

Coordinating for Impact: Lighting for Tomorrow and Statewide Programs

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ACEEE/CEE MT Symposium



Together We Can Change National Markets

California Energy Commission

- Invitation to Participate released March 15th
- 50% matching funding to design, develop and test E* qualified portable fixtures
- Seeking 4-8 manufacturers to participate
- Manufacturer submittals due April 18th
- Selections made by May 9th
- Contact Mike Plasski at (508) 674-4987 or mikep@appliedproactive.com



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NYSERDA



- **Working with manufacturers to introduce E* versions of popular fixture designs**
\$20 manufacturer incentive per fixture sold
Goal of 9,000 fixtures/year
- **Seagull, Wilshire, Progress on board**
- **Marketing and education began in March**
Emphasis on co-op advertising
Targeting key builders in New York State
- **Contact Susan Soweck at 518-862-1090 x 3234**



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Why not combine efforts?

- **Different objectives**
Type of fixtures targeted
Goal number of fixtures to market
Nationwide vs. state impacts
- **Different timelines**
Announcement and introduction of fixtures
- **Different strategies**
Targeted response of RFP
Industry-wide attention of competition



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How are they coordinated?

- **Cross-promoting efforts**
- **Educating participants on opportunities**
 - Website and e-mail announcements*
 - RFPs*
 - Direct mail to industry*
- **Timing**
 - Not both in front of industry at once*
- **Complementary, not competing programs**



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What are the benefits for others?

- **Spillover into program territories**
 - New fixtures will likely be introduced nationwide*
 - Engaged showrooms network and promote efficiency to their colleagues*
 - Engaged manufacturers more willing to partner with efficiency programs*
- **Opportunities to leverage**
 - Share leads on new products, manufacturers*
 - Share showroom strategies that work*



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