



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

Looking to the STARS on ENERGY STAR Day

**Leaders in Supporting Energy Savings
During the Most Challenging Times**



Happy ENERGY STAR Day!





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

[PARTNER] is committed to bringing the benefits of energy savings to everyone.



SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.

[PARTNER] is committed to bringing the benefits of energy savings to everyone.



AHORRE HOY. AHORRE MAÑANA.
AHORRE POR EL FUTURO.

[PARTNER] está comprometido a ofrecer los beneficios del ahorro de energía a todos.





SAVE TODAY. SAVE TOMORROW.
SAVE FOR GOOD.





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Sherryl Volkert: Xcel Energy
Senior Product Portfolio Manager
Xcel Energy's Home Lighting
Demand Side Management
Program in 5 MW and SW states



Curt Bonn: Consumers Energy
Director of Product &
Experience Strategy at the
Michigan utility.



Bridget Doxsee: The Efficiency
Maine Trust
Program Manager working
primarily toward advancing the
Trust's low-income initiatives.



Gillian Saidman: L'Image Home Products
Leads the Utility Programs &
Sustainability team focused on retail
rebate initiatives and promoting
sustainability.



Lisa Scott: ecobee
Senior Account Manager on the Energy
team with a passion for helping energy
partners create impactful energy
programs



Sarah Murray: Lowe's
Sustainability Analyst overseeing
ESG and CR reporting, and
sustainability communications





Helping Customers in Need

Sherryl Volkert
Senior Product Portfolio Manager
Xcel Energy
10/27/20

Targeting Income Qualified Customers

- Free audits to identify opportunities
- Direct install of energy-efficient measures
 - LEDs, water saving measures, thermostats
- Appliance upgrades and weatherization
 - Refrigerators, freezers, room A/C, furnace/boiler, water heaters, attic and wall insulation and air sealing
- Efficiency kit mailings to energy assistance customers
- Focus on 1:1 customer education
 - Help customers with simple energy savings tips, understanding your bill, behavior changes

ENERGY STAR LED Promotions

- Giveaways via sponsorships and community events
 - Major sporting events in our territory (Twins, Rockies, Wild)
 - Community events such as art fairs, parades, concerts
 - Non-profits that help income qualified community (i.e. Habitat for Humanity, public schools)



Objective is to promote the benefits of ENERGY STAR certified LEDs and increase awareness of our Home Lighting discount program

Opportunities Identified

- Expand on our successful giveaway program by increasing our outreach to income qualified customers
- **Goal:** Target food banks and **donate over 2.5 million bulbs!**
 - Had already initiated process prior to COVID, but increased our efforts after COVID hit
 - Food banks reporting that more than 30% of people they're currently serving have never needed food assistance before
 - Source: Food Bank of the Rockies

Planning Process

- Identify partners
- Identify food banks
- Qualify individual food shelves (over 1,150 qualified)
 - Need to be located in our territory as budget comes from ratepayers
- Determine distribution schedule
 - 2.5 million bulbs is a lot to distribute!
- Promote effort to build awareness
 - Press release, social media, provided social media for shelves/banks to use

A BETTER BULB AWAITS.

Say goodbye to old bulbs and make the switch to ENERGY STAR® LED bulbs, courtesy of Xcel Energy. One ENERGY STAR bulb can save you more than \$55 in electricity costs over its lifetime and lasts at least 12 years.

WANT A FEW MORE?

Find our LED discounts of up to \$3/bulb at participating stores near you at xcelenergy.com/LightingDeals. Make sure to look for our LED bulb discount stickers in the lighting aisle.



Educational Efforts

- Customized box highlighting the benefits
 - Save more than \$55 in electricity costs
 - Lasts at least 12 years
- Tips on what to look for when buying an ENERGY STAR certified LED
 - Color temperature
 - Lumens

GUIDE FOR SELECTING LEDs

1. BRIGHTNESS

Lumens determine how bright your bulbs will be, not watts. Use the chart to determine how many lumens you need to match the brightness of your old standard bulbs.

TRADITIONAL BULBS (Watts)	ENERGY STAR® BULB BRIGHTNESS (Lumens)
40	450
60	800
75	1,100
100	1,600
150	2,600

2. COLOR

Light color, or appearance, matches a temperature on the Kelvin scale (K). Lower K means warmer, yellowish light, while higher K means cooler, bluer light.

6500K	◀ COOL
5000K	💡 Daylight
4100K	💡 Neutral white, Cool white
3500K	
3000K	💡 Soft white, Warm white
2700K	◀ WARM

Results

OVER **2.5 million** ENERGY STAR certified LEDs given away

Benefiting over **650,000** customers

\$11.8 million annual electricity savings

73 GWh annual energy savings





Thank you!

Sherryl.Volkert@xcelenergy.com



L'IMAGE

HOME PRODUCTS INC.

