

CT Lighting Program - How to Light the Way to “Hard to Reach” Customers

ENERGY STAR Partners Meeting

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Energize Connecticut

Helping residents and businesses save money and use clean, affordable energy

- A partnership of the Connecticut Energy Efficiency Fund, the Connecticut Green Bank, the State, and local electric and gas utilities
- More information at EnergizeCT.com



CT Lighting Program


- Designed to create awareness, acceptance, and purchase of ENERGY STAR certified products
- Educate customers about the benefits of ENERGY STAR certified LEDs over halogens and incandescent bulbs
- Support Hard-to-Reach (HTR) consumers which are often an underserved population
- Untapped energy savings



Look for
this label
Busque
esta etiqueta



LUMENS VERSUS WATTS



60 W
10 W

Watts = Energy Used
Lumens = Brightness
How many lumens do you need?

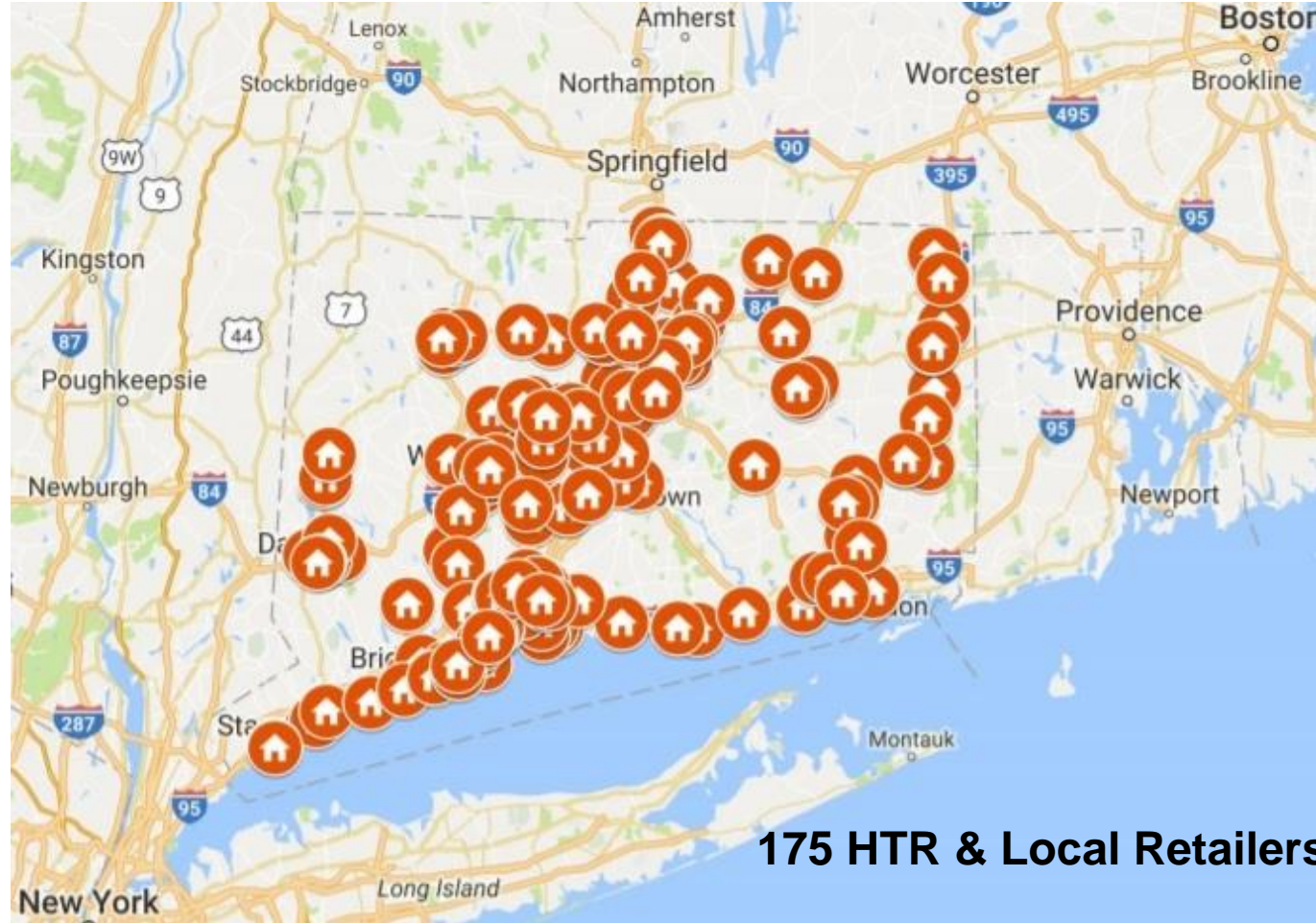
Lumens	450+	800+	1100+	1600+
LED	5 W	10 W	13 W	20 W
Standard	40 W	60 W	75 W	100 W

LEDs use less watts, that means less energy and less money on your bill!

