

Driving Public Policy And Consumer Action Through Partnerships

Kateri Callahan
President, Alliance to Save Energy
Target Green
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**ALLIANCE TO
SAVE ENERGY**
Creating an Energy-Efficient World



ALLIANCE TO
SAVE ENERGY

What is the Alliance?

- **NGO:** Alliance of business, government and public interest leaders
- **Mission:** To promote the efficient and clean use of energy worldwide to improve the economy and our environment and to enhance energy security
- **Headquarters:** Washington, D.C. with operations around the globe
- **Agenda:** Policy advocacy, market transformation, research and analysis, communications, education and technology deployment



Why Energy Efficiency? Why Now More Than Ever?



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■ Drivers for Action

- Oil & Gasoline Prices at Record Levels (Pocketbook Issue)
- Petroleum Imports at 60% & Rising Rapidly (Security Issue)
- High Energy Prices/Imports = \$120 billion increase in U.S. trade deficit (economic & competitiveness issue)
- U.S. Contributes Roughly 25% of World's CO2 Emissions (environmental issue)

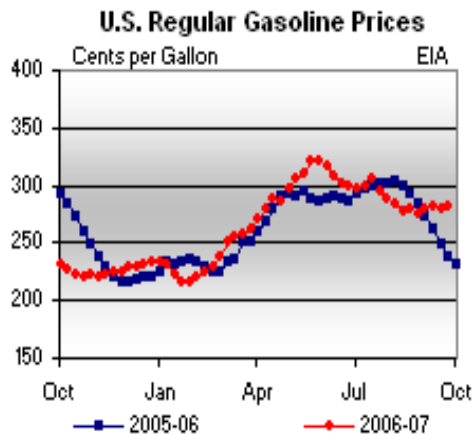
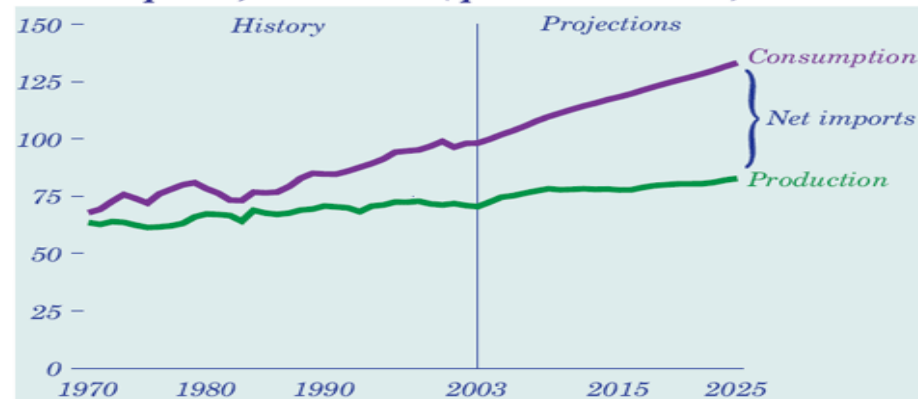


Figure 6. Total energy production and consumption, 1970-2025 (quadrillion Btu)



Alliance Partnerships: Education, Market Transformation & Tech Deployment



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- Green Schools/Green Campus Program



- Watergy



- BCAP



- Commercial Building Initiative
- EE Global Forum & Exposition

Alliance Partnerships: Consumer Education Campaigns



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Super Powers

EPA, NYSERDA, Alliance
Nationwide TV & Radio
(ABC, CBS, CNN)
Consumer Website



Powerful Savings

DOE & Alliance Partnership
All Media Outlets; Reached
Millions



A Partnership of the U. S. Department of Energy
and the Alliance to Save Energy

The Power is In Your Hands

Industry, DOE, EPA, Alliance
All Media Outlets, Web &
Collateral



Energy Hog

DOE, Ad Council, Alliance, States
All Media Outlets
Web, Collateral Materials



www.energyhog.org

P&G ColdWater Campaign

P&G, Alliance
All Media Outlets & Web
Reached Millions



Eureka Smart House

Energy-Efficiency Challenge

NBC Universal, Industry, DOE, Alliance
On Air, Web—Home Makeover Contest



Driving Efficiency Through Policy: 4 Elements to Success



- **Research and Development Create Technologies**
 - RD&D Partnerships with Industry
- **Standards Set a Floor**
 - Codes and Standards (Buildings, Equipment, Vehicles)
 - Energy Efficiency Performance Standards for Utilities
- **Incentives Make them Viable**
 - Market Transformers (Tax Incentives, Rebates, Loan Guarantees; Trade-in Programs)
 - Utility Programs (DSM, Demand Response, etc.)
- **Public Education Makes them Widespread**
 - Consumer Education and Awareness Campaigns
 - Labeling (Energy Star)

Deploying the 4 Policy Tools: EPA Act 2005



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- Will reduce energy use in 2020 by 1.8 Quads or 1.5% of projected national energy use
 - 75% of savings are from standards and tax incentives
- Major Provisions Include:
 - Variety of new **RD&D** programs authorized (funding depends on appropriations)
 - Energy efficiency tax **incentives**
 - Authorizes \$450 Million **consumer education** program
 - Appliance/equipment **standards**: 16+3 products

