




CADMUS



Programs Clearing the Way for Standards: Some Thoughts

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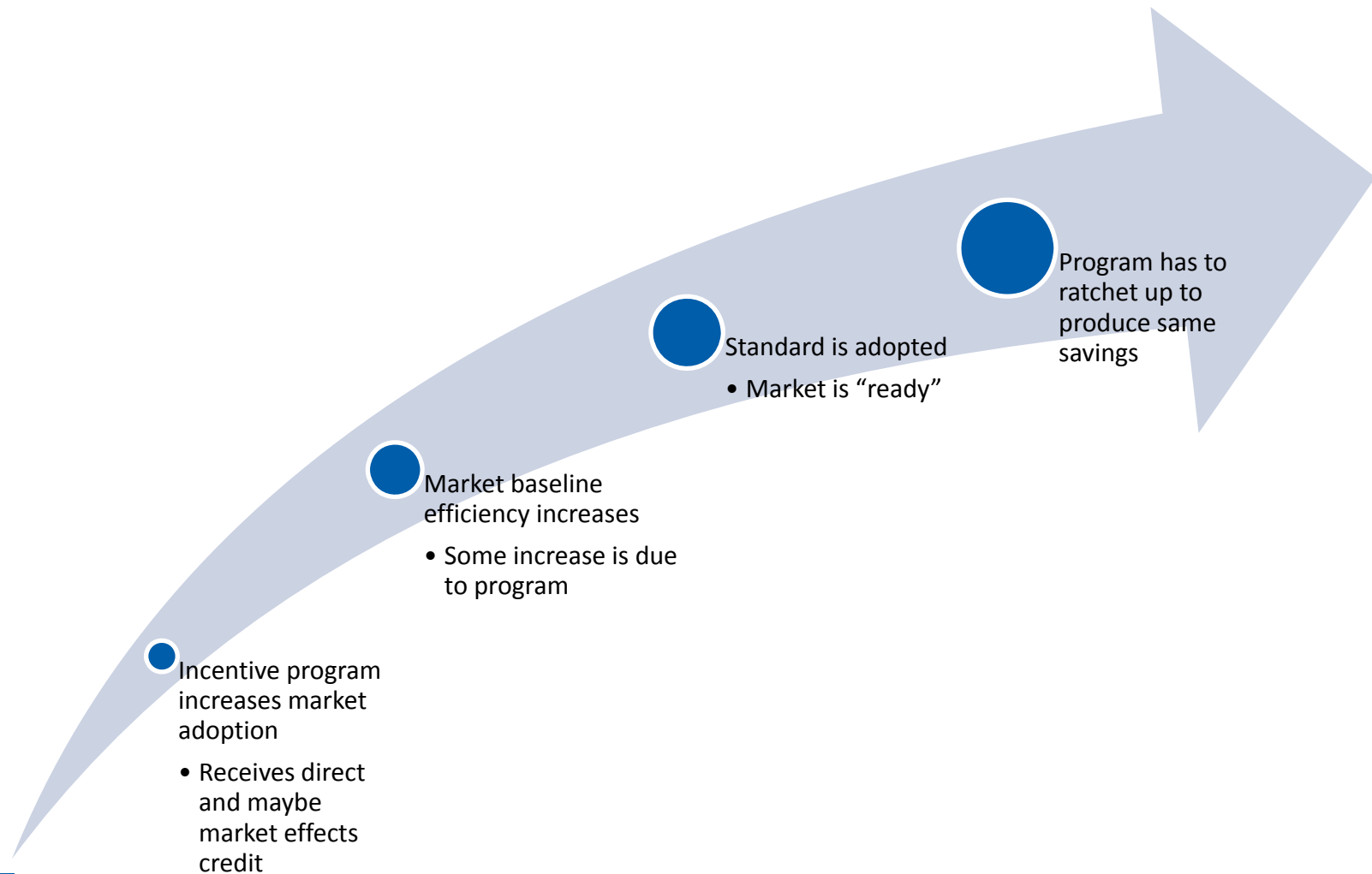
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Links between Programs and Standards

- One key basis for standard adoption is *market readiness*
 - Efficient products are commercially available
 - Performance is demonstrated
 - Customers can and do purchase them
- Incentive programs influence markets
 - Savings due to market effects can be credited, in theory, to the program
 - But market readiness is rarely (never?) addressed

