailers and accomplished approximately over 22,000 site visits to train numerous retailer staff personnel.

2014 Northeast ENERGY STAR Business & Consumer Electronics (BCE) Initiative Sponsors



2014 Northeast ENERGY STAR Business and Consumer Electronics (BCE) Programs

State	Utility/Energy Efficiency Service Provider	TV	Desktop Computer	Monitor	Advanced Power Strip	Programmable or HEMS wi-fi Thermostat	Servers
CT	Connecticut Light & Power The United Illuminating Co.						
DC	DCSEU						
MA	Cape Light Compact National Grid NSTAR Unitil Western Mass Electric	\$10-50 for TopTen & Most Efficient	\$5-10 for TopTen & Most Efficient		Up to \$15 for Tier 1 Up to \$40 for Tier 2	\$25 for programmable, \$100 for wi-fi enabled	
NH	Unitil Liberty Utilities New Hampshire Electric Co-op Public Service of New Hampshire				\$10	\$25 for programmable, \$100 for wi-fi enabled	
NY	PSEG - Long Island				\$10 through online catalog.		
NY	NYSERDA*	Up to \$30 for Most Efficient			Up to \$18 for Tier 1 Up to \$75 for Tier 2	Up to \$200 for HEMS wi-fi enabled (with lighting control component)	
RI	National Grid (RI)	\$10-50 for TopTen/ Most Efficient	\$5 for ENERGY STAR, \$10 for TopTen		Up to \$15 for Tier 1 Up to \$40 for Tier 2	\$25 for programmable, \$100 for wi-fi enabled	
VT	Efficiency Vermont	\$4 - \$12	\$7	\$3	\$7		\$20

*Other NYSEDA Activities include mid-stream and up-stream incentive programs dedicated to introducing power managing products, such as advanced power strips and in-home control devices, into the New York State markets. This program is open enrollment for retailers and manufacturers that meet eligibility requirements.

If you are interested in working with the Northeast, or would like more information, please contact one of the following individuals working on behalf of the regional Program Administrators:

Program Activities in CT

Elizabeth Murphy (The United Illuminating Company) at 203-499-2843, elizabeth.murphy@uinet.com
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Program Activities in DC

Stacy Szczepanski (DC Sustainable Energy Utility) at 202-479-2222 x4802, sszczepanski@dcseu.com

Program Activities in MA

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Program Activities in NH

Kathleen Nelson (Applied Proactive Technologies) at 877-366-3749, kathleen.Nelson@appliedproactive.com

Program Activities in Long Island, NY

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Program Activities in NY

Alex Stern (Lockheed Martin) at 917-533-4642, alex.stern@lmco.com

Program Activities in RI

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Program Activities in VT

Lara Bonn (Efficiency Vermont) at 802-540-7853, lbonn@veic.org

General information on NEEP's Residential Business and Consumer Electronics Initiative:

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