

# Consumer Electronics Energy Savings Partnerships

**Tim Michel**





# Pacific Gas and Electric Company



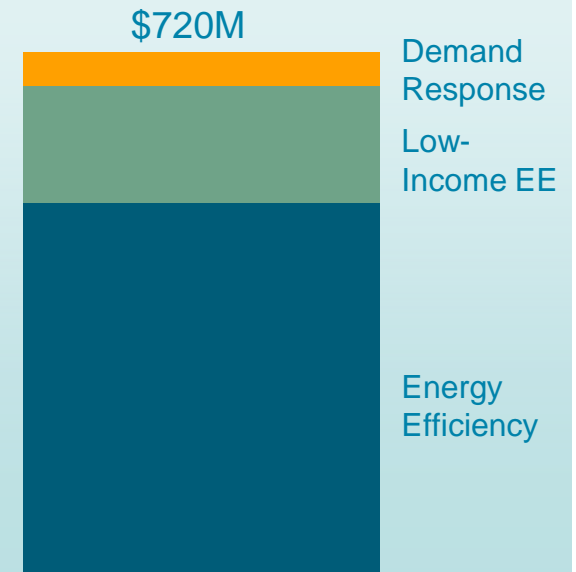
Energy services to 15M people:

- 5.1M Electric customer accounts
- 4.3M Natural Gas accounts

70,000 square miles with diverse topography and climate zones

20,000 employees

2013 PG&E Energy Efficiency and Demand Response Budget





# The BCE Program 2008 - 2013

- In 2008, TV's were largest contributor to the growing electronics plug-load
  - New technology (HDTV's, Flat Screens)
  - Increasing sales volume
- Typical mail-in rebates not large enough to impact consumer purchase decisions
- PG&E offered incentives to Retailers to purchase, stock, market and sell qualified televisions that met and exceeded ENERGY STAR specifications
- Retailers, subsequently worked with their manufacturing partners to supply models that met specifications





# BCE Marketing Communications

## In-Store Marketing

### POP



## Video Wall



## Web Communications

### CNET marketing program

cnet reviews

Cell Phones Desktops Digital Cameras Laptops MP3 Players TVs All Categories forums

Special Advertising Section

### Energy-Efficient Electronics

Replay

Purchasing energy-efficient electronics can save you energy, money and help the environment. The product you choose can make a big difference.

Look for the Pacific Gas and Electric Company (PG&E) and ENERGY STAR® stickers.

Get the facts about: MONITORS DESKTOPS TVs

Click an image to find the right energy-efficient electronics for your needs.

#### Energy-Efficient Desktops

You found: 629 items

Find by Price	Find by Manufacturer	Find by Product line	Or find by
<ul style="list-style-type: none"><li>Less than \$400 (22)</li><li>\$400 - \$500 (52)</li><li>\$500 - \$600 (84)</li><li>\$600 - \$700 (79)</li><li>\$700 - \$800 (52)</li><li>See all Prices</li></ul>	<ul style="list-style-type: none"><li>Acer (4)</li><li>Apple (47)</li><li>Dell, Inc. (98)</li><li>enano Computers (1)</li><li>Gateway (22)</li><li>See all Manufacturers</li></ul>	<ul style="list-style-type: none"><li>Acer Veriton (4)</li><li>Apple eMac (3)</li><li>Apple iMac (26)</li><li>Apple Mac mini (11)</li><li>Apple Mac Pro (4)</li><li>See all Product lines</li></ul>	<ul style="list-style-type: none"><li>Desktop type</li><li>Processor</li><li>RAM size</li><li>Hard drive size</li><li>Processor manufacturer</li><li>OS provided</li><li>See all</li></ul>



# Critical BCE Program Learnings

- Retailers engage in programs if you have the right value proposition
  - Engage at the right time
  - Work with retailers' unique go to market strategies to serve their unique customer segments.
- Retailers' interest in program participation driven by size of market opportunity
  - BCE participating utilities represented more than 15% of US market
  - Seven leading retailers participated in BCE
- Mid-stream retail programs transform markets, but create evaluation challenges.
  - Bring in regulators and evaluators during program design and reach agreement on metrics

## Case Studies

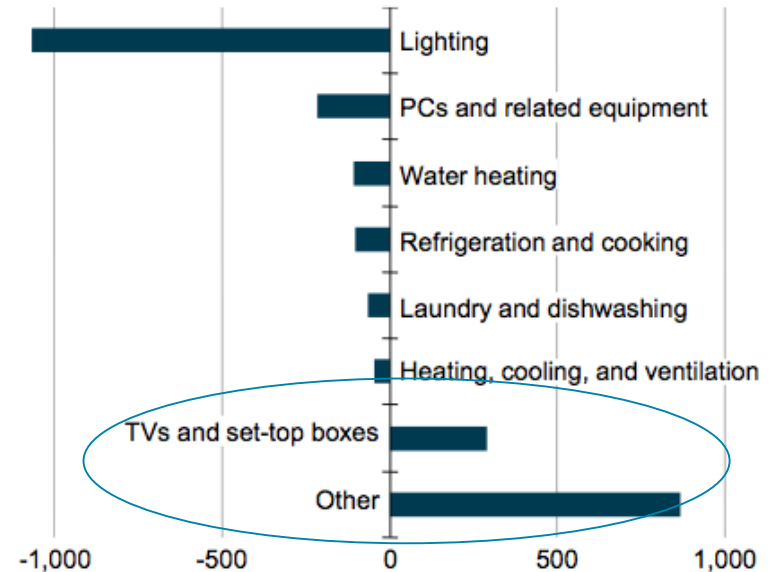
- Timely engagement with Best Buy merchants led them to switch supplier to achieve specification.
- BCE program awareness by Samsung engineers resulted in information requests to support product development
- Retailers encouraged participating utilities to adopt the same program specifications for better program effectiveness



# New Retail Products Program Drivers

## Initial focus on “plug-loads”

- US residential electricity consumption is expected to grow by 21% from now to 2040 even though energy efficiency has slowed demand growth
- Consumer electronics and small electric devices are largest contributor to growth.
- Unit energy savings for electronics and small devices is low and does not justify a down-stream rebate



Change in Residential Electricity Consumption for Selected End-Uses 2012-2014 (kilowatt-hours per household)

Source: EIA, 2014 Energy Outlook

### What is the ‘plug load’?

- No formal technical or legal definition
- Generally understood meanings:
  - Includes plug-in devices: white goods, small appliances, consumer electronics, office equipment
  - Excludes built-in lighting, major HVAC

Source: University of California, Irvine (CalPlug)



# New Retail Products Program Goals

- Create Partnerships
  - EPA: ENERGY STAR
  - Energy Efficiency Program Sponsors
  - Retailers
  - Manufacturers
  - NGO's and Associations
- Innovate for Today's Market
  - Work with regulators and evaluators to inform and measure
  - Advance planning with retailers and leverage each retailers' unique go to market strategy
  - Rolling portfolios of products
  - Omni-channel approach: engage consumers where they shop, when they shop, how they shop
  - Create multi-regional or “national” utility alignment



# New Retail Products Program: Trial

**kmart** Offers valid 6/15 thru 6/28/14

**SAVE ENERGY & MONEY WITH THESE ELECTRONICS**

**ALWAYS LOOK FOR ENERGY STAR<sup>®</sup> WHEN SHOPPING FOR NEW HOME ELECTRONICS PRODUCTS**  
Home electronics that earn the ENERGY STAR<sup>®</sup> use less energy and offer all the features and functionality as standard models.

**save \$100**  
**\$199.99** **Nakamichi**  
Nakamichi<sup>®</sup> 2.1-channel sound bar with Bluetooth<sup>®</sup> and wireless subwoofer. 280 watts. 14213181K11

**readers get \$50 back in points**

**save \$30**  
**\$269.99** **SAMSUNG**  
Samsung<sup>®</sup> 2.1-channel sound bar with Bluetooth<sup>®</sup> and wireless subwoofer. 280 watts. 7422010101-4025

**readers get 30,000 points**

**\$179.99** **SAMSUNG**  
Samsung<sup>®</sup> 2.1-channel sound bar with Bluetooth<sup>®</sup> and wired subwoofer. 120 watts. 80010011W-P308

**save \$10**  
**\$89.99** **SAMSUNG**  
SALE Samsung<sup>®</sup> Blu-ray Disc<sup>™</sup> player with built-in WiFi<sup>®</sup>. 3234421782-P2000

**save \$15**  
**\$64.99** **SAMSUNG**  
SALE Samsung<sup>®</sup> Blu-ray Disc<sup>™</sup> player. 7422010101-H3100

**save \$20**  
**\$99.99** **SONY**  
SALE Sony<sup>®</sup> Blu-ray Disc<sup>™</sup> player with built-in WiFi<sup>®</sup>. 7587045100-P-G0100

**save \$10**  
**\$79.99** **SONY**  
SALE Sony<sup>®</sup> Blu-ray Disc<sup>™</sup> player. 7547044100-P-G1200

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**SMUD**

PG&E and SMUD Trial with Kmart resulted in a number of “Firsts”

- “First” ENERGY STAR advertisement
- “First” ENERGY STAR signage in store
- “First” ENERGY STAR associate training
- “First” to connect energy savings and Shop Your Way points

Program partnered with Sears Holdings’ Merchant and Green Leadership Team, Nakamichi, and ENERGY STAR to qualify the “hero” sound bar!

*Just 1 of the many exciting examples during the trial!*



# Thank You For Your Time!

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