GETTING DOWN TO THE DOLLAR (STORE) FOR LOW AND MODERATE INCOME

presented by Gillian Saidman

TEAM

Gillian Saidman

Director of Utility Rebates and Government Programs

gillian.saidman@lhp.ca



TEAM

Enviro

Energy Efficiency Mascot

enviro@lhp.ca

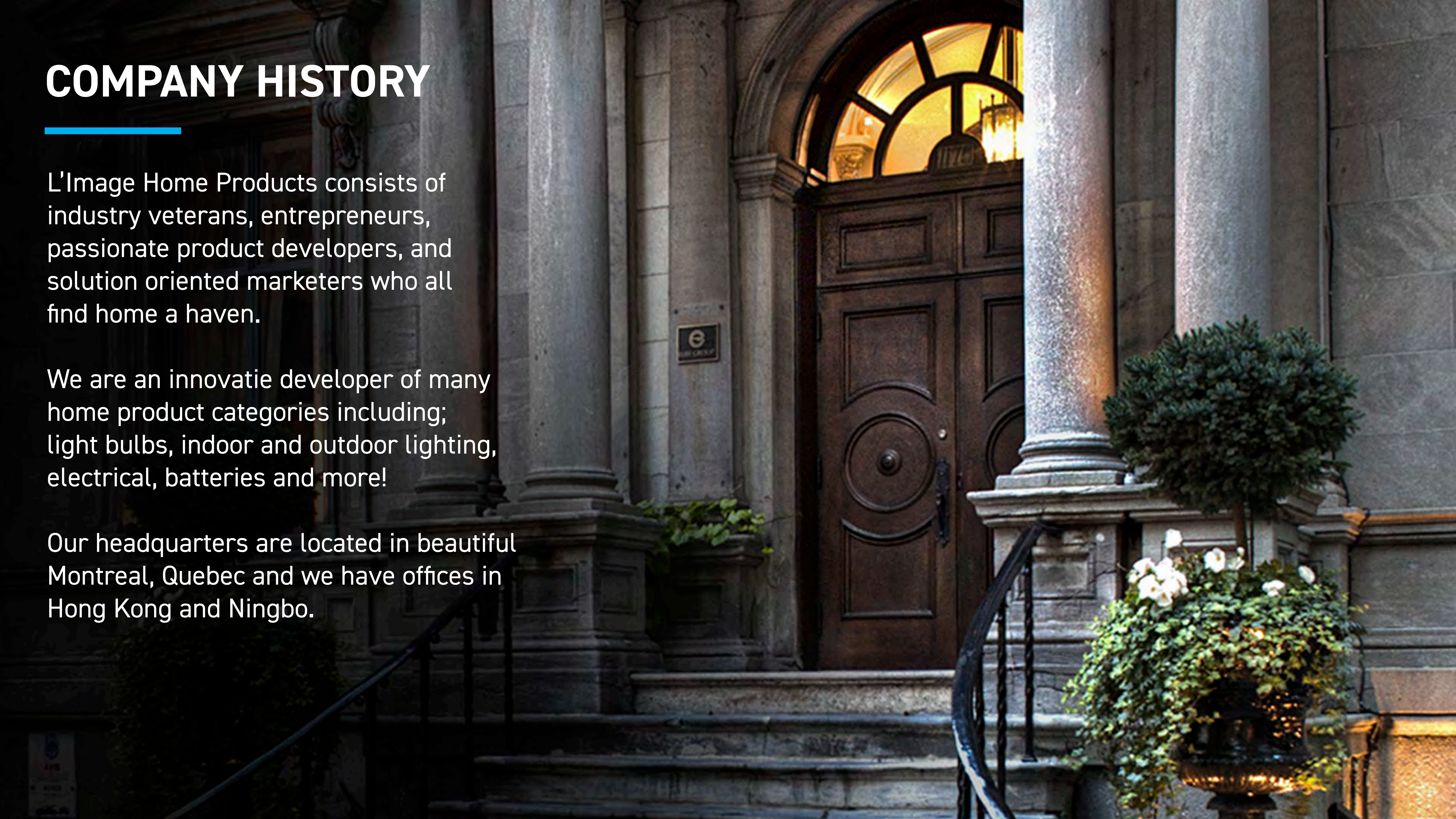


COMPANY HISTORY

L'Image Home Products consists of industry veterans, entrepreneurs, passionate product developers, and solution oriented marketers who all find home a haven.

We are an innovative developer of many home product categories including; light bulbs, indoor and outdoor lighting, electrical, batteries and more!

Our headquarters are located in beautiful Montreal, Quebec and we have offices in Hong Kong and Ningbo.

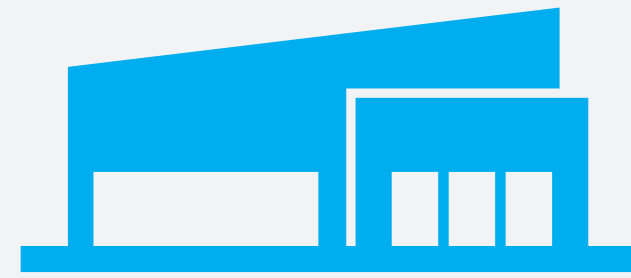


OVERVIEW

How did we get so amazing at low income focused programs?



RELATIONSHIPS



STORE COVERAGE



PRODUCT MIX



MARKETING



SOCIAL MEDIA

RELATIONSHIPS

20 years of Sunbeam partnership

17 years of ENERGY STAR partnership

10 years of Dollar Tree partnership

4 years of Utility partnership

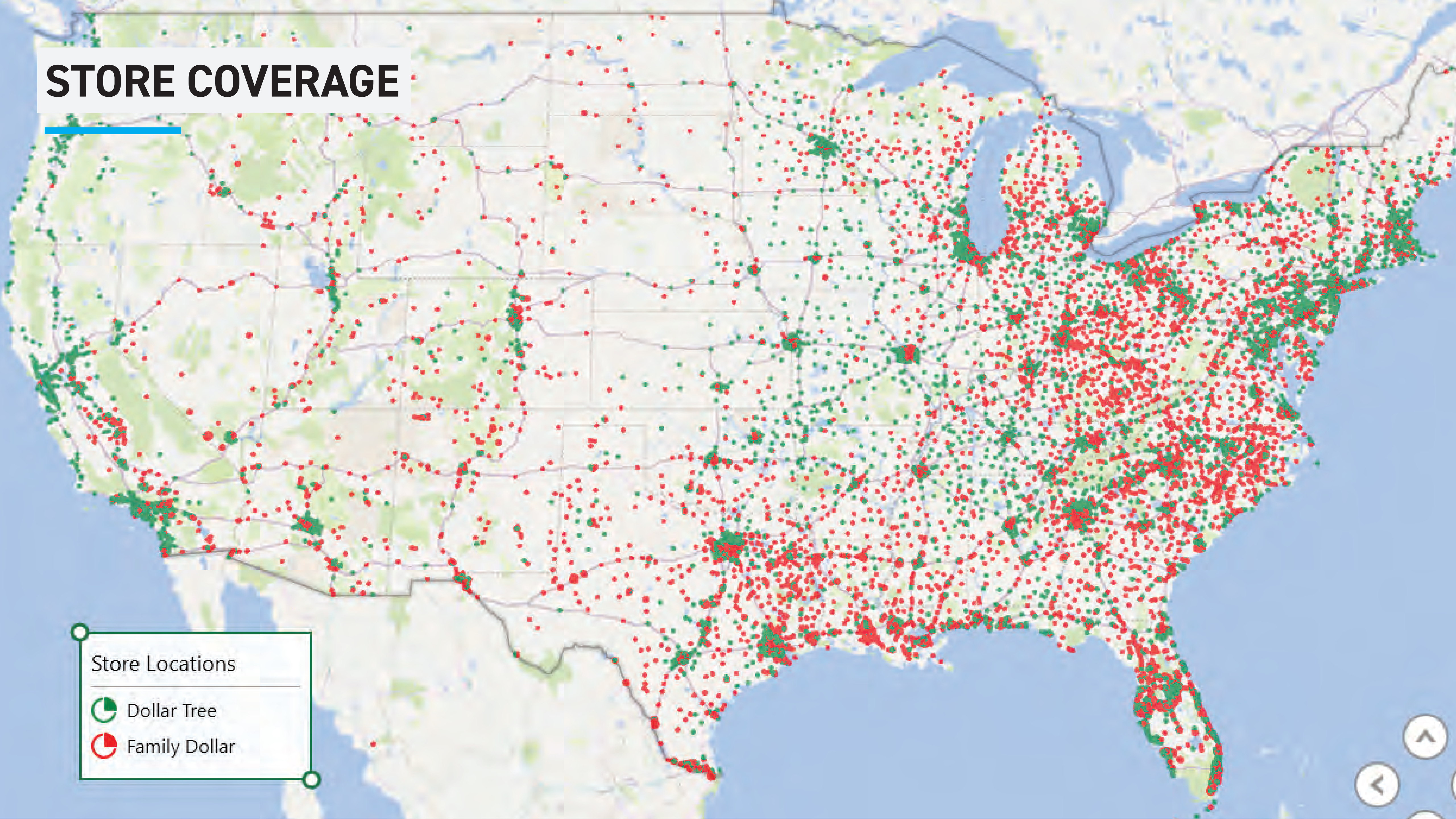
= Winning Combination!



Sunbeam

DOLLAR TREE

STORE COVERAGE



Store Locations

 Dollar Tree

 Family Dollar



PRODUCT MIX

A mix of the right products with the right rebates




MARKETING

In store marketing packaging examples and consumer touch points




SOCIAL MEDIA

Consumers love our products and sharing them online



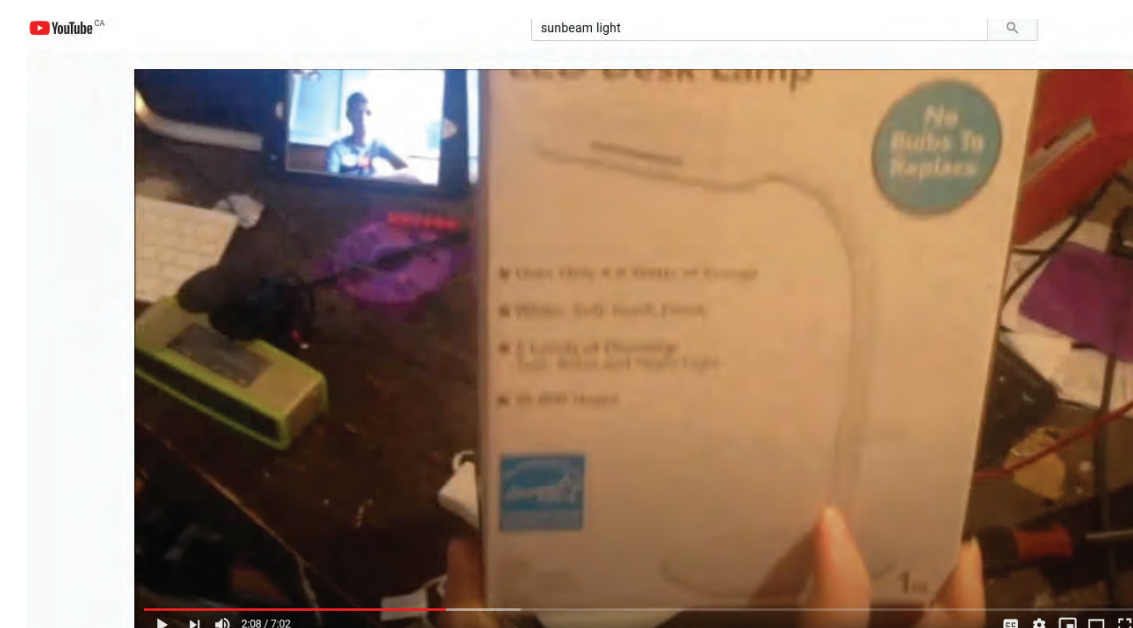
#dollartreediy #dollartree #hannawalkindesigns
Dollar Tree DIY | Lamp Upcycle | Mother's Day Gift Idea
5,640 views · Apr 13, 2019

Hanna Watkins Glam Designs
Hello Family welcome back! Today's video we are giving the dollar tree lamps a new facelift which will make for a great Mother's Day Gift idea!



RALEIGH
New Stuff at Dollar Tree - IS THAT A LAMP??? 4-4-2020
268 views · Apr 4, 2020

Confident Notions
1,19K subscribers
LAMPS! Seriously, I got a LAMP at the Dollar Tree. I am shook. Where else are you going to get a LAP for a DOLLAR???




sunbeam light
Unboxing Sunbeam Light
23 views · Sep 2, 2020

Damon Abets
116 subscribers
Thanks for watch like share and subscribe!



MODERN SUNBEAM LAMP REVIEW | DOLLAR TREE
746 views · Jan 19, 2019

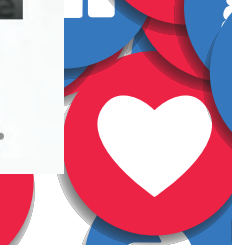
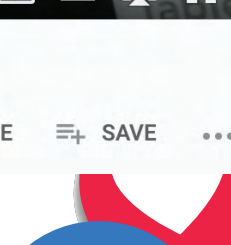
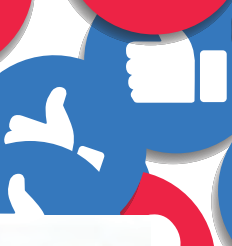
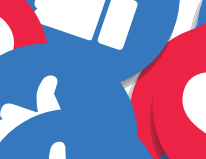


DOLLAR TREE HAUL + DESK LAMP DEMO | JUNE 30, 2019
260 views · Jun 30, 2019

pro.craft.inating
633 subscribers
SUBSCRIBE

I never thought I'd be so pumped over a lamp... hahahah

Hi everyone! Please enjoy this small DT haul with a demo of the Sunbeam LED Desk Lamp I found!



THANK YOU

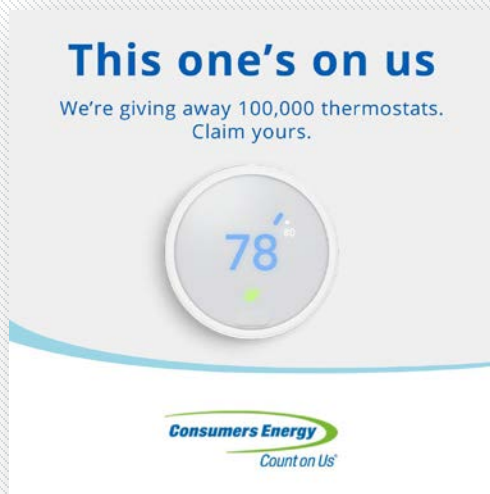


Smart Thermostat Giveaway

Curt Bonn

Director of Product & Experience Strategy
Energy Waste Reduction Group, Consumers Energy

October 27, 2020

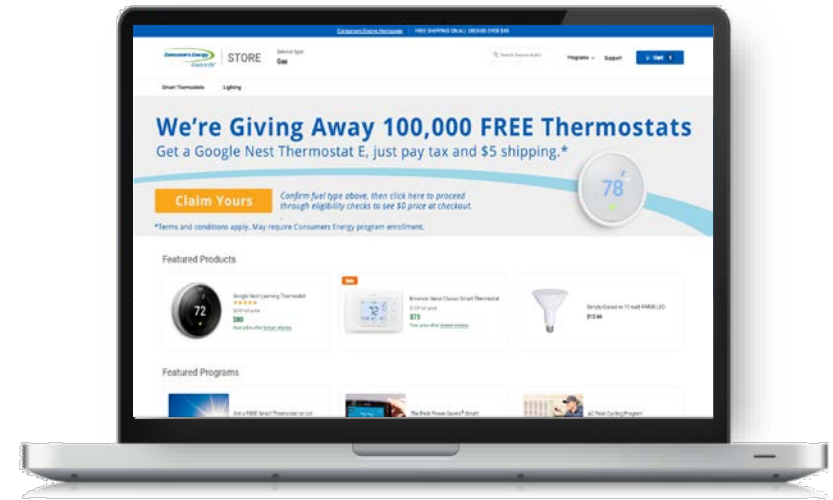


Residential energy use was up as much as 20% or more across the U.S. as COVID-19 hit our doorsteps



Campaign Details

- Joint effort between Consumers Energy, Uplight, and Google to offer up to 100K free ENERGY STAR certified Google Nest E thermostats
- Available on ConsumersEnergyStore.com
- Electric, Natural Gas, and Combination customers eligible
- Designed with LMI customers in mind
 - * Energy Efficiency kits provided to customers w/o Wi-Fi and Central AC
- Electric customers pre-enrolled in our Demand Response Program
- Thermostats arrived at homes in 3 days



Low-Middle Income Stats

- Estimated 3k+ Nest thermostats provided
- 1,200 Smart Thermostat Program enrollees
- 2k+ Peak Time Rewards enrollees
- Nearly 4k Energy Efficiency Kits provided



Smart Energy Savings



CARING

Monthly savings of 10%+



EMPOWERED

Engaging with new technology



DELIBERATE

People, Planet, & Profit



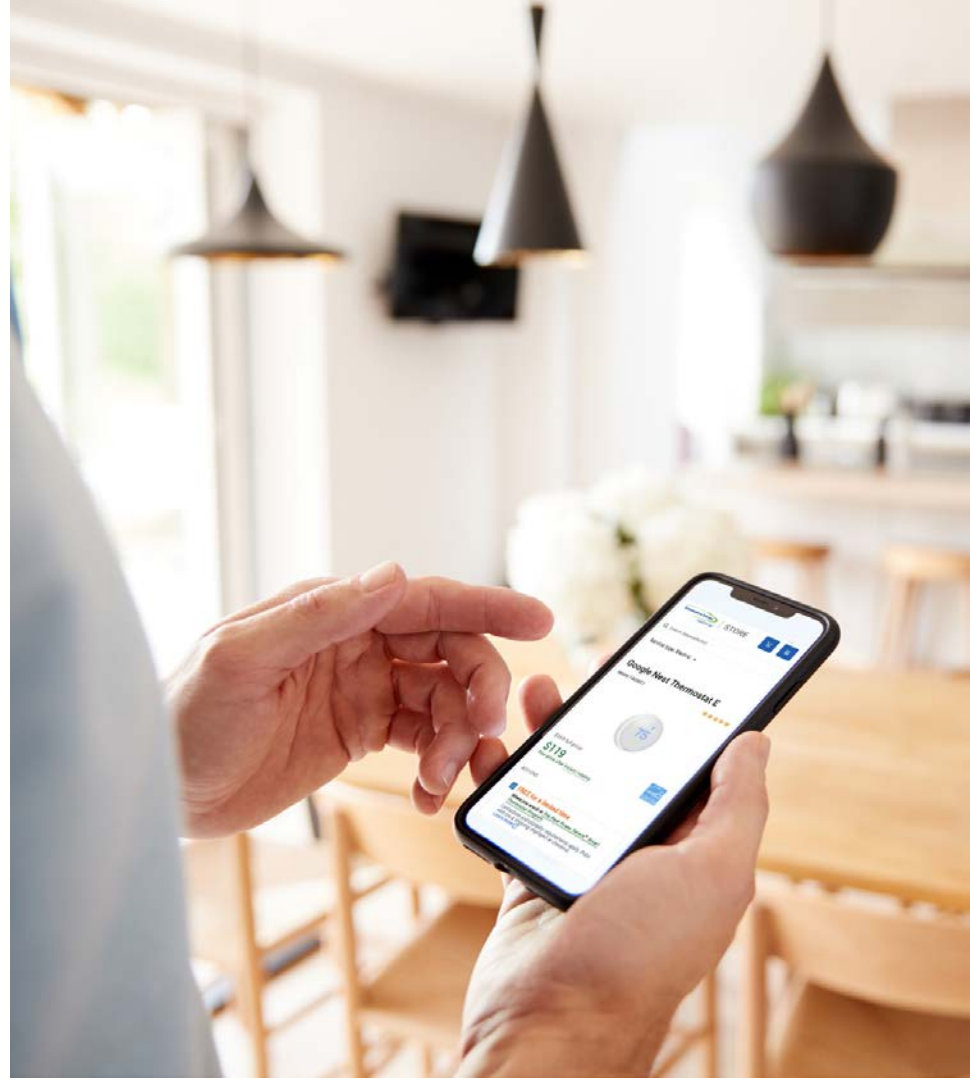
AGILITY

Flexible savings for all customers



OWNERSHIP

Putting customers in control



ENERGY STAR Day



Help us celebrate #ENERGYSTARday!
Head over to the CE Store for some
seriously #SmartSavings. (link)

draft

For All the Places We Call Home

ecobee energy-savings programs for
income-qualified customers.

Lisa J Scott
Senior Account Manager
ecobee Energy



ecobee

Helping Communities



Donate Your Data



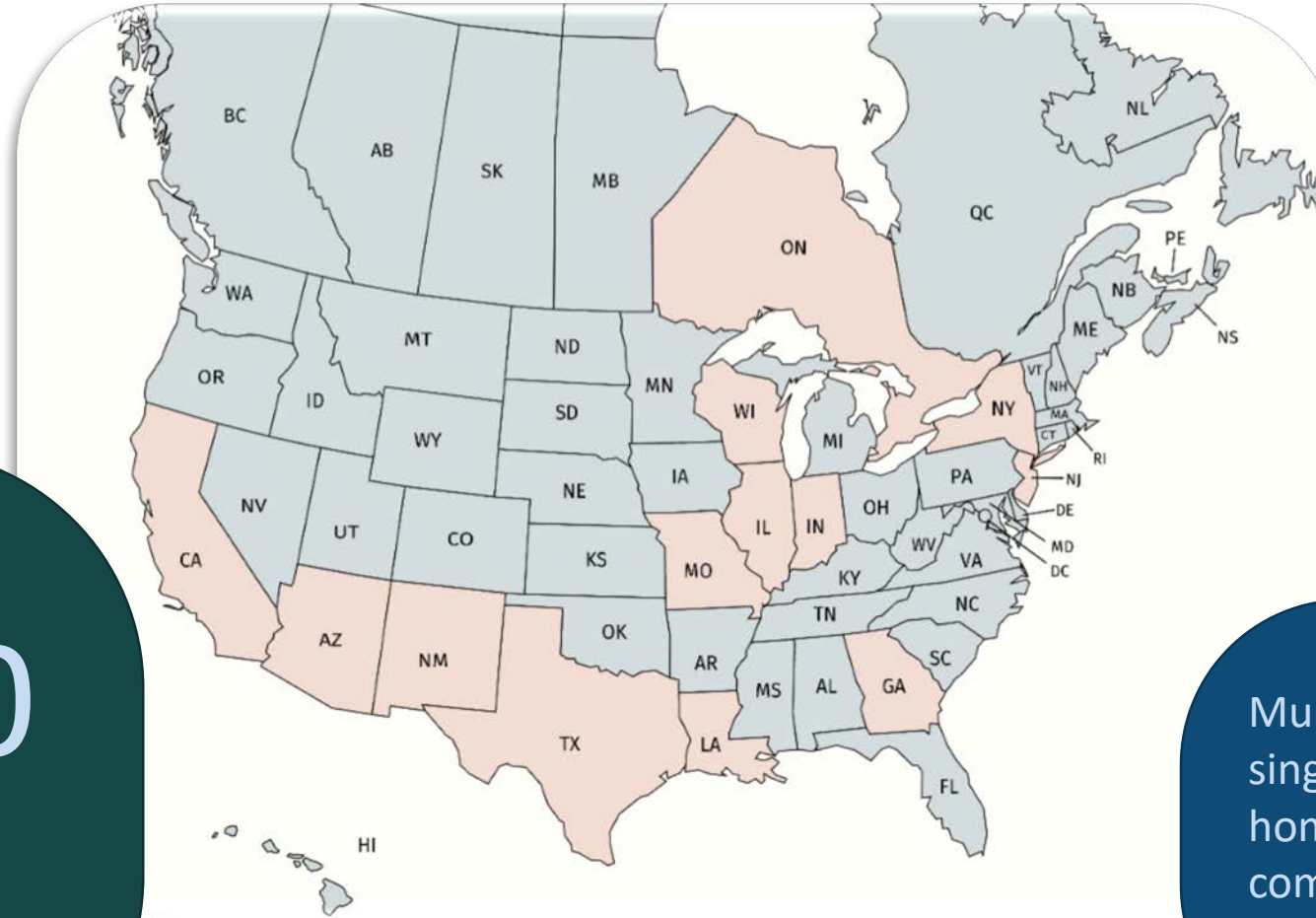
For All the Places We Call Home



Empowering Our People

ecobee

Building a Better Tomorrow



More than

30,000

ecobee Thermostats installed in income eligible homes in North America

20

Programs in US and Canada

Multi-family, single family homes and community housing

The 5 things you need to consider when implementing an income eligible program that includes smart thermostats:

Engage Key Stakeholders



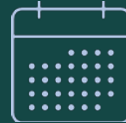
People-first Training



Engage Residents
- Learn about the
Community



Maintain an
open dialogue
and follow-up



Provide
continued
Customer
Support



ecobee

Long Lasting Benefits

- Energy Savings
- Reduced energy burden on highly impacted communities
- Engagement with smart technology
- Improved health and resident comfort



ecobee

Air Filters

ecobee | Air Filters

A breath of fresh air.

Replacing your air filter is a breeze with a subscription service that improves your home's air quality while saving you time, money and energy.



Sign up

SmartBuildings

The screenshot displays the ecobee SmartBuildings interface. The laptop screen shows a dashboard for 'Blunder Sniffen Caper Co.' with a table of thermostats. The smartphone screen shows a mobile view of the same data.

Name	Temperature	Humidity	Set temperature	Mode	Program	Alerts
Warehouse Floor 1 South Thermostat	72°	60%	66° - 78°	Auto	Occupied	2
Warehouse Floor 1 North Thermostat	68°	58%	62° - 74°	Auto	Occupied	0
Warehouse Floor 2 South Thermostat	71°	54%	68° - 72°	Auto	Occupied	2
Warehouse Floor 2 North Thermostat	72°	60%	68° - 72°	Auto	Occupied	0
Office Thermostat	73°	58%	68° - 72°	Auto	Unoccupied	0
HQ 1/F North Thermostat	72°	54%	64° - 76°	Auto	Occupied	0
HQ 1/F South Thermostat	72°	58%	64° - 76°	Auto	Occupied	0
HQ 2/F North Thermostat	68°	60%	68° - 72°	Auto	Unoccupied	0

Thank You

Lisa J. Scott, Senior Account Manager
ecobee Energy North America
lisa.scott@ecobee.com



ecobee



Efficiency Maine

Direct Install HPWH Initiative

Bridget Doxsee, Program Manager

October 27, 2020

How and Why Heat Pump Water Heaters

10% of EM electric budget is earmarked to low income. By replacing electric resistance tanks with ENERGY STAR certified heat pump water heaters we can invest in electric savings. This initiative is popular because it:

- Dehumidifies (more functionality)
- Less electric consumption (more savings)
- 50 gallon (more capacity)



Maine is on track to install 10,000 HPWH's this year in our EM retail program. The low-income program benefits from a robust marketplace and demand for this technology

How and Why This Works

Criteria for eligibility:

- Low-income Mainers (own or rent)
- Electric resistance baseline
- Electric utility account holder
- Unconditioned basement space

Our call center confirms eligibility and connects the customer with a nearby installer.

Efficiency Maine pays all costs! (\$1,800 plus 'isms')



Notes and Quotes From the Field

“I am amazed with the whole process. Electric bill is one third lower now.”

“Our Installer was great. When our hot water heater died, he made it a priority to come install the new one even though it was still supposed to be 3 weeks before he installed it.”

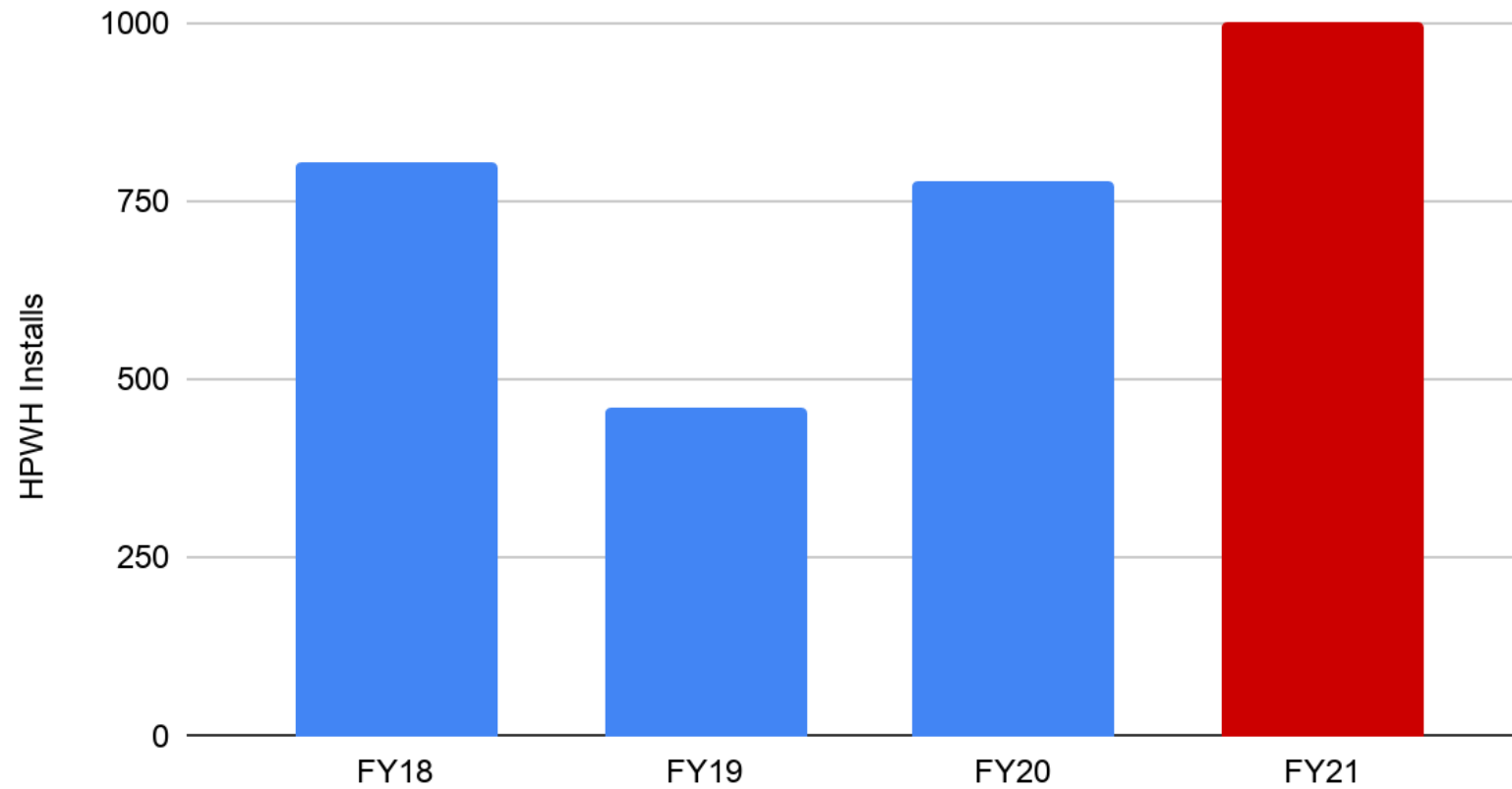


“We have more hot water and it appears we have had a drop in our electric bill.”

“It saves me money on my electric bill and will help take the dampness out of the basement.”

Year over Year

HPWH Installs





LOWE'S & LG ENERGY STAR PARTNERSHIP PROJECT



SARAH MURRAY - SUSTAINABILITY ANALYST

SARAH.MURRAY@LOWES.COM

LOWE'S ENERGY STAR HISTORY



- ENERGY STAR Partner since 2001
- First retailer to win ENERGY STAR Award for Sustained Excellence - 2010
- 2019 Excellence in ENERGY STAR Promotion
- 2020 ENERGY STAR Partner of the Year
 - ~ 30,000 ENERGY STAR Products
 - Goal: Save customers more than \$40 billion in energy costs through the sales of ENERGY STAR products by 2025

PROJECT BACKGROUND

- Since 2007, Lowe's stores around the country have completed nearly 1,500 rebuild projects
- Volunteered more than 29,000 hours of labor, Lowe's Heroes have positively impacted more than 14,500 lives nationwide
- Formalized project with Rebuilding Together & LG Electronics USA in August 2019
- Project: Provided efficiency upgrades to deserving families as part of critical home repairs to four families in a gentrifying neighborhood in Charlotte with the help of over 100 volunteers



PROJECT OUTCOME

- Equipped four homes with LG ENERGY STAR kitchen suites and LG ENERGY STAR laundry units
- Provided more time for homeowners to pursue other activities
- Lowered energy bills for homeowners (~ 30%)
- Strengthened relationship with a long-term supplier



LOOKING AHEAD

- LG is providing ENERGY STAR Most Efficient refrigerator and laundry products for even more savings for residents
- Continuation of partnership between Lowe's, LG Electronics USA & Rebuilding Together for ENERGY STAR Day 2020
- Looking for additional opportunities to leverage the partnership between LG Electronics USA & Lowe's



GET TO IT!



- Use your network!
- Start as early as possible
- Get Legal involved early
- Set up weekly/biweekly update calls
- Determine goals from perspective of all partners
- Plan event to occur prior to ENERGY STAR Day