

NW Energy Coalition
Efficiency
Works!

NEEA

Energy Efficiency Roundtable

October 28, 2008

Goal

- ***Establish energy efficiency as the region's number one strategy for reducing greenhouse gas emissions from the utility sector and capture all of the region's available cost effective electricity and natural gas savings.***

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Scope

- **Designed as a two year, regional campaign; as of now, funding is secured for one year**
- **Four new FTE**
 - **Project manager (Seattle)**
 - **Communications and outreach lead (Seattle)**
 - **Energy efficiency advocates (Montana and Idaho)**

Key strategies

- **Influence the influencers - the business, civic and opinion leaders who make decisions about large commercial buildings, institutions and facilities**
- **How to influence?**
 - **Demonstrate cost effective potential**
 - **Tackle the “barriers” by developing new messages and identifying and advocating for solutions**
 - **Outreach & communication: never stop selling!**

Challenges

- **Funding beyond 12 months is unknown**
- **The tanked economy**
 - **Should we target a different audience with a different message? Will anybody be spending money on buildings, let alone energy efficiency?**
- **How to measure success**

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Confluence with NEEA

- **What can we learn from Betterbricks?**
- **Other NEEA programs?**