



» NEEA Raises the Bar for Energy-Efficient Televisions

Televisions are one of the largest energy draws in the home, with approximately 12.5 million TVs in the Northwest consuming more than 422 aMW of energy annually—enough energy to power 300,000 homes each year. As TV sales climb and consumers buy bigger TVs, more energy is required to power them, which increases the demands on the region's resources.

In early 2009, virtually all flat-screen TVs met the existing ENERGY STAR specification—but most consumers and even retailers didn't realize that the most efficient ENERGY STAR TVs were significantly more efficient than the least efficient ENERGY STAR models. Several major manufacturers including Sony, Panasonic and Sharp offered these "super-efficient" flat-screen TVs, but it was difficult for consumers to easily identify them. Working hand-in-hand with the region's utilities, NEEA set out to leverage its regional influence to accelerate the market adoption of the most efficient TVs.

NEEA targeted three barriers to the market adoption of super-efficient TVs: limited retail availability, no way to easily distinguish these super-efficient TVs from other ENERGY STAR flat-screens, and an ENERGY STAR standard that had fallen behind top-tier product efficiency.

Increasing availability and awareness accelerates adoption

Working on behalf of millions of Northwest energy consumers, NEEA teamed up with California utility giants and ENERGY STAR to launch a super-efficient TV initiative to increase availability of existing super-efficient TVs. With generous additional funding and support from Northwest utilities, NEEA conducted regional market research and developed a consumer messaging platform to encourage consumers to purchase the most efficient televisions. Based on this messaging, NEEA developed a marketing "toolkit" for retailers and utilities to use in promotions. NEEA then provided "upstream" incentives to encourage retailers to carry and promote these TVs and provided retail giants like Walmart and Costco promotional "Energy Forward" buttons to help consumers quickly identify the most efficient models in the stores.

By the end of the year, market share for super-efficient TVs surged by 15 percent in the Northwest. The region immediately started to see savings—3.6 aMW savings in 2009, more than three times the initial goal.



NEEA Success Story: Energy Forward

» NEEA'S UNIQUE VALUE

REGIONAL ADVANTAGE

Representing the market power of 12 million energy consumers, NEEA collaborated with Northwest utilities and California utilities to influence national retailers and manufacturers.

ACCELERATING MARKET ADOPTION

NEEA and its partners were able to significantly increase availability, awareness and market share of the most energy-efficient TVs.

FILLING THE PIPELINE

NEEA worked with ENERGY STAR and national manufacturers to ensure that future ENERGY STAR qualified TVs will be 65% more energy efficient. In addition, through the TV initiative, NEEA has developed a retail platform that the region will be able to leverage for future consumer electronics efficiency initiatives.

More efficient standards benefit everyone

But NEEA and Northwest utilities didn't stop there. The team worked with the Environmental Protection Agency to influence a higher specification for ENERGY STAR TVs. This standard will increase TV efficiency by an average of 65 percent, far surpassing the most advanced TVs currently on the market. This updated specification should significantly impact energy savings in the Northwest and across the nation for many years to come.

Moving energy savings forward

According to the Sixth Power Plan, the region has the potential to save almost 400 aMW of energy savings annually within 20 years by accelerating the adoption of super-efficient televisions. This is the equivalent to powering nearly 300,000 homes each year, savings that go right back into consumers' pockets.

How NEEA Works

- We build and leverage relationships to influence the energy efficiency market (with California utilities, ENERGY STAR, manufacturers, distributors, retailers)
- We design and execute strategic market interventions to expand the market for energy efficiency (to increase availability and awareness of more energy-efficient TVs in Northwest retailers)
- We advance adoption and implementation of increasingly efficient energy standards to lock in long-term savings (by raising the ENERGY STAR specifications for future TVs)

Northwest Energy Efficiency Alliance

Maximizing energy efficiency in partnership with:

