American Council for an Energy-Efficient Economy
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ACEEE GALA RECEPTION AWARDS
Remarks by Alison Silverstein,
Chair, ACEEE's 30th Anniversary Awards Committee
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Peter Drucker said, Efficiency is doing better what is already being done. Thirty years ago, a group of distinguished scientists and academics decided that the nation needed an organization devoted to the advancement of energy efficiency—of getting more results with less energy, and understanding all the beneficial impacts of that outcome—so they formed the American Council for an Energy-Efficient Economy. Since ACEEE was founded, it has grown into the nation's leading research, analysis, and advocacy organization for energy efficiency, working within a strong, healthy community of energy, economic, and environmental researchers, practitioners, advocates, and allies.

Since 1980, ACEEE and its allies—all of you—have made a difference. Energy efficiency has reduced U.S. energy use by more than 40% relative to what energy use would have been if pre-1973 trends continued. Energy efficiency, along with structural changes in our economy, supplied about 70 quads of energy services in 2008, more than domestic coal, natural gas, and oil combined. These energy reductions have reduced our national energy bill by about $700 billion over the decades.

Our energy intensity has improved hugely. In 1980 America used 344 million Btus per person; in 2009, we used 12% less. In 1980, it took 13.4 thousand Btus to produce every real dollar of gross domestic product; in 2009, that figure nearly halved, to 7.28 thousand Btus.

Energy efficiency has made a substantive difference in the quality of our lives, economy, and environment over the past thirty years. And we're proud that ACEEE has made a contribution to these improvements through our efforts to analyze, advocate, convene, and expand the efficiency community and idea-set.

Over the past 30 years, ACEEE has published over 300 technical reports and papers, convened more than 60 conferences with over 15,000 attendees, and influenced the design and adoption of numerous efficiency policies and programs, from vehicle and appliance standards to building codes and utility programs.

As we celebrate ACEEE's 30th anniversary, we have gathered to recognize and celebrate some of the many ideas, individuals, and organizations that have had large impacts on the success of energy efficiency over the past decades.

Please help me thank our sponsors for this celebration and conference: Dow, LG, ARM, Conservation Services Group, PG&E, the North American Insulation Manufacturers Association, and PNNL.

Also, let's thank the ACEEE staff who have worked to make this such an excellent conference—Michael Sciortino, Lori Nachman, Steve Nadel, Suzanne Watson, Skip Laitner, Glee Murray, and Rebecca Lunetta.

And now to the awards. First, ACEEE's Board and staff are attempting to recognize big ideas, themes, and accomplishments over the past three decades, and we've tried to identify awardees who typify these big ideas as much as for their own great personal or corporate accomplishments. ACEEE's current and past Executive Directors, Steve Nadel and Howard Geller, and Henry Kelly will be giving the awards to the awardees.

1) VISIONARIES

What we know as energy efficiency today exists largely because of the imagination, enthusiasm, and hard work of two men, Art Rosenfeld and Amory Lovins.

1a) ART ROSENFELD—Dr. Art Rosenfeld began his career as a physicist, earning his PhD in 1954. In 1955 he joined the faculty at the University of California, Berkeley. In 1975 he founded the group that became the Center for Building Science at the Lawrence Berkeley National Laboratory, which became pivotal in the development of energy efficiency technologies, analytical techniques, and research. Rosenfeld served as a Senior Advisor to the U.S. Department of Energy from 1994 through 1999, and was a commissioner on the California Energy Commission from 2000 until earlier this year. He was recently recognized with a new electricity savings unit called the Rosenfeld, equal to 3 billion kWh-year or the output of one 500-MW coal-fired power plant avoided by energy efficiency. Art is one of the founders of ACEEE.

1b) AMORY LOVINS—Amory Lovins, another physicist, is Chairman and Chief Scientist of the Rocky Mountain Institute. He has been promoting energy efficiency and the "negawatt revolution" for decades, rising to national attention with the publication of "Energy Strategy: the Road Not Taken," in *Foreign Affairs* in 1976. Since then, Lovins has been a relentless innovator and advocate for the value and use of soft energy. Amory has taught us that people want to consume energy services, not just energy. He works as a consultant to corporations and governments worldwide and continues to write and teach about the many solid, quantifiable values of a sustainable energy path and how to achieve it.

Amory's associate JOHN FOX is picking up the award on Amory's behalf.

LONG-TERM POLICY SUCCESSES

2) APPLIANCE STANDARDS

The idea of energy efficiency standards for appliances was born in New York following the 1967 Northeast blackout. The first appliance efficiency standards were implemented in California in 1974, and the first federal appliance standards passed in 1987. Appliance efficiency standards have been a true success story for energy efficiency—the United

States has implemented efficiency standards for 44 different residential, commercial, and lighting products, with additional state-specific standards. Since the first federal appliance standards went into place, they have reduced U.S. electricity use by 7%, reduced U.S. peak capacity by 7.3%, and avoided 96 coal plants worth of CO_2.

We give the award for appliance efficiency standards to REPRESENTATIVE EDWARD MARKEY of Massachusetts, because he was the original sponsor of the first federal bill proposing energy efficiency standards back in 1987. Rep. Markey has been a strong advocate for energy efficiency and related issues, and a good friend to ACEEE through his entire Congressional career, and we thank him for all his hard work on these issues.

3) ENERGY EFFICIENCY AS A RESOURCE

Back in 1980 when ACEEE was founded, energy resources were things like power plants and oil wells. Although Amory Lovins would say there is as much energy available in America's buildings as in the oil fields of Texas, few people were prepared to build an industry on that idea. Today, however, we accept the idea that energy efficiency is a very real resource that can be measured, predicted, and produced—for instance, that we could reduce the nation's total energy consumption by 20% within 20 years in a predictable, measurable way through specific energy efficiency practices and policies.

Tonight we recognize three organizations as long-term exemplars and engineers for the use of energy efficiency as a resource:

3a) SEATTLE CITY LIGHT is the municipal electric utility serving the city of Seattle, Washington. Seattle City Light has the nation's longest-running energy efficiency program. Since Seattle City Light began its efficiency programs in 1977, its programs have saved 7 billion kWh, and lowered customers' bills by $245 million. These achievements are even more impressive given that Seattle's electricity rates are among the lowest in the country, so customers are less motivated to save energy. Seattle City Light continues to push the envelope and reach for deeper savings, with a new goal of meeting its entire load growth through 2012 with energy efficiency measures.

SCL Director of Government and Legislative Affairs MAURA BREUGER will accept the award on behalf of Seattle City Light.

3b) The REGULATORY ASSISTANCE PROJECT is a global, nonprofit team of experts that focuses on the long-term economic and environmental sustainability of energy use. It was formed in 1992 by a group of veteran utility regulators and has advised utility regulators and state and federal policymakers on issues that include energy efficiency and resource planning, competition, distributed generation and demand response, renewable energy, and climate change. RAP has conducted research and analysis to articulate each of these problems and develop smart policy solutions. RAP has been a thought leader in recognizing, explaining, and teaching about energy efficiency as a resource, and has affected many national and state policies.

Here to accept the award on behalf of RAP is BLAIR HAMILTON of the Vermont Energy Investment Corporation, a long-time RAP neighbor and collaborator.

3c) The LAWRENCE BERKELEY NATIONAL LABORATORY'S ELECTRICITY MARKETS AND POLICY GROUP, led by Chuck Goldman, has been conducting research and training into energy efficiency, demand response, distributed generation, renewables, electricity reliability, and other topics. Their research in the efficiency arena has included work on how to build portfolios of energy efficiency programs, how to design and evaluate effective efficiency programs, and quantifying the costs and benefits of energy efficiency and demand response for customers and society. The Markets and Policy Group, with DOE funding, has provided extensive technical assistance to state regulators and utilities on these topics for over a decade, and LBNL's body of efficiency reports are perhaps the most heavily cited set of sources in our industry.

Tonight JIM MCMAHON will accept the award on behalf of the LBNL Electricity Markets and Policy Group.

4) VEHICLE FUEL ECONOMY—Cars, trucks, and other transportation uses consumed 29% of total United States energy use last year. In 1974 the average new car in America got only 13 mpg; today the average car on U.S. roads gets 26.3 mpg. Newly adopted Corporate Average Fuel Economy (CAFE) standards will require that new cars get 34.1 mpg by 2016. One study estimated that absent CAFE standards taking effect in 1978, motor vehicle fuel consumption would have been at least 14% higher than it was in 2002.

