



**S E E A**

SOUTHEAST ENERGY EFFICIENCY ALLIANCE

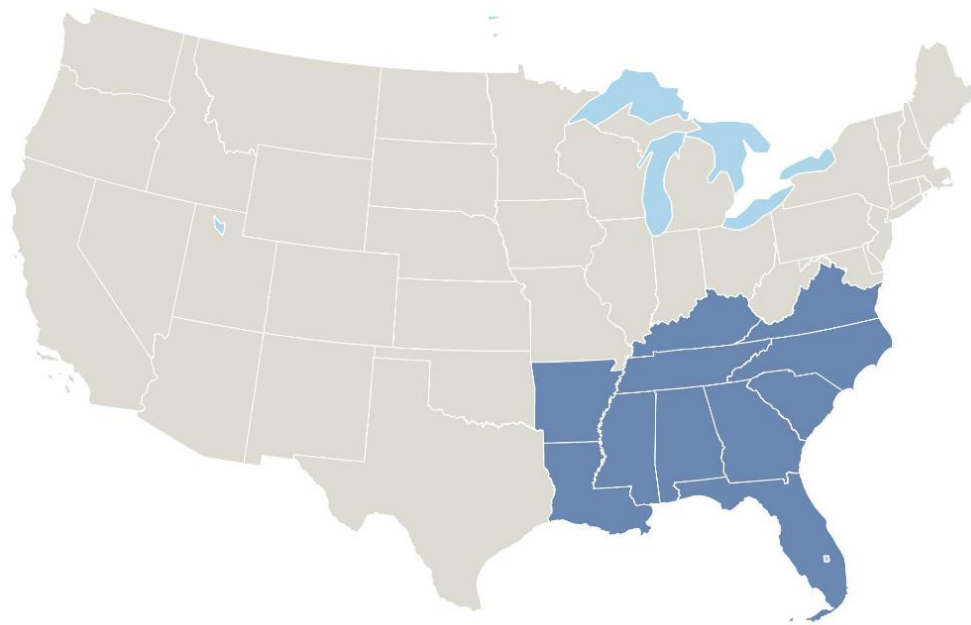
**WEBINAR SERIES**

# The Role of the Trade Ally in the Southeast Energy Efficiency Agenda

October 12, 2017

# SEEA Serves the Southeast

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.



