

Bulletin



ALLIANCE TO
SAVE ENERGY
Third Decade of Leadership

JULY — 2002

25th Anniversary Alliance Gala Set to Honor 2002 Stars of Energy Efficiency

The Alliance to Save Energy is celebrating 25 years of helping to create an energy efficient world with two major events this fall. On October 9, the Alliance will hold its tenth annual *Evening with the Stars of Energy Efficiency*, hosted this year by Alliance Chair **Senator Byron L. Dorgan** (D-ND) and co-chaired by Alliance Associate **Whirlpool Corporation**, in the Atrium of the Ronald Reagan Building in Washington, D.C. The following day, on October 10, the Alliance will convene the second annual *Alliance Associates Summit on Energy Efficiency* at the Hamilton Crowne Plaza Hotel's Grand Ballroom.

This year, the Alliance will award the prestigious Charles H. Percy Award for Public Service to the **Energy Star Program**, a decade-long voluntary partnership between the US government—led by the Environmental Protection Agency and the Department of Energy—and private businesses to reduce pollution through voluntary labeling of energy-efficient products. Last year alone, Energy Star saved enough energy to power 10 million homes, cutting the energy bills of American con-

sumers by an estimated \$5 billion and delivering improvements in air quality equivalent to taking 10 million cars off the road.

Senator Dorgan will present Senate Energy and Natural Resources Committee **Chairman Jeff Bingaman** with the Chairman's Award for his nine years of leadership and dedication as head of the Alliance to Save Energy.

In addition, the Alliance will honor four Stars of Energy Efficiency: **Dr. Amory Lovins** of the Rocky Mountain Institute, **CertainTeed Corporation**, **Consumer Reports/Consumers Union**, and **Sears, Roebuck and Co.**

Sears, Roebuck and Co. has demonstrated strong leadership in efficiency and resource conservation in the manufacture and marketing of thousands of consumer products. Sears leads the nation in retail sales of Energy Star appliances and was named Energy Star Partner of the Year in 2001.

Dr. Lovins has been a tireless champion of energy efficiency for over 25 years,

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NEW ASSOCIATES

ABB
www.abb.com

Bonneville Power Administration
www.bpa.gov

Electricity Innovation Institute
www.e2i.org

Dinner and Summit Sponsorship Opportunities

Act now to reserve your organization's place as a Silver Star Sponsor, Benefactor, or Vice Chair at the Alliance's 25th Anniversary Reception and Dinner on October 9 in Washington, D.C. Sponsors and exhibitors are also being sought for the Alliance's Summit on Energy Efficiency the following day.

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Contact **Leslie Cordes**, Director of Corporate and Program Development, at (202) 530-2211 by August 6 for rates and additional information on both events.

Appropriations Committees Recommendations for Energy Efficiency

On July 17, the U.S. House of Representatives completed action on the FY03 budget request for energy efficiency programs at the U.S. Department of Energy (DOE). With final Senate action expected on July 25, this clears the legislation for conference, during which differences will be reconciled.

The House set the overall DOE energy efficiency budget at \$984 million, a 8 percent increase over last year. Major increases included those for low-income weatherization, and state grants.

The House fell short on the Federal Energy Management Program (FEMP)

where it trimmed the President's request by \$3 million. It recommended increased funding for Windows R&D, \$3 million above the President's request, to \$6.2 million. However, by earmarking this increase, offsetting cuts will need to be made in other Windows R&D activities.

See Appropriations, page 3.

More Than 80,000 Inefficient Air Conditioners Turned in as New Yorkers Respond to NYSERDA 'Keep Cool' Campaign

The number of inefficient air conditioners turned in by New Yorkers in mid-July is nearly double last year's total for the entire summer!

For the third summer in a row, the Alliance is working to publicize the "Keep Cool" campaign of Alliance Associate **New York State Energy Research and Development Authority (NYSERDA)** – and the results speak for themselves: In mid-July, New York state residents had turned in more than 80,000 inefficient but working air conditioners, purchased new, efficient Energy Star units, and received a \$75 "turn-in bounty" from the state. Good publicity and strong consumer demand have meant a doubling of last year's total number of 41,000 to over 80,000 units.

Working with **NYSERDA** and DDB Bass and Howes to publicize the annual summer campaign, the Alliance is helping New Yorkers save energy, curb air

pollution, cut their electric bills, and – perhaps most importantly – help ensure the reliability of the state's electric grid. The Alliance's press releases not only encourage consumers to take advantage of the \$75 bounty, they also emphasize simple, everyday steps to reduce the amount of energy and water that individuals and families use while remaining cool, clean, and comfortable in their homes. The Alliance also promotes the campaign on the home page of its web site (www.ase.org) and provides a link to the campaign web site, www.getenergysmart.org.

Other steps undertaken by the Alliance in partnership with **NYSERDA**, the Long Island Power Authority, and DDB Bass and Howes to advance **NYSERDA's** campaign include exten-

sive media outreach to print and broadcast media throughout New York State; working extensively with retailers like Associate **Home Depot** by distributing collateral and staging in-store events; and undertaking statewide paid advertising.

By mid-July, the Alliance's media outreach had yielded stories in major newspapers in Albany, Buffalo, and smaller cities and towns around the state; a letter to the editor in the *New York Times*; news stories on several network affiliate TV stations; and numerous radio interviews.

For more information about NYSERDA's campaign, contact Ronnie Kweiller, Senior Media Relations Associate at rkweiller@ase.org or call (202) 530-2203

New Alliance Survey Details Consumer Attitudes Toward Energy Efficiency

Paid advertising and trained retail salespersons made a significant difference in building consumer awareness of home energy efficiency and the Energy Star label, and translated that awareness into purchasing behavior, the Alliance to Save Energy discovered when it conducted nationwide consumer market research in four markets this spring.

Notably, participants in the two Albany, NY, focus groups stood out from the other six groups in metropolitan Washington, DC (including suburban Maryland and northern Virginia), Cincinnati, OH/KY, and San Francisco, CA, because of the work of Alliance Associate **New York State Energy Research and Development Authority (NYSERDA)**. Some Albany consumers even remembered from the previous summer NYSERDA's \$75 "bounty" for turning in an old but working room air

conditioner and purchasing a new Energy Star-labeled unit.

The extensive market research conducted by Shugoll Research on behalf of the Alliance examined consumer attitudes and motivators on energy, energy efficiency, and the environment.

In addition to informing the Alliance's day-to-day work educating the public about energy efficiency, focus group findings will guide development of the Alliance's upcoming home energy efficiency campaign, including new TV, radio, and Internet public service ads.

Based on the market research, Shugoll Research President Merrill Shugoll recommended that the Alliance continue its consumer education efforts on energy efficiency via a variety of means, including TV and radio ads and public affairs programs, point-of-purchase materials for retail outlets, and retail

incentive programs to encourage consumer purchases of energy efficient products. She also encouraged broader distribution of the Alliance's consumer booklet, *Power\$mart – Easy Tips to Save Money and the Planet*, to schools, contractors/builders, and real estate agents – the latter because consumers are particularly receptive to the efficiency message when buying a home.

Among the survey's notable findings:

- Saving money/cutting energy bills is the best motivator to encourage consumers to purchase energy efficient products and engage in energy-saving behaviors.
- Consumer awareness of the Energy Star logo has risen dramatically since the Alliance's previous market research, but varies considerably by geographic region, and consumers are confused about what the label is and who is behind it.

See **Consumer Attitudes**, page 3.

Green Schools Program in Philadelphia Takes a Bite Out of School Energy Waste

Preliminary savings for 15 Philadelphia Green Schools indicate that the Alliance to Save Energy's Green Schools program is making a significant and quantifiable impact on energy savings. Data show that in the nine months of the 2001-2002 school year, Alliance Green Schools saved on average 20% in electricity use, 31% of their natural gas and 17% in heating oil. Local Alliance project leader Janet Castellini attributes the

amount of savings to student-led efforts to change individual school behavior, greater teacher awareness, increased attention to energy-efficient operation and management by building engineers, and better cooperation between building engineers, teachers, and students. Service learning objectives of the School District are now integrated in the program so that teachers now receive continuing education credits for their professional training development

with Green Schools. "This is the best, most effective year we've had in Philadelphia," says Castellini.

The program is sponsored by the Department of Energy's Rebuild America program through Pennsylvania's Department of Environmental Protection, Interface Research Corporation, and the William Penn Foundation.

For more information about the Green Schools program, contact Karen Anderson at (202) 530-2239.



Consumer Attitudes *from page 2.*

- If energy efficient products do not work well, consumers will reject them.
- Consumers are not sure how to determine the amount of money they will save by using energy efficient products.

Funding from the U.S. Environmental Protection Agency and three Alliance Associates – **Pacific Gas & Electric Company**, the **North American Insulation Manufacturers Association**, and **NYSERDA** – supports the Alliance's 2002-2003 market research and home energy campaign. There is still an opportunity for additional funder

involvement in the second year PSA campaign.

For copies of the Alliance's report on *Consumer Attitudes*, please contact Communications Assistant Angela Martin at (202) 530-4351 or amartin@ase.org. To request information on becoming a co-sponsor of this year's campaign, call Rozanne Weissman at (202) 530-2217.

Appropriations *from page 1.*

The recommendations made by the Senate Appropriations Committee were more favorable than those of the

House including: full funding of the President's request for Energy Star and FEMP; a \$4 million increase for Lighting R&D; and a \$1 million increase for the Appliance Standards program. Be-

low is a chart showing DOE funding information.

