



NORTHEAST ENERGY EFFICIENCY PARTNERSHIPS

## A SYSTEMATIC APPROACH TO THE NEXT FRONTIER OF SAVINGS THE MARKET TRANSFORMATION CYCLE

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Northeast Energy Efficiency Partnerships  
April 1, 2012

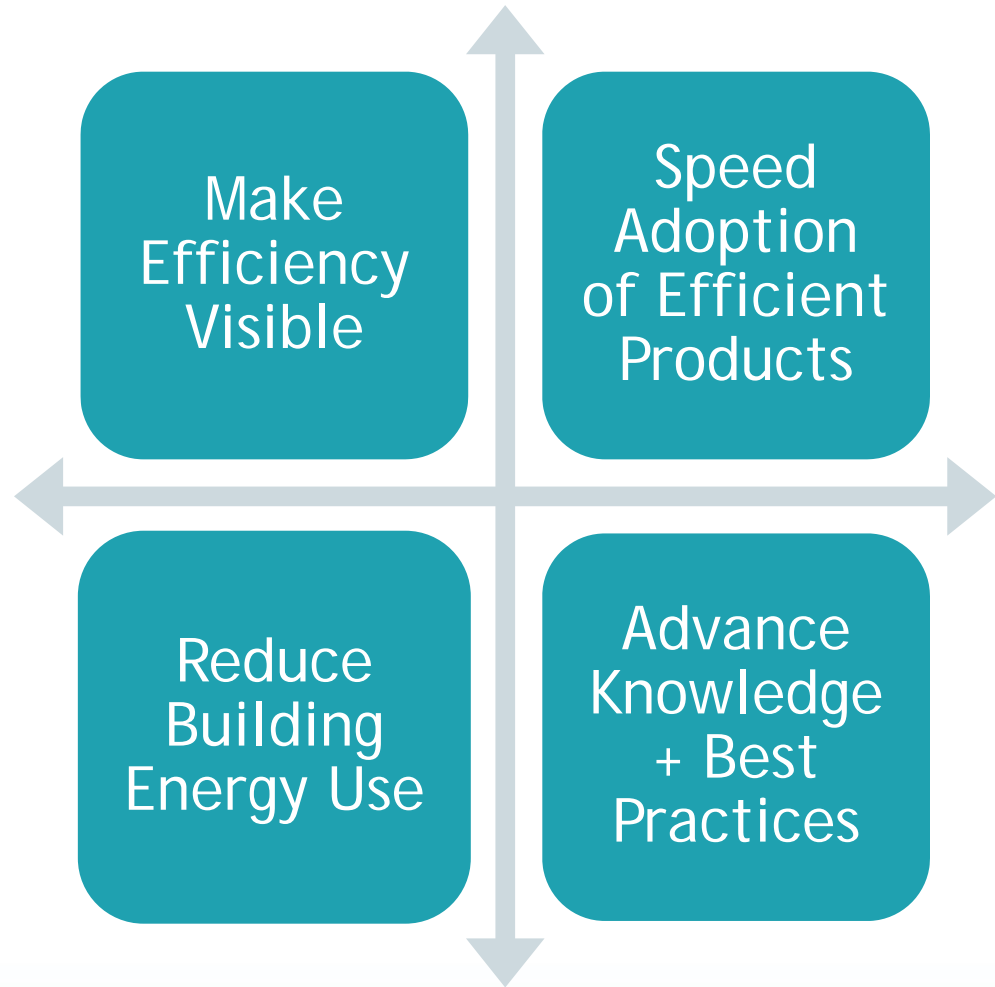
# Accelerating energy efficiency since 1996



