

Smart Ideas For Your Home

“Residential ENERGY STAR[®] Lighting Initiative”

Stakeholder Advisory Group

Denise Munoz; Manager – Residential Programs

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ENERGY STAR ® Lighting Program (“Phase 1”)

- **PROGRAM HIGHLIGHTS:**
 - **Selected implementation contractor – Applied Proactive Technologies, Inc.**
 - **“Quick Launch Program” – ~ 4 month period (June 17 – September 8, 2008)**
 - **Markdown approach on specialty bulbs (345,000 bulbs made available)**
 - **Participating retailers – Home Depot (60 stores), Sam’s Club (19 stores), Costco (11 stores)**
 - **Average incentive per CFL - \$1.36**
 - **Beginning in September, implement larger inventory of bulbs and Leverage “Change The World” Campaign**
 - **Results To Date - ~63% of bulb allotment sold**

ENERGY STAR ® Lighting Program (“Phase 2”)

- **PROGRAM HIGHLIGHTS:**
 - **3 1/2 month period (September 8 – December 31, 2008)**
 - **Primarily a markdown approach on specialty bulbs and standard CFL twists (Total ~1.9M bulbs)**
 - **1.36 M CFL twists**
 - **0.53 K Specialty CFLs**
 - **503 Participating retailers – Home Depot (60 stores), Sam’s Club (19 stores), Costco (12 stores), Lowe’s (19 stores), Menard’s (44 stores), Jewel-Osco (170 stores), Ace Hardware (179 stores)**
 - **Potential to enroll ~ 30 Tru-Value stores with the use of an instant coupon**
 - **Average incentive per CFL - \$0.96**
 - **Introduce 10,000 desk lamp fixtures in November/December**

ENERGY STAR ® Lighting Program (“Phase 3”)

- **Phase 3 Program Highlights:**
 - **4 month period – January – April 2009**
 - **Remaining inventory of bulbs discounted (~500,000 bulbs* made available)**
 - **Goal is to focus on any shortfall from Phases 1 & 2 in the Spring; may rollover product and extend retailer MOU’s from Fall campaign**
 - **Will include additional fixtures**

*estimate at this time



Change The World, Start with ENERGY STAR® Activities

- ComEd/ENERGY STAR® Take The Pledge Website to launch in early September with associated “Take The Pledge Giveaway”
- ComEd [Energy@Home](#) September edition – Feature article on Change The World and the Pledge
- ComEd September bill insert – Focus on Change A Light Day and Phase 2 lighting discounts
- October 1 – Change A Light Day event at Pioneer Court in Chicago
- October 18/19 – Change The World, Start with ENERGY STAR® event at Navy Pier



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Thank you!

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