



Northeast Energy Efficiency Partnerships



Northeast ENERGY STAR® Residential Lighting Initiative

Administrators of ENERGY STAR Lighting 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 lighting promotional efforts including, but not limited to: buy downs, markdowns, mail-in rebates, and in-store instant rebate coupons (participation varies among Program Administrators). These activities include marketing, retailer support & education activities, and consumer rebates.
- The most recent [Update to the Northeast Residential Lighting Strategy \(RLS\)](#) continues to recommend the promotion of all ENERGY STAR lighting products with programs transitioning in the short term towards LEDs and towards specialty in the longer term. In particular, Sponsors are encouraged to promote ENERGY STAR certified lower-cost LEDs in the short term to drive market adoption of the technology.
- A major priority in working with industry is to provide accurate and consistent consumer messaging and education. Focus areas include quality (ENERGY STAR vs. non-certified), dimming compatibility, lifetime, and light output (lumen vs. watt).
- Program Administrators must continue to rely on ENERGY STAR certified bulbs for their product promotions and support efforts to increase ENERGY STAR brand awareness, quality, and consumer education.
- Sponsors continue to implement promotional activities that may target specific products or market channels, (e.g., specialty LEDs, E-commerce, drug stores, and other “Hard-to-Reach” demographics and channels).
- Program Administrators stress the importance of category sales level data in lighting to validate the impact programs are having on the market. This includes information on LEDs, CFLs, specialty lighting, fixtures, and baseline halogen-incandescent.
- Continuing to expand and improve the CFL & LED recycling infrastructure is important for Program Administrators’ customers.

Initiative Accomplishments

- In 2015, NEEP Sponsor efficiency programs incentivized nearly 12.5 million high efficiency lighting products—spending a total of almost \$42 million 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 Residential Lighting Initiative Sponsors



2016 Northeast ENERGY STAR Lighting Programs

State	Standard CFLs	Specialty CFLs	CFL Fixtures	Standard LEDs	Specialty LEDs	LED Fixtures
Connecticut	Up to \$1		Up to \$10	Up to \$8	Up to \$8	Up to \$10
District of Columbia	Up to \$1			Price floor \$3.99 Incentive cap \$5	Price floor \$3.99 Incentive cap \$5	Price floor \$3.99 Incentive cap \$5
Massachusetts	Up to \$1.40		Up to \$15	Up to \$12	Up to \$15	Up to \$15
New Hampshire	Markdown: \$0.50/bulb Coupon: \$2/pack (4≥bulbs)			Markdown: \$2/bulb or \$1.75/multipack Coupon: \$3/pack for (3≤bulbs), or \$8/pack (4≥bulbs)		\$8
New York	\$0.80	Up to \$2		Up to \$3	Up to \$4	Up to \$4
Rhode Island	Up to \$1	Up to \$2	Up to \$8	Up to \$6.50	Up to \$8	Up to \$8
Vermont	Price floor 0.99 Incentive cap \$6			Price floor \$3.99 Incentive cap \$6-17	Price floor \$3.99-20.00 Incentive cap \$15-30	Price floor \$3.99 Incentive cap \$15

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

Program Activities in CT

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Program Activities in DC

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Program Activities in MA

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Program Activities in NH

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Program Activities in NYSERDA

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Program Activities in RI

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Program Activities in VT

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