## NEEP 2012 STRATEGIES

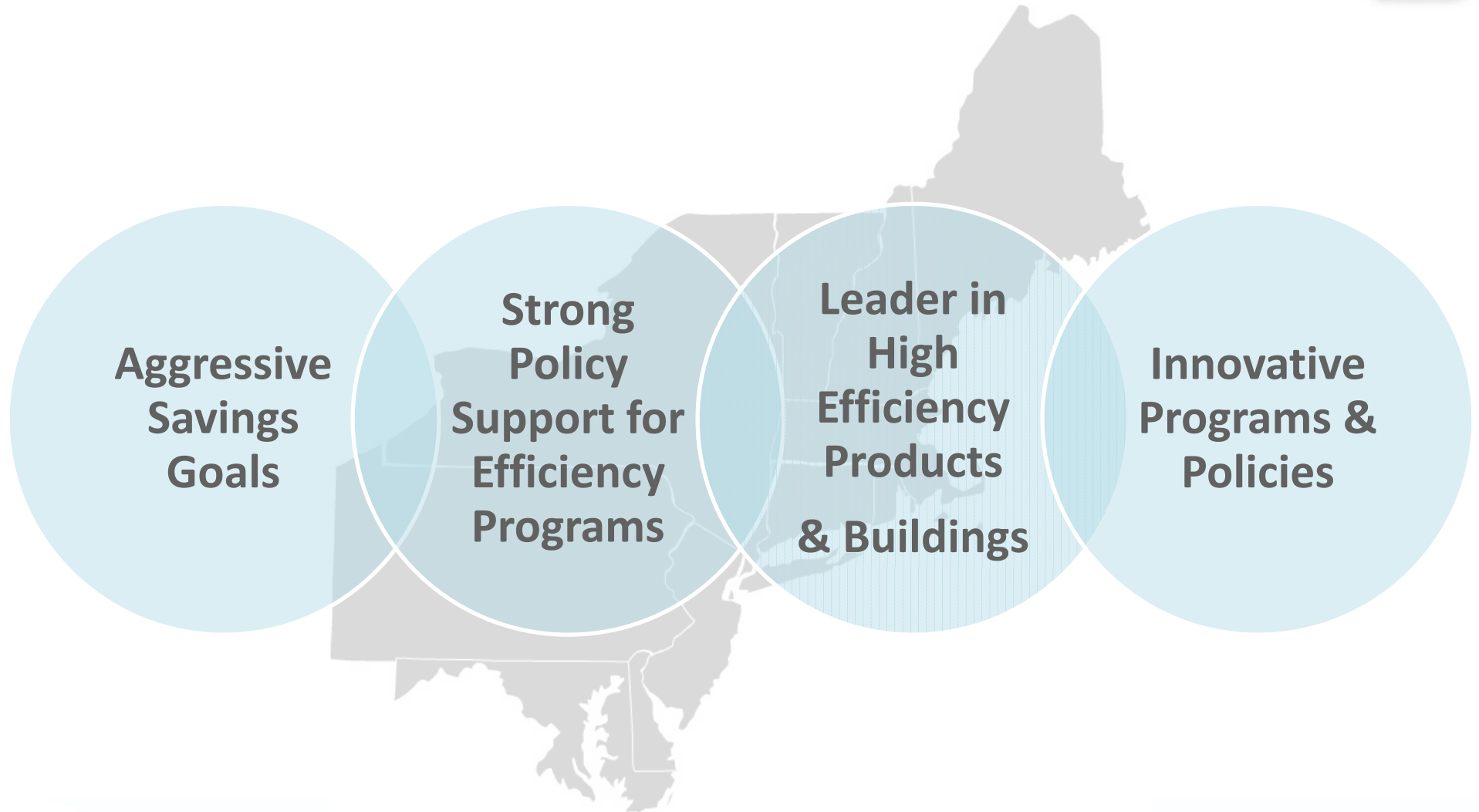
**MISSION**  
Accelerate energy efficiency in homes, buildings & industry in the Northeast - Mid-Atlantic region.

**GOAL**  
Keep the Northeast region a national leader in accelerating energy efficiency.

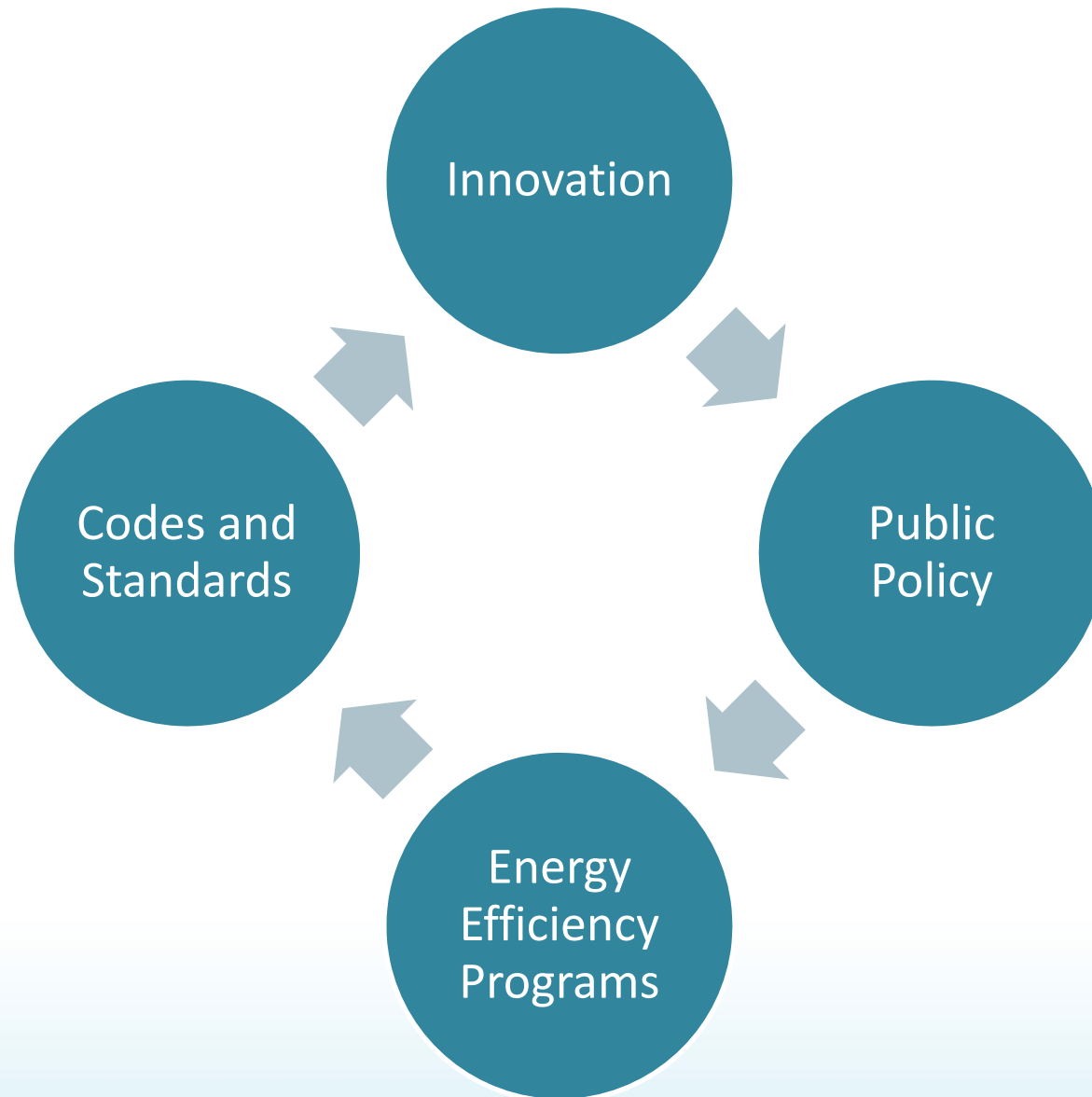


**APPROACH:** *Collaboration, Education, Advocacy*

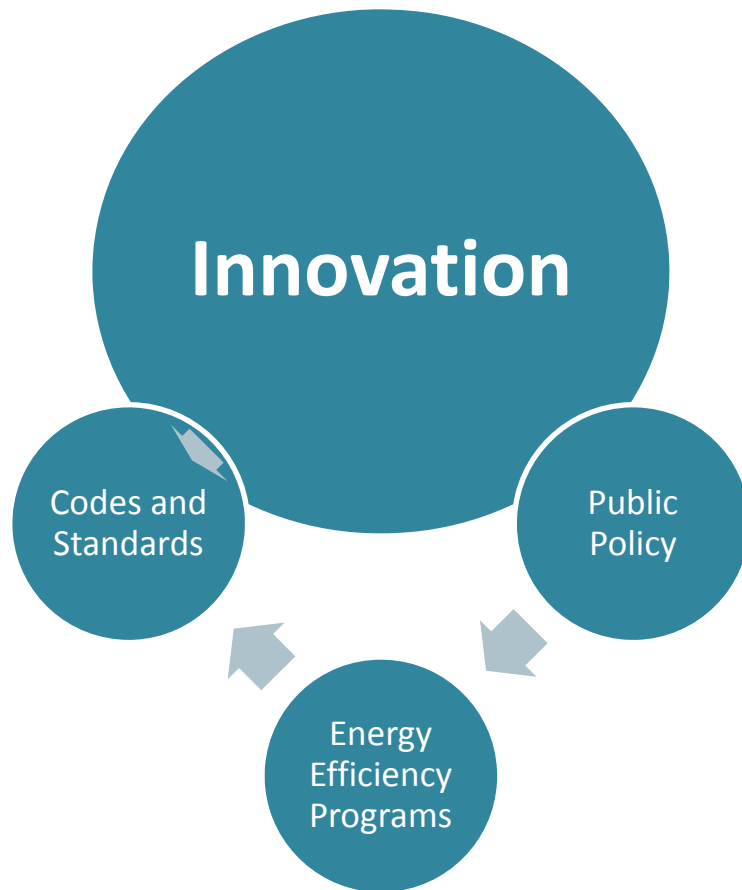
# THE NORTHEAST AS AN EFFICIENCY LEADER



# THE MARKET TRANSFORMATION CYCLE



# THE MARKET TRANSFORMATION CYCLE



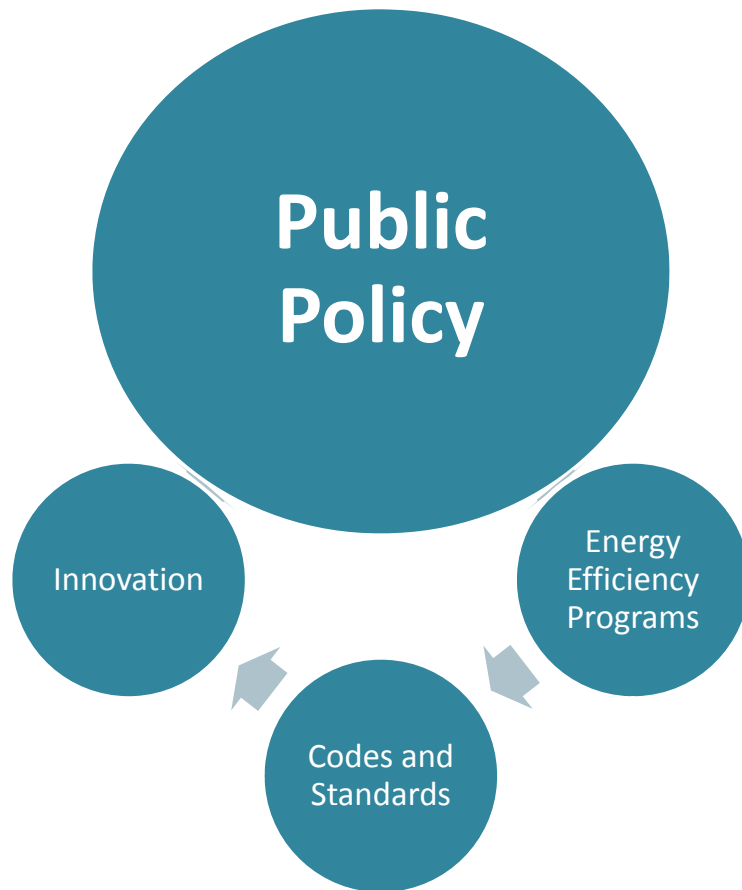
