

The Northwest Energy Efficiency Alliance (NEEA) is a non-profit organization working to maximize energy efficiency through the acceleration and adoption of energy-efficient products, services and practices within the commercial, industrial and residential sectors. NEEA is supported by and works in collaboration with the Bonneville Power Administration, Energy Trust of Oregon and more than 100 Northwest utilities on behalf of more than 12 million energy consumers.



Our History

The Northwest Energy Efficiency Alliance (NEEA) was founded in 1997 by more than 100 Northwest electric utilities to leverage the region’s resources and collective knowledge to deliver lasting market change that results in long-term energy savings on behalf of the Northwest’s 12 million energy consumers. NEEA uses its regional advantage within the commercial, industrial and residential sectors to mitigate risk through sharing resources, aggregating and synthesizing knowledge, convening and collaborating with the region, and providing an independent perspective.

Our Process

NEEA uses the market power of the region to accelerate innovation and adoption of energy-efficient products, services and practices. The Northwest can maximize energy efficiency by identifying and removing market barriers, and leveraging opportunities to accelerate the adoption of energy efficiency as standard practice. NEEA accomplishes this by:

- Building and leveraging relationships to influence the market
- Designing and executing strategic market interventions to expand the the availaibity and demand for energy efficient products, services and practices
- Identifying, developing and advancing emerging opportunities to fill the pipeline for energy efficiency

- Delivering education and training to expand market capacity to deliver and maintain energy-efficient products, services and practices
- Facilitating regional coordination, collaboration and knowledge sharing to align interests and accelerate energy efficiency efforts
- Demonstrating and promoting the value of energy efficiency to increase demand
- Developing market intelligence and resources to help our partners achieve their goals
- Advancing the adoption and implementation of increasingly efficient energy codes and standards to lock in long-term savings

Who are NEEA's Funders

NEEA is currently funded by and works in collaboration with the Bonneville Power Administration (*representing roughly 130 public utilities*), the Energy Trust of Oregon (*working on behalf of Portland General Electric and Pacific Power*) and the following electric utilities: Avista Utilities, Chelan County PUD, Clark Public Utilities, Cowlitz County PUD, Eugene Water & Electric Board, Idaho Power Company, NorthWestern Energy, Pacific Power, Puget Sound Energy, Seattle City Light, Snohomish County PUD and Tacoma Power.

What is Energy Efficiency?

Energy efficiency is simply using energy more wisely—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 Invest in Energy Efficiency?

Energy efficiency is one of the most cost-effective and sustainable ways to meet our future energy needs. Energy efficiency can satisfy more than half of our new demand for energy, saving us money, making us more competitive, and keeping the Northwest a healthy and vibrant place to live.



Maximizing energy efficiency in partnership with:

