



Northeast Energy Efficiency Partnerships

Consumer Electronics— A Strategy for the Northeast

TUESDAY, JUNE 18TH, 2013

9am-3pm

#summit13

2013 NORTHEAST ENERGY EFFICIENCY SUMMIT

June 18 - 19, 2013

Springfield Sheraton Hotel - Springfield, MA

Accelerating Innovation in Efficiency



NORTHEAST ENERGY EFFICIENCY PARTNERSHIPS

“Accelerating Energy Efficiency”



MISSION

Accelerate energy efficiency in homes, buildings and industry in the Northeast – Mid-Atlantic region

BUSINESS AND CONSUMER ELECTRONICS INITIATIVE

Regional effort to achieve consumer acceptance of high efficiency business and consumer electronics products



HISTORY: NEEP

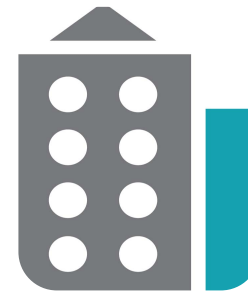
MISSION

Accelerate energy efficiency in homes, buildings & industry in the Northeast - Mid-Atlantic region

GOAL

Keep the region a national leader in accelerating energy efficiency

STRATEGIES



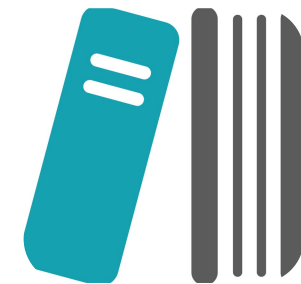
Reduce Building Energy Use



Speed High Efficiency Products



Make Efficiency Visible



Advance Knowledge - Best Practices

Regional energy efficiency collaborations since 1996

HISTORY: PURPOSE AND APPROACH



APPROACH

COLLABORATION

- Bring people and organizations together to work effectively and creatively to accelerate savings

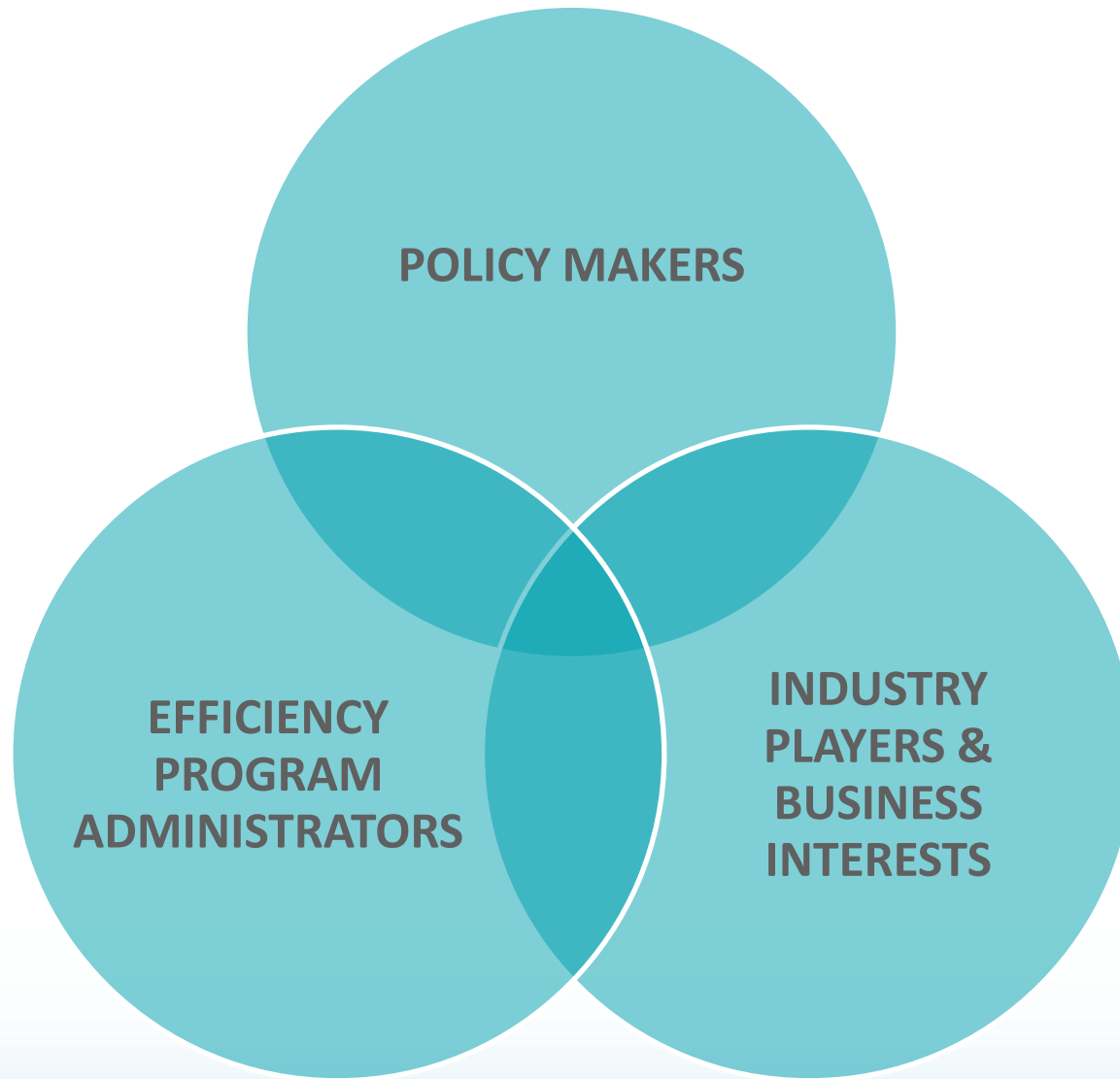
ADVOCACY

- Maintain regional strategy with best practice programs and policies, encourage regional-scale coordination

EXPERTISE

- Foster and apply expert skills and knowledge; provide data and analysis with a regional view

MOVING MARKETS TAKES COORDINATION



THANK YOU



John Puc

Director of Energy Efficiency Strategies

jpuc@neep.org

781-860-9177 x137

91 Hartwell Avenue Lexington, MA 02421

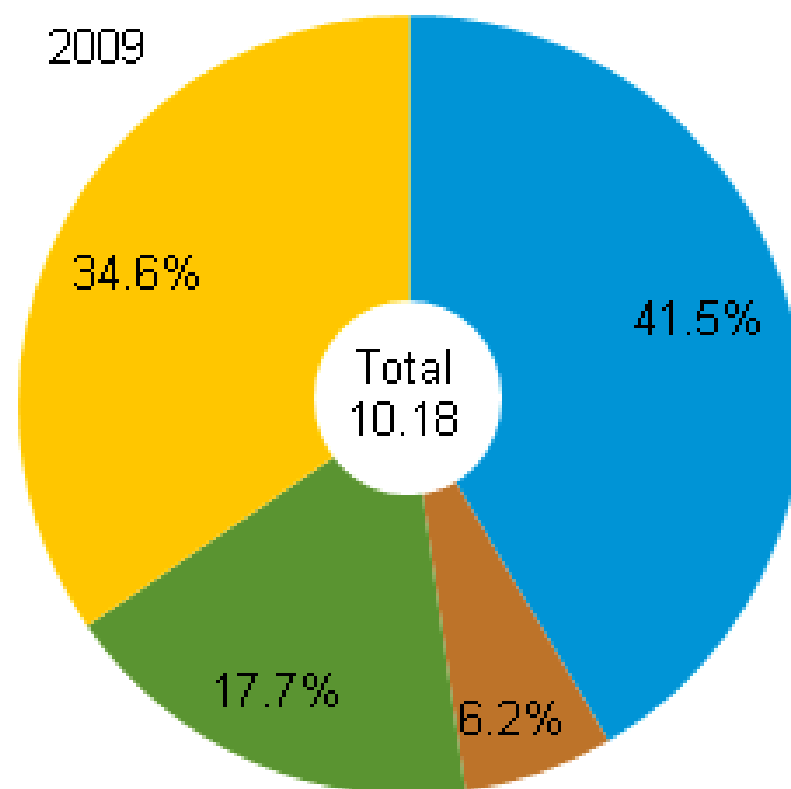
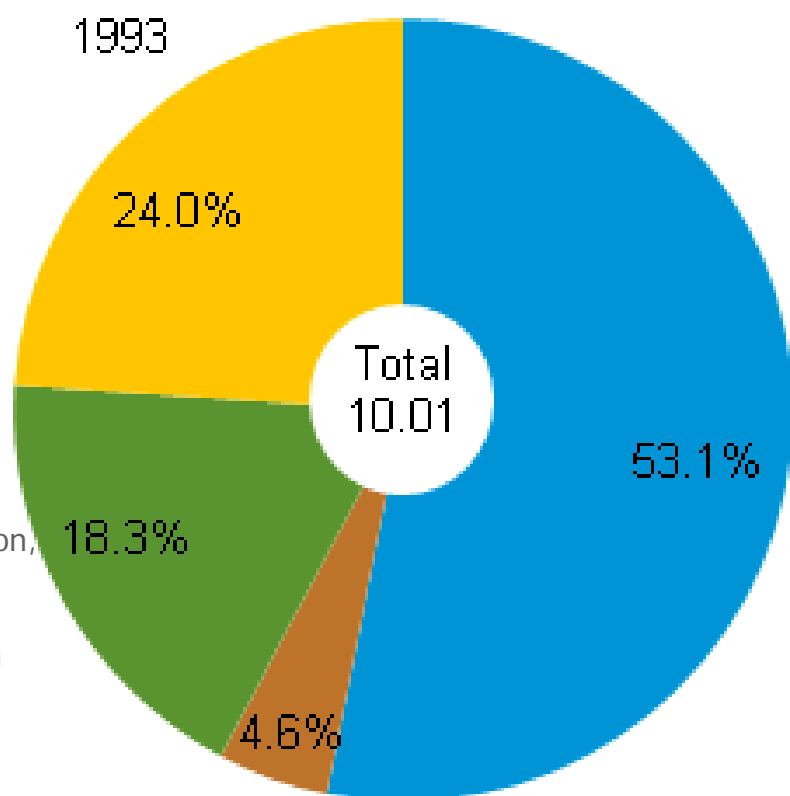
www.neep.org

WHY A BCE STRATEGY?