## Innovation

### *Taking Energy Efficiency to the Next Level*

#### Technologies, Services, Practices, Programs, Policy

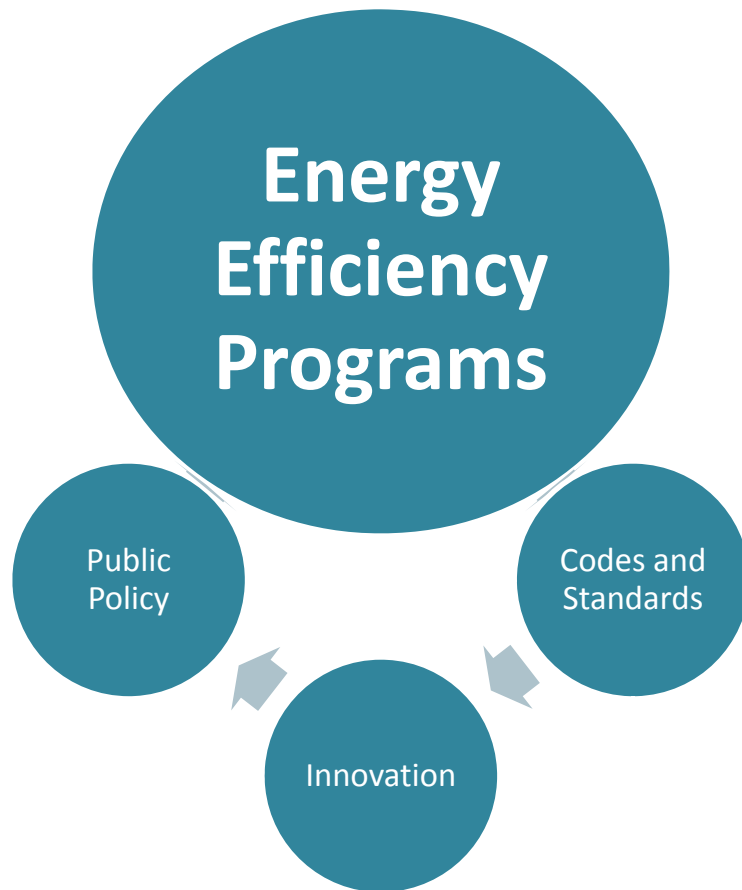
- Private sector investment
- University research
- National labs
- NGOs and think tanks
- Military

## Public Policy



### *Goals and Resources to Engage & Move Markets*

- Analysis, Planning, Goals
- Legislative Mandates
- Ratepayer-Funded Programs & Policies
- Government “Lead-by-Example” Mandates
- Evaluation & Reporting



## Energy Efficiency Programs

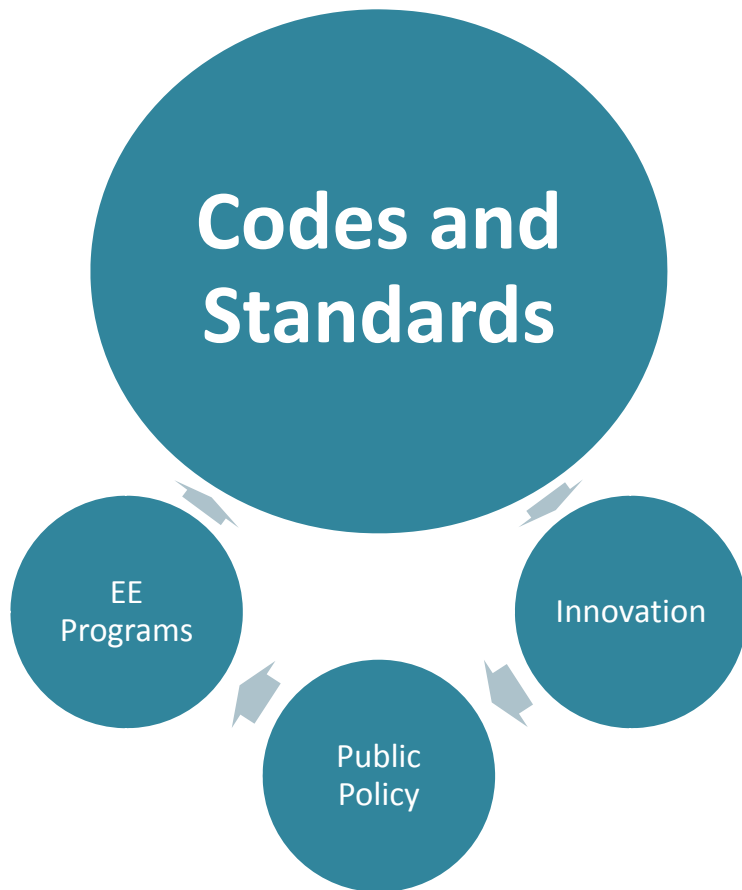
### *Building Market Demand and Capacities*

- Setting the technical “bar”
- Linking federal, national and state initiatives
- Marketing and education
- Incentives and services
- Industry partnerships
- Market tracking and analysis

## Building Codes and Appliance Standards

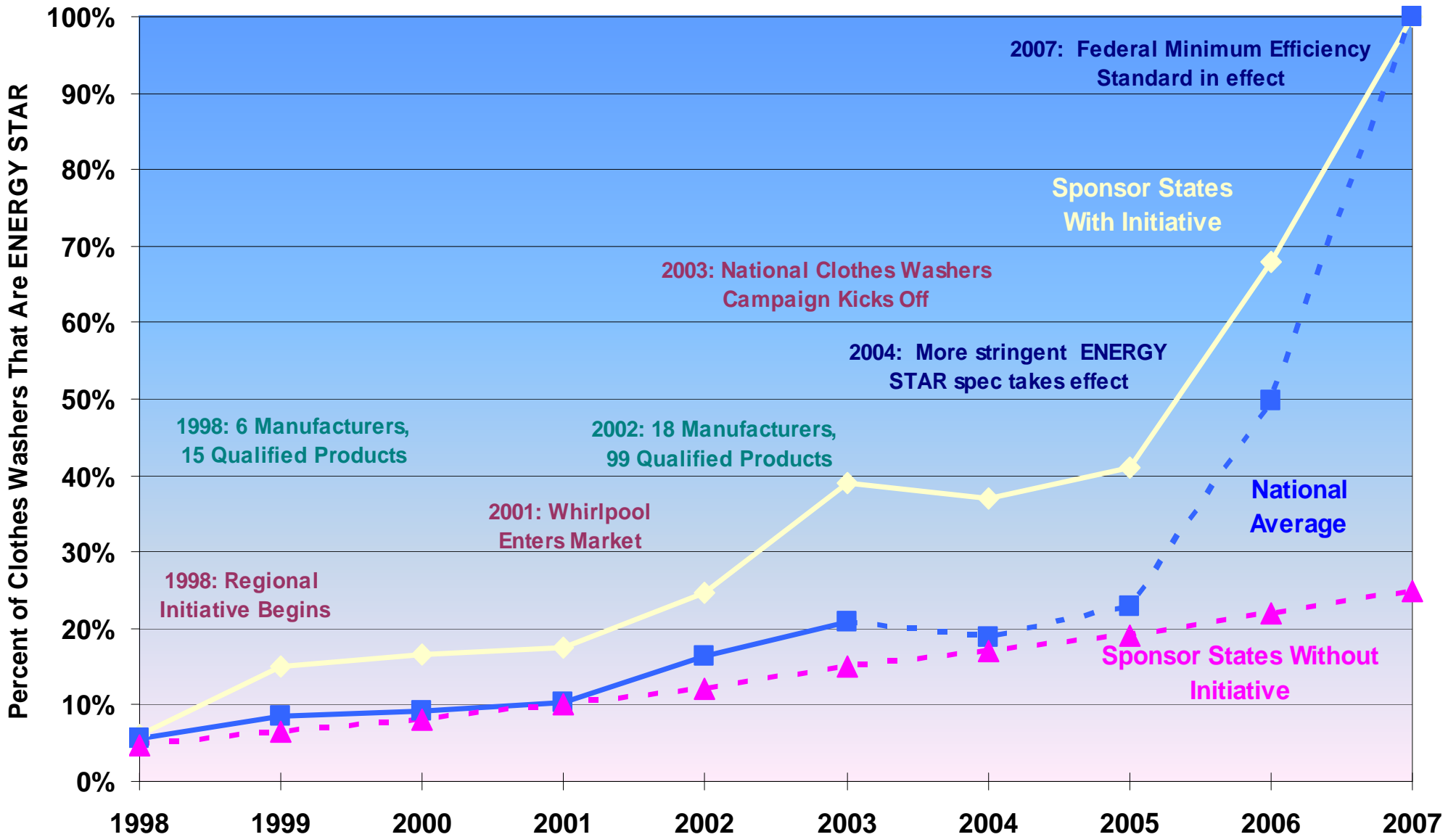
### *Regulation to “Lock in” Market Gains*

