



Northeast Energy Efficiency Partnerships

The Nexus of E-commerce and Energy Efficiency Public Webinar

Claire Miziolek and Samantha Bresler
Northeast Energy Efficiency Partnerships
January 20th, 2pm EST

About NEEP

Mission

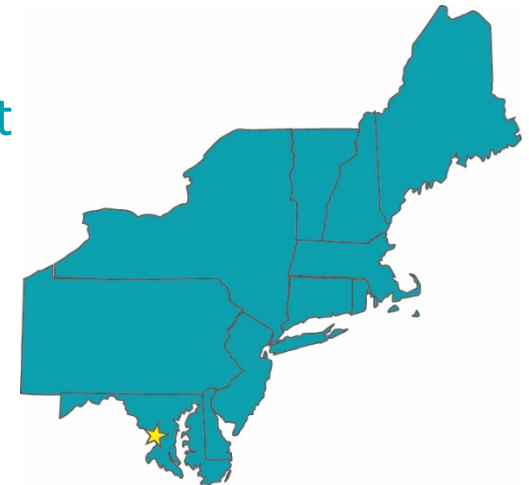
Accelerate energy efficiency as an essential part of demand-side solutions that enable a sustainable regional energy system

Approach

Overcome barriers and transform markets via
Collaboration, Education and Enterprise

Vision

Region embraces **next generation energy efficiency** as a core strategy to meet energy needs in a carbon-constrained world

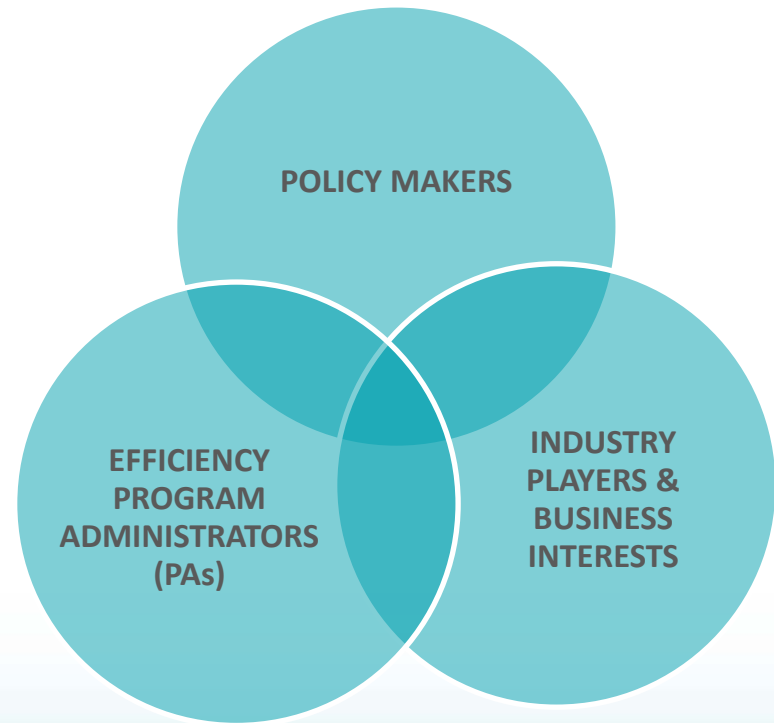


One of six regional energy efficiency organizations (REEOs) funded by the US Department of Energy (US DOE) to link regions to US DOE guidance, products and programs

Our Primary Audience

NEEP brings key stakeholders together across the region to leverage strategies and resources to overcome barriers to all cost-effective next generation energy efficiency

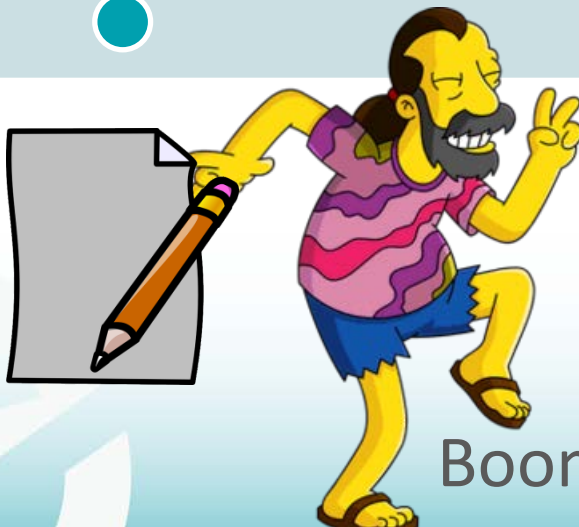
Key stakeholders include:
federal agencies; industry;
non-profit organizations;
program administrators;
electric and natural gas
utilities; state regulators; state
policymakers; state agencies



Energy Efficiency Products Programs: A Brief History



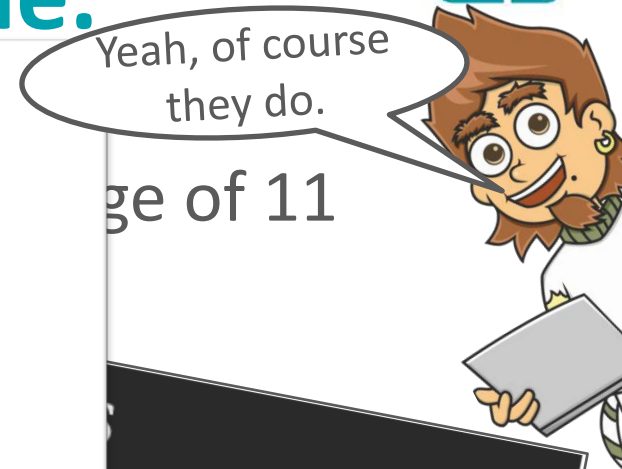
The Present



Boomer vs. Millennial



People shop online.

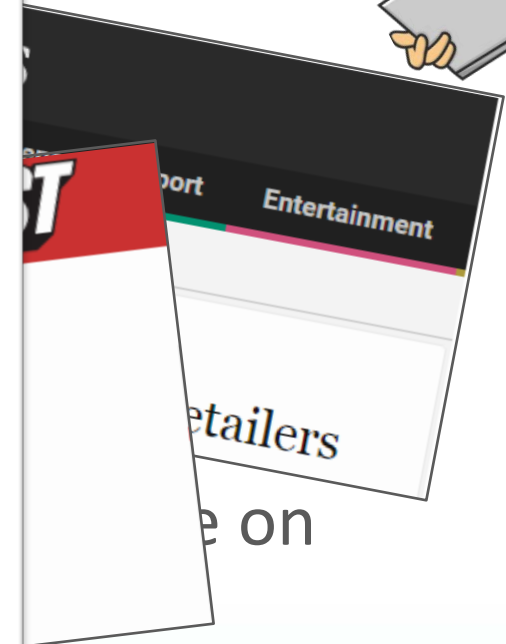


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Exploring the Nexus of E-Commerce and Energy Efficiency

December 2015



- 1. Nielsen
- 2. Pricewaterhouse Cooper
- 3. Accenture

Goals

- Whitepaper: Help PAs embrace e-commerce and integrate it with existing and new program models
- Webinar: Attendees walk away understanding e-commerce and the efficiency opportunities
- Whitepaper focuses on:
 - Defining themes of e-commerce
 - Existing online platforms and pilots
 - Recommendations to overcome challenges and barriers



TechniArt
MARKETING THE FUTURE



enervee®



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Themes and Concepts: (Super) Efficient Products are Valued Online



- More online research is done for appliances and electronics with many features
 - Efficient information needed at time of research
- Super-Efficient models(\$\$\$) need to make their case
 - Online, super-efficient products can present all the beneficial feature, long term energy savings, range of benefits to outweigh costs



Most Efficient
2016
www.energystar.gov

ENERGY STAR 2015
Emerging Technology Award

Themes and Concepts: Advanced Data Analytics



Big Data + Advanced Analytics = Successful Program!

- Customer Segmentation:
 - Using the information available to match the right program to the right person



Themes and Concepts: Keep it Simple

- The fewer the clicks, the better
- Streamline the process
- Users are skeptical to online ads
 - Social media and reviews is what people trust



Themes and Concepts: Keep it Simple

New, Revolving Shelves put all foods at your fingertips!

A simple twist of the wrist, and the back area of the Revolving Shelves is right in front. Furthermore, the inside refrigerator walls are rounded to accommodate extra-large shelves.

