

# U.S. ENERGY EFFICIENCY IMPACT REPORT

An industry supported initiative led by:



## THