

Compact Fluorescent Lights (CFLs)

In 1997, market share for CFLs did not even reach one percent. Although a small number of manufacturers offered CFLs, quality was inconsistent, average prices were high (\$14 to \$24 per bulb), product features such as bulb size and shape did not meet the average consumer's expectations, and awareness of the energy- and money-saving benefits was low. A decade-long, comprehensive CFL campaign, influenced by the region's utilities, manufacturers, laboratories, government agencies, retailers and ENERGY STAR®, made market transformation a reality.

Our Role in Market Transformation

Innovation: From 1997 through 2008, we partnered with regional utilities, manufacturers and retailers across the Northwest to increase consumer awareness, test quality and increase the availability of ENERGY STAR CFLs.

REPLACING INCANDESCENT BULBS WITH
ENERGY STAR QUALIFIED CFLS CAN CUT THE
AVERAGE HOME'S LIGHTING BILL IN HALF.

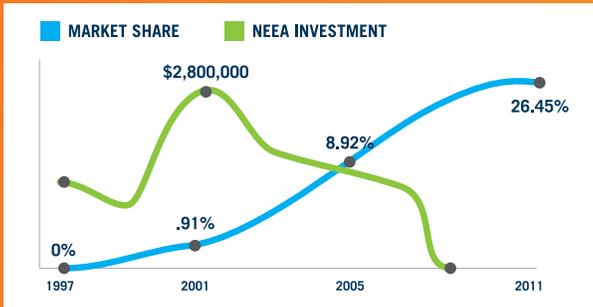
Action: We worked with the Bonneville Power Administration (BPA) and regional utilities to develop a CFL campaign that included customer coupons for CFLs, in-store merchandising and promotions, and staff training aimed at consumer education. By leveraging resources and incentives offered by utility partners, we convinced CFL manufacturers to increase production. Our efforts led to the development of subcompact and dimmable CFLs bulbs. A third-party program performed random testing on CFLs in retail stores to ensure quality. And, we established a retail distribution channel for moving high-quality products into the market.

Outcome: In just one year, the campaign doubled the number of Northwest retailers carrying CFLs, and Northwest sales of CFL bulbs jumped from 350,000 to 6.5 million bulbs — an increase of 1,700 percent. In total, from 1997-2011, we achieved 220 aMW in energy savings beyond what would have occurred naturally in the market without intervention. This is enough energy to power more than 150,000 U.S. households each year.



Innovation to Action

DELIVERING LONG-TERM SAVINGS ON REGIONAL INVESTMENTS



By 2008, market share of CFLs in the Northwest climbed to a staggering 24 percent, confirming that market barriers had been successfully removed, thus ending funding of the initiative. Today, nearly 1 in 4 sockets in the Northwest contains a CFL and on average there are 15.5 CFLs in each Northwest home.



A lack of consumer-benefit awareness, inconsistent product quality and insufficient supply led to a nearly non-existent market share of CFLs.



We partnered with regional utilities, manufacturers and retailers to reduce market barriers to ENERGY STAR CFLs.



Today, nearly one in five bulbs sold in the region is an ENERGY STAR certified CFL.



The transformed market continues to accelerate on its own and deliver regional savings.

- 1997 TO 2008 -
\$24M
 DIRECT INVESTMENT

\$93M
 LOCAL PROGRAM INVESTMENT

75
 aMW IN LOCAL PROGRAM SAVINGS

220
 aMW IN CO-CREATED SAVINGS

TOGETHER We Are Transforming the Northwest



421 SW Sixth Avenue, Suite 600
 Portland, Oregon 97204
 503-688-5400
 info@neea.org
 neea.org

