

Implementation of a Program for Energy Efficient Business and Consumer Electronics

ACEEE
Chicago
September , 2009

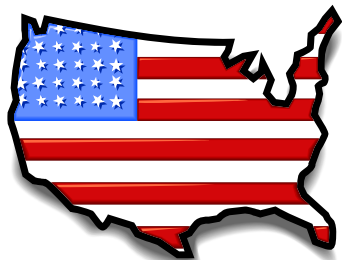
Keith Reed



Overview

- Program background: *Electronics is fastest growing electricity load.*
- Implementation: *All national retailers and top computer manufacturers on board to date.*
- Results: *PG&E is forecasted to exceed 2009 goals.*

Program Background



- The Electronics Market
 - Electronics account for 11% of consumer and almost 6% of non-residential U.S. electricity use
 - Electronics load is growing at 6% per year (compared to 1.8% growth overall)
- Electric utilities have a timely opportunity to drive energy efficiency in business and consumer electronics markets through leadership, education, and financial incentives.
- Program Goals
 - Increase Stocking, Promotion and Sales of Energy Efficient Electronics
 - Meet EM&V requirements
 - Push specifications and standards (Energy Star, CEE) higher for greater efficiency

Program Strategy



Manufacturers

Incentives and channel pull to produce and sell more EE products + Improve Green image

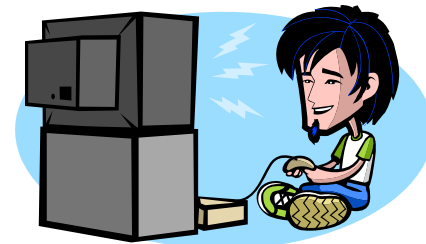


Retailers

Incentives to stock and sell EE products + Improve Green image

Users

Education about efficient options



Business and Consumer Electronics Alliance National Expansion Through Cooperation