The idea of saving energy by making vehicles more energy efficient was born in the early 1970s from the oil embargo, when it was conceived as a way to reduce oil imports. Tonight we recognize and thank two leaders who have been pivotal in the implementation of vehicle fuel economy improvements over the years.

4a) SENATOR ERNEST "FRITZ" HOLLINGS, who represented South Carolina in the Senate from 1966 through 2005. Sen. Hollings was the original sponsor of the Energy Policy and Conservation Act of 1975, which introduced the Corporate Average Fuel Economy (CAFE) requirement. Through his years as Chairman or Ranking Member of the Senate Commerce and Transportation Committees, Sen. Hollings strongly advocated for sensible energy policies to protect consumers from volatile fuel prices.

His long-time colleague, MOSES BOYD, will accept on the Senator's behalf.

4b) DAN BECKER directed the Sierra Club's Global Warming Program from 1989 to 2007, and is now with the Safe Climate Campaign. Becker served on President Clinton's Presidential Advisory Council on Personal Motor Vehicle Greenhouse Gas Reductions and played a pivotal role in calling attention to the climate impacts of stagnant fuel economy. Becker has been a force to be reckoned with in every major legislative and regulatory effort to improve light-duty vehicle fuel efficiency and reduce vehicular emissions.

TECHNOLOGY AND ECONOMY

Our first set of awards went to people and ideas about energy efficiency. Our next set of awards recognizes three sets of technologies and practices that exemplify the successes of energy efficiency, and the leading companies driving those efficiency improvements.

5) COMPACT FLUORESCENT LAMPS—CFLs have become a symbol of energy efficiency because a CFL uses only 20–33% of the electricity required by an incandescent bulb. As the cost of CFLs steadily declines, the market penetration of the technology has increased rapidly and promises to continue as the phase-out of incandescent bulbs begins in 2012. Since lighting recently accounted for about 19% of U.S. household electricity use, widespread use of CFLs could reduce total household electricity use by as much as 15%.

Tonight we're recognizing **PHILIPS LIGHTING** for their commitment to advance energy-efficient lighting. In 1980, Philips introduced the first CFLs with an integrated ballast that could be screwed into a standard incandescent light socket. Since then, Philips has been a leader in the CFL market in the U.S. and worldwide, and a leader in developing LED bulbs, which promise to be the next dramatic step in improving lighting efficiency.

RANDY MOORHEAD, Vice-President of Government Affairs, will accept the award on behalf of Philips.

6) REFRIGERATORS—There are about 126 million refrigerators and 38 million freezers running in the U.S. But today's refrigerators use half as much electricity as models sold in the mid-1970s, even though the average fridge today is dramatically larger and has more bells and whistles. Refrigerators were one of the first appliances to be subject to an appliance efficiency standard in the 1970s. Since then, refrigerators have been subject to a series of progressively more stringent state and federal standards, along with ENERGY STAR® labels and numerous utility financial incentive programs.

Refrigerator efficiency improvements are due to a series of technological improvements, fueled by steady research and investment. **WHIRLPOOL APPLIANCES** has been one of the leaders in improving the energy efficiency of refrigerators and other household appliances such as clothes washers. In the early nineties, Whirlpool engaged with the advocacy and policy communities to help develop incentives for efficient refrigerators, winning the Golden Carrot refrigerator competition. Today, Whirlpool manufactures two of the three most efficient large refrigerators on the market.

TOM CATANIA, Vice-President, Government Relations, will accept the award on behalf of Whirlpool.

7) ENERGY MANAGEMENT—One of the maxims of modern management is that you can't manage it if you can't measure it. Before the rise of oil prices in the 1970s, not many businesses paid attention to energy costs. But as energy prices began rising and environmental awareness increased, many businesses began measuring their energy

usage and working to manage energy use as carefully as they managed other inputs. **3M** has been a pioneer and leader in this effort, beginning its energy management program in 1973. Since then, 3M's worldwide corporate energy management program has completed over 150 projects and improved energy efficiency by 4.5%, delivering many millions in savings to 3M's bottom line and competitiveness.