**Regional Energy  
Efficiency Organization**

**Eleven-state  
footprint**

**Non-profit,  
non-partisan**



# 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](http://www.seealliance.org)

# GoTo Webinar Instructions

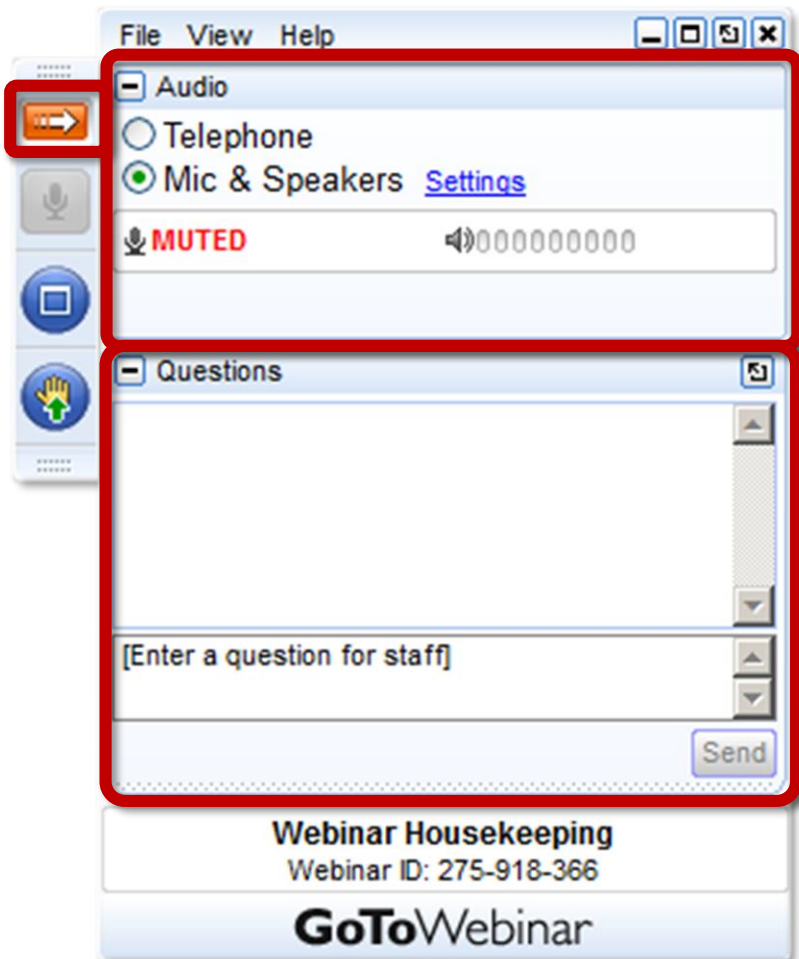
## Open And Hide Your Control Panel

### Join Audio

- Choose “Mic & Speakers” to use VoIP
- Choose “Telephone” and dial using the information provided

### Questions

- Submit questions and comments via the Questions panel



## Karen Germain, Principal Consultant, DNV GL - Energy

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- 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

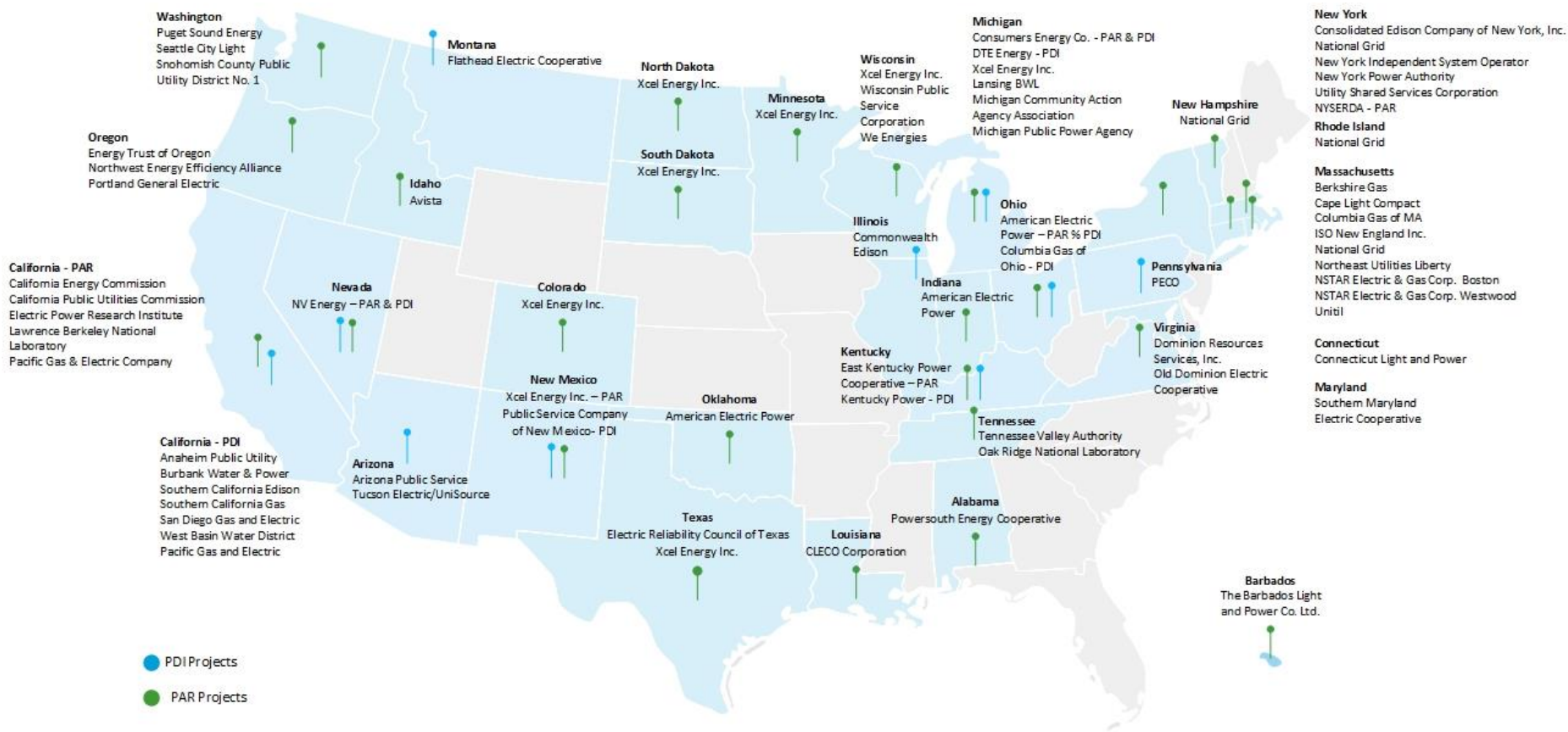
- Policy advisory and research
- Programme development and implementation
- Sustainable buildings and communities
- Industrial energy management

