The **Southeast Energy Efficiency Alliance (SEEA)** promotes energy efficiency as a catalyst for economic growth, workforce development and energy security. We do this through collaborative public policy, thought leadership, outreach programs, and technical advisory activities.
Upcoming Webinars

A New Lens for Cost-Effectiveness Testing

Thursday, November 16
2:00 – 3:00 p.m. EST

Missed one? Find webinar materials at www.seealliance.org
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Questions
• Submit questions and comments via the Questions panel
Karen Germain, Principal Consultant, DNV GL - Energy

- Outreach & Trade Ally strategy
- New service development
- 15 years experience in energy efficiency and climate change
- 25 years in sales and marketing, program management
- United States and United Kingdom
The Role of the Trade Ally in the Southeast Energy Efficiency Agenda
Karen Germain, Principal Consultant

12 October 2017
Sustainable Energy Use

Advice, analysis, and implementation assistance for energy efficiency programmes and measures

- Policy advisory and research
- Programme development and implementation
- Sustainable buildings and communities
- Industrial energy management

Design and deliver turnkey energy efficiency programmes that produce verifiable savings and meet utility goals

Develop innovative approaches for data collection and analysis that extract more value and support policy decisions

Reduce building operating costs, increase property values, manage risks and meet expectations of investors and customers
Agenda

- Trade Ally Insights
- What the Future Holds
- Questions
Trade Ally Insights
Snapshot of TA Participation in an EE Program

75% of EE projects

29% Small commercial
28% Large commercial
19% Industrial
12% Government, Institutional, Non-profit
5% Residential
6% Other
Trade Ally Profile

- Contractors
- Engineering firms
- Architectural firms
- Distributors
- ESCOs
- Lighting and measure manufacturers

Types of Customers

- Small Comm
- Gov, Inst & NFP
- Large Comm
- Res
- Industrial
- Other

Other
Defining a Trade Ally – The Many Roles
What Trade Allies Want In Return
Project Focus

- 68% Lighting
- 18% HVAC
- 4% EMS/building controls
- 1.5% Refrigeration
- 0.6% Solar PV
- 0.6% New construction
- 7% Other

71%
Growth
Closing the Sale

With nearly 2 in 3 contractors saying that “reduced maintenance costs” was the most effective selling point for energy efficiency, other than reduced operating expenses. This type of insight can help in the development of communications that resonate with target audiences.

65%  14%  10%  11%
Reduced maintenance costs  Improved occupancy comfort  Environmental benefit  Other
Barriers

- Customers don’t understand the value of energy efficiency
- Customers have cash flow constraints, need financing
- Trade Allies find it difficult to get in front of the right decision makers
Program Benefits – What TAs Value

- Updates on program news and changes
- Training on utility program and application process
- Program marketing collateral
- Listing on utility program website
- Access to an Outreach Professional/service from program group
What the Future Holds
The Outlook for Energy

2020
- The world will manage the shift to a renewable future without increasing energy expenditures

2025
- Primary energy supply will peak, as electricity grows its share of the energy mix and losses are deducted through the accelerated uptake of efficient renewable sources

2030
- Energy demand will plateau
- Electric vehicle uptake will be rapid and extensive – by 2033 half of new passenger cars sold will be electric
Energy Demand

- In road transport, the world will continue to promote zero-emission vehicles (ZEVs), particularly in cities, and aided by public procurement policies.

- Urban planning policies interact with road transport in several ways
- Urbanization will continue apace in the developing world, where car ownership will grow simultaneously.
On a Practical Level
Trade Allies were neutral (28%) to favorable (52% likely and very likely) when asked about moving some activity to the neighboring territory.
The Definition of a Trade Ally Won’t Change – It will Expand
The Definition of a Trade Ally Won’t Change – It will Expand
Energy Efficiency Stakeholders
Visit www.DNVGL.com

Energy Transition Outlook
(September 2017)

Trade Ally Survey
(February 2017)
Next Edition
Trade Ally Survey
Publication: February 2018
Thank You
Questions?