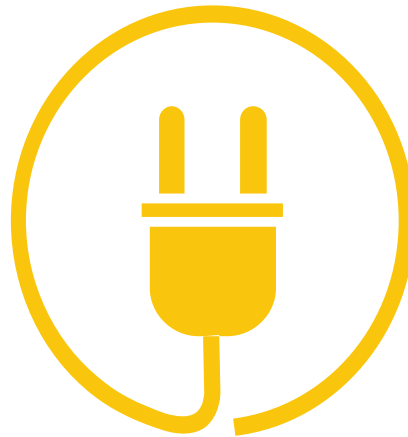


EE 2.0 – Next Generation Retail Programs

Paul Campbell
Sears Holdings Corporation
Speaking on Behalf of the
ENERGY STAR Retail Action Council



October 28, 2014

The ENERGY STAR Retail Action Council

- Make energy efficiency incentive programs as cost-effective and productive as possible for program sponsors and retailers.
- Institutionalize best practices developed through program sponsor and retailer collaboration.
- Mitigate common operational and administrative barriers.
- Encourage lower energy requirements of consumer products
- Increase retail channel share of energy efficiency program allocations



sears

ENERGY STAR Retail Action Council: Benefits of Scale

- Scale up to 30-50% of all stores (100% ideal!)
- Program participation becomes highly attractive
- Senior management support
- Direct involvement from core merchandising, marketing and operations functions, leads to more effective customer engagement, signage, training
- Reduces our cost, allows focus on products, sales and serving each customer
- Allows us to drive manufacturers to greater EE and/or have specialized assortments.



ENERGY STAR Retail Action Council: Products

- Upfront planning and collaboration will lead to more EE products in portfolio and higher sales
- Test a nationally coordinated energy efficiency program model with a few product categories, prove the model, then expand
 - Have the same products and specifications
 - Incentives will vary

Lighting

- Retailers prefer to begin with non-lighting products
- With a harmonized program, lighting may be an option



ENERGY STAR Retail Action Council: Data

- Category data requires a third party data management firm, approved by retailers' legal staff and management
- Proper security measures must be in place
- Data are aggregated by a “rule of 3” and customer identification is not a requirement (zip codes or store numbers are acceptable)
- Fewer and more focused EM&V interviews enables more access to management



ENERGY STAR Retail Action Council: Marketing

- With a national group of program sponsors, we will help you understand our business and make compelling offers
- Plan around our merchandising and marketing calendars
- Develop solutions that address our Omni-channel approaches
- Work with us to drive mutual customers to our local stores to save them energy



Get In-Store
Notifications

“Retailers and Utilities should develop programs in collaboration.
We can be quick to market, impactful and create customer benefits”
-- Senior executive at a large retailer

The ENERGY STAR Retail Action Council

- We support EPA's efforts to build scale and be more effective and efficient with the ENERGY STAR Retail Products Platform
- We believe this is the future of energy efficiency programs, and the future is now!
- We are offering to help regulators recognize the energy saving opportunities
- We are excited and wish to assist innovative Program Sponsors who join together with the EPA transform the energy efficiency market