- State and federal standards
- National model building codes
- State building energy codes
- Sets new “minimum” floor
- Signals “market transformation”





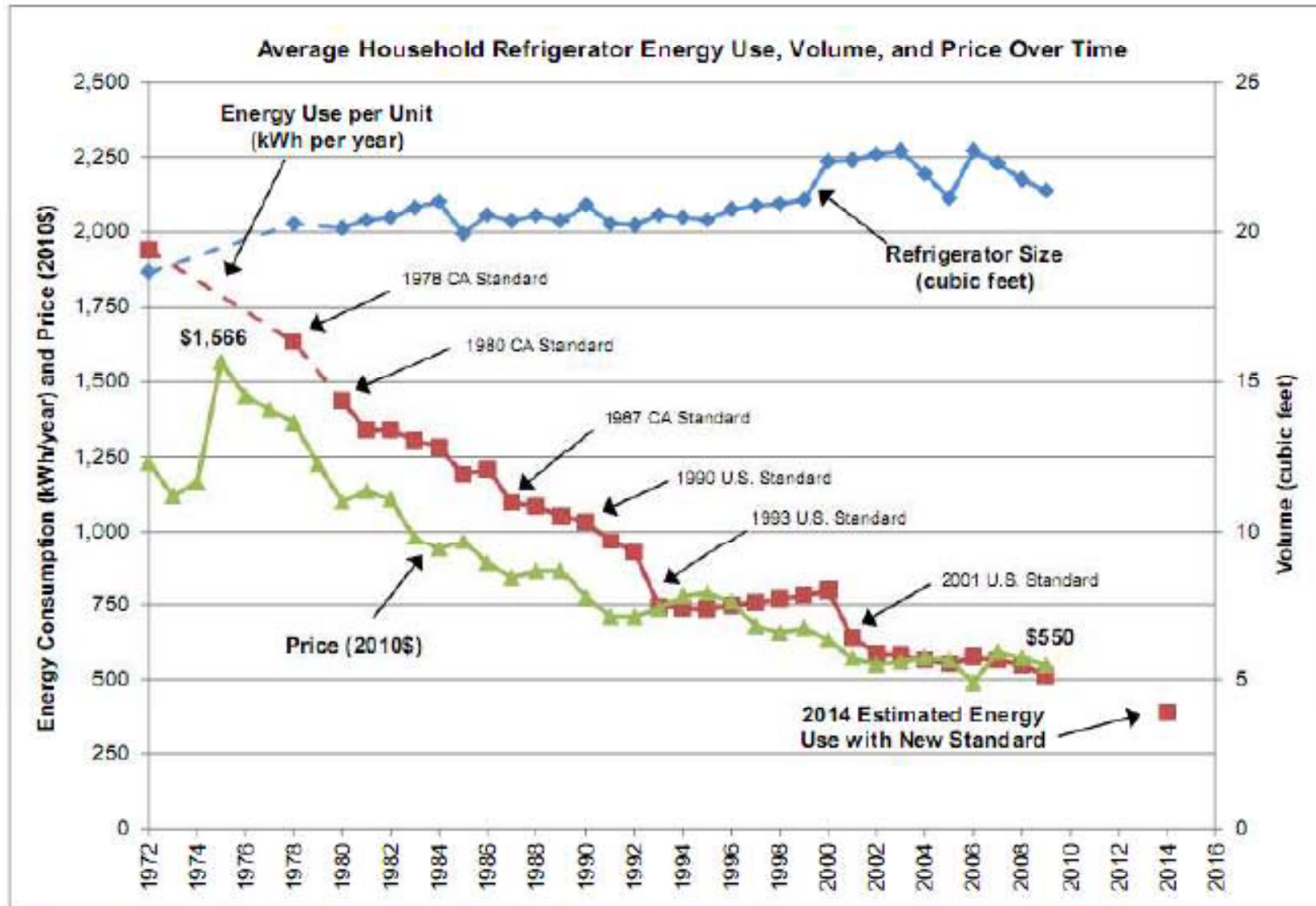
# MARKET TRANSFORMATION FOR HIGH EFFICIENCY CLOTHES WASHERS - NEW ENGLAND



# STANDARDS, ILLUSTRATED...



Figure C-1. U.S. Refrigerator Use vs. Time



Sources: Association of Home Appliance Manufacturers (AHAM) for energy consumption and volume; U.S. Census Bureau for price