- This is one of the few areas of energy use that is growing, not shrinking

Energy consumption in homes by end uses
quadrillion Btu and percent



■ space heating ■ air conditioning ■ water heating ■ appliances, electronics, and lighting

- Individual devices are improving, but the number of devices is growing leaps and bounds

Source: US
Energy
Information
Administration,
Residential
Energy
Consumption
Survey

WORKSHOP GOALS AND OBJECTIVES

- Discuss opportunities for national collaboration among efficiency programs, retailers, and manufacturers to maximize success of Business and Consumer Electronics programs
- Present core findings from draft BCE strategy and solicit feedback to integrate into final report
- Discuss innovative trends, technologies and efficiency opportunities, including what policy measures can be taken to support these trends.
- Increase audience understanding of the efficient BCE landscape, the significant role BCEs play in energy efficiency activities, and understanding of next steps

AGENDA

- | | |
|---------|--|
| 9:00am | Welcome and Introduction, Logistics |
| 9:15am | Working Together to Build a Program around the Margins |
| 10:35am | Networking Break |
| 11:00am | Influencing a Regional Dialogue |
| 12:15am | Networking Lunch |
| 1:15pm | Innovation in Business and Consumer Electronics Products and Policy |
| 2:45p | Wrap Up |
| 3:00pm | Meeting Adjourn |

LOGISTIC REMINDERS

- Each session has time built in for audience questions and you have note cards and pens to jot any questions down
- Please give your full attention to the speakers. Don't worry—we have worked several breaks into the day
- Regarding your own consumer electronics:
 - Please silence your phones
 - Please dim your screens for laptops/tablets/phones



Northeast Energy Efficiency Partnerships

Working Together to Build a Program Around the Margins

TUESDAY, JUNE 18TH, 2013

9:15am-10:35am

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GOALS AND FORMAT

- The goal of this session is to have a worthwhile and engaging discussion on how programs from across the nation can better work with each other, retailers, and manufacturers to have better success with business and consumer electronics. We will work to develop some tangible next steps.
- I will be asking a series of targeted questions to try to work towards a solution, and then have an opportunity for the audience to weigh in at the end.

SPEAKERS



Paul Campbell
*Sears Holding
Company*



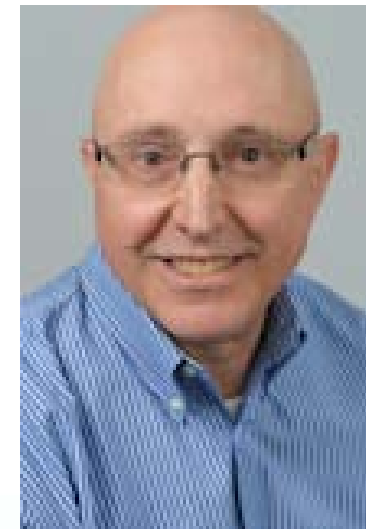
Mark Sharp
Panasonic



Lara Bonn
Efficiency Vermont



Dave Canny
Pacific Gas and Electric



Bob Freshman
*Northwest Energy
Efficiency Alliance*



Lara Bonn



Paul Campbell



Mark Sharp



Dave Canny



Bob Freshman



Pacific Gas and Electric Company

Delivering safe, reliable, affordable, and customer-focused gas & electric service



Energy services to 15 MM people:

- 5.1 MM Electric customer accounts
- 4.3 MM Natural Gas accounts

70,000 square miles with diverse topography and climate zones - 20,000 employees

Customer stats:

- 5.4 Million Residential
- Over 300,000 SMB
- More than 10,000 LCI

A regulated investor-owned utility

The first utility to do energy efficiency - 1976



Lara Bonn



Paul Campbell



Mark Sharp



Dave Canny



Bob Freshman

SEARS HOLDINGS



NEEP BCE Workshop

Paul Campbell

Director Sustainability/Green Leadership

June 18, 2013

SHC Mission



1. Deliver a “WOW” member experience
2. Become the world’s greatest Integrated Retailer
3. Build a team of Engaged Associates who embrace change and technology ...(and Green)
4. Operational excellence to drive profitable sales

SEARS HOLDINGS



Product and Marketing Priorities

QUESTION: What does a Retailer want?

ANSWER: DEMAND Generation

- SHC wants an “incremental” rise in product demand either “organically,” like a housing market boom, or “initiated,” like a tax free holiday.
- Additionally, SHC continuously seeks out ways to draw the current natural demand “more” into the retailer’s favor.

ALL IDEAS WELCOME

SEARS HOLDINGS



A challenge for all of us

- Clear and simple messaging
- Minimizing sticker shock (bundling offers)
- Thinking nationally, or at least regionally
- Co-marketing
- Tax Free Holiday formula
- What is the next great collaborative idea?

Panasonic Green End Cap



SEARS HOLDINGS





Lara Bonn



Paul Campbell



Mark Sharp



Dave Canny



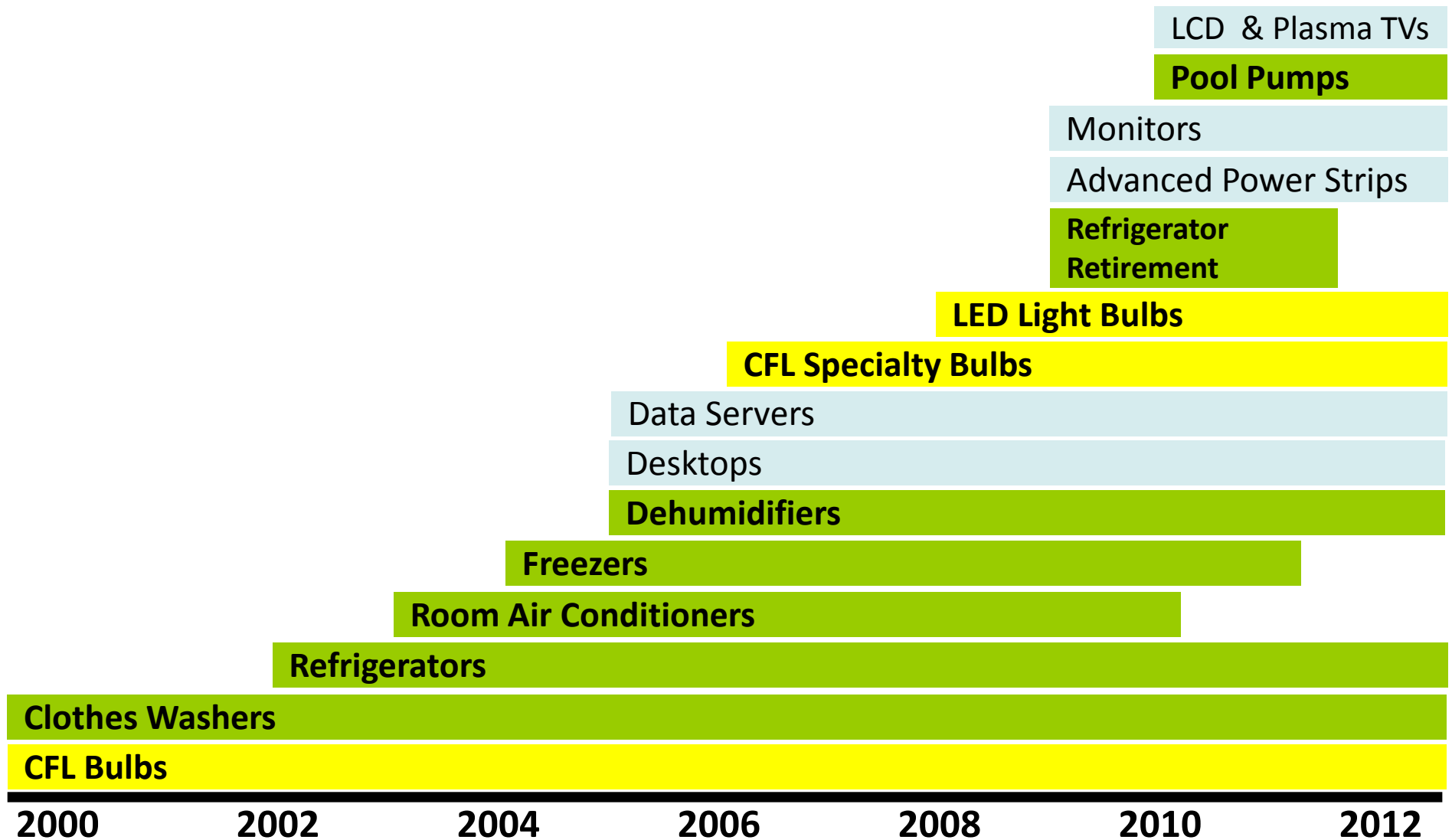
Bob Freshman



NEEP Summit Workshop: Working Together to Build Programs Around the Margins

Lara N. Bonn
Retail Efficient Products Program Manager
June 18, 2013

Efficiency Vermont Program History



Retail Consumer Electronics Program Model - Midstream

- Small incentives direct to Retail Partners, not to Customers
- Retailers use incentives for greatest impact
- Success requires Field Support, Marketing, Customer Education, and Sales Associate Training and most importantly - great collaboration with retail and manufacturing partners!