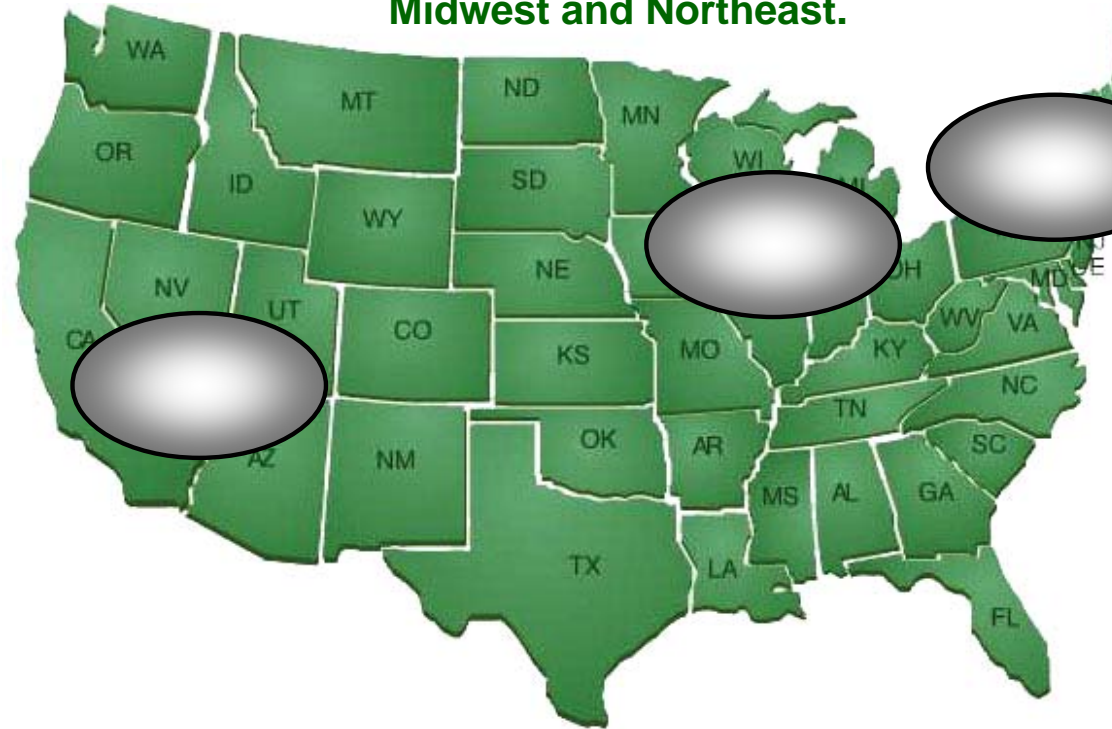
In the Program



Washington, Oregon, Montana, Idaho

In Discussion

...with utilities and energy organizations in the Southwest, Midwest and Northeast.



Program Achievements

Agreements with All National Retailers and Top Computer OEM's

Under Agreement



In Discussion



sense and simplicity

Program Challenges

- Complex market structure with global manufacturing, large national retailers, and growing internet sales.
- Fast changing technology requires active management of product mix to deliver optimal energy savings.
- Complex data capture and validation requirements
- New EM&V model, focusing on changes in market channel behavior, not solely consumer behavior
- Meeting the needs of national retailers and manufacturers while satisfying the requirements of multiple utility partners.

G&E Implementation

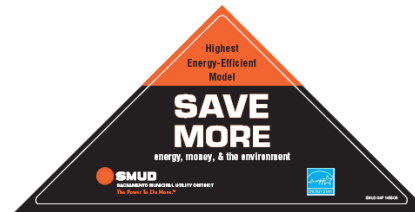
- Key success factors in implementation
 - Early formation of program management team
 - Develop sound relationships with retailer and manufacturer participants with well defined account management process and experienced account managers.
 - Include EM&V, marketing communications and data management requirements in participation agreement
 - Creation of technology roadmap to guide changes in program specifications through coordination with Energy Star and CEE
 - Support product selection, specification and incentives with cost benefit calculations and detailed technical work papers

Program Management

- Implementation is led by program manager with support of project management, internal functional groups, and external subject matter experts.
 - Key internal functions include: EM&V, technology analysis and planning, marketing, cost benefit analysis, legal, and data processing.
 - External support provided by three organizations:
 - QDI Strategies, Inc. provides account development, account management, program administration, program planning and reporting services.
 - Energy Solutions provides data collection, data management and technology support services.
 - Opinion Dynamics Corporation provides EM&V planning, benchmarking, analysis, and reporting services.

Marketing Communications

- Multi-faceted approach
 - In-store point of purchase materials and training



- Press coverage

MediaPost NEWS MarketingDaily

Story Calif. Utilities, Major Brands In Energy-Saving Effort

Aaron Baar, Apr 14, 2009 05:00 PM



Consumer electronics -- in particular computers, monitors and televisions -- are notorious energy-suckers. But consumers are becoming more environmentally conscious, and they're looking to save money on their utility bills. Two California utilities, along with retailers and consumer electronics makers, are looking to guide consumers toward more energy-efficient products with an in-store marketing and labeling program.

GreenBiz.com
Business. The Environment. The Bottom Line.

Utilities, Retailers and Manufacturers Partner for Efficient Electronics Push

By GreenBiz Staff
Published April 9, 2009

Energy & Climate • Energy Efficiency, Energy & HVAC

OAKLAND, Calif. – Electronics manufacturers, retailers and utilities have formed a partnership to promote energy-efficient electronics to consumers and businesses in California.

Pacific Gas and Electric Co. and the Sacramento Municipal Utility District (SMUD) will work with Best Buy, Sears, Wal-Mart, Sam's Club and Lenovo to develop and market TVs, desktop computers and monitors that meet or exceed Energy Star efficiency standards. To help drive awareness, the business website CBET will publish product reviews that include energy efficiency criteria and the retailers will get assistance training sales staffs.

The Business and Consumer Electronics program will be administered through

cnet news

Home » News » Green Tech

Green Tech
Learn To Master It

California utilities plug energy-efficient electronics

By Mark Lattin

California's love for electronic gear takes a heavy toll on electricity bills, sucking up 20 percent of total power consumption.

Utilities Pacific Gas & Electric (PG&E) and Sacramento Municipal Utility District (SMUD) on Thursday announced program to steer consumers toward more energy-efficient electronics.

Called the Business and Consumer Alliance, the program will identify which TVs, desktop computers, and monitors are the most energy efficient based on industry standards, such as EnergyStar.

Merchandise in stores will be labeled with either a "Star" or a "Save More" label to highlight energy-efficient equipment, said a representative from

Marketing Communications – Web Presence

CNET Partnership



PG&E Micro-site



NEEA Website – Linked to All Members



Looking for an Energy Efficient TV?

Are you one of the millions of Americans who love your TV as much as you love your planet? Consumers like you are becoming more energy conscious and expect their electronic devices to be environmentally friendly without sacrificing quality and performance.

To meet growing consumer demand and as part of a commitment to conserve energy, your local utility companies have joined forces with ENERGY STAR as well as leading retailers and manufacturers to develop and promote the most energy efficient TVs. Why TVs? The TV all by itself accounts for a whopping four percent of household usage.



Look for TVs with the Save More Sticker – Save More Energy, Money and the Environment



All televisions promoted through the Save More program meet and exceed the stringent ENERGY STAR standards. Head to a participating retailer and look for the Save More sticker. Take home your new TV along with the assurance you've done your part to conserve energy. There's another bonus: purchasing a more energy-efficient TV means lower energy costs. Wouldn't you like to keep some extra cash in your own pocket during these tough economic times?

If you're considering purchasing a new TV, shop smart! Be an energy-conscious consumer and look for the Save More sticker at your local participating retailer. Save more energy, money and the environment.



