

**SESSION TITLE:**

Elevating Standards: How do you make voluntary programs that are effective in driving new and better technology?

**SPEAKER SUMMARIES:**

Admiral Dennis McGinn (USN-Ret.), President & CEO, American Council On Renewable Energy

- “How do you sell the technology?” asked Admiral McGinn, as he focused on the need to create compelling value propositions for new technology. The American Council on Renewable Energy believes that the voluntary adoption of technology requires a strong argument that appeals to a broad audience, grounded in cost and energy-savings metrics.

Elizabeth Craig, Director, Climate Protection Partnerships Division, U.S. Environmental Protection Agency

- As a leader in voluntary programs for consumer products and whole building energy efficiency, Craig discussed the growing consumer awareness and trust in the ENERGY STAR brand.

Keith Cook, Vice President, Technology Policy & Standards, Philips Lighting

- Philips Lighting revolutionized the lighting industry by creating the 60 watt replacement lamp in 2009, winning DOE’s L Prize and creating an LED bulb that used the same amount of light but a fraction ( 9.7 watts) of the energy. These advancements allowed Philips Lighting to accelerate delivery to market, drove competition, and spurred further innovation.

Roger Platt, Senior Vice President, Global Policy and Law, U.S. Green Building Council

- Platt emphasized the success of ENERGY STAR as a demonstrated leader in high performance buildings, due to its use of metrics to drive credibility. He emphasized that there are huge co-branding benefits for LEED with ENERGY STAR, particularly within the Existing Building rating system and highlighted the asset value and co-benefits of voluntary, market-transforming building rating systems.

Jürgen Sturm, Secretary General, Global Lighting Association

- Sturm shared lessons-learned from voluntary energy efficiency schemes in Europe, particularly with the EU Ecolabel, Eco Flower. Using a stakeholder consortium, Global Lighting Association is currently pursuing an ecolabel within the Eco Flower program for top performing lighting products.

Jeff Noel, Corporate Vice President, Communications and Public Affairs, Whirlpool Corporation

- Noel emphasized the importance of relationships in creating demand for new technology and the adoption of voluntary programs. He also highlighted the need for continuous innovation to stay relevant in the marketplace.

**SESSION WRAP-UP**

Thought-leaders in this session highlighted the importance of voluntary programs in driving innovation in the market. Voluntary programs must be simple to be effective, but also must be based in metrics and data that offer credibility. Speakers highlighted that voluntary programs are particularly effective when they create a value proposition that provides cost-savings, a strong business case, and measurable energy reduction. Voluntary programs are most effective when adopted by strong leaders and trendsetters.

Session participants asked panelists to comment on the biggest motivators in adopting voluntary programs that promote energy efficient technology. Panelists stated that improvement in quality/quality of life, cost-savings,



improved sustainability (echo factor), fixing an inefficiency, the idea of “doing good,” and brand loyalty can all be primary motivators. Craig, Director, Climate Protection Partnerships Division, U.S.EPA commented the the decision to purchase ENERGY STAR qualified products can range from utility rebates to energy and cost savings to saving the climate. The value proposition for consumers always seems to be a combination of these factors. Cook, Philips Lighting, added that the trick to marketing energy efficient products to appeal to the right motivators for the right consumers.

USGBC’s Platt added that one passionate individual and leader with an ethical commitment can drive the an entire organization to make a commitment to sustainability. Sturm, Global Lighting Association, adds that in Europe it takes more than cost-savings to appeal to consumers, but the idea of being an early adopter and trendsetter. Goods, regardless of their efficiency, also need to be sexy says Sturm. Noel, Whirlpool Corporation, added that consumer passion must be coupled with brand loyalty and trust.

Session participants also asked panelists what happens when too many voluntary programs are happening in the same realm. All panelists agreed that is important to keep the programs simple but bring lots of stakeholders to the table, and achieve success that is shareable and towards a common goal. They also noted that market confusion sorts itself out overtime. Voluntary programs that have developed a trusted brand based on sound metrics tend to remain durable overtime.

Panelists also added that it is important to measure the impact of a program rather than marginal change. The value of market transformation is to create a high bar that only the top tier of the market can reach. Voluntary programs that deliver efficiency must be rooted in strong performance standards. This encourages innovation and deep energy efficiency and energy savings.