

# Energy-Efficient Market Transformation

## Top Ten USA: A New Tool to Promote Efficiency Products

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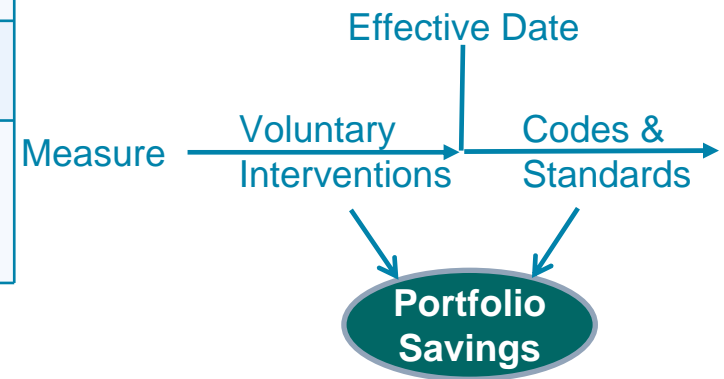
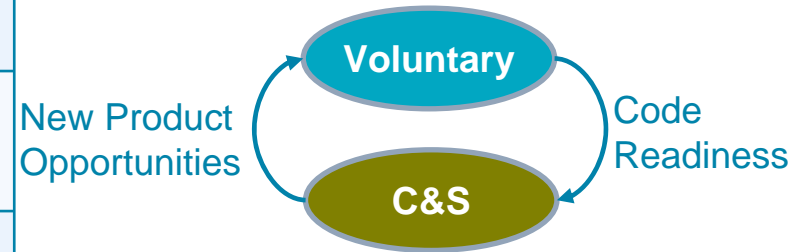
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# Voluntary Interventions and Codes & Standards as Elements of a Single Portfolio

	Voluntary Interventions	Codes & Standards
<b>Portfolio Strategy</b>	<b>Market Pull Entry Strategy</b>	<b>Market Push Exit Strategy</b>
<b>Program Stakeholders</b>	<b>PG&amp;E + Customer</b>	<b>All IOUs + CEC + CPUC Policy Influencers + Industry Groups</b>
<b>Portfolio Savings Target Market</b>	<b>Innovators/Ear ly Adopters</b>	<b>Entire Population</b>
<b>Cost</b>	<b>Pay per Project</b>	<b>Low Cost - Pay Once<sup>1</sup></b>
<b>CPUC Evaluation</b>	<b>Ex-Ante<sup>3</sup> and Ex-Post</b>	<b>Ex-Ante<sup>2</sup> and Ex-Post</b>
<b>Attribution Risk</b>	<b>Medium</b>	<b>Low</b>
<b>Market Risk</b>	<b>High</b>	<b>Medium</b>



<sup>1</sup> After new regulations become effective, savings accrue to portfolio indefinitely.

<sup>2</sup> CPUC evaluators are embedded in program implementation.

<sup>3</sup>Work Paper involvement



# The New Energy Efficiency Environment

**Utilities:** new regulations and mandates for demand reduction with fewer resources.

**Consumers:** increased interest in cost savings and protecting the environment.

**Retailers:** face a more informed consumer wanting simple, clear, accurate information.

# TopTen Lists – Understandable and Promotable



*David Letterman: January 4, 2011*

## Top Ten Signs Your 2011 Is Off To A Bad Start

10. You've already gained 40 pounds
9. New Year's Eve kiss was with cellmate, Chuck
8. Just named you the new stunt guy in Spider-Man the Musical
7. Your car is stuck under two feet of snow and three feet of garbage
6. You play for the New York Giants
5. It's year eleven of being locked in your Y2K bunker
4. Already spent more time in a Mexican prison than you did in all of 2010
3. 2011 is the year and your cholesterol
2. Your job title is "Mayor of New York City"
1. You're watching this



## What is TopTen USA?







**TopTen USA is :**

- **a nonprofit organization dedicated to identifying and promoting the sale of super-efficient consumer products**
- **supported by program administrators, regional and national energy efficiency programs, and national environmental groups**
- **a content rich website which makes it easy for consumers to find the most efficient options and encourages manufacturers and retailers to introduce increasingly efficient products**
- **allied with international consortium of TopTen organizations in Europe, China and Hong Kong**
- **credited with speeding the adoption of leading product technologies**



# Making it Easy to Buy the Most Efficient Products



Search Top Ten USA 


Home
How We Evaluate
About Us
See us on  


Refrigerators
Freezers
Televisions
Computers
Vehicles
Dishwashers
Clothes Washers
Monitors


Better climate.  
Lower bills.  
The **most efficient**  
**products** you can buy.


