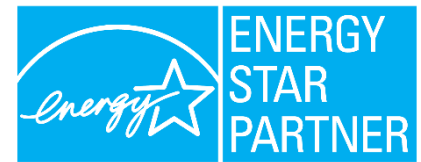




Northeast Energy Efficiency Partnerships



## Northeast ENERGY STAR® Business and Consumer Electronics (BCE) Initiative

Administrators of ENERGY STAR BCE Programs in the Northeast invite industry representatives to participate in our 2016 program efforts.

### Priorities for 2016:

- Energy Efficiency Program Administrators (i.e. Sponsors) encourage manufacturers, distributors, retailers, and other allies to participate in joint promotional efforts of electronics via marketing, retailer support activities, consumer incentives, consumer education, etc. Program Administrators are looking to continue expansion of BCE offerings with the assistance of consumer electronics manufacturers and retailers in 2015.
- NEEP is actively exploring the integration of Home Energy Management Systems (HEMS) into energy efficiency programs. NEEP facilitates a HEMS Working Group that aims to set a path for the technology to evolve with efficiency as a major component.
- Select programs will be looking to promote the highest performing ENERGY STAR products through innovative joint promotions. Sponsors participating in the **Retail Products Platform (RPP)** collaborate with industry allies to increase the availability and sales of ENERGY STAR certified electronics in the Northeast and Mid-Atlantic.
- Program Administrators are exploring opportunities to promote ultra-efficient ENERGY STAR electronics through **ENERGY STAR's Most Efficient** program.
- Interest in the robust online space have led Program Administrators to implement new tools and strategies such as E-commerce and closed-loop marketing initiatives.
- NEEP, with input from the regional Program Administrators, created a [Regional BCE Roadmap](#). The report found the greatest energy savings potential in Advanced Power Strips, Home Energy Management Systems, Set-Top Boxes, Game Consoles, and remaining savings to be achieved in TV and Computer promotions.
- Program Administrators support efforts to increase ENERGY STAR brand awareness, quality, and consumer education.

### Initiative Accomplishments

- In 2015, NEEP Sponsor efficiency programs incentivized over 43,000 high efficiency business and consumer electronics products—spending a total of over **\$600 thousand** in incentives.
- Sponsors conducted staff training at over 3,000 lighting, appliance and/or consumer electronics retailers and accomplished approximately over 18,000 site visits to train numerous retailer staff personnel.

### 2016 Northeast ENERGY STAR Business & Consumer Electronics (BCE) Initiative Sponsors



## 2016 Northeast ENERGY STAR Business and Consumer Electronics (BCE) Programs

State	TV	Desktop Computer	Monitors Display	Advanced Power Strip	Programmable or wi-fi Thermostat	Servers	Sound Bar
Connecticut							
District of Columbia					\$25 for programmable		
Massachusetts				Up to \$15 for Tier 1 Up to \$40 for Tier 2	\$25 for programmable \$100 for wi-fi enabled		
New Hampshire					\$100 for wi-fi (as an add-on for rebated Heat Pumps)		
New York				\$10 Only through online catalog			
Rhode Island				Up to \$15 for Tier 1 Up to \$40 for Tier 2	\$50 for programmable wi-fi enabled		
Vermont	\$3-8	\$3-5	\$2-7	\$7		\$20	RPP \$10

If you are interested in more information, contact the following individuals working on behalf of the Programs:

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**Program Activities in DC**

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**Program Activities in NH**

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**Program Activities in NYSERDA**

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