



# When Deep Energy Savings Are at Stake

How to Support the Successful Market  
Introduction and Long-term Success of  
Super-Efficient Products

Alice Rosenberg  
Program Manager, CEE

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# About CEE

▶ 120+ members

▶ 81% of the \$6.6B\* total EE expenditures in 2012

▶ Members work together to:

- Reach **binational markets**
- **Accelerate market uptake** of efficient products and services
- Which achieves **lasting public benefit** of energy efficiency



# Background: How CEE Works

By working together at CEE, administrators amplify the effect of their funding dollars to deliver ever growing, cost-effective energy savings to the public.

As CEE members voluntarily adopt initiatives, market participants are rewarded and markets begin to accelerate. It becomes easier for manufacturers to increase supply, and for services to be provided, which results in greater market penetration and energy savings.

The CEE Board of Directors judges the appropriateness and feasibility of initiatives and positions. Once the Board approves, members often choose to adopt initiatives into their programs.



Based on a large number of factors, CEE members identify opportunities within current efforts or in new ones to leverage the collective knowledge and experience and enable members to benefit from common marketing platforms.

A factor in market success is whether manufacturers or providers can supply the market with compliant products or services.

Members cover the opportunity as comprehensively as possible. Initiatives may include market analysis, product specifications, opportunity scope, goals, and evaluation techniques.

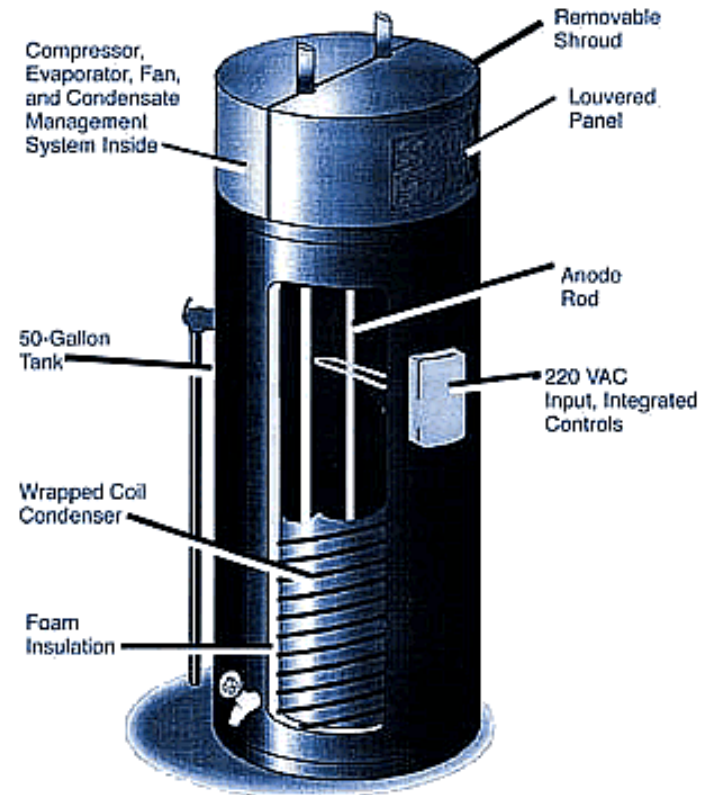
# Example: Heat Pump Water Heaters

▼ Is there an opportunity to create bi-national strategies or resources that help accelerate the development and availability of energy efficient HPWH products?

YES

NO

MAYBE



# Assessment of Product Readiness

▼ **Technical Readiness**

▼ **Market Readiness**

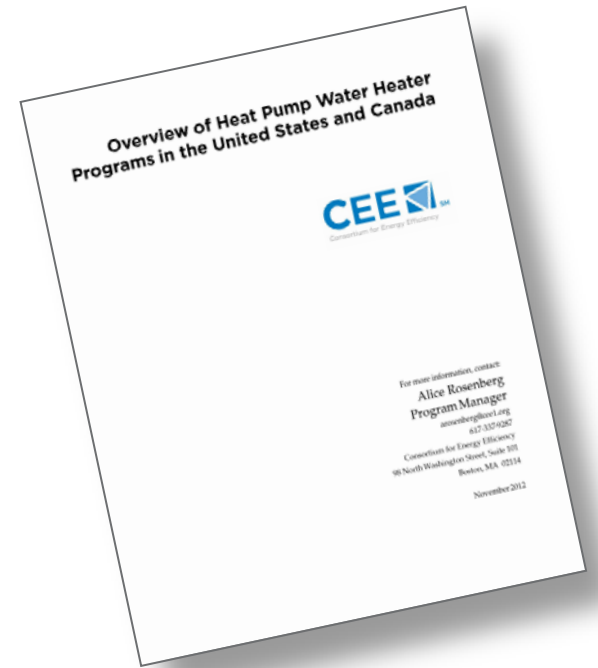
▼ **Customer Readiness**

▼ **Program Implementation Readiness**



# CEE HPWH Work to Date

- ▶ HPWH Product Overview
- ▶ HPWH Program Summary
- ▶ Catalog of Member Assessments
- ▶ Coalition for ENERGY STAR Water Heaters



# Next Steps?



## CEE Specifications

**Save More.**  
Energy. Money. Environment.



**INCREASING ENERGY PERFORMANCE**

### ENERGY STAR Most Efficient

- ▶ Truly exceptional, aspirational energy efficiency performance
- ▶ Above and beyond Advanced Tier
- ▶ Ideally, two or more manufacturers
- ▶ Brings attention to annual top performers
- ▶ Cost-effectiveness not considered

### CEE Tier 2 and Above

- ▶ Tiers above ENERGY STAR minimum when performance merits differentiated treatment with incentives
- ▶ Typically 3 or more manufacturers relative to category
- ▶ Cost-effective for customer with incentive
- ▶ Cost-effective for most market transformation programs
- ▶ Tied with Save More if incentives are offered
- ▶ CEE Advanced Tier reserved for stretch target

### CEE Tier 1

- ▶ Cost-effective for programs when CEE Tier 1 aligns with ENERGY STAR®
- ▶ ENERGY STAR minimum identifies top 25% of models
- ▶ Cost-effective for customer

Top 25% of Energy Performers in a Product Category



# Contact

Alice Rosenberg  
Program Manager  
617-337-9287  
arosenberg@cee1.org