



EPA Climate Technology Initiative

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Climate Technology Initiative



- Rationale
 - Climate protection increasingly urgent
 - New technologies needed to substantially reduce emissions
- Program goals
 - Accelerate market adoption of emerging technologies
 - Move technologies closer to ENERGY STAR readiness
 - Achieve maximum results possible with the reality of limited resources



ENERGY STAR



- Focuses on established, not emerging, technologies
- Guaranteed cost savings
- “Plug and Play”
- Trustmark for the consumer



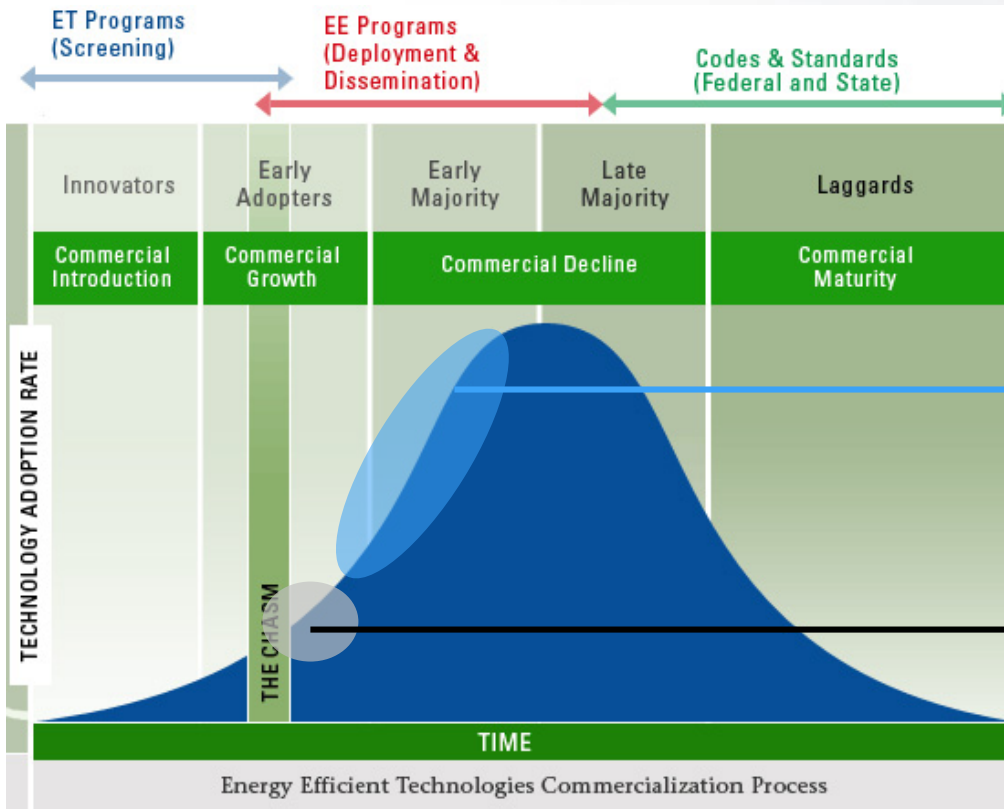
Climate Technology Initiative



- Focuses on emerging technologies
- Longer payback acceptable
- Different target audience:
 - Green consumers
 - Early adopters



New Role of the Climate Technology Initiative



ENERGY STAR

- mass market consumer
- cost-effective (2 to 3 year payback)
- proven technology
- no sacrifice in performance
- reliable savings – easy design, installation, and maintenance

Climate Choice

- new recognition program
- early adopters / environmentally conscious consumers
- longer payback
- more complex regional / installation/ maintenance / performance issue
- rationale for focusing right of the chasm



Criteria



- Commercially available, but not widely adopted
- Potential to substantially reduce GHG emissions at a reasonable cost
- Capable partners, adequately financed
- More than one supplier
- Matched to EPA core competencies
- Pilots chosen based on these criteria



Benefits



- Recognition
 - EPA publications
 - Web site
 - Media opportunities
- Custom technology assistance
 - Technology Adoption Plan
 - Access to CPPD Partner Company network - Energy Star, Climate Leaders, Green Power Partnership, CHP Partnership, State and Local Climate Protection Partnership
 - Barrier removal
- ENERGY STAR candidate development



Pilot Programs



- Advanced highly efficient outdoor lighting
- Micro CHP
- “Climate Choice” homes
 - Demonstrates climate neutrality is possible
 - Low-carbon homes can be affordable
- Pilot goals and expected results elaborated in technology adoption plans



Annual Selection



- Call for nominations summer 2008
 - Commercial, industrial, & residential energy efficiency
 - Renewable energy
- Evaluation:
 - Technology Readiness (25%)
 - Company Capability (20%)
 - Environmental Benefits (35%)
 - Third party testing and validation (20%)
- www.epa.gov/cppd/climatetechnology



Partnership opportunities



- Technology demonstration partners
- Expert reviewers
- Assessment and evaluation
- Barrier removal teams



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