



ALLIANCE
TO SAVE ENERGY

Using less. Doing more.



Alliance
Commission on
National Energy
Efficiency Policy

What is the Alliance to Save Energy?

Mission:

- To promote energy efficiency worldwide to achieve a healthier economy, a cleaner environment, and greater energy security.

Organization:

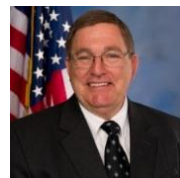
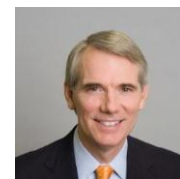
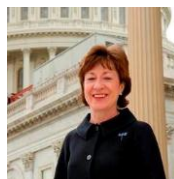
- Staffed by 60+ professionals
- 35 years of experience
- \$17 million annual budget
- Recognized as a premier energy efficiency organization



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What is the Alliance to Save Energy?

- Nonprofit organization headquartered in U.S.; operations worldwide
- Led by **Senator Mark Warner (D-Va.)** and **Tom King, Chairman of the Board and President, National Grid US**
- Board includes 13 Members of Congress – Bi-Cameral, Bi-Partisan



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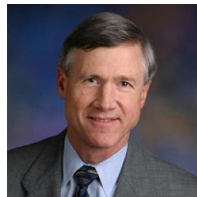
Board of Directors



Bob Dixon
Siemens Industry,
Inc.
First Vice-Chair



Frank Murray
NY State Energy
Research Devel. Auth.
Secretary



Robert Pratt
GreenerU
Treasurer



Frances Beinecke
Natural Resources
Defense Council



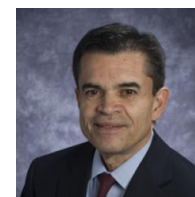
George Biltz
Dow Chemical



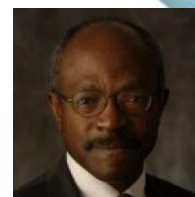
Helen Burt
Pacific Gas &
Electric Company



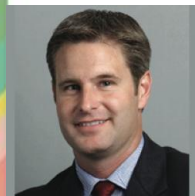
Iain Campbell
Johnson Controls



Jorge Carrasco
Seattle City Light



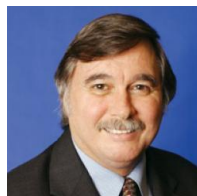
Kemel Dawkins
Rutgers University



Jeff Drees
Schneider Electric



Tom Dreessen
Energy Efficiency
Project Investment
Company, Ltd.



Roger Duncan
University of Texas



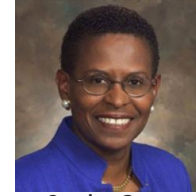
Anthony Eggert
UC Davis Policy Inst.
Energy, Enviro. & Econ.



Mayor Robert Foster
City of Long Beach,
Calif.



Erwin Furukawa
Southern Calif.
Edison



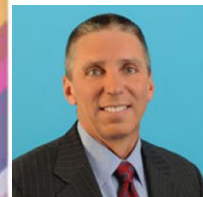
Carolyn Green
EnerGreen Capital
Management



Tom Grumbly
Lockheed Martin



Thomas Kuhn
Edison Electric
Institute



Terry McCallister
Washington Gas



Dave McCurdy
American Gas
Association



Michael McQuade
United
Technologies Corp.



Earle O'Donnell
White & Case LLC



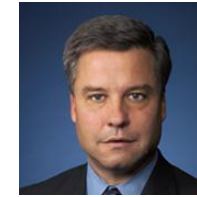
Kevin Ries
3M



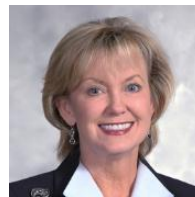
James Rogers
Duke Energy



Peter Smith
The Pataki-Cahill
Group



Fred Stephan
Johns Manville



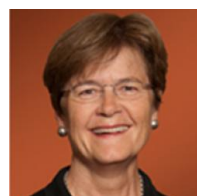
Susan Story
Southern Company
Services



Sue Stratton
Northwest Energy
Efficiency Alliance



Dave Szczupak
Whirlpool



Susan Tierney
Analysis Group



William Von Hoene
Exelon



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Working with and Across All Sectors of the Economy

Business ▪ Government ▪ Public Interest

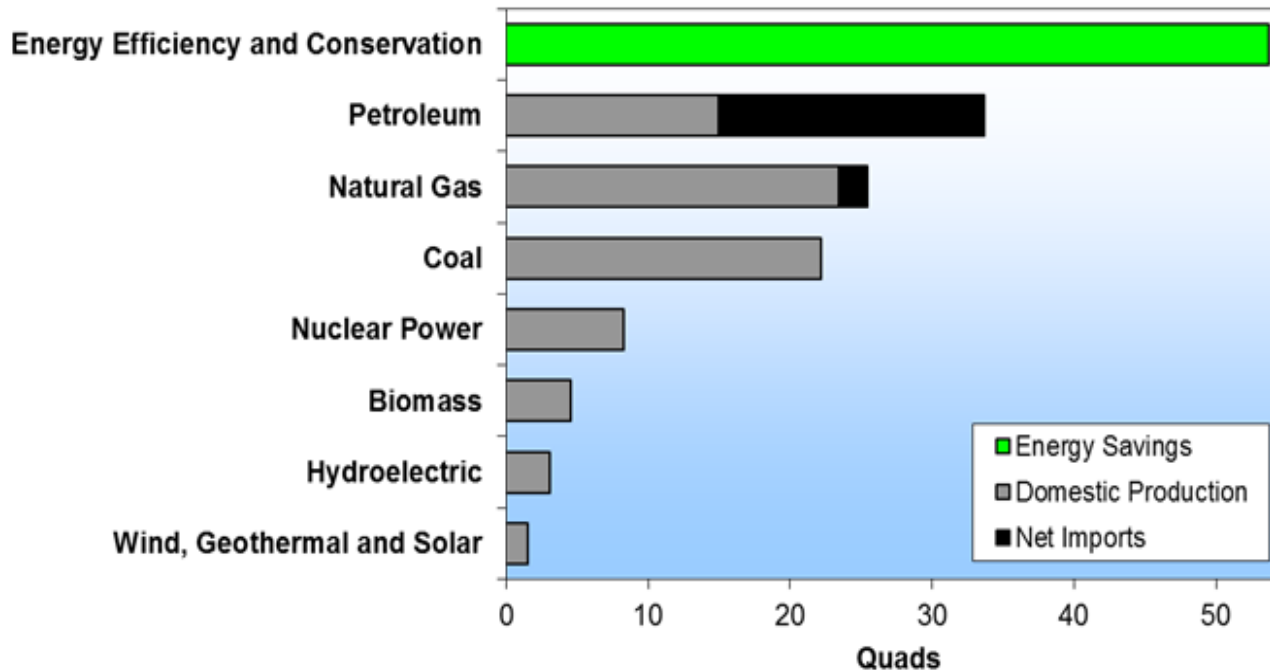
- Coalition membership of more than 140 diverse organizations
- Involvement by businesses in all economic sectors
- Participants active in policy advocacy, research, education and communication



A Quiet History of HUGE Success!

Energy Efficiency: America's Greatest Energy Resource

U.S. Energy Resources Used in 2011



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Alliance Commission Members

CHAIRMEN



Senator Mark Warner
(D – Va.)



Tom King
National Grid US



Dan Arvizo
National Renewable
Energy Laboratory



Anthony Eggert
Policy Institute for
Energy, Environment &
the Economy, UC Davis



Michael Melaniphy
American Public
Transportation Association



Frances Beinecke
Natural Resources
Defense Council



Carol Eicher
Dow Building and
Construction



Former New York Governor
George Pataki
Pataki-Cahill Group /
Chadbourne & Parke



Gregory Bridgeford
Lowe's Company



Sherri Goodman
CNA



Susan Story
Southern Company
Services



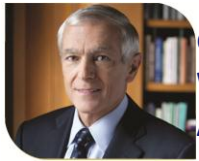
Jorge Carrasco
Seattle City Light



Fred Krupp
Environmental
Defense Fund



Don Sturtevant
J.R. Simplot Company



General Wesley Clark
Wesley K. Clark and
Associates



Alex Laskey
Opower



Sue Tierney
Analysis Group



Michael Eckhart
Citigroup

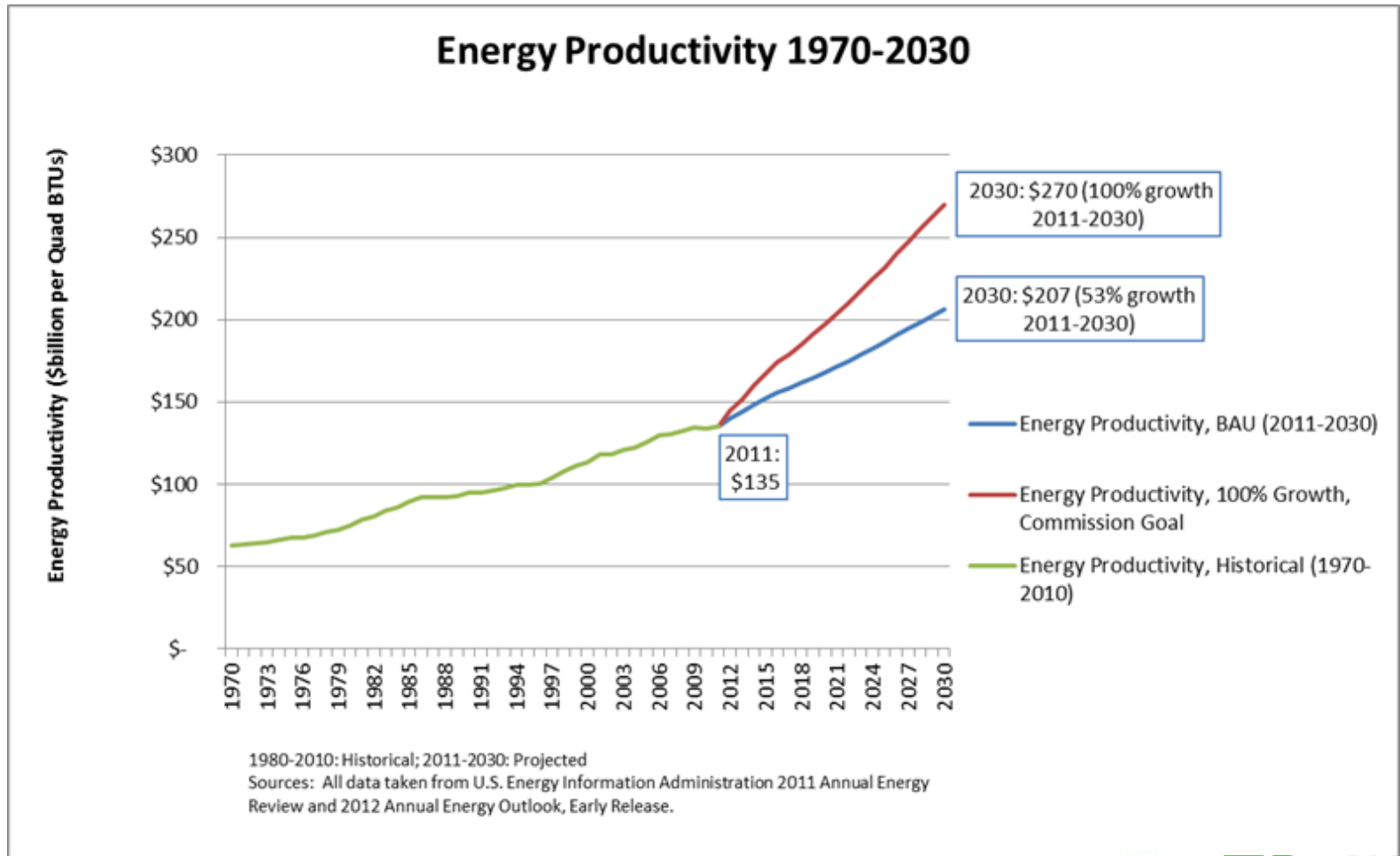


Dr. J. Michael McQuade
United Technologies
Corporation



Eisuke Tsuyuzaki
Panasonic Corporation
North America

Commission Goal: Double Energy Productivity by 2030



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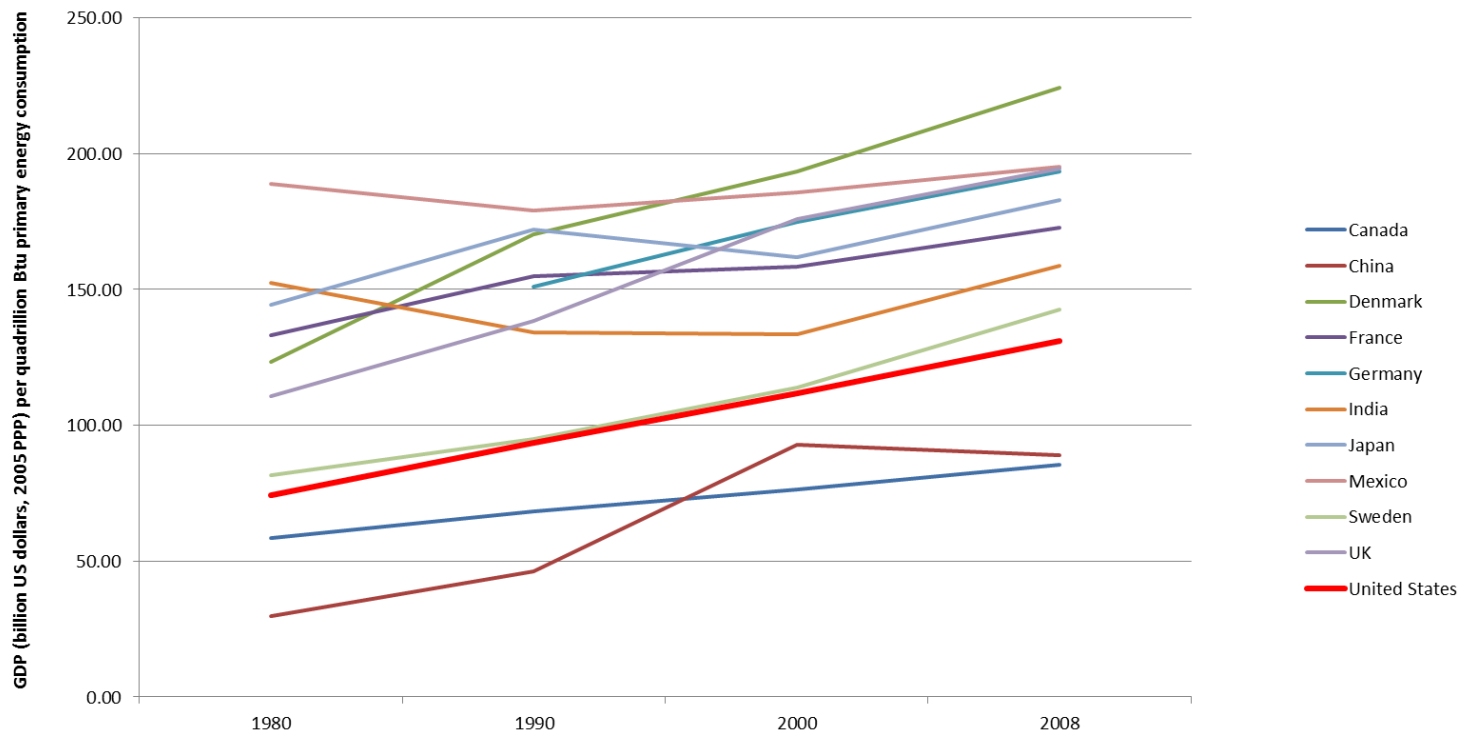
A Vision for How: Alliance Commission on National Energy Efficiency Policy