The appropriations process is less advanced for the energy efficiency programs in the Environmental Protection Agency (EPA) and US Agency for International Development (USAID). The Senate Subcommittee for VA-HUD has recommended an increase above the President's request for EPA, and the Alliance is working to secure funding for the Energy Star program. This bill is expected to go to the full Senate Appropriations Committee soon. The Senate full Committee approved funding for Foreign Operations and the Alliance is urging increases in funding for energy efficiency programs throughout USAID, as well as support for its Office of Energy. The House has not yet taken action on either of these bills.

Please contact Al Stayman, Federal Affairs, at (202) 530-2236 or astayman@ase.org for further information on 2003 appropriations.

Selected FY03 Energy Efficiency Appropriations
(in millions of dollars)

Program	FY02 Actual	FY03 Request	FY03 House Recommendation	FY03 Senate Comm. Recommendation
Lighting R&D	5.8	7.3	7.3	11.3
Windows R&D	6.2	3.5	6.2	6.2
Appliance Standards	8.4	9.2	9.2	10.2
Federal Energy (FEMP)	22.4	27.9	24.9	27.9
State Grants (SECP)	45.0	388	50.0	45.8
Weatherization	230.0	277.0	250.0	240.0
Energy Star	3.0	6.2	6.2	6.2
Industrial (Best Practices)	11.1	8.3	9.2	8.3
NICE 3	2.7	2.7	2.7	2.7
Clean Cities	11.6	9.0	12.0	11.0

Calmac Manufacturing Cools Off Manhattan

Alliance Associate **Calmac Manufacturing Corporation** made headlines recently in New York for their project to install a large scale off-peak-cooling (OPC) system in a 41-story New York city building owned and operated by the Durst Organization, a major commercial landlord and prior Alliance *Star of Energy Efficiency* awardee. Durst chose **Calmac** to execute the largest OPC operation in Manhattan as an economical and environmental way to trim costs for cooling the Avenue of the Americas high-rise building.

Durst was awarded \$200,000 under the **New York State Energy Research & Development Authority's** Peak Load

Reduction Program for the unique ice storage plant project, which will include 28 cylindrical tanks with the capacity to hold 32,840 gallons of ice for use in off-peak cooling. Off-peak-cooling technology utilizes a "chiller" that creates ice during the night when electrical power is the cheapest to buy. The ice is then used during the day to chill the air supplied to the building, rather than turning on traditional refrigeration units.

Calmac's OPC system is expected to result in substantial energy and cost savings for the Durst building in addition to reducing electrical load and stress on the city's beleaguered electric grid during daily peak load hours. Jody

Durst, co-president of the Durst Organization, points out that "Beyond the cost saving aspect of off-peak-cooling, we selected this technology because it reduces peak electrical load on the grid. This, in turn, lowers the need for building new power plants with all the siting issues that accompany them and reduces the need for utilities to bring a dirty, peak-shaving plant on-line".

For more information, contact Mark MacCracken, CEO, Calmac Manufacturing at MMacCracken@calmac.com.

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promoting a "soft path" for America based on energy efficiency and renewable energy sources. Consumer Reports Magazine, published by Consumers Union, has been a recognized source of consumer information on energy-saving products for more than a decade.

Alliance Associate **CertainTeed Corporation** is one of North America's leading manufacturers of building materials. The company has pioneered the Certified Plus Home Program, which allows home buyers to save as much as 30 percent on their energy bill and has resulted in millions of dollars in consumer savings.

The black-tie awards dinner is scheduled for 6:00 pm to 10:00 pm on Wednesday, October 9. The Summit will follow the next day, Thursday, October 10, from 8:00 am to 4:00 pm. The Alliance will mail dinner invitations, as well as details of the Summit, in the near future.

For more information about both events, contact Leslie Cordes at (202) 530-2211 or lcordes@ase.org. Or you may visit the website at www.ase.org.

Sandia National Laboratory Heads the Revolution in Lighting

Alliance Associate **Sandia National Laboratory** is at the forefront of changing how people light up their world. Some 25 Sandia researchers are working on a project that will establish the fundamental science and technology base to replace the country's primary lighting source, incandescent bulbs and fluorescent tubes, with semiconductor light-emitting diodes (LEDs) – solid-state lighting.

LEDs could be ten times more efficient compared to incandescent bulbs, which lose 90 percent of their energy in heat, and twice as efficient as fluorescents. Sandia scientists predict that replacing conventional light sources with LEDs will significantly reduce worldwide energy consumption.

One draw back to widespread use of LEDs is their cost. **Sandia's** James Gee points out that LED-based light sources will not be commercially practical until their costs are reduced and efficiency is further increased. **Sandia** is working to address the cost issue by capitalizing on its extensive capabilities in semiconductor growth and processing, reactor modeling, and experimental and theoretical materials physics. **Sandia's** researchers are working to develop a better understanding of LED base materials with the goal of putting the laboratory in a position to lead the next revolution in lighting.

For more technical information on Sandia National Laboratory's solid-state lighting project, contact James Gee at jmgee@sandia.gov or (505) 844-7812.

The *Associates Bulletin* is published by the Alliance to Save Energy.

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