



# **Prioritizing Emerging Technologies for Market Transformation**

**A Look Behind the Curtain**

# About VEIC

- Nonprofit with 30 years of reducing economic and environmental costs of energy
- Comprehensive focus and results
- Energy efficiency, renewable energy, and transportation
- Program design, planning and evaluation, policy, advocacy, and research



veic.org

Efficiency  
Vermont

 EFFICIENCY\$MART



DC  
SUSTAINABLE ENERGY  
UTILITY

# Why ET?

## Increasing Savings Targets

- 25 states with electric EERS and 15 states with gas EERS
  - Several require incremental increases in EE
  - Arizona: Energy savings of 1.25% of sales in 2011 to 2.5% in the 2016-2020 time period, with a cumulative annual electricity savings target of 22% of retail sales by 2020
  - Massachusetts: 2016-2018 electric savings of 2.93% of retail sales and natural gas savings of 1.24% of retail sales
- Vermont 2016 Comprehensive Energy Plan
  - Reduce the total energy consumption per capita for buildings, processes and transportation by 15% by 2025 and more than a third by 2050
  - Increase renewable energy to 90% of all energy by 2050

# Why ET?

## Rising Baselines

- DOE standards cover over 60 products
  - 90% of home energy use
  - 60% of commercial building energy use
  - 30% of industrial energy use
  - Since 2013, DOE has finalized 21 new or higher efficiency standards
- State building codes
  - Vermont adopted new residential and commercial codes in March 2015 based on the 2015 International Energy Conservation Code (IECC) with state amendments
  - A more aggressive standard, known as Vermont's "Stretch Code," was also introduced in 2015 for homes for voluntary adoption by municipalities

# Decision-Making Criteria Matter

Think about dating...



- ✓ Man
- ✓ Middle-Aged
- ✓ Cares About Environment
- ✓ Brown Hair
- ✓ Facial Hair
- Normal, Not Weird