- **Goal:**
 - Double U.S. energy productivity (2x GDP from every unit of energy) by 2030
- **Scope:**
 - Cover all sectors of the economy
 - All levels of government + private sector
- **Principles:**
 - Bold and actionable, yet still plausible
 - Respect appropriate roles of government(s)
 - Engage and excite public opinion leaders



Opportunity to Improve

Energy Productivity (GDP/Primary Energy Consumption) 1980 - 2008



Source: EIA, International Energy Statistics; World Bank Development Indicators
Note: The earliest data for unified Germany are for 1991, graphed here in the 1990 position.



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Impact

America could save

\$327 BILLION

IN 2030

\$95 BILLION in Buildings



\$139 BILLION in Transportation



\$94 BILLION in Industry



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Impact of Reaching the Goal

TO GOVERNMENT THIS MEANS



The government is saving taxpayers

\$13 BILLION

\$13 Billion is equivalent to the budgets of the Coast Guard + National Park Service combined



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Impact of Reaching the Goal

TO HOUSEHOLDS THIS MEANS



Cuts household energy spending by **\$241 billion**



\$1,039 / year per household

Energy Savings

could pay off all existing American household credit card debt



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Impact of Reaching the Goal

TO OUR COUNTRY THIS MEANS



A CLEANER ENVIRONMENT

Decrease U.S. CO₂ emissions to 4 billion metric tons - 33% less than 2005



GREATER SECURITY

Reduce energy imports by over \$100 billion



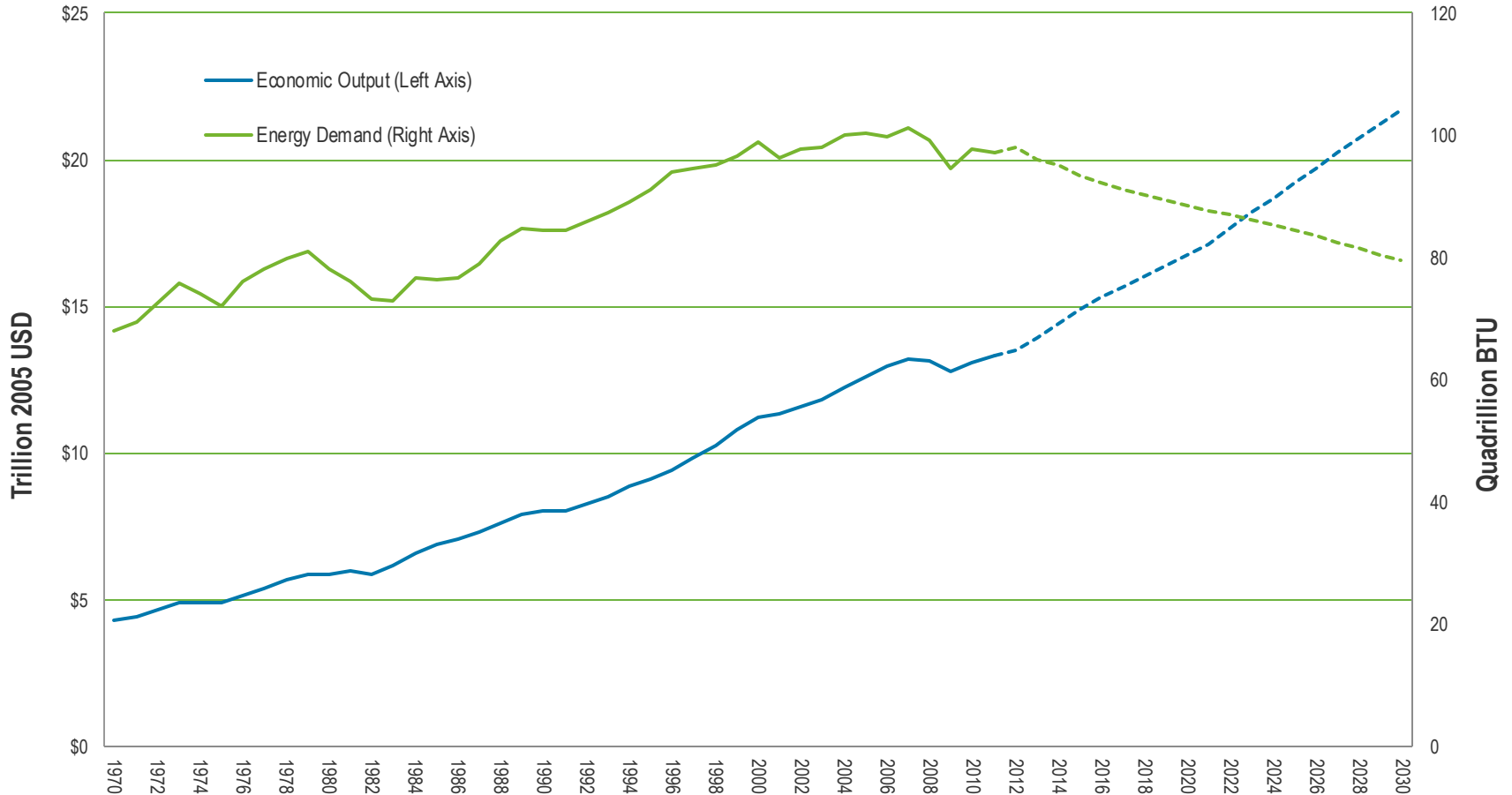
STRONGER ECONOMY

The U.S. could add 1.3 million jobs and boost GDP by up to 2%



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Untying Economic Growth and Energy Demand



Source: BEA, EIA, and Rhodium Group



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Strategies to Double U.S. Energy Productivity

Invest

INVEST



Modernize

MODERNIZE



Educate

EDUCATE



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Overall Recommendations



- **Financing**
- **Tax reform**
- **Innovation and market adoption**
- **Governments lead by example**

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Overall Recommendations



- “Race to the Top” competition
- Use energy productivity to achieve regulatory and planning goals
 - Utility policy
 - Transportation and land-use planning
 - Environmental regulations
 - Infrastructure investments
- Standards

EDUCATE



Overall Recommendations



- Access to information on energy use and other data
