

2013 ENERGY STAR® Award Application

Partner of the Year – Energy Efficiency Program Delivery

Executive Summary

Southern California Edison (SCE) is a national leader in delivering electrical energy efficiency solutions to its population of nearly 14 million residents. In the last five years, SCE leveraged its strong partnership with ENERGY STAR® to help reinforce this position and partner with its customers to save over 8.6 billion kWh, enough energy to power over 1.2 million California homes for an entire year and reduce CO₂ emissions by 3.9 million metric tons. For over two decades SCE has built a strong partnership with ENERGY STAR to overcome barriers in delivering these energy savings and to drive market transformation throughout Southern California. In 2012 SCE aggressively leveraged its partnership with ENERGY STAR and its brand awareness to help customers install over 12 million ENERGY STAR qualified products. SCE supported this magnitude of installations with comprehensive outreach and promotional campaigns, which provided over 46 million customer impressions; each promoting the delivery of energy efficiency through ENERGY STAR.

SCE's partnership with ENERGY STAR is paramount and foundational to SCE's energy efficiency strategy. Over the last six years, SCE has partnered with its customers to install over 87 million ENERGY STAR qualified products. In 2012 SCE's partnership with ENERGY STAR grew even stronger through the implementation of several new and exciting offerings at SCE, including the adoption of the ENERGY STAR Most Efficient designation as a core strategy in SCE's mass market residential program, the execution of one of the nation's most successful HVAC ENERGY STAR Quality Installation programs, the delivery of benchmarking solutions to customers through ENERGY STAR Portfolio Manager, and SCE's continued leadership in promoting ENERGY STAR for New Homes standards to the building and utility industries. SCE looks forward to continuing its partnership with ENERGY STAR to advance energy efficiency market transformation in California and throughout the U.S.