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

# National Experience, Local Focus



September 2017





Trade Ally Insights

What the Future Holds

Questions

# Trade Ally Insights



# 75% of EE projects

29%



Small  
commercial

28%



Large  
commercial

19%



Industrial

12%



Government,  
Institutional,  
Non-profit

5%



Residential

6%



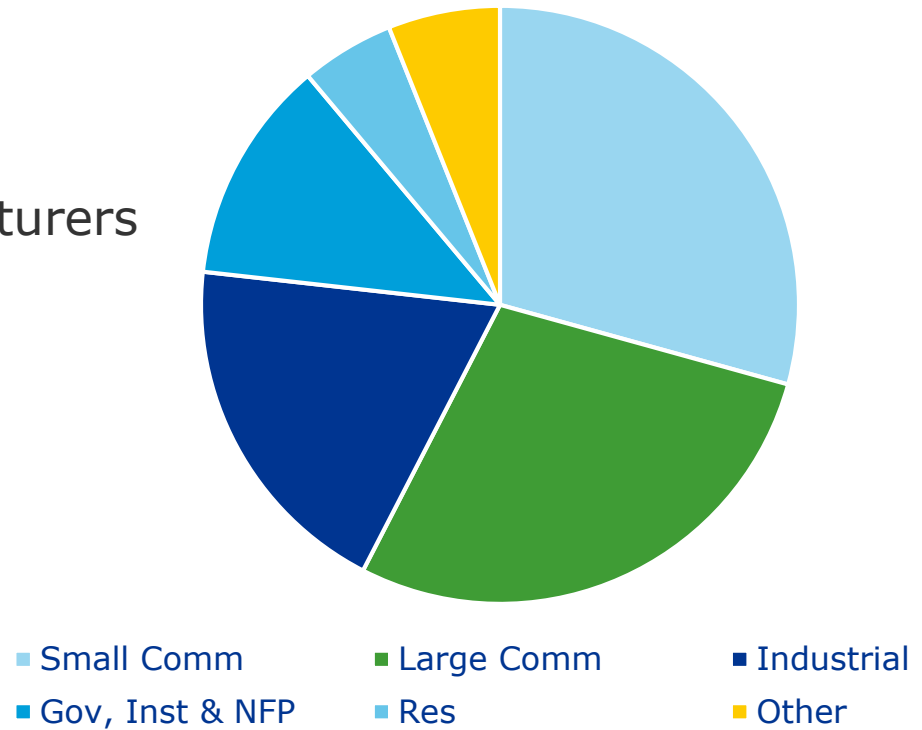
Other

## Trade Ally Profile

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

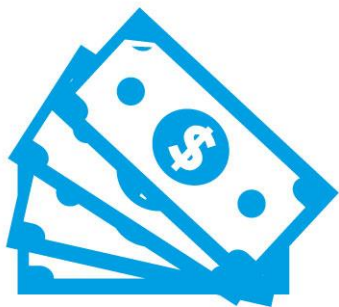
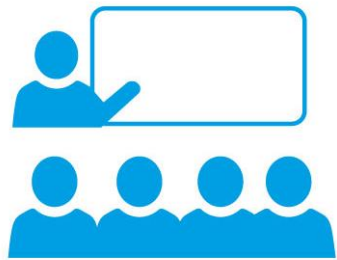


Types of Customers



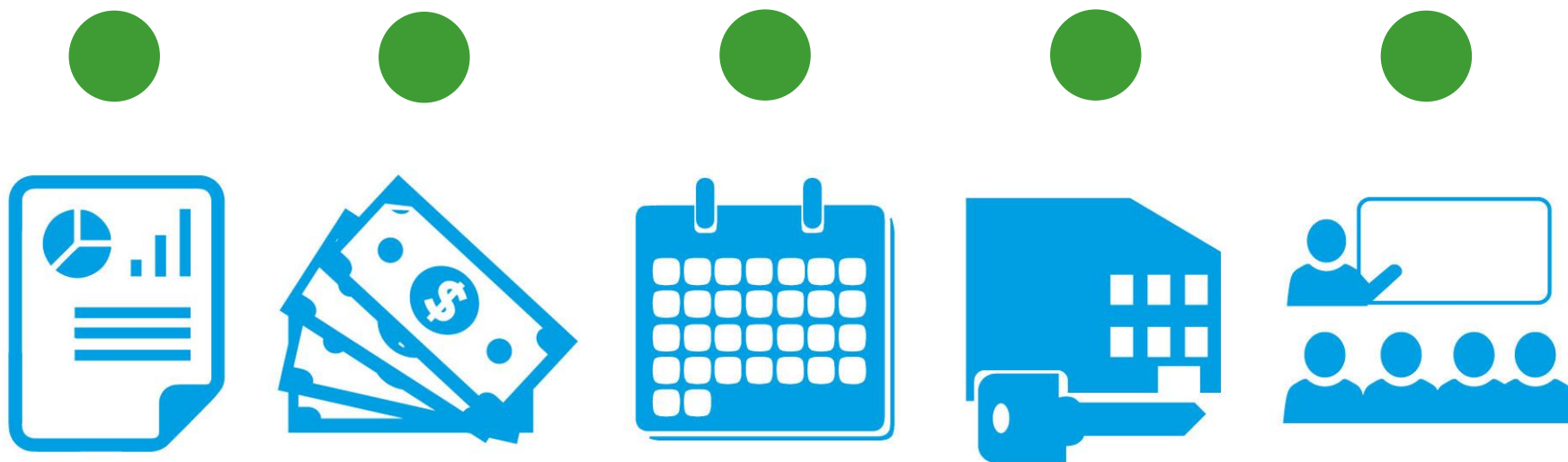
## Defining a Trade Ally – The Many Roles

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# What Trade Allies Want In Return