# THE MARKET TRANSFORMATION CYCLE

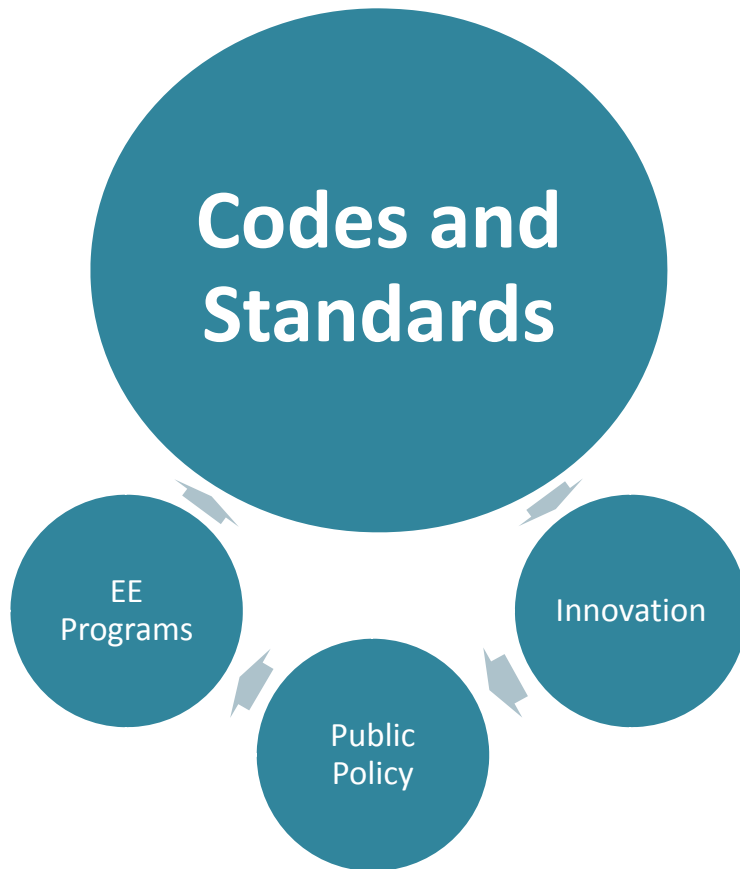


## Building Codes and Appliance Standards

### *HUGE Cumulative Impacts*

ASAP/ACEEE '*Efficiency Boom*' Report:

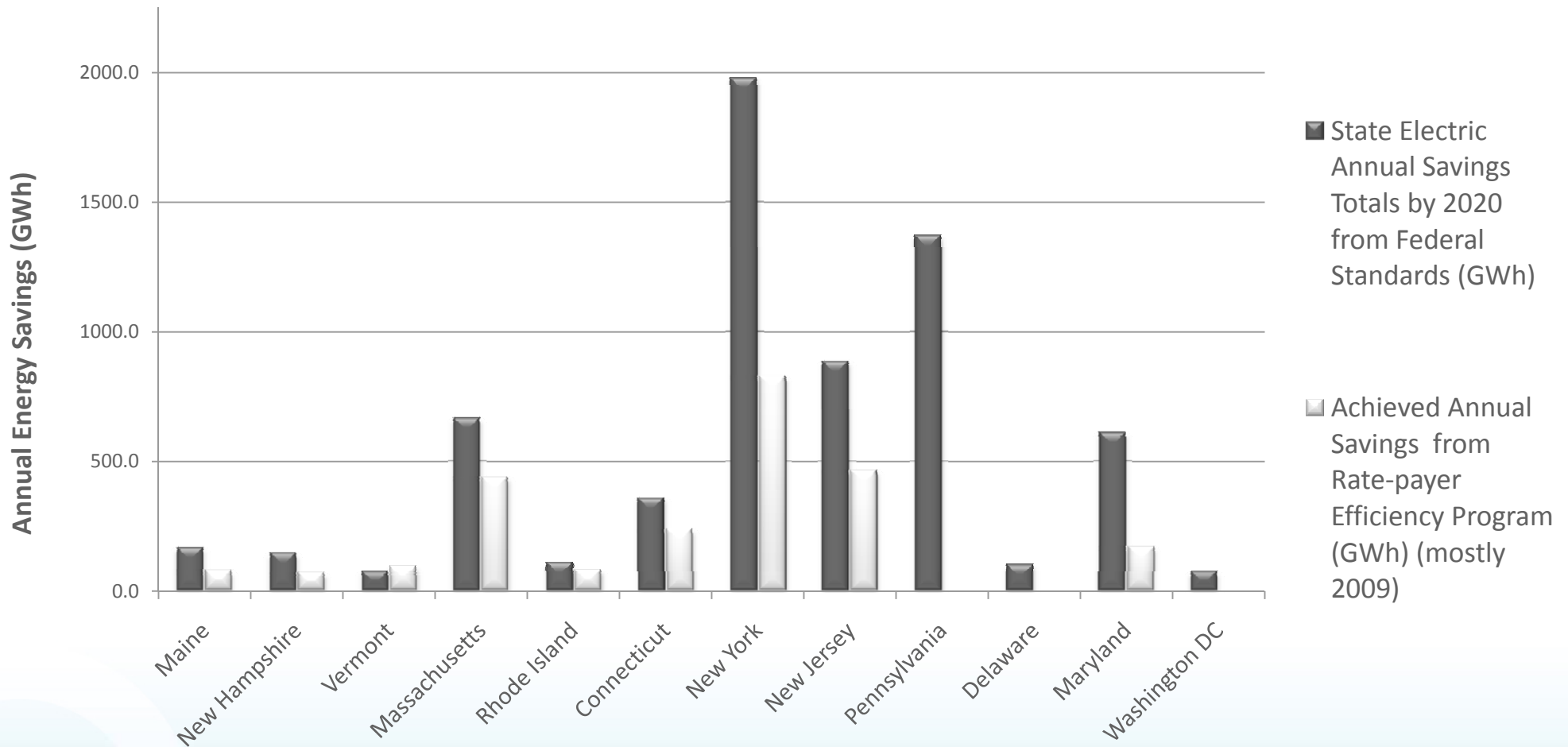
- ❑ Existing appliance efficiency standards:
  - ❖ 2010 reduced US electricity use by 7%
  - ❖ 2035 cumulative lifetime impact:
    - \$1.1 trillion saved
    - 200 quads – 2 yrs of US energy
- ❑ Potential impact of 34 new standards:
  - ❖ 2035 - Reduce projected US electric use by 7% and save enough gas to heat 8% of US gas-heated homes
  - ❖ Most derived from successful MT programs:



# STANDARDS IMPACTS VS. PROGRAMS



Savings Comparison: Combined State-level savings from 2011 Federal Rulemakings (2020) Compared to savings achieved by Rate-payer Efficiency Programs (2009)



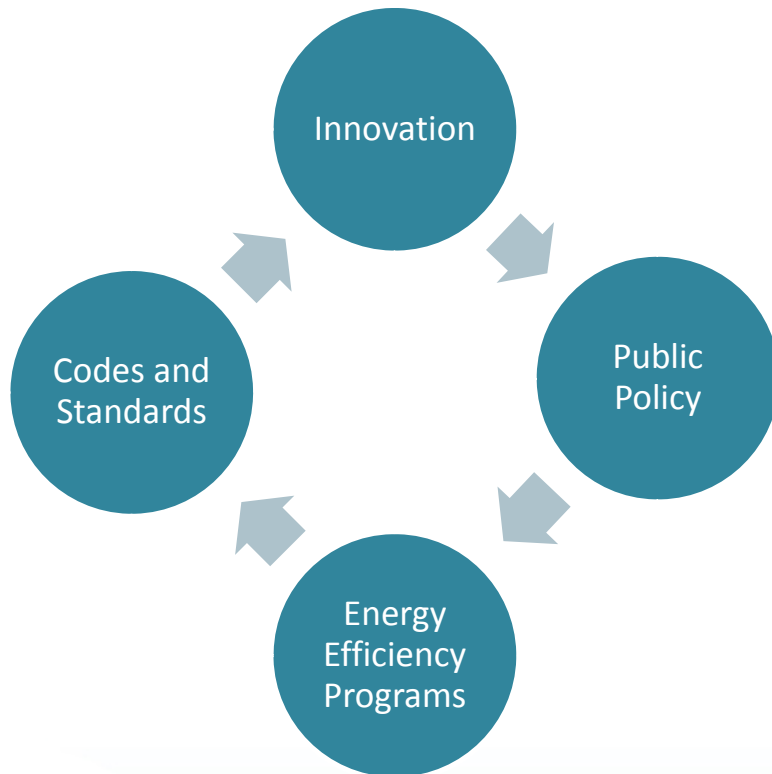
Source: NEEP Staff Analysis 2011

# THE MARKET TRANSFORMATION CYCLE



## Accelerating the 8-10 year MT cycle to 3-5 years:

- Support innovation
- Work with market actors
- Improve market data tracking
- Work regionally to build market momentum
- Stable public policies with updated cost-effectiveness policies
- Reward programs for helping codes & standards succeed
- Maintain timely progressive federal standards and model energy codes





# THANK YOU

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