

## NEEA BACKGROUND



NEEA is a nonprofit organization working to encourage the development and adoption of energy-efficient technologies and business practices. NEEA is supported by electric utilities, Bonneville Power Administration, Energy Trust of Oregon, state governments and energy efficiency industry representatives. This unique partnership has helped the Northwest be viewed as a national leader in energy efficiency and sustainability.

## OUR HISTORY

The Northwest Energy Efficiency Alliance (NEEA) was founded in 1996 through funding provided by Northwest utilities to encourage the development and adoption of energy-efficient technologies and business practices. Local utilities decided that by collaborating under the banner of NEEA they could have a greater influence on the regional marketplace, helping them more quickly achieve their energy efficiency goals. The nonprofit organization is supported by electric utilities, Bonneville Power Administration, Energy Trust of Oregon, state governments, and energy efficiency industry representatives in Idaho, Montana, Oregon and Washington.

NEEA was founded to complement, not replace, the strong assets of local utility energy efficiency programs. Through the combined effort of energy consumers, utilities, Bonneville Power Administration and Energy Trust of Oregon, the Northwest is viewed as a national leader in energy efficiency.

### WHAT IS ENERGY EFFICIENCY?

Energy efficiency is simply using energy more efficiently—getting more out of the same kilowatt-hour of electricity. While our own energy use is something we often take for granted, the production of energy has societal costs and environmental impacts. Using products and services that employ energy-efficient technologies is a way every person and business can reduce those impacts, lower energy bills, and in many cases, increase the productivity, comfort and livability of the home or workplace.

### WHY SHOULD WE INVEST IN ENERGY EFFICIENCY?

Saving a kilowatt-hour of electricity through energy efficiency is the most cost-effective way to meet the growing demand for energy in the region. The alternative is building new power plants and distribution lines. Energy efficiency is also the most fiscally and eco-responsible way to save energy. Because of this, it should be considered our first priority as a region.

### NEEA'S FUNDERS

NEEA is currently funded directly by 12 electric utilities, the Bonneville Power Administration and Energy Trust of Oregon. These investments are pooled and used to fund region-wide energy efficiency projects.

### BENEFITS OF ENERGY EFFICIENCY

By the end of 2007, the Northwest region had saved 210 average megawatts through NEEA's market transformation initiatives and other related utility and state efforts. This is enough electricity to power more than 145,000 homes for a year. In addition to the environmental benefits, the economic benefits of energy efficiency touch all residents and businesses in the region. Saving energy and reducing costs helps boost local economies by freeing up money for Northwest consumers and businesses.

## MARKET TRANSFORMATION

At the highest level, NEEA uses a strategic process called “market transformation” to help change behaviors and business practices within the residential, commercial and industrial sectors. Market transformation involves identifying and removing market barriers, and exploiting opportunities to accelerate the adoption of energy efficiency as standard practice.

### HOW NEEA WORKS IN THE MARKETPLACE

#### LEVERAGE

NEEA leverages the resources and influence of its partners in order to achieve regional economies of scale for energy-efficient products and services. By working together, we are able to have a greater impact on the Northwest marketplace.

#### TECHNOLOGY

New technologies ready for commercialization are brought to the Northwest where NEEA works to encourage market adoption of these energy-efficient products and services.

#### RESOURCES

Regional resources including market strategies, relationships with experts in the marketplace, as well as training and marketing platforms provide additional opportunities for NEEA’s partners to connect with their customers.

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