- Energy management and transparency
- Educate consumers and technicians

State, Local & Global Interest

- Boston Green Ribbon Commission adoption
- Scottish Parliament Resolution
- Australia to create National Commission based on Energy 2030 work
- Energy 2030 on the Road: Seattle, Los Angeles, Chicago, Albany, Las Vegas

Continued State & Local Engagement

Collaborate with Local
Partners & Governments

Case Study Compilation
and Elevation

Leverage Earned Media
Opportunities

Grassroots Advocacy

Energy 2030 on the Road

Congressional
Study Trips



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State and Local Recommendations

- Work to aggregate and resell loans in secondary capital markets such as in the WHEEL program
- Establish effective energy efficiency financing mechanisms for residential and commercial buildings including on-bill repayment, on-bill finance, and PACE
- Provide technical assistance and coordinate efforts to encourage R&D and facilitate test beds for new technologies and practices
- Make all cost-effective energy improvements to state and local buildings and fleets



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State and Local Recommendations

- Lead by implementing innovative energy productivity improvements through state and local policies and programs
- Increase stringency of building energy codes through quick adoption and compliance
- Set standards for equipment including electronics
- Develop and adopt utility policies that make full use of energy efficiency and demand-response resources
- Participate in DOE's State and Local Energy Efficiency Action Network to harmonize EM&V approaches and protocols
- Advance regional and local transportation and land use plans that promote energy productivity through local MPOs
- Use energy efficiency as an emissions reduction strategy
- Focus infrastructure spending on energy productivity gains including energy grids, transportation, water, and waste



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State and Local Recommendations

- Require disclosure of energy information in commercial buildings and at time of sale or rental in residential buildings
- PUCs should develop rules and procedures that enable customers to access their energy use data and authorize third parties to access their data
- Promote, improve, and develop technical training curricula and credentials to include energy efficiency technologies and practices
- Energy management and productivity should be incorporated in secondary and higher education curricula
- Collaborate to heighten consumer awareness, understanding, and motivation