CE Current and Potential Future Incentives

Program Measures
TV - ENERGY STAR 6.0 & 6.0 + 20%
TV – ENERGY STAR Most Efficient and SEAD
Display - ENERGY STAR 5.0+10% soon to be ES 6.0 & Most Efficient
Desktop – ENERGY STAR 5.0
Qualifying Advanced Power Strips

Efficiency Vermont CE Partners



**The
SuperStore**

Owned by Vermonters. Run by Vermonters.

Advanced Power Strip Promotions

- Midstream – Retail CE Program
- Midstream - Markdown
 - Range of products discounted through midstream markdown
- Downstream - Coupon
 - \$7 Instant Off Coupon available at participating retailers

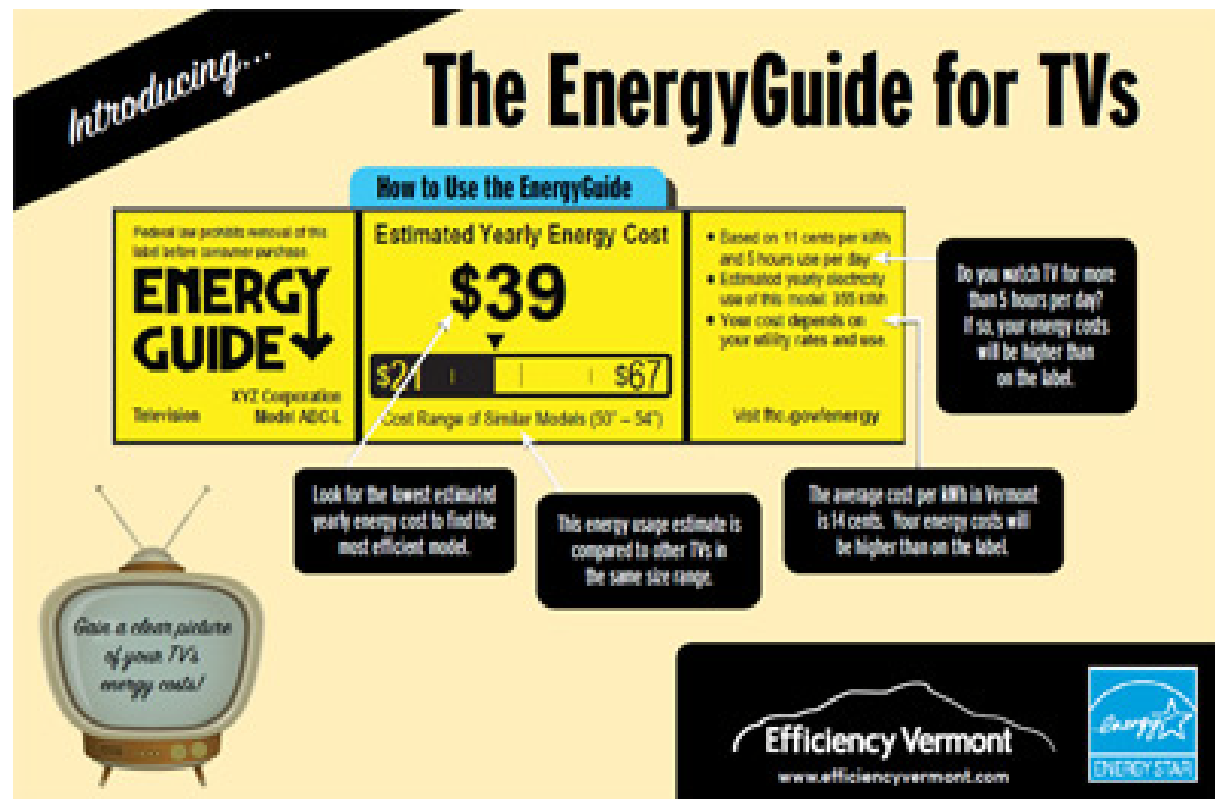


Marketing and Brand

Marketing and brand is important in this program model



Energy Guide for TVs - Education



Thank you!

Lara N. Bonn, B.E.P.