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## Project Focus

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



# Growth

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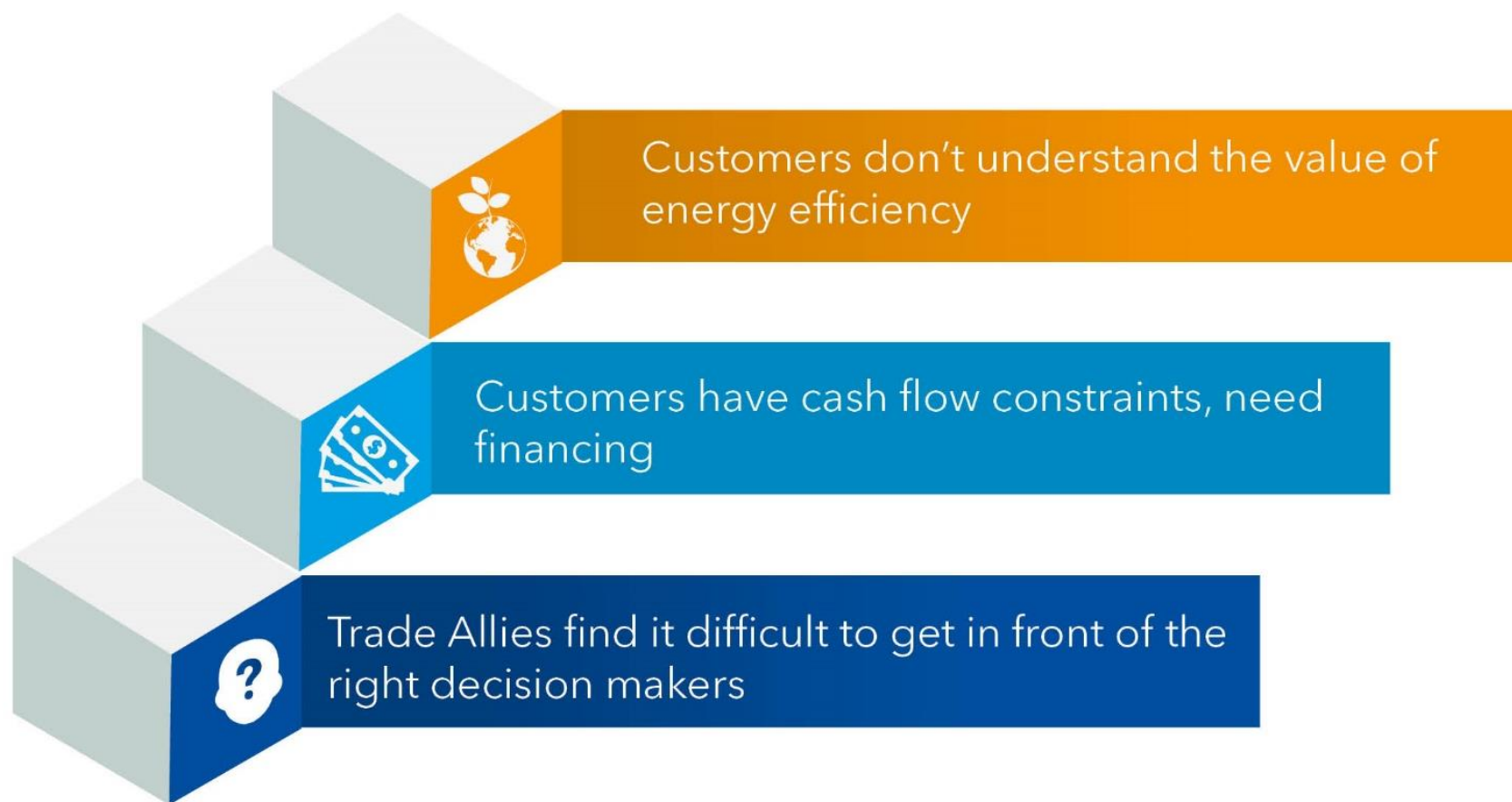
## Closing the Sale