Supported By


  
Medium televisions


  
Large Refrigerators


  
Laptop Computers


  
Large Televisions

  
Dishwashers

  
Freezers

  
Cars

  
Small Televisions

  
Small Clothes Washers

**Top 10 Reasons to Go Energy Efficient**

**#2** Using energy efficiency measures alone, the U.S. can go a long way toward rolling its contribution to global climate change back to safe levels.

[See All >](#)

**All about Energy New Ways to Save**

Why your electricity provider wants you to use less energy. [Read More](#)

[See All >](#)

www.toptenusa.org

# Current Product List



Medium  
televisions



Large  
Refrigerators



Laptop  
Computers



Large Clothes  
Washers



Extra-Large  
Refrigerators



Large Monitors



Large Televisions



Dishwashers



Freezers



Light Trucks and  
4WD SUVs



Non-Expandable  
Desktops



Small Monitors



Cars



Small Televisions



Small Clothes  
Washers



Medium-Sized  
Refrigerators

Coming Soon: Water Heaters and Room Air Conditioners

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# Beyond CFLs: The Potential Savings Are Significant

PRODUCTS	Energy Use of Typical Old Appliance (kWh/year)	Cost to Run Typical Old Appliance (\$/year)*	Energy Use of an Energy Star-Qualified Appliance (kWh/year)	Cost to Run Energy Star-Qualified Appliance (\$/year)*	Energy Use of Leading Same-Sized TopTen Appliance (kWh/year)	Cost to Run Leading Same-Sized TopTen Appliance (\$/year)*
Large LCD Televisions	455	\$54.60	243	\$29.16	81	\$9.72
Computers	231	\$27.72	55	\$6.60	22	\$2.62
Clothes Washers	790	\$94.80	381	\$45.72	118	\$14.16
Refrigerators	1,065	\$127.80	590	\$70.80	356	\$42.72
Freezers	674	\$80.88	704	\$84.48	460	\$55.20
Dishwashers	451	\$54.12	324	\$38.88	180	\$21.60
<b>TOTALS</b>	<b>3,666</b>	<b>\$439.92</b>	<b>2,297</b>	<b>\$275.64</b>	<b>1,217</b>	<b>\$146.02</b>

Comparisons	% Saved Replacing Old with Baseline Energy Star	% Saved Replacing Baseline Energy Star with Leading TopTen	% Saved Replacing Old with Leading TopTen:
	37%	47%	67%





# Giving Consumers a Choice: Save More Energy and Money

Retailer	Televisions Sold	Energy Star Listed	Percentage	Maximum Energy Use Power On 46 Inch Models
Sears	36	36	100%	262 Watts*
Best Buy	44	39	89%	160 watts*
TopTen USA				48-79 Watts

Retailer	Built-in Dishwashers Sold	Energy Star Listed	Percentage	Annual Energy Use Of Typical Model In kWh
Sears	414	408	98%	320*
Best Buy	267	258	97%	320*
TopTen USA				180-259

**Giving Consumers a Choice**

*\* Data on all models not available.*

# Tiered Rebates

Top Ten =  
 $\$X + \$Y + \$Z$

CEE or other  
=  $\$X + \$Y$

Energy Star =  $\$X$



## TopTen USA's Added Value



**TopTen USA is agile and willing to work with retailers and utilities to build better programs.**

**It also:**

- **Offers a highly effective product site to help customers find the most efficient products**
- **Identifies utility rebates**
- **Identifies where products can be purchased**
- **Has an interactive social network**



**Thank you for your attention!**

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