

***STRANGE TIMES,  
NEW PARTNERS: How Non-  
Profit Partners Can Help You  
Meet Today's Energy  
Challenges***

**Colorado Utility Efficiency Exchange  
October 16, 2008**



# WHO IS SMART ENERGY LIVING ALLIANCE™?



Colorado Energy Science Center



Smart Energy Living Alliance

*Building a better energy future*



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*Building a better energy future*

# SELA'S HISTORY

**Founded in 2001 by National  
Renewable Energy Laboratory  
Managing Partners:**

- **Battelle**
- **Midwest Research Institute**

# SELA'S MISSION

- **Enable people to make smart energy decisions**
- **Promote energy conservation, efficiency and renewable energy**
- **Ensure qualified energy professionals are available to meet consumer needs**

# SELA'S TARGET AUDIENCE

- **Individual consumers**
- **Small commercial operations**

# PROGRAMS AND SERVICES

## **Consumer Outreach:**

- **DSM management**
- **Workshops**
- **Consumer events**
- **Smart Energy Living™**
- **Energy Makeover**
- **Rebate programs**
- **Home energy ratings and analysis**
- **K-12 programs**
- **Website and Webinars**
- **Consumer hotline**

## **Professional Development:**

- **DSM Management**
- **Energy Star Summit**
- **Home Performance with Energy Star**
- **Home Energy Rating System**
- **EE and RE workshops and webinars**
- **EGIA partner**

# TAILORED DSM PROGRAM TO MEET YOUR NEEDS

- ✓ Program management and marketing
- ✓ Home energy makeover
- ✓ Before and after bill analysis
- ✓ Connecting consumers and contractors
- ✓ Contractor training and education
- ✓ Educating consumers via phone, website, publications, workshops and events

# SMART ENERGY LIVING MAGAZINE

- Award winning
- Customized inserts for your customers, e.g. Tri-State, Colorado Springs Utilities
- Available for customers and employees
- Digital option
- Published in partnership with NREL





# HOME ENERGY MAKEOVER

Over **\$25,000** in Energy Home Improvements

Proud Sponsor

A partnership between CESC and Xcel Energy

Energy  
Makeover  
Contest



- Engage your customers and local professionals
- Show customers you care as rates climb
- Customize programs to meet your needs

# HOME PERFORMANCE WITH ENERGY STAR

- **Customized training for whole-house contractors**
- **Provide your customers with qualified EE professionals**
- **EE professionals providing energy audits and installation**



# ENERGY SUMMIT

- **Over 500 participants--builders, remodelers, auditors, realtors, building inspectors, utility employees**
- **Nationally-recognized speakers**
- **Regional focus**
- **Sponsorship opportunities available**



# WHY PARTNER WITH A NON-PROFIT?

**Public Purpose**

**Unbiased and Credible**

**Shared Goals**

# WHY PARTNER WITH SELA?

- **Educator, not advocate**
- **Access to latest NREL information**
- **Dedicated to providing credible information, based on science**
- **Tailor programs to meet your needs**
- **Strong ties with qualified professionals and industry leaders**

# LET'S TALK--NOW OR LATER

**homeowners //**

**Smart Energy Solutions**

Learn how to save money on your energy bills, understand your homes energy use, and make educated home energy decisions.



**professionals //**

**E-Star Colorado**

Providing critical training and support to the professionals who provide energy-efficiency services and products.



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