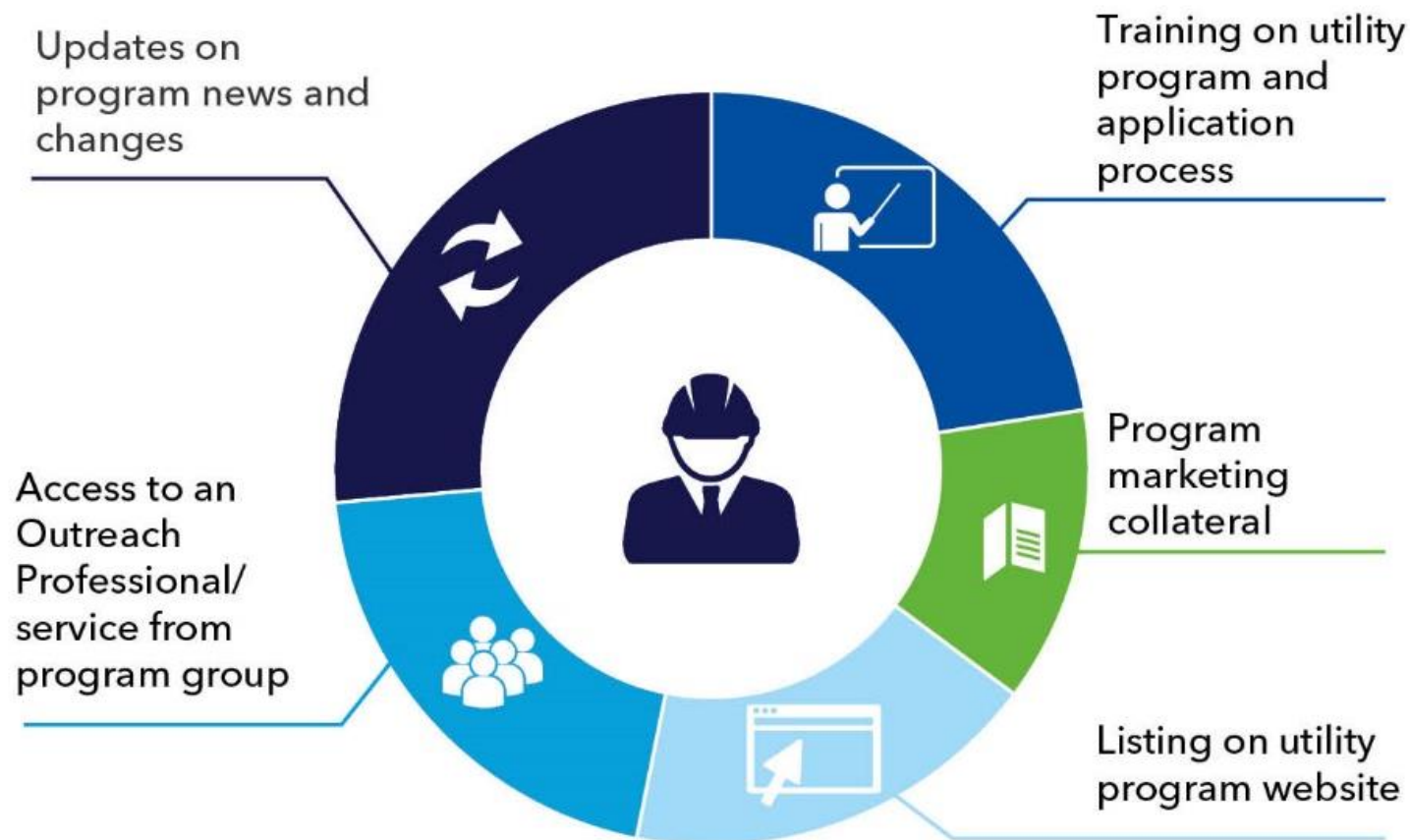
With nearly 2 in 3 contractors saying that “reduced maintenance costs” was the most effective selling point for energy efficiency, other than reduced operating expenses. This type of insight can help in the development of communications that resonate with target audiences.



# Barriers



## Program Benefits – What TAs Value



A man and a woman, both wearing yellow hard hats and business suits, are standing on a construction site. The woman is on the left, smiling and looking at a large set of blueprints held by the man on the right. She is also holding a black folder. The background shows a modern building with stone walls and large windows. A semi-transparent blue banner is overlaid across the top of the image, containing the title text.

# 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 deduced 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

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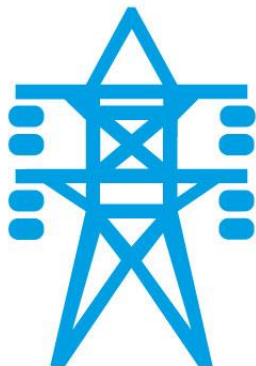
- In road transport, the world will continue to promote zero-emission vehicles (ZEVs), particularly in cities, and aided by public procurement policies.



