

# NEEA Strategic Planning Outreach

## *NEEA Goals and Strategies*

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**NORTHWEST  
ENERGY  
EFFICIENCY  
ALLIANCE**

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## NEEA Strategic Goals & Strategies

### **Mission:**

*Mobilize the Northwest to become increasingly energy efficient for a sustainable future.*

**Strategic Goals** (our strategic priorities, which will lead to achieving our mission):

1. **Increase Market Adoption**  
Increase/accelerate adoption of energy efficient technologies, business practices, and behaviors among business, industry and consumers.
2. **Help Utilities Achieve their Goals**  
Support utility energy efficiency efforts in areas where a regional organization can be more effective than individual programs.
3. **Build Market Knowledge & Capability**  
Augment energy efficiency knowhow and technical skills among business, industry, consumers
4. **Facilitate Innovation & New Opportunities**  
Facilitate a continuous pipeline of commercially available new energy efficiency technologies and practices
5. **Promote Energy Efficiency**  
Increase awareness of energy efficiency as the first priority for meeting energy supply constraints and environmental challenges
6. **Facilitate holistic regional energy efficiency planning & implementation.**

**Strategies** (for achieving those Goals):

1. Increase Market Adoption

Increase/accelerate adoption of energy efficient technologies, business practices, and behaviors among business, industry and consumers.

- a. Develop/maintain relationships with regional & national market actors (e.g., manufacturers, retailers, designers, builders, service providers and other supply-side market actors) in order to influence increased availability of energy efficient products and services
- b. Develop/maintain relationships with national standards-setting organizations (e.g., EPA, DOE, ASHRAE) in order to promote more energy efficiency standards.
- c. Develop/maintain relationships with regional/national organizations that influence building energy codes to promote more energy efficient building codes
- d. Work with influential companies in targeted vertical industries to demonstrate the value of strategic energy management/continuous energy improvement and build demand for energy efficient business practices.
- e. Leverage “green” efforts of prominent national market actors (e.g., USGBC, AIA, BOMA); develop/maintain relationships and ensure that energy efficiency best practices are incorporated into their initiatives
- f. Develop and implement strategic interventions targeted at specific markets

2. Help Utilities Achieve their Goals

Support utility energy efficiency efforts in areas where a regional organization can be more effective than individual programs.

- a. Identify and disseminate information on best practices/market information
- b. Develop coordinated, market-based program platforms that enhance local program delivery and leverage regional and national resources.
- c. Coordinate regional program activities targeted towards upstream market actors such as manufacturers, distributors and retailers in order to leverage the aggregated market power of the region.

3. Build Market Knowledge & Capability

Augment energy efficiency knowhow and technical skills among business, industry, consumers

- a. Work with market partners (e.g., builders, designers, HVAC contractors, building operators, BOMA, USGBC, etc.) to incorporate energy efficiency in their training and professional development programs
- b. Provide technical assistance and information to trades and professionals who influence efficiency choices.
- c. Partner with the regional higher education system to train the next generation of efficiency workers.

4. Facilitate Innovation & New Opportunities  
Facilitate a continuous pipeline of commercially available new energy efficiency technologies and practices
  - a. Conduct ongoing market research for opportunity assessment (technical and market)
  - b. Serve as an intermediary between regional stakeholders and upstream market actors with an interest in bringing promising energy efficient innovations to market
  - c. Develop and maintain relationships with regional/national organizations to leverage and influence their research, development and demonstration activities of new energy efficient technologies (e.g., DOE, National Labs, EPRI, CA)
  - d. Conduct market and technology demonstrations of promising technologies/approaches
  - e. Conduct savings evaluations—in lab & in field
  
5. Promote Energy Efficiency  
Increase awareness of energy efficiency as the first priority for meeting energy supply constraints and environmental challenges
  - a. Pursue public relations activities designed to elevate the awareness/benefits of energy efficiency in addressing public concerns
  - b. Employ market research to inform most effective messaging & share learning widely
  - c. Use market specific branding and cohesive messaging to reinforce.
  - d. Publicize regional success stories
  
6. Facilitate holistic regional energy efficiency planning & implementation.
  - a. Develop comprehensive market strategies with suggested roles for NEEA and key stakeholders critical to achieving the market goals in the most efficient and effective way
  - b. Conduct/coordinate regional market research and disseminate results
  - c. Identify and disseminate information on energy efficiency technologies, programs, best practices
  - d. Publicize regional success stories
  - e. Build & maintain a high performance organization
  - f. Develop/maintain a stakeholder-focused organization