Retail Efficient Products Program Manager

Efficiency Vermont

tel. 802.540.7853

lbonn@efficiencyvermont.com





Lara Bonn



Paul Campbell



Mark Sharp



Dave Canny



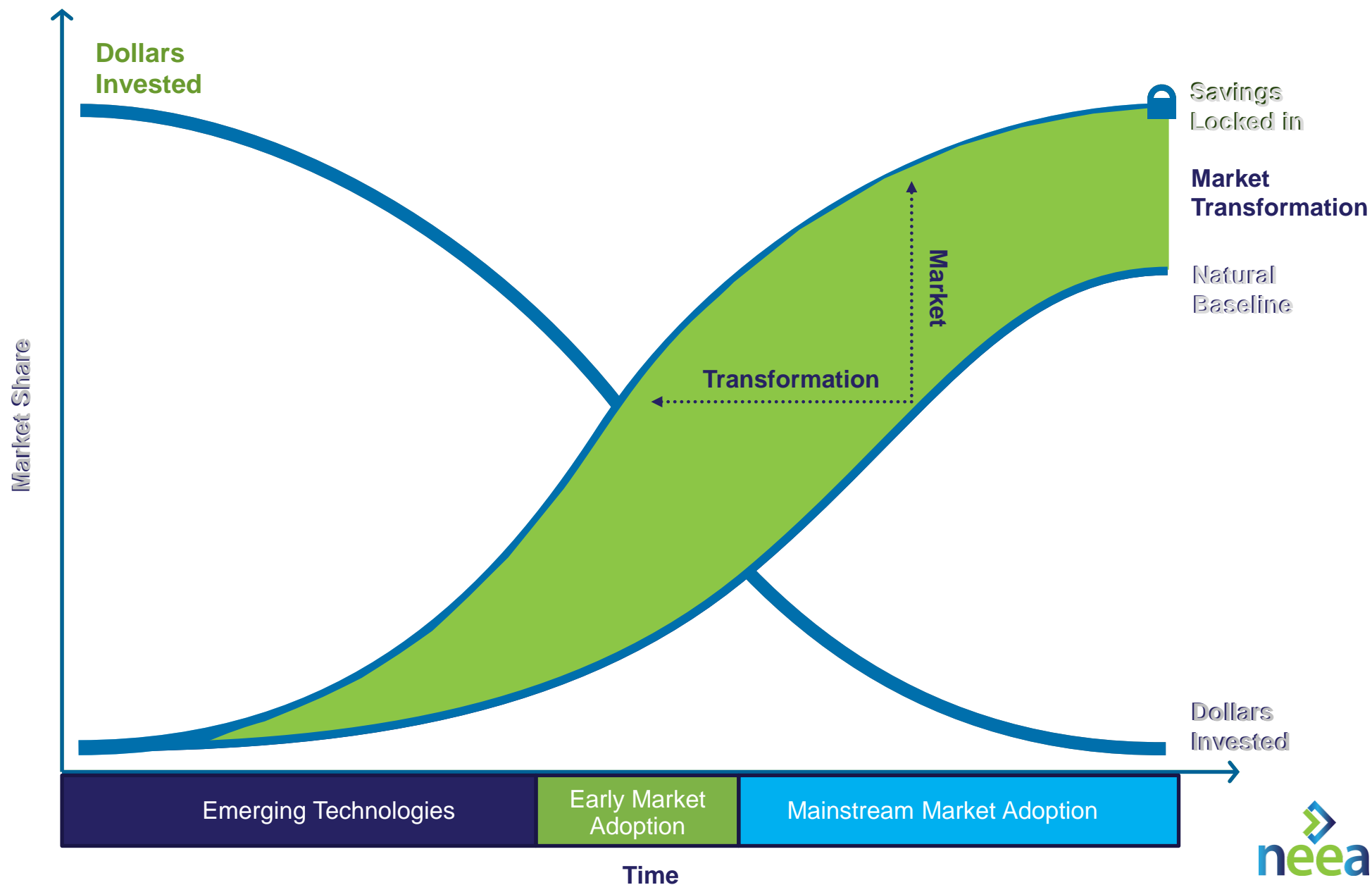
Bob Freshman

Market Transformation

“Intervening in a market to create lasting change”



Accelerating Market Adoption



Identify Barriers for Adaption

- Energy-efficient TV's were not being prioritized by retailers, manufacturers and consumers
- Consumers also did not have a way to identify which TV's were the most efficient in stores



Intervene in the Market

- NEEA partnered with retailers and manufacturers to produce, sell and promote the most efficient TV's through retailer incentives (mid-stream), training, marketing and field service support



Why Focus on TVs?



1. Market Penetration of TV's?
 - 98% Penetration
2. # of hours watched per day
 - 5+ hours/day/capita
3. How many TV's per household?
 - 2000 – 2.43
 - 2010 – 2.93
4. How much Energy do TV's Consume?
 - TV's consume energy!
 - 1/08 – 426 kWh avg UEC
 - 1/12 – 102 kWh avg UEC

Market Transformed

Retailers
representing

84%

of TVs sold in the
Northwest promote
Energy Forward TVs
in their stores.

Super efficient TV
sales have soared.
The market respond-
ed and today TVs are

60%

more efficient than
just 3 years ago.

Goal:

- 95% of TV's sold will be Energy Star 5.3 compliant in the NW by 2016
- Federal Standard by 2018

Partners represent 84% of NW

sears



kmart



^{ELECTRONICS}
fry's

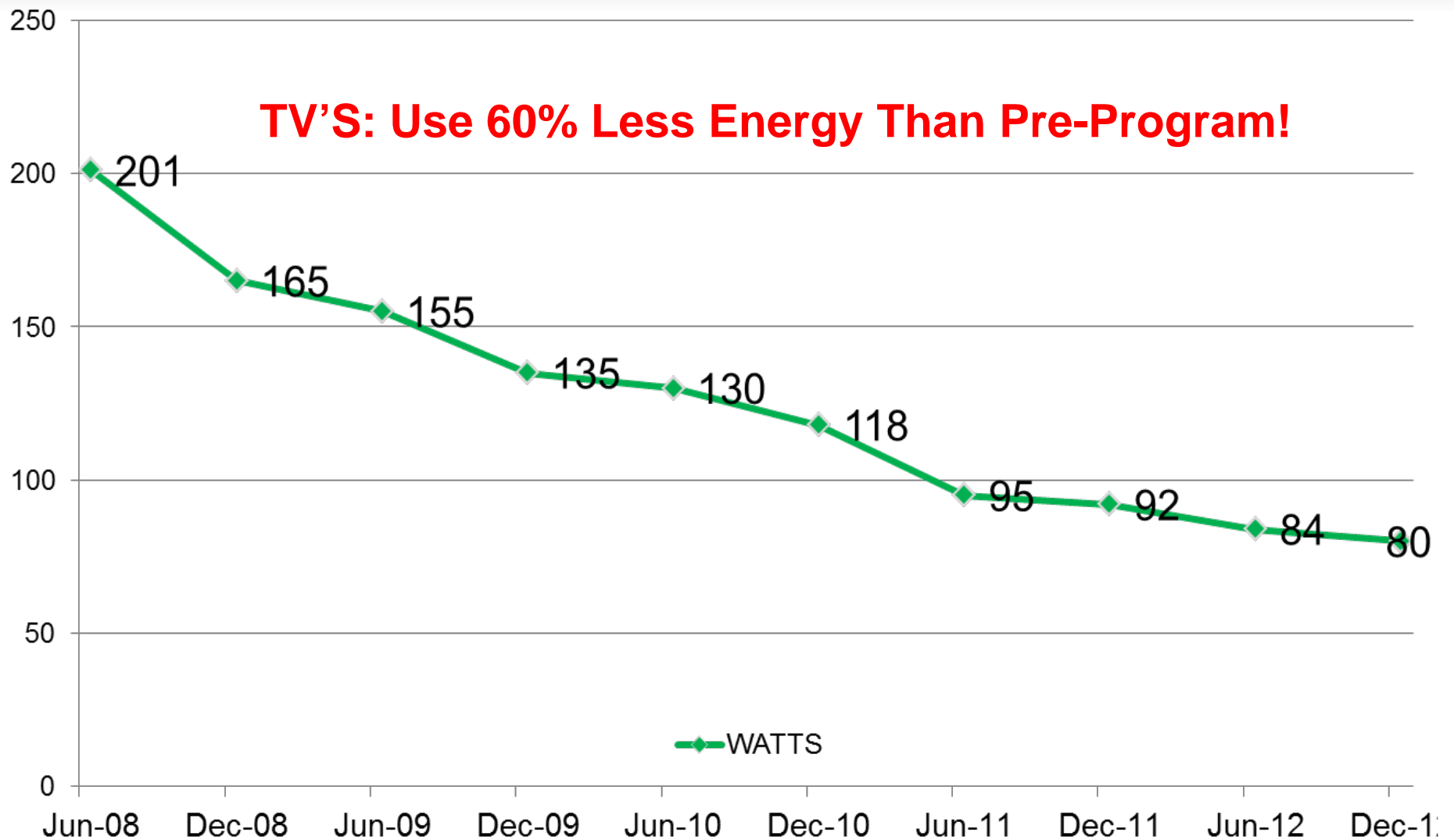
Walmart 



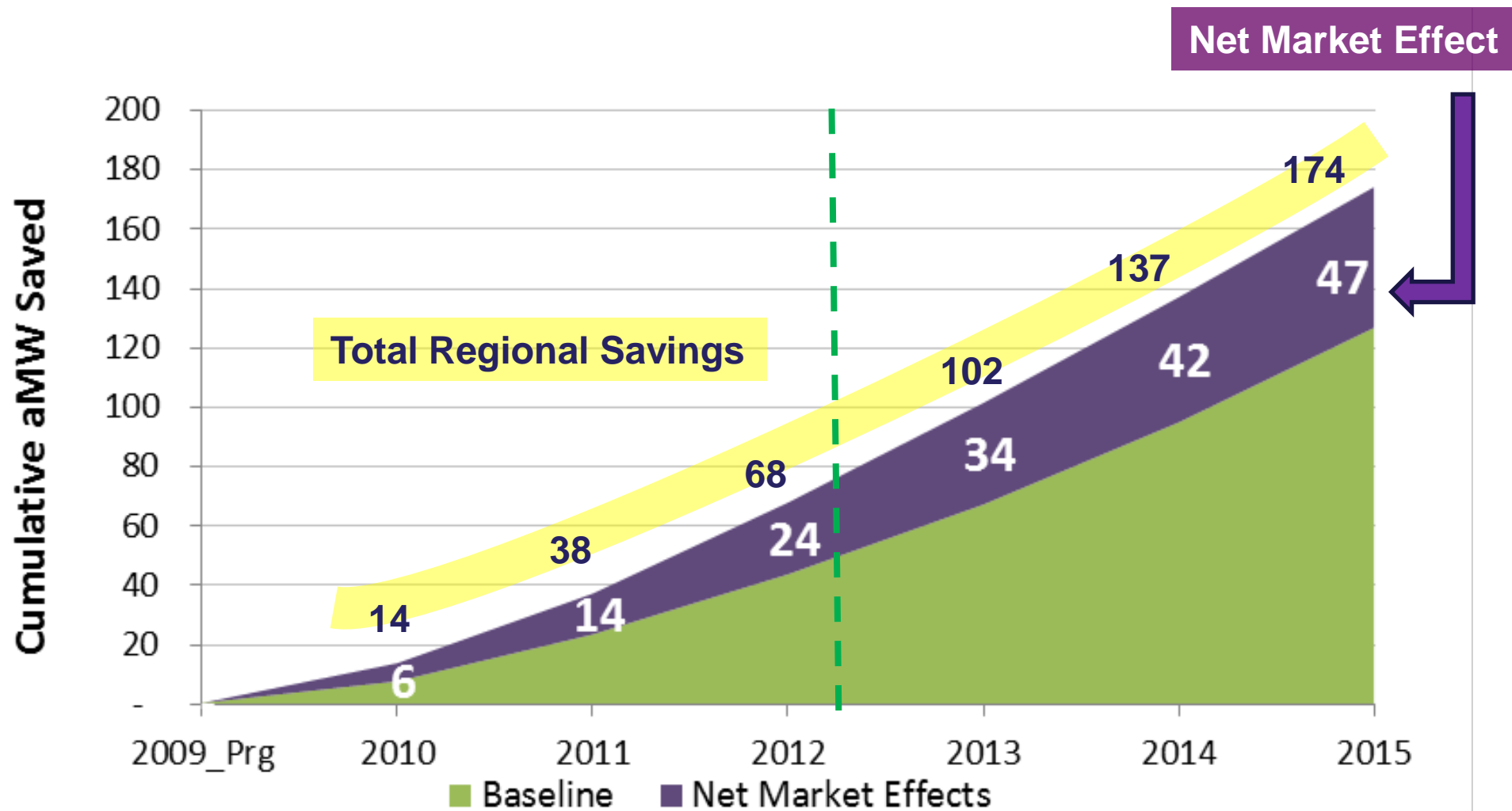
Vann's



TV Energy Savings



TV Savings



1 GWh = 0.114 aMW or 1 aMW = 8.76 GWh

The average amount of energy delivered or saved over a year's time

Cost Effectiveness

Incentives

2009-2012	Qualified Units	Incentive Payments	Cost/TV
NEEA	1,157,175	\$9,414,093	\$8.14
CA Utilities	2,501,721	\$34,908,639	\$13.95
BCE Total	3,658,896	\$44,322,736	\$12.11

Net Market Effects

- 2012 – 8.0 aMW
- 2010-2014 – 34.2 aMW

Net Levelized Cost – Cost Effectiveness

- **\$0.008 / kWh** (NEEA standard \$0.035 / kWh)

Theories of Market Transformation

Incentivized Retailers ▲ most efficient stock

- Retailers influence manufacturers to ▲ energy efficient products available
- Consumers purchase stocked product
- ▲ Sales lowers costs for all TVs

Influence ENERGY STAR & state standards

- Push upper tier products
- Force lower tier products

Consistent Messaging in Market

- ▲ Consumer Awareness of EE

TV Incentive Program Collaboration

- ✓ NEEA, California IOUs, SMUD and Nevada representing almost 20% of US population- Collaboration through the BCE Program
- ✓ Same specifications, timing and processes
- ✓ Single point of program contact
 - Retailers
 - Manufacturers
 - EPA
 - CEA
- ✓ Unique local implementation



H066



What's Next?

Product Aggregation Concept

“Whole Store Concept”

- Measure energy savings for multiple categories of plug load products in retail channel
- Potential to include energy saving of retail facilities

Smart TV / Smart Home



Lara Bonn



Paul Campbell

Panasonic

Mark Sharp



Dave Canny



Bob Freshman

NEXT STEPS



- What area discussed offer the most potential for collaboration?
- Are there avenues where this issue area could be addressed? If yes, what are they (i.e. retail action council)? If not, what can we do to build this infrastructure?
- Who else needs to be involved in this process?
- What timeline is necessary to maximize results?

sears®

Panasonic



*Pacific Gas and
Electric Company®*





AUDIENCE QUESTIONS FOR



Lara Bonn



Paul Campbell



Mark Sharp



Dave Canny



Bob Freshman



THANK YOU!

Claire Miziolek

Residential Program Manager

Northeast Energy Efficiency Partnerships

cmiziolek@neep.org

781-860-9177 x115

Break until 11am. For 11am session, you will be divided into pre-determined groups. Look at your nametag to see what color sticker you have, and when you return please sit in that color group.