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HTR Retail Partners



Marketing and Promotional Efforts

- Worked with trade allies to develop educational materials in Spanish, Chinese & Portuguese

Lúmenes: La Nueva Manera De Comprar Iluminación
Elija su próxima bombilla de acuerdo a la iluminosidad que usted desea.

1. Compruebe la parte posterior de la caja

¡Preste atención a los datos de iluminación de la parte posterior de la caja de las bombillas incandescentes y Lámparas Fluorescentes Compactas o Lámparas LED (Etiqueta Energy Star). Para saber más consulte:

BOMBILLA INCANDESCENTE	LUMINOSIDAD	BOMBILLA CON ENERGY STAR®
WATIOS	LUMENES	WATIOS
40	450	8-11
60	850	13-15
75	1,100	16-25
100	1,600	23-30

2. Busque el logotipo de ENERGY STAR®

Iluminación es uno de los lugares más fáciles para ahorrar y ahorrar energía. Al reemplazar sus bombillas incandescentes con bombillas calificadas ENERGY STAR LED usted puede ahorrar en su factura de electricidad.

Las bombillas calificadas ENERGY STAR LED:

- Proporcionan más luz de alta calidad
- Usan menos energía
- Duran hasta 25 veces más
- Ahorran dinero en los facturas de energía



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流明：选购照明的新方法
选择下一款你想要亮度的灯泡

1. 请看盒子背面

Lighting Facts 从传统白炽灯到LED节能灯

白炽灯	流明	ENERGY STAR LED
瓦数	流明	瓦数
40	450	8-11
60	850	13-15
75	1,100	16-25
100	1,600	23-30

2. 请参照 ENERGY STAR 商标

照明是最容易节能的方式之一。只需将5个节能常用的灯替换掉家里的ENERGY STAR 认证的灯即可。这样做会节省非常可观的能源花费。

ENERGY STAR 认证的 LED 节能灯:

- 提供高品质的输出
- 使用更少能源
- 寿命延长25倍
- 节省能源费用



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Lumens: A Nova Maneira De Fazer Compras Para A Luz
Escolha a sua próxima lâmpada para o brilho desejado.

1. Verifique a parte traseira da caixa.

Faça a troca de lâmpadas incandescentes por lâmpadas LED (Etiqueta Energy Star).

BOMBILLA INCANDESCENTE	LUMENES	BOMBILLA CON ENERGY STAR®
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2. Procure o logotipo ENERGY STAR®

A iluminação é um dos lugares mais fáceis para começar a economizar energia. Basta substituir suas lâmpadas incandescentes com lâmpadas ENERGY STAR LED e você pode economizar em sua conta de energia.

ENERGY STAR LED tem qualidade de iluminação de lâmpadas LED:

- Aquecem e saem de luz de alta qualidade
- Usam menos energia
- Duram até 25 vezes mais
- Podem deixar em conta de energia



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- Produced bilingual lighting pocket guide

GUÍA PARA UNA ILUMINACIÓN DE BAJO CONSUMO



AHORRO INSTANTÁNEO OFRECIDO POR:

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¿QUÉ ES LA TEMPERATURA DEL COLOR?

- La temperatura del color se mide en una escala de temperatura denominada kelvin (K)
- Las bombillas con un valor K más bajo tienen una luz más amarilla
- Las bombillas con un valor K más elevado tienen una luz más blanca o azulada
- La mayoría de las bombillas con certificación ENERGY STAR® tienen un color similar al de las bombillas incandescentes: 2,700-3,000 K
- Para una apariencia más brillante, busque las bombillas que digan:
 - 3,500-4,100 K para luz fría, más blanca
 - 5,000-6,500 K para luz natural más azulada

Fuente: EnergyStar.gov

Cómo elegir el color correcto

Bianco caldo, Bianco scuro Color estándar de las bombillas incandescentes.	Bianco frío, Bianco brillante Indicado para cocinas y lugares de trabajo.	Natural, luz de día Indicada para leer.
2,700K 3,000K	3,600K 4,100K	5,000K 6,500K

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Marketing and Promotional Efforts

- In-store promotional events
 - Conducted by our field team to promote and demonstrate the benefits of energy efficient lighting.

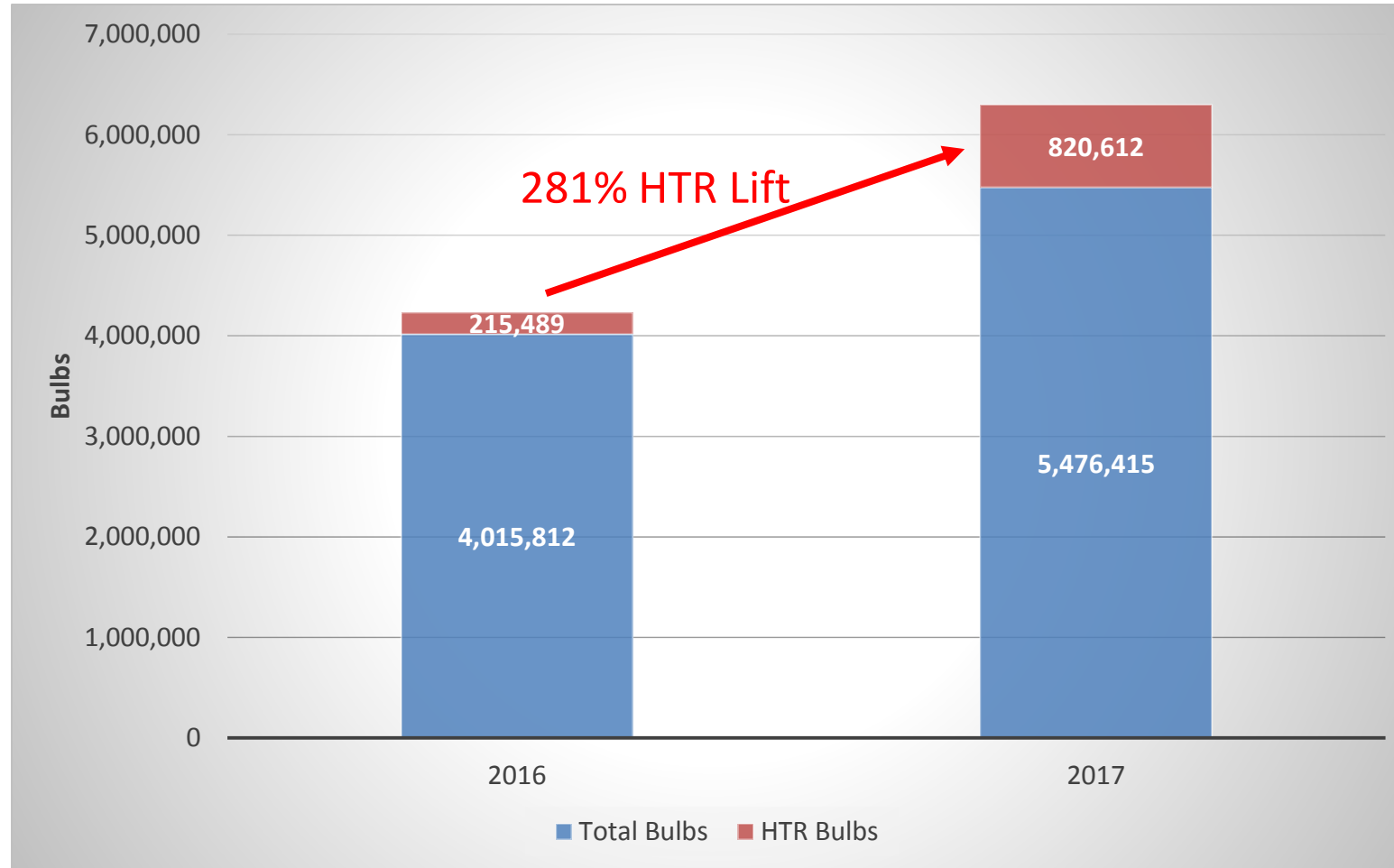


CT Food Bank

- In 2017, Eversource partnered with the Food Bank and 167 Foodshare locations to offer ENERGY STAR LED bulbs at no cost to verified low-income families
- Distributed 80,928 bulbs & reached 20,232 households
- Provided branded educational handouts
- Offered additional weatherization & energy savings services



Results by Distribution Channel



Best Practices & Lessons Learned

- **Maintain a retail presence in HTR markets** and provide incentives that allow ENERGY STAR-certified LEDs to compete with less-efficient bulbs
- **Distribute bilingual point-of-purchase materials** & co-op advertisements
- **Utilize field support teams to conduct in-store promotions** to educate consumers and store associates regarding the benefits of ENERGY STAR-certified LEDs.
- **Partner with non-profit and local organizations** (e.g., Food Bank) to promote energy efficiency and provide energy efficient bulbs to the most needed communities

Thank you

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