Northeast Efficiency
Business Leaders Tell their Stories

- Bethany Vasecka, NEEP
- November 18, 2008
- BECC Conference
Presentation Overview

- About NEEP’s Business Leader Recognition Program
  - Video Samples
- Results of Participation
- Lessons Learned
Northeast Energy Efficiency Partnerships (NEEP)

NEEP Facilitates Partnerships to Achieve Building Energy Efficiency

Energy Efficiency Program Administrators

Policy Makers

NEEP
NEEP’s Business Leader Recognition Program

Husky Injection Molding Systems sponsored by Efficiency Vermont

Husky Injection Molding Systems’ dedication to energy efficiency measures. Its MI Series 300 injection molding machines have reduced its energy consumption by 30%.

Husky’s mission is to help reduce the costs of producing parts for business. Husky remains on the cutting edge of efficiency.

Despite steady growth, Husky in 2007 set new standards in the field with an emphasis on equipment and technology.

- Husky has undertaken a the following initiatives:
  - HVAC air handling
  - High efficiency lighting

Husky in 2007 set new standards in the field with an emphasis on equipment and technology.

Northwest Energy Efficiency Summits 2008

CLEAN, LEAN AND GREEN GROWTH

Northwest Energy Efficiency Summits celebrate and inspire new thinking and new solutions across all sectors of the economy.

2008 Northwest Business Leaders for Energy Efficiency Recognition Dinner

May 22, 2008 • Marriott Downtown • Hartford, Connecticut

Join us for this gala evening celebration of outstanding business leadership efforts to effectively implement energy efficiency practices that achieve dramatic energy savings. Congratulations to our 2008 honorees:

- FIDELITY BANK sponsored by National Grid
- IDLEHOLD sponsored by National Grid
- NEEP sponsored by the Long Island Power Authority
- HUSKY INJECTION MOLDING SYSTEMS sponsored by Efficiency Vermont
- GILLETTE/PROCTOR & GAMBLE sponsored by NEEP
- RHODE ISLAND RESOURCE AUTHORITY
- STONERFIELD KEM sponsored by Public Service of New Hampshire
- PRICE CHOPPER/GOURMET CORP. sponsored by the New York State Energy Research and Development Authority
- UNIVERSITY OF RHODE ISLAND sponsored by the Connecticut Energy Efficiency Fund and The Berkley Foundation

The 2008 Business Leaders for Energy Efficiency Recognition Dinner program includes a keynote address from Dr. John Korten, CEO of Mechanical Systems.

To RSVP please register online by May 1 at www.nysef.org/dinner

SINGLE REGISTRATION $125 TWIN/PAIR $200 (preregistration available)
Program Criteria and Application Process

<table>
<thead>
<tr>
<th>Type Sponsor Name:</th>
<th>Type Applicant (Client) Name:</th>
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<tr>
<th>Project Title</th>
<th>Year Implemented</th>
<th>Energy Savings &amp; Why</th>
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<td>Light over my desk</td>
<td>2009</td>
<td>$500,000</td>
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To: NEEP Sponsor Administrators of Ratepayer Funded Energy Efficiency Programs

Re: 2009 Energy Efficiency Business Leader Application

Confirm your Intent to Participate by: November 24, 2008

To confirm your intention to participate, send Bethany Vaseck an email stating your intent to nominate a customer. (You do not need to report anything else at this time.)

Application Deadline: February 9, 2009

Return your completed application including data (attached excel worksheet), summary (this document) and customer agreement (last section of this document).

Filming Takes Place March 2009

For those who will be scheduling a visit to your customer’s site to film a 90-second video.
Acknowledgement of Business Leaders and Sponsors

New Atlantic Development
Clarient Corporation
Reny’s
CEEF / CL&P
NBTY Manufacturing
NStar
Raytheon
Blackstone Valley High School
The Hotchkiss School
Pfizer
P&G Gillette
King Kullen Grocery
Southeastern Container
Husky Injection Molding Systems
Trinity Financial
New York Presbyterian Hospital

National Grid
Efficiency Vermont
Efficiency Maine
Fidelity Bank
Public Service of New Hampshire
Brown University
Jackson Laboratory
Albanese Organization
University of Bridgeport
NYSERDA
Long Island Power Authority
Stew Leonard’s
Stonyfield Farm
Hasbro
Price Chopper / Golub Corporation
Hines Interests / Morgan Stanley
Stonyfield Farm, Londonderry, New Hampshire

Click Here to see video
Stew Leonard’s, four stores in Connecticut and New York

Click Here to see video
Participation Benefits

- Communications Kit
  - Video
  - Written Case Study
  - Media Attention/Outreach Strategy
- Visibility
- Sponsor and customer shared time
- Time, Energy and Thought spent on energy efficiency
- Excitement
Research Topics

- Do Sponsors and Businesses USE the communications kit and experience provided through participation?
- Have they taken any actions as a result of their participation?
Sponsors Use Program Tools

- Face Time with Customer
- Informed Consumers with Materials
- Enhance Employee Satisfaction
- Enhanced External Company Visibility
- Shaped Internal Corporate Identity
- Informed Policy Makers
- Have not used it
Sponsors Report Actions Taken

- Created Industry Allies
- Interdepartmental Morale Booster
- Raised Senior Management Awareness
- Increased Customer Incentives
- Changed Efficiency Program Structure
- None
Business Leaders Use Program Tools

- Enhanced External Company Visibility
- Shaped Internal Corporate Identity
- Employee Satisfaction
- Shared with Higher Level Managers
- Changed Corporate Social Responsibility Policies
- Shared with other departments
Business Leaders Report
Actions & Changes Resulting from Program Participation

- Installed Oxygen trim package on steam boiler, reducing natural gas & CO2 emission
- Lighting projects
- Photo voltaic electrical generation proposal
- Installed additional compressed air recovery system
- Installed energy efficient air dryers/motors
- Zoned plant floor lighting that shuts off when production lines are not running
- Installed updated active power management system to help flatten plant peak demand curve
- Workforce education and training
- Participate in Enernoc paid voluntary interrupt program
- LED lighting in new stores
- Identified several hundred potential energy/carbon reduction opportunities
Lessons Learned

- Program Tools are used
- Material usage varies
- Both sponsors and businesses report taking actions
- Sponsors use program tools more than businesses
- Businesses continue EE practices
NEEP’s Areas for Improvement and Growth

- Measure the relationship between action and involvement
- Gage business interest in expanding this program
- More direction on usage of program tools needed
- Improve media hit rates
Winning Program

- Win for business
- Win for sponsors
- Win for NEEP
- Win for society

Thank You

bvasecka@neep.org