



# ENERGY STAR Retail Products Platform and Efficiency Vermont

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# Efficiency Vermont

## Who We Are

Efficiency Vermont is the nation's first statewide provider of energy efficiency services. Efficiency Vermont was created by the Vermont Legislature and the Vermont Public Service Board to help all Vermonters reduce energy costs, strengthen the economy and protect our environment.

## What We Do

Efficiency Vermont helps Vermonters reduce their energy use in their homes, farms and businesses through a variety of services. These services include technical assistance, education, financing, and financial incentives for the purchase and installation of energy-efficient products.

## How We're Funded

Efficiency Vermont is funded through the Energy Efficiency Charge on electric bills, RGGI, and FCM. Efficiency Vermont is currently operated by Vermont Energy Investment Corporation (VEIC), an independent organization, under order of appointment by the Vermont Public Service Board. VEIC is a Vermont-based nonprofit organization, founded in 1986.



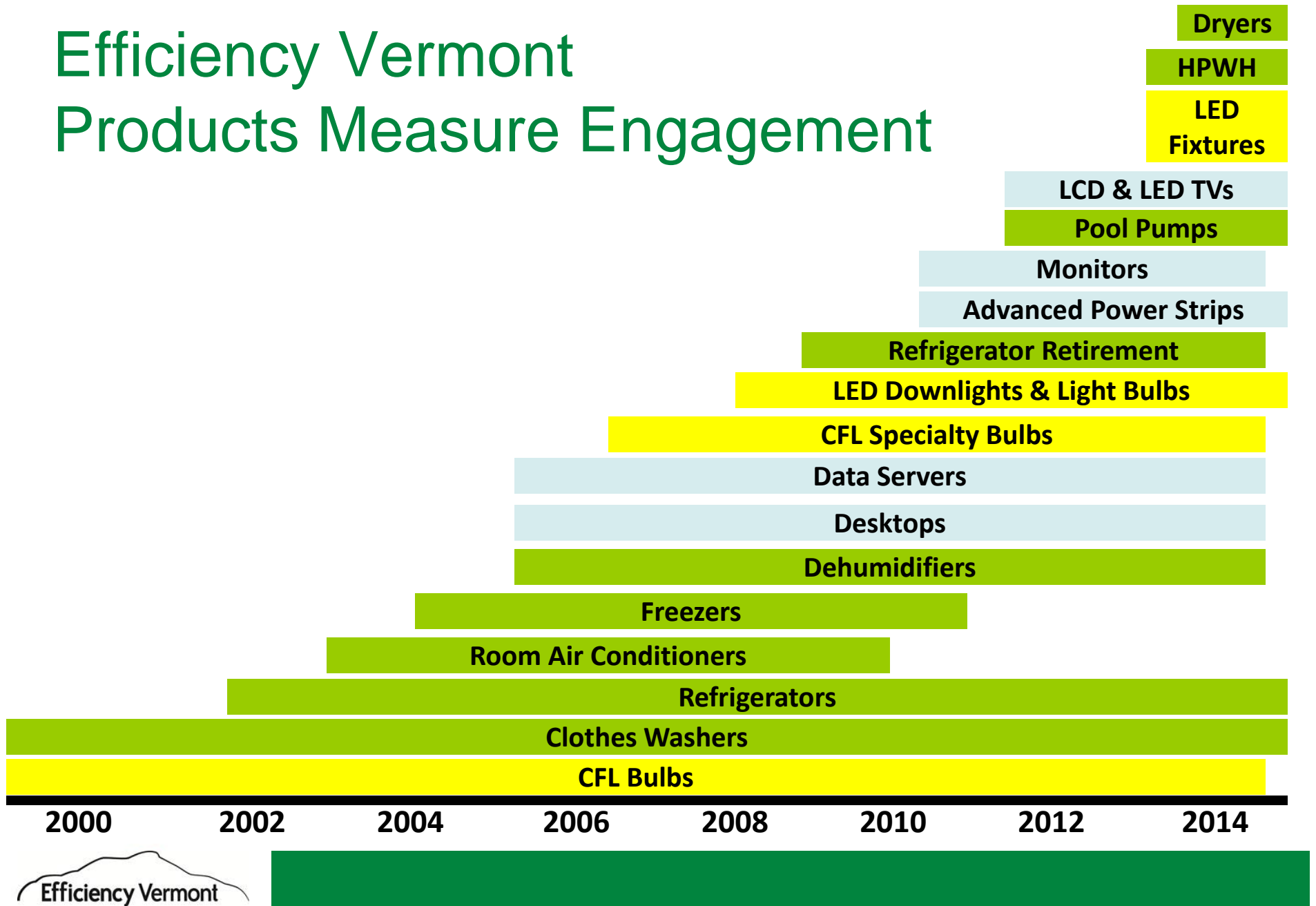
# Current Success: Efficiency Vermont Electronics



- Small incentives direct to retail partners, not to customers
- Retailers use incentives for greatest impact
- Success requires field support, marketing, customer education, and retail staff training and most importantly - great collaboration with retail and manufacturing partners!
- Influencing retail stocking and supporting new efficiency criteria through incentives
- Total Home Center case study



# Efficiency Vermont Products Measure Engagement



# Why ENERGY STAR RPP for Vermont?

- Greater market influence when utilities work together
- New opportunity to drive innovation in more products: whole home solutions
- Increased retailer buy-in and investment
- Potential for more savings in more areas of the home
- Move from per measure to full supply chain market transformation
- Answer traditional rebate sinking savings

**August 2014: over 200 CEE Tier 3 models  
Average annual kWh savings 203**



**August 2015: only 4 CEE Tier 3 models  
Average annual kWh savings 121  
+\$500 customer premium**

# Smart Choice Marketing



# Residential approach path

