

Recognition for Outstanding Achievement in Energy Program Design or Implementation by the Association of Energy Services Professionals


PG&E's Business and Consumer Electronics Program

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Program Background

- Electronics account for more than 11% of consumer and almost 8% of non-residential U.S. electricity use 
- Electronics load is growing at 6% per year vs. 1.8%
- If left unabated U.S. consumer load may reach 18% by 2015 Sources: CEA, CEE, Energy Solutions

International Energy Agency - Paris, France

Consumer electronics is "the fastest growing area and it's the area with the least amount of policies in place"

Existing technologies could slash consumption by 30% - 50% at a small cost.

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Challenges Shaped Program Design

Challenges	Program Design
<ul style="list-style-type: none"> • Large diversity of products • Wide range of efficiency levels (small per unit savings) • Ever changing consumer preferences • Global manufacturing • Multiplicity of market channels 	<ul style="list-style-type: none"> • Mid and upstream program • Directed at Retailers and Manufacturers • Impact stocking, promotion and sales behaviors for products that meet or exceed ENERGY STAR specifications • Yield significant savings • Launched 12/08 <small>Televisions, Desktop Computers, Monitors</small>

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Program Rationale

- **A mid and upstream program can yield significant savings**
 - Per unit energy savings is small, but
 - Program based on millions of high priced products
 - Cost effective to work with retailers and manufacturers
- **Impact on mid and upstream participants has to be significant to move the market**
 - Large scale, nationwide program
 - Multi-product strategy
 - Multiple utilities
- **A successful program is a win/win for all**
 - Customers gain greater selection of highly efficient products in local stores and other distribution channels
 - Participants earn significant incentives – used for training, marketing and product development
 - PG&E reduces energy load

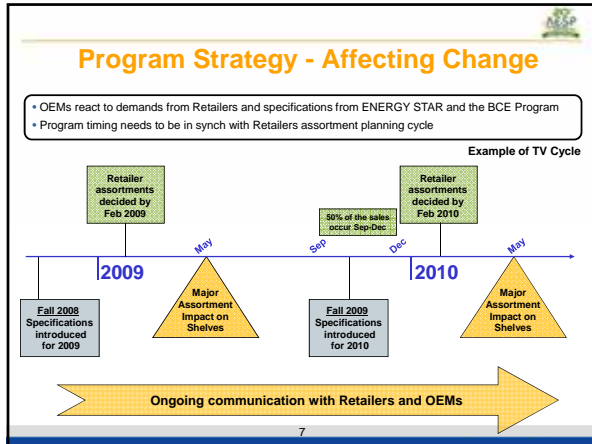
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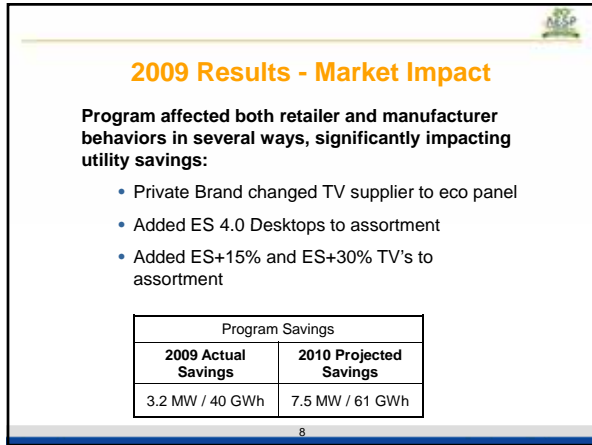
Program Strategy - Work with Retailers and OEMs

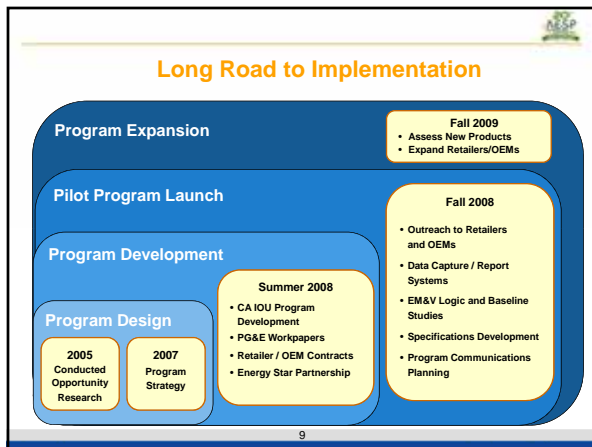
Under Agreement	In Discussion


These retailers represent almost 70% of the consumer electronics market. Dell, HP and Lenovo represent about 33% of the desktop computer market.

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Critical Success Factors

- **Product / measure management**
 - Develop processes to annually update measures and expand portfolio (continually raise the efficiency bar)
- **Continuous / experienced channel outreach**
 - A market facing team that knows the market and the players
- **Data tracking and matching**
 - Develop a data collection system, linkage to retailers, validation of product models and payment system
- **EM&V planning and tracking**
 - Build an ongoing case to support an upstream EM&V model
 - Up/Midstream model measures market impact based on decisions made by the buyer one or two times per year with national significance
- **Coordination across utilities**
 - Currently work with the Sacramento Municipal Utility District and the Northwest Energy Efficiency Alliance

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Marketing Communications

Educating customers about energy efficiency takes a multi-prong approach

- Store detailing of POP materials on qualifying products
- Training store management and sales associates
- Print Advertising
- In-store displays
- In-store promotions



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Expanding Program for Continued Success

Significant development effort required for long-term success

- Detailed technology roadmap vital for continuity
- Expansion into new channels needed for larger market penetration




Potential Products

- Laptops
- Set Top Boxes
- Printers/MFDs
- Audio/Video/DVD
- TVs (commercial)
- Servers
- Notebooks
- Thin Clients


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Business and Consumer Electronics Alliance
National Expansion through Cooperation

In the Program

-  Pacific Gas and Electric Company
-  **SMUD**
SACRAMENTO MUNICIPAL UTILITY DISTRICT
"The Power to Do More."
-  NORTHWEST ENERGY EFFICIENCY ALLIANCE
Washington, Oregon, Montana, Idaho

In Discussion
...with utilities and energy organizations in the Southwest, Midwest and Northeast



Your interest in participating is welcome!

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Your Interest

Business and Consumer Electronics Alliance

- Visit www.etcc-ca.com for more background
- Your interest in participating is welcome
- For additional information contact:
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