Implications for Programs



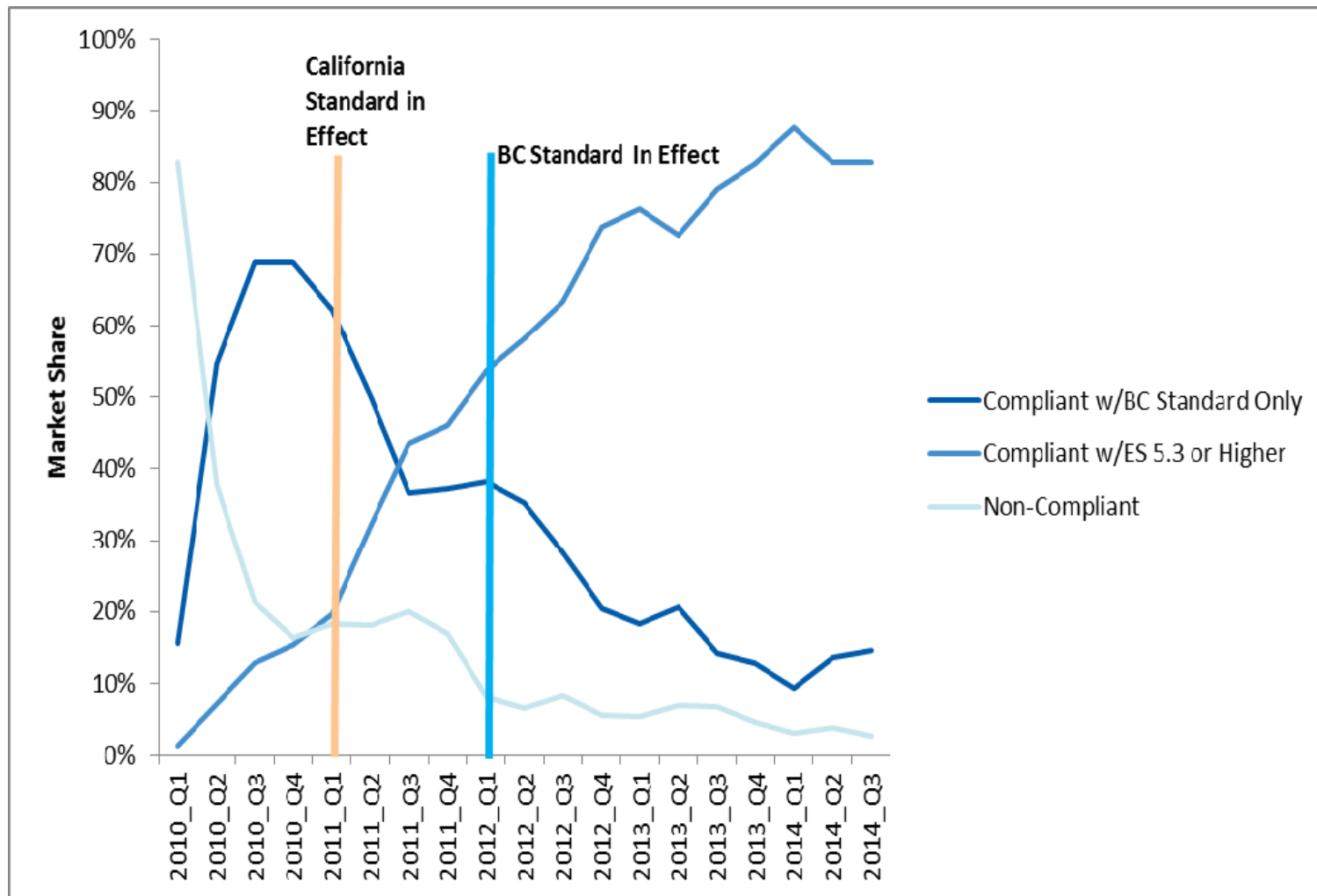
“Solutions”

- Don't worry about it
- Adjust savings targets
- Credit program for some savings from standard due to readying the market

Example: BC Hydro Influence on TV Standard

- BC Hydro engages with BC government to promote adoption of standards
- TV incentive programs increase market readiness
- BC adopted TV standard (~Energy Star 4) effective Jan 1, 2012
- How much did standard save?
 - How much could be credited to BC Hydro efforts and programs?
 - No simple answers

Market Share Trends



Open Questions

- What caused trends before effective date of standard?
- What is naturally occurring market adoption (NOMAD)?
- How much incremental effect did BC standard have?
- What is right baseline? What savings are attributable to the standard?

More Questions

- How can savings be attributed to utility?
 - Direct activities
 - Program market readying effects
- In dynamic, diverse market what does transforming mean?

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