NEEA states include Washington, Oregon, Idaho and Montana

<http://energyefficientelectronics.org/>

Participants' Websites



Data Management and EM&V

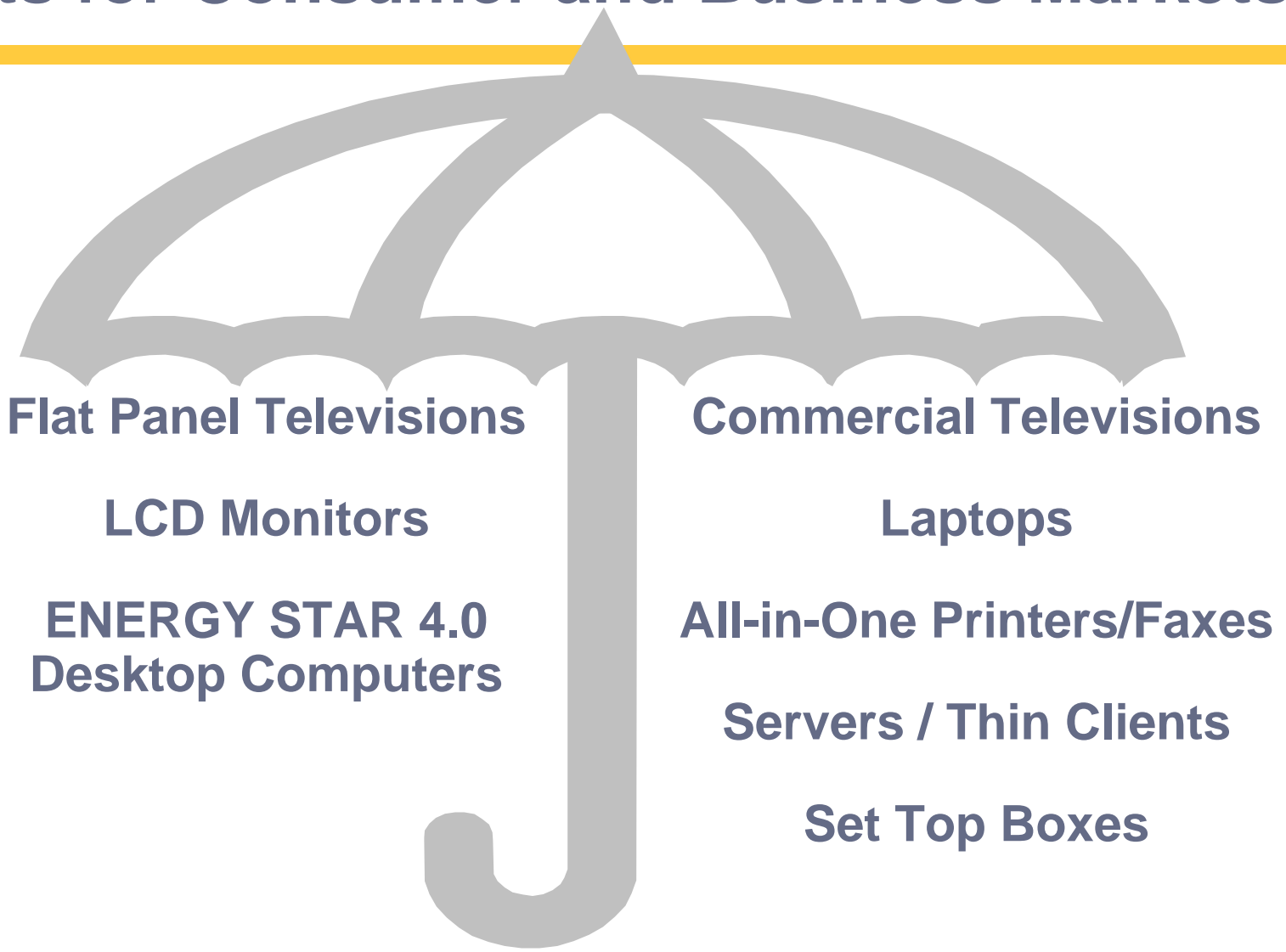
- Upstream program design necessitated innovative approaches to data management and EM&V
- A single decision by the buyer can impact sales of products for 12 months **LOCALLY AND NATIONALLY**, therefore need to track decisions made by retailers and OEMs
 - ODC baseline and market logic model to support EM&V case
 - QDI Participant Relationship Management System to track real time market outreach, market participants communications and decisions
- Model matching to reconcile Energy Star data and sales data
 - Initial model number matches <20%
 - After building model number database, almost 100%

Program Planning

- Specification changes and additions to product portfolio are detailed in a technology roadmap.
- Planning decisions driven by market forecasts, technology trends, evolving efficiency standards, and energy savings quantified in PG&E's work papers.
- Example, television plan:

	Qualifying Product Specification Level	Start Date	End Date	Incentive Amount
Product Category TVs (Retail)	1. ES 3.0 + 15% (current)	11/1/08	12/31/09	\$20.00
	2. ES 3.0 + 30%	7/1/09	12/31/09	\$20.00
	3. ES 4.0	1/1/10	TBD	\$10.00
	4. ES 5.0	1/1/10	TBD	\$25.00

Program Includes a Portfolio of Electronic Products for Consumer and Business Markets



NOW



FUTURE

Market Impact of Program

- Retailers
 - Private Brand changed TV supplier to eco panel
 - Added ES 4.0 Desktops to assortment
 - Added ES+15% and ES+30% TV's to assortments
- Manufacturers
 - Added specifications to new product development
 - Supported model number translation efforts
 - Sent models to CEE
- CEA
 - Arranged Utility Program meeting at CES 2009
- Energy Star
 - Approved use of logos in marketing
 - Supported development of a 2 tier specification!

Energy Savings Impact

- PG&E expects to achieve 112% of 2009 Plan resulting in over 45 Million kWh in Energy Savings
- Keys for increasing impact:
 - More products
 - More sales channels
 - More utilities
 - More aggregated incentives

Thank You

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