

# ***Using Market Channels to Deliver Energy Savings***

Erinn Monroe

Matt Kok

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# Overview

- What is Focus on Energy?
- Push-pull strategy
- Existing states infrastructure
- Forming partnerships with industry

# Focus on Energy

- Wisconsin's statewide energy efficiency and renewable energy program.
- Aimed at increasing Wisconsin's energy independence by helping residents and businesses implement efficiency and renewable energy projects that would not occur otherwise.

# Focus on Energy

## Technical assistance

- Unbiased advice from experts
- Industry specific experience

## Incentives & financial assistance

- Rebates that mitigate first cost of choosing efficiency or renewables
- Up to 30% of project costs in some cases

## The impetus to take action

# Focus on Energy Serves

## Residential customers

- Single and multifamily buildings
- Homeowners as well as renters

## Businesses

- From family farms to large industry (paper, metal casting, and food processing, etc.)
- Schools and government to business facilities (health care, hospitality, and grocery stores, etc.)

## Communities

- Cities and community groups that want to be more sustainable

# The Push-Pull Strategy

- Generating Demand
  - End Users
  - Energy Advisors
- Motivating Supply Chain
  - Existing Sales Infrastructure
  - Trade Allies



# Ally Advisory Groups

- Made up of all levels of industry
- Industry buy-in
- Close the feedback loop
- Make programs transparent to allies



# Key Elements of Successful Market Channel Programs

- Flexibility
- Consistency
- Value

# Flexibility

- Accommodate variety of business practices

Example: Paying incentives to service providers

# Consistency

- Allies are making business decisions based on the program
- Unexpected changes alienate them
- Communicate on a regular basis

# Value

- Allies want to differentiate themselves
  - Affiliation with a strong brand
- Tools to help them make the sale
  - Training
- Rewards for participation
  - Spiffs
  - Co-operative Advertising

# Results

- Lighting channel savings increased by 400% within one year of the programs inception.
- Motors program has grown by about a third in the first quarter of this fiscal year.

# Lessons Learned

- **Get Trade Allies Involved as Early as Possible**
- **Listen.** Find out what allies need in order to participate. Don't assume that one solution will fit every problem

# Contact Information

Erinn Monroe

Focus on Energy

608-249-9322 ext. 175

erinnm@weccusa.org

Matt Kok

Focus on Energy

608-249-9322 ext. 230

mattk@weccusa.org

[www.focusonenergy.com](http://www.focusonenergy.com)





