



# When Deep Energy Savings are at Stake: Product specifications as a driver for market transformation

Christine Riegler, Program Manager  
ACEEE MT Symposium

NORTHWEST ENERGY EFFICIENCY ALLIANCE

# Northwest Energy Efficiency Alliance



CHELAN COUNTY



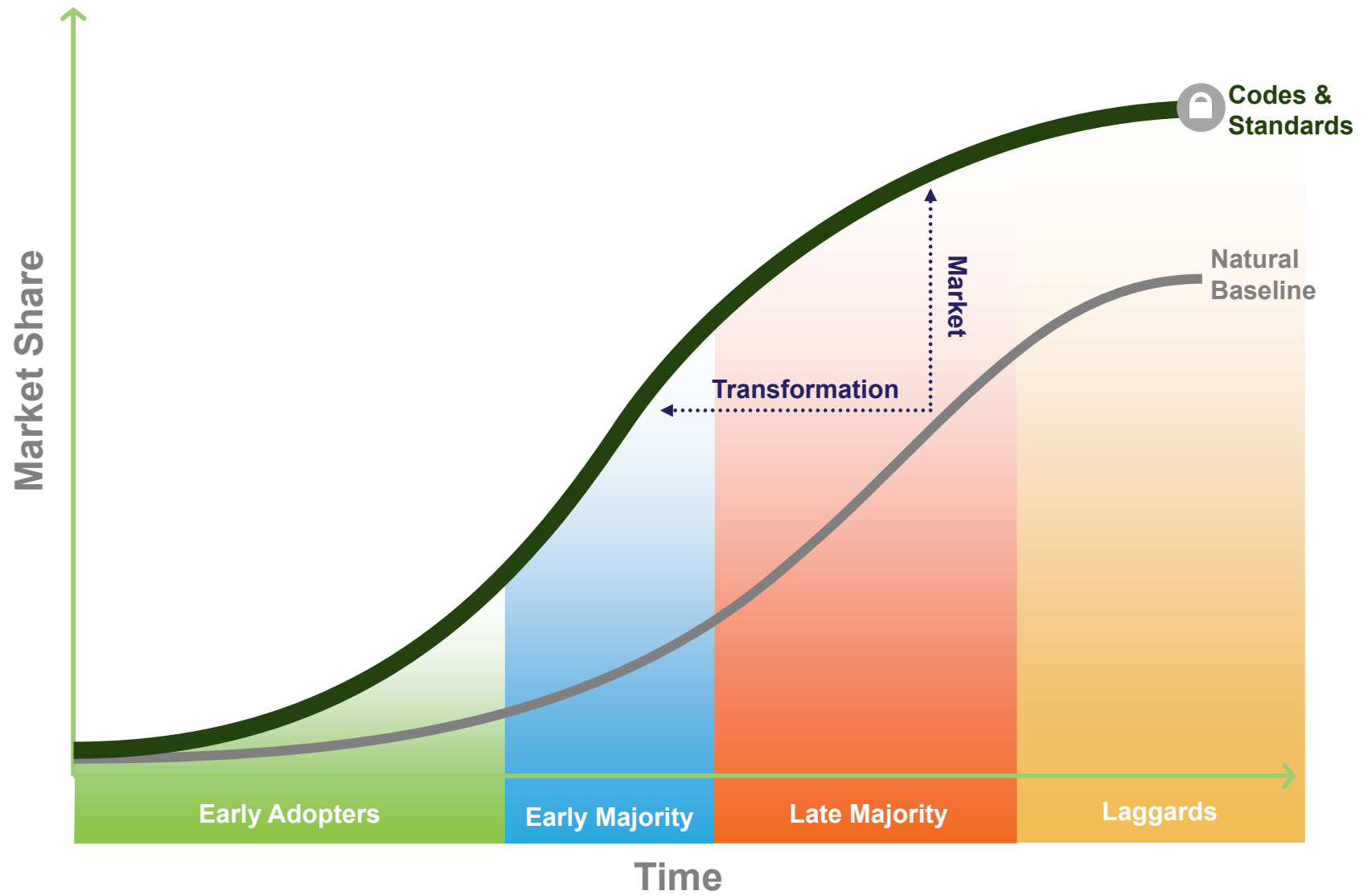
Eugene Water & Electric Board



Portland General Electric



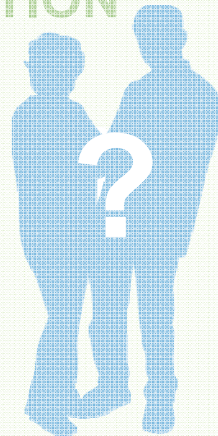
# Market Transformation



# Heat Pump Water Heaters

## BARRIERS

CUSTOMER  
COMFORT &  
SATISFACTION

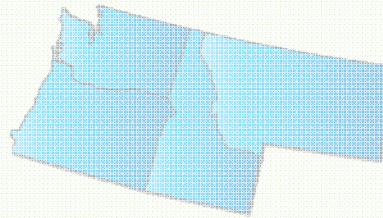


PRODUCT  
PERFORMANCE

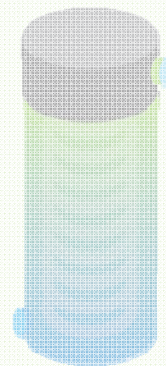


## INTERVENTION

INFRASTRUCTURE



NORTHERN  
CLIMATE  
SPECIFICATION



## OUTCOMES

OUTCOMES

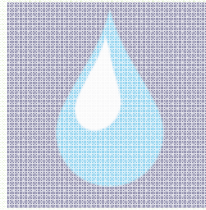
- Consistency and buy-in between market partners
- Product is evolving
- Equipment price is decreasing
- Educated contractor / installer base
- Utilities offer incentives

# Heat Pump Dryers

## BARRIERS

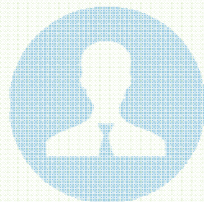
MURKY VALUE PROPOSITION

Drying Time



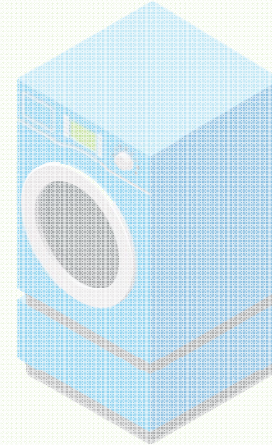
Energy Savings

Non-Energy Benefits



## INTERVENTION

INFRASTRUCTURE



SPECIFICATION WITH REAL-WORLD TEST PROCEDURE



## OUTCOMES

OUTCOMES

- Realistic energy savings
- Realistic consumer experience
- Roadmap for strategy

# Specifications as Infrastructure

- Creates a pathway from early adopters to mass adoption
- Open up conversations
- Vehicle for consistency
- Builds in flexibility
- Results in products suitable for mass market adoption

**= Market Transformation!**

# Questions & Comments

Filling the  
Energy  
Efficiency  
Pipeline

Accelerating  
Market  
Adoption

Leveraging  
Regional  
Advantage



Thank You!

Christine Riegler, Program Manager  
[criegler@neea.org](mailto:criegler@neea.org)  
503-688-5440