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Diverse Organizations Align on Energy Efficiency

Alliance to Save Energy Commission on National Energy Efficiency Policy Energy 2030 Recommendations: 1.0 Unleash Investment	Bipartisan Policy Center Strategic Energy Policy Initiative America's Energy Resurgence: Sustaining Success, Confronting Challenges	Business Roundtable Taking Action on Energy A CEO Vision for America's Energy Future	National Association of Manufacturers' Energy Efficiency Task Force Federal Policies to Promote Building Sector Energy Efficiency
<i>Make financing more easily available for energy efficiency projects</i>			
1.1 Enable institutional investors to buy EE financial obligations on a large scale			
1.2 Establish state and local financing programs		✓	✓
1.3 Ensure household energy and transportation costs are considered in mortgage underwriting			
<i>Advance energy productivity through federal tax reform</i>			
1.4 Reform federal energy efficiency tax incentives to focus on high efficiency technologies			
1.5 Adjust industrial depreciation schedules		✓	
Support energy productivity innovation and market adoption			
1.6 Increase federal investment in R&D, demonstration, deployment, and tech. assistance	✓	✓	✓
<i>Governments lead by example</i>			
1.7 Apply best practices to govt. buildings and vehicles	✓	✓	✓
1.8 Make all cost-effective EE improvements to federal buildings using public-private financing			



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Diverse Organizations Align on Energy Efficiency

Energy 2030 Recommendations: 2.0 Modernize Regulations and Infrastructure	Bipartisan Policy Center Strategic Energy Policy Initiative	Business Roundtable Taking Action on Energy	National Association of Manufacturers' Energy Efficiency Task Force
<i>"Race to the Top" style energy productivity competition</i>			
2.1 Incentivize innovation in state and local governments			
<i>Use energy productivity to achieve regulatory and planning goals</i>			
2.2 Adopt all cost-effective demand-side management strategies		✓	✓
2.3 Improve transportation and land use plans			
2.4 Use efficiency as an emissions reduction strategy	✓		
2.5 Ensure government and regulated infrastructure spending on energy grids increases energy productivity	✓	✓	
<i>Strengthen building, equipment, and vehicle efficiency standards</i>			
2.6 Increase building energy code stringency	✓	✓	✓
2.7 Update all federal efficiency standards for appliances, equipment, vehicles, etc. to feasible and justified levels	✓	✓	



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EDUCATE



Diverse Organizations Align on Energy Efficiency

Energy 2030 Recommendations: 3.0 Educate and Engage	Bipartisan Policy Center Strategic Energy Policy Initiative	Business Roundtable Taking Action on Energy	National Association of Manufacturers' Energy Efficiency Task Force
<i>Provide information on building energy efficiency and energy use</i>			
3.1 Develop building energy ratings, benchmarks, and disclosure for residential and commercial buildings	✓		✓
3.2 Ensure customer and authorized third-party access to energy use information	✓	✓	✓
3.3. Develop harmonized energy use labels for appliances and vehicles that coordinate with building energy labels	✓		
<i>Improve corporate energy management and transparency</i>			
3.4 Mangle corporate energy use and report on energy productivity			
<i>Develop education consumers and trained technicians</i>			
3.5 Develop school and university curricula on energy use	✓		



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Energy 2030 in the Media

- Over 100 media outlets
- Over 4 million impressions in one day (February 7)

National
Journal



The Washington Post

Bloomberg



REUTERS



platts

DOWJONES



THE
HUFFINGTON
POST

THE HILL



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Next Steps for Energy 2030

- President has embraced goal and key pillars
- President budget contains Race to the Top
- Sparks of bi-partisan interest in Congress
- Endorsement of goals and recommendations by diverse organizations and businesses
- Seeking engagement and involvement by government at all levels (and globally!)
- Significant media, opinion leader, business and policy maker interest and support





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**Thank you
and join
us!**

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#Energy2030

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