Tonight, STEVE SCHULTZ, Corporate Energy Manager, will accept the award on behalf of 3M and the idea of energy management.

PROGRAMS

Most good energy efficiency concepts developed at places like 3M, LBNL, or ACEEE don't move magically from an idea into actual energy savings. Instead, they are implemented through efficiency programs—plans and activities to turn an idea into efficiency products and education that engage manufacturers, providers, consumers, and others to turn the idea into reality. Our last set of awards recognizes several organizations and entities that have been leaders in efficiency program development and implementation over the past 30 years.

8) NYSERDA – NEW YORK STATE ENERGY RESEARCH & DEVELOPMENT AUTHORITY is a public benefit corporation created in 1975 to conduct R&D to help the state reduce its petroleum use; today, NYSERDA helps its citizens reduce energy use, promote renewable energy use, and protect the environment. NYSERDA has been one of the world's leaders in innovative ideas and R&D for energy efficiency concepts and technologies for the industrial, commercial, and residential sectors. NYSERDA has worked hand-in-hand with the private sector, fostering a robust energy services sector that has created jobs and generated significant energy cost savings for New Yorkers. These include 30,000 homes improved through the Home Performance with ENERGY STAR® program, saving an average of $700 per year. NYSERDA is playing a key role in New York's efforts to achieve 15% energy efficiency savings by 2015.

Accepting tonight's award on behalf of the men and women of NYSERDA are past Presidents BILL VALENTINO, PETER SMITH, and PAUL TONKO, and current President FRANK MURRAY.

9) THE STATE OF CALIFORNIA—CALIFORNIA has a lot to be modest about when it comes to energy efficiency. California has been the nation's visionary and leader in imagining and implementing policies to reduce its energy and environmental impact, starting in 1974 with the first appliance efficiency standards. In the early 1980s, the California Public Utility Commission approved utility decoupling and adopted aggressive gas and electric utility efficiency program requirements. In 2002, the state legislature took a landmark step in transportation efficiency, authorizing GHG emission standards for passenger vehicles. The net result is that while California's population has grown from 24 to 36 million people, its per capita energy use has stayed flat and its total energy use increases at one of the lowest rates in the country. Most of the efficiency and sustainability policies adopted and tested in California end up influencing policies and

programs in other states and nations, and we are all beneficiaries of the state's imagination, courage, and resolve.

Accepting the award on behalf of California's governors, the California Energy Commission, the Public Utilities Commission, and citizens over the past 30 years is PUC Commissioner DIAN GRUENEICH.

10) ENERGY STAR®—EPA's ENERGY STAR program is the strongest energy efficiency brand in the nation. Created in 1992, Energy Star helps residential, industrial, and commercial users act to save energy through consumer information and education and market-based partnerships to remove market barriers to private efficiency actions. Today ENERGY STAR works with nearly 3,000 manufacturers to label the energy use of more than 40,000 individual energy-using products, works with more than 1,500 retail partners, and has 8,500 builder partners building more comfortable, energy-efficient homes in every state. More than 75% of Americans can identify the ENERGY STAR label, and many consumers look for ENERGY STAR-qualified products and trust ENERGY STAR to save them money. Since 2000, over 3 billion ENERGY STAR products have been sold. In 2009 alone, ENERGY STAR helped Americans save over 191 billion kWh of energy and $17 billion in energy costs.

Accepting tonight's award on behalf of all of the ENERGY STAR program workers, administrators, and partners are current and past EPA ENERGY STAR executives JOHN HOFFMAN, CATHY ZOI, KATHLEEN HOGAN, and GINA McCARTHY.

We use energy efficiency to save money, empower consumers, improve competitiveness and profits, enhance economic productivity and recovery, create jobs, improve national security, improve our environment, and slow climate change. And we know from the experience of past decades that energy efficiency works and delivers all of these benefits.

Energy efficiency has many partners, players, and benefits. None of these awardees worked alone—these accomplishments reflect the work of all the people in this room, and many more. ACEEE thanks you for being here tonight, and for your work in support of energy efficiency over the past 30 years. We at ACEEE look forward to working with each of you, and the rest of the extended efficiency and sustainability communities, to achieve even greater energy savings and benefits over the next 30 years.

Thank you all very much, and good night.

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