- Urban planning policies interact with road transport in several ways
- Urbanization will continue apace in the developing world, where car ownership will grow simultaneously

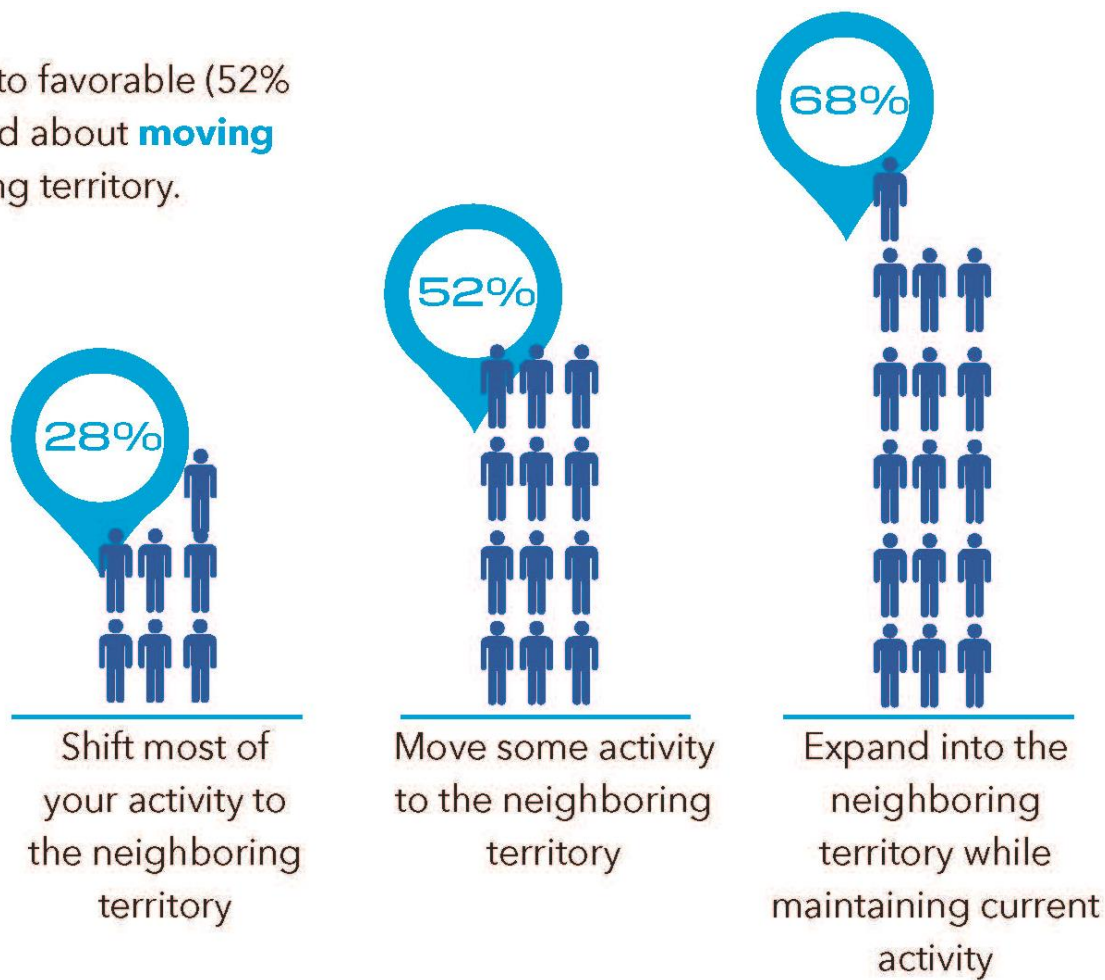
## On a Practical Level

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## The Future – A Hunger for Growth

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

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## The Definition of a Trade Ally Won't Change – It will Expand