You see what you want. You pick up what you want without overturning other foods. No more hard-to-reach corners where leftovers are forgotten.

You can widen—or narrow—the spacing between these sturdy shelves to accommodate bottles, jars, bowls and pies without removing the food and without lifting the shelves.

Model illustrated holds more than 12 cubic feet of fresh and frozen foods! G.E. models priced as low as \$250.48.

See them at your G.E. dealer's. Look for his name and address in the classified telephone directory. General Electric Company, Louisville 2, Kentucky.

ABOUT
\$5.25*
WEEKLY



True Combination Refrigerator-Freezer
(model RR-120)

*After small down payment. See your dealer for exact terms. Price of model LR-121L (ultimately) is \$225.96. Price and specifications subject to change without notice.



There's more shelf room in the new G.E. with Revolving "Turn-Out" Shelves than in the previous corresponding General Electric model with conventional shelves. General Electric Refrigerators are available with either right or left hand doors.



Two separate and complete appliances in one cabinet!



The true, zero-degree freezer is built just like a frost-free freezer. Has its own separate refrigerating system, its own separate door. Keeps up to 100 packages of frozen foods as long as a year.

Automatic defrosting refrigerator section is completely automatic. No clock to set, no buttons to push, no pans to empty. The humidity is controlled so that foods remain moist-cold and fresh.

So dependable. More than 3,000,000 G.E. Refrigerators in use 10 years or longer!

GENERAL ELECTRIC



GE Café

GE Café Refrigerator with hot water dispenser

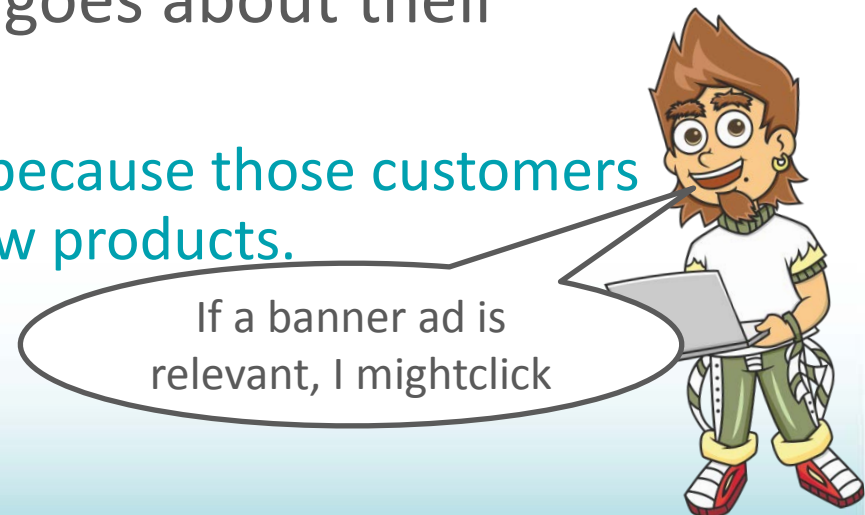
Which one would you share?

Themes and Concepts: Proactive vs. Reactive Approach



Proactive: Pinging the consumer

- Mail or Email
 - Best when coupled with segmentation so the message is applicable
- Reactive: Presenting information in the background as customer goes about their business
 - Message will be relevant because those customers are already looking for new products.



Themes and Concepts: Closed Loop



www.metrolyrics.com/fleetwood-mac-lyrics.html

FLEETWOOD MAC

OVERVIEW / **LYRICS** / PHOTOS / VIDEOS / NEWS

TOP SONGS



Dreams Lyrics



Landslide Lyrics



Rhiannon Lyrics



Go Your Own Way Lyrics

BY ALBUMS BY LYRICS **FEATURED**

SEARCH FOR LYRICS



+ SUBMIT NEW SONG

POPULAR SONGS

NAME	YEAR	POPULARITY
Dreams Lyrics	1997	<div></div>
Landslide Lyrics	1997	<div></div>
Rhiannon Lyrics	1997	<div></div>
Go Your Own Way Lyrics	1997	<div></div>
The Chain Lyrics	1997	<div></div>
Everywhere Lyrics	1997	<div></div>
Songbird Lyrics	2013	<div></div>
You Make Loving Fun Lyrics	1997	<div></div>

sears® **FREE SHIPPING**
ON \$35*

 FREE DELIVERY Kenmore 18 cu. ft. Top Freezer Refrigerator ...	 FREE DELIVERY Kenmore 25 cu. ft. Side-by-Side Refrigerator ...
 FREE DELIVERY	 FREE DELIVERY

Themes and Concepts: White Labeled vs. Vendor Branded

energize  **EFFICIENT PRODUCT FINDER**
CONNECTICUT POWERED BY ENERVEE

search models...



Products ▾

Support

Energize Connecticut helps you choose
energy-saving products.

Efficiency
Score **91**

Find top efficient products
Search, filter & compare the most
energy efficient models.



Find energy efficiency rebates
Lower your energy bill and save
even more with rebates.



Know what's popular
We analyze sales and user
reviews from leading retailers.



Clothes Dryers



Refrigerators



Clothes Washers



Freezers



Example: Eversource CT Case Study

- Enervee
 - Processing rebates
 - Driving higher participation and online presence
- All CT appliances done through Enervee


Appliance	2013 (TopTen USA)	2014 (TopTen USA)	2014-2015* (Enervee)
Clothes Washer	230	251	340
Freezer	12	8	27
Dryer	N/A	N/A	225

That's a lot of appliances!



Potential of E-Commerce

- Programs are starting to take advantage of existing platforms to fill the needs of customers
- NEEP feels that all products programs could benefit by using e-commerce today
 - And possible opportunities for e-commerce techniques to help with other programs into the future
- BOTTOM LINE: People are researching and purchasing products online, and efficiency programs must meet them there in order to stay viable.



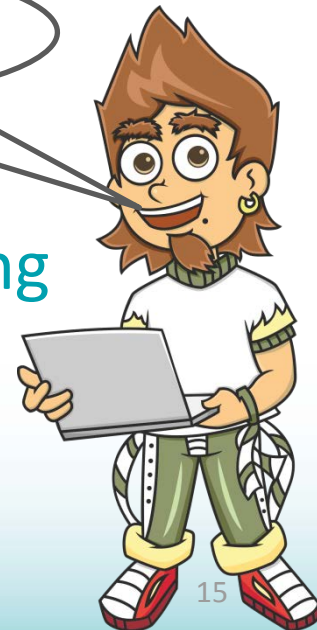
Sounds groovy—
sign my utility up!

From Theory to Reality: Existing Barriers



- Internal Program Coordination:
 - Success relies on cross-department communication
 - Concerns around attribution
- Thinking New! Not always easy
 - Hesitation on transitioning to new marketing tactics

I have such a cool new idea! Let's implement it!



Filter Your Results

7 Records Found

Sort by:

Annual Energy Use (kWh/yr) ▾



Type ⓘ

× Clear selections

- ☐ Top Freezer ⓘ (241)
- ☒ Bottom Freezer ⓘ (402)
- ☐ Side-by-Side ⓘ (64)
- ☐ Freezerless and Single Door ⓘ (28)
- ☐ Compact ⓘ (584)

Additional Features

- ☐ Thru the Door Dispenser (180)
- ☐ Automatic Defrost (1033)
- ☐ Connected (11)
- ☐ Icemaker (456)
- ☐ Built-in (113)
- ☐ Counter Depth (352)

Capacity (Total Volume) (ft3) ⓘ

- ☐ Less than 7 (578)
- ☐ 7 - 14.9 (190)
- ☐ 15 - 17.9 (86)
- ☐ 18 - 23 (261)
- ☐ Greater than 23 (204)

GE Artistry - ABE20EGH****

☐ Compare

Bottom Freezer

Capacity (Total Volume) (ft3): 20.3

Annual Energy Use (kWh/yr): 483

Date Certified: 11/21/2014

Samsung - RL220N*TA**

☐ Compare

Bottom Freezer

Capacity (Total Volume) (ft3): 21.8

Annual Energy Use (kWh/yr): 485

Date Certified: 08/29/2014

GE Artistry - ABE20EGH****

☐ Compare

Bottom Freezer

Capacity (Total Volume) (ft3): 20.3

Annual Energy Use (kWh/yr): 567

Date Certified: 11/21/2014

GE - GDE20GGH****

☐ Compare

Bottom Freezer

Capacity (Total Volume) (ft3): 20.4

Annual Energy Use (kWh/yr): 569

Date Certified: 08/27/2014

Recommendations



We are not the same!



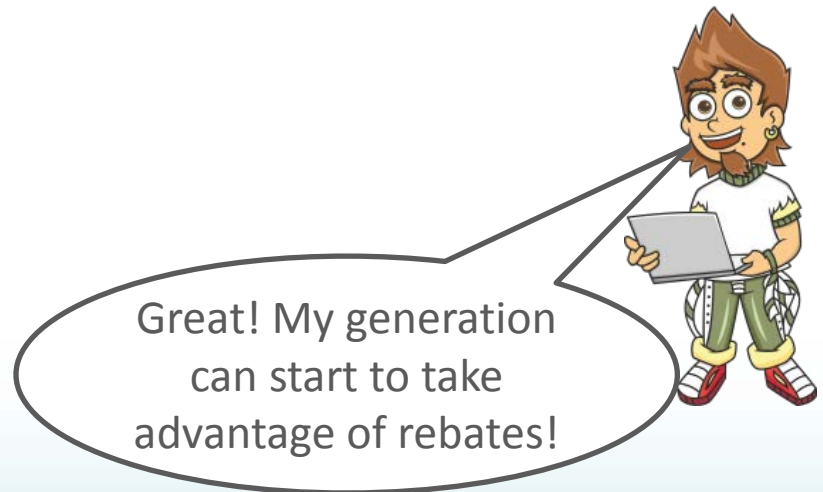
- Start Promoting Appliances and Electronics Online
 - Meet your customers where they are to influence their decision
- Cohesive Communication
 - Get all departments and regulators onboard early
 - Avoid competition within an organization
- If you aren't Segmenting Customers, Start!
 - Customers expect you to know something about them
 - especially if you have AMI or are sending home energy reports with comparisons

Recommendations

- Partner with Retailers who are already online
 - Can your retail partners position their efficient products better online?
- Taking Advantage of ENERGY STAR's Resources
 - Product Finder: tool where consumers can compare different products using the ENERGY STAR database.
 - Beta version: Real-time price and purchase location information
 - Application Program Interface (API), Open Data Cloud
- Keeping an Open Mind on New Savings Methods

Conclusion

People are researching and purchasing products online. Efficiency programs should provide accessible information to encourage efficiency and maintain products programs success.



Conclusion

- Thank you to all interviewees, data providers, and reviewers!
- NEEP will continue to monitor progress in the E-commerce space
- Read the report! Full report, this slideshow, recorded webinar:
 - <http://www.neep.org/exploring-nexus-e-commerce-and-energy-efficiency>
- Any Questions?



2016 NEEP Summit



June 13-14, 2016

Omni Mt. Washington Resort

Next Generation Energy Efficiency

Information on registration, sponsorship opportunities, and program:
<http://neep.org/events/2016-summit> or contact Lucie Carriou at
lcarriou@neep.org



THANK YOU!

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Read the full Report, available from

<http://www.neep.org/exploring-nexus-e-commerce-and-energy-efficiency>

ENERGY STAR Website

- Product Finder: tool where consumers can compare different products using the ENERGY STAR database.
 - Beta version: Real-time price and purchase location information
- Application Program Interface (API): stakeholders can connect their tools to ENERGY STAR's database.
- Open Data Cloud : Individuals can create filtered views of ENERGY STAR data that are automatically updated as new products are added to the datasets.

EFI Online Store

- Oldest E-commerce Platform for Efficiency Programs
- White-labeled online store
- Verification of customers and high attribution of savings



TechniArt's Pop-up Retail

- Online Promotion
- Limited-Time Offer
 - Partnership with Cadmus
 - Heavily marketed via social media
 - 2-4 weeks
- Example: Mass Saves' trial of Limited-time Offer

Simple Energy Marketplace

- Direct purchase model
 - Xcel pilot with Smart Thermostats
- Referral model
 - SDG&E
- Launching two Demonstration Projects in NY as part of the REV process.



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energy

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Enervee

- Eversource Case Study
- PGE pilot to **claiming savings without a rebate.**
- potential opportunity for more accurate model-specific savings based on the efficiency of the specific product purchased.
- Enervee Charge: new feature for retailer partners which recommends rebates for efficient products with similar specifications.