The Next Policy Frontier: Pending Federal Legislation



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- **House and/or Senate Provisions Include:**
 - RD&D Program Authorities
 - Tax **Incentives** for Energy Efficient products and improvements
 - Increase in CAFE **Standards**
 - Consensus Appliance **Standards**
 - Advanced Building **Codes**
- **By 2030“Best of Both” in a Final Bill Would :**
 - Save \$850 Billion in energy costs by 2030
 - Reduce CO2 Nearly 20% from Forecast

Leadership In U.S. State Capitols Coast to Coast



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State-Level Policies Drive/Supplement Federal Law

- **Appliance and Vehicle Standards**
- **Building Codes & Appliance Standards**
- **Utility Energy Efficiency Resource Programs**
- **Financial and Non-Financial Incentives**
- **Energy Efficiency Performance Standards**

Regional EE Coalitions Drive State Policy

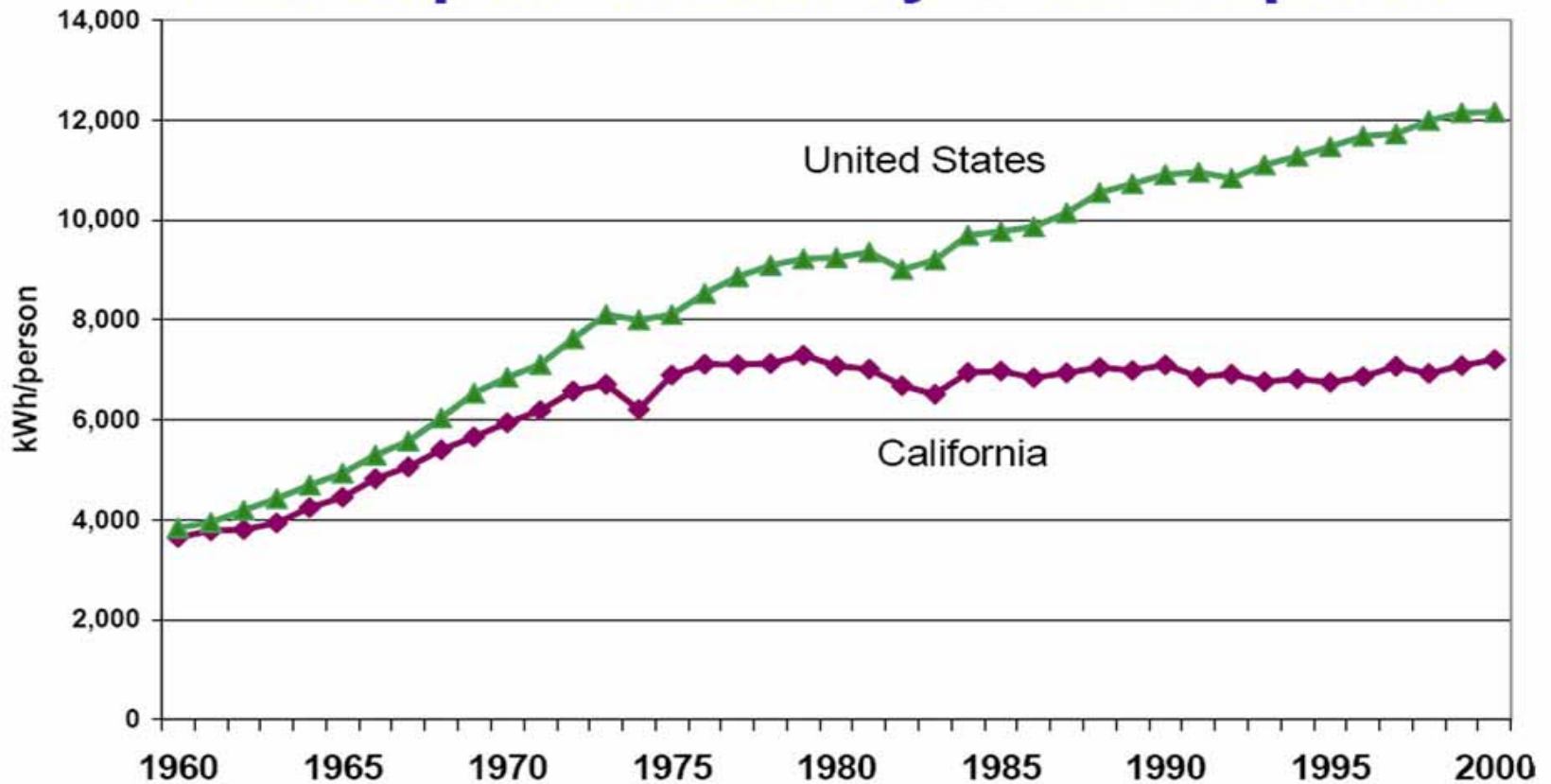
- **SEEA**
- **NEEP**
- **NWEP**
- **SWEEP**

State Polices Can Make a Difference!



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Per Capita Electricity Consumption





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Contact Us!

- Alliance to Save Energy
- 1850 M Street, NW
- Washington, D.C. 20036
- Phone: 202.857.0666
- Website: www.ase.org

- Kateri Callahan, President
kcallahan@ase.org