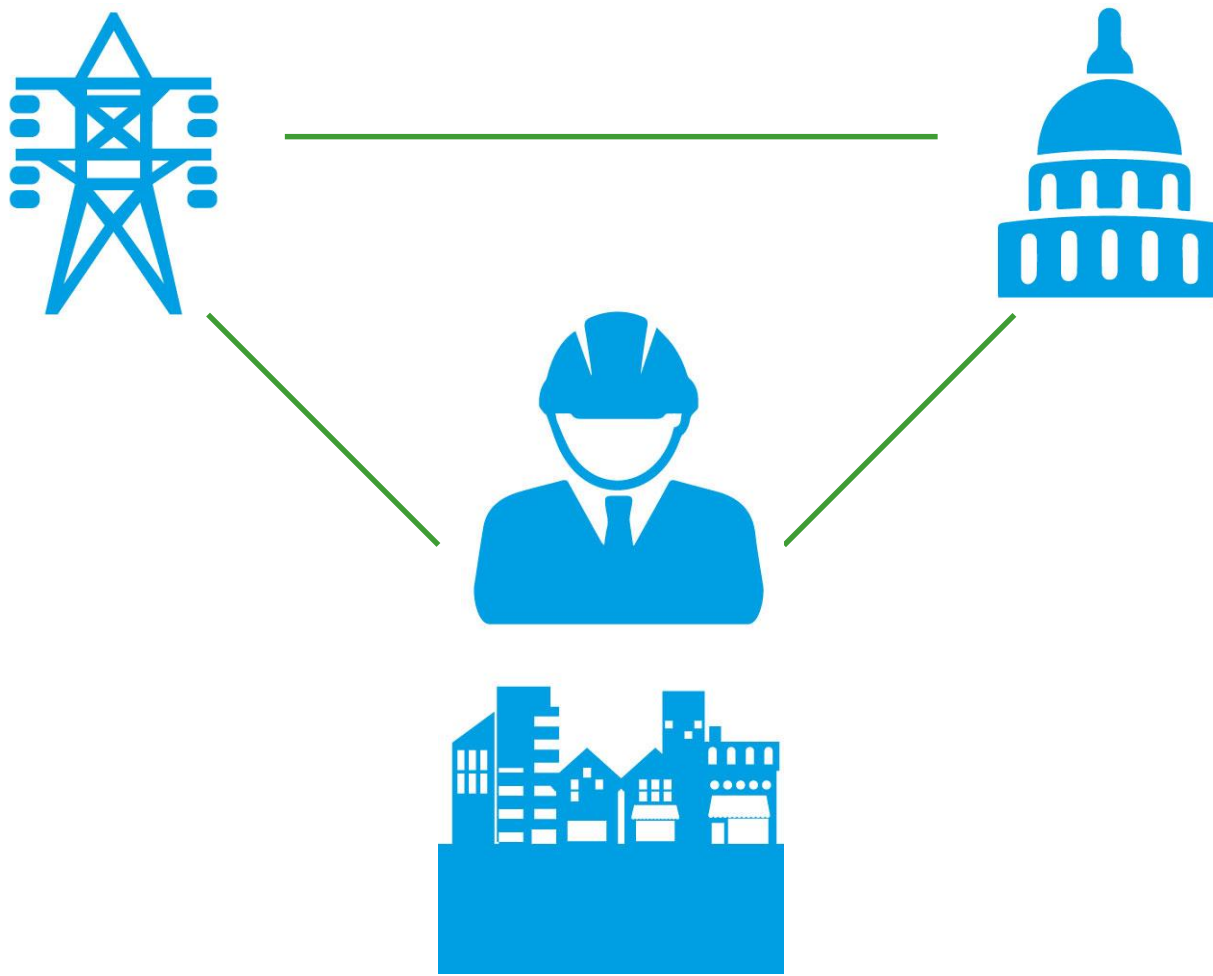
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# Energy Efficiency Stakeholders

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**Visit [www.DNVGL.com](http://www.DNVGL.com)**

**Energy Transition Outlook**  
(September 2017)

**Trade Ally Survey**  
(February 2017)



# **Next Edition Trade Ally Survey Publication: February 2018**

# Thank You

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TRANSFORM



2017

SEEA & AESP Southeast Conference  
October 16th - 18th | Atlanta, GA

The background of the slide features a close-up, slightly blurred image of several human hands held open, palms facing forward. The hands are arranged in a way that they overlap, with the central hand being the most prominent. The skin tone is light, and the lines on the palms are visible. The background is a soft, out-of-focus blue gradient.

# Questions?

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**SAFER, SMARTER, GREENER**





[www.SEEALLIANCE.org](http://www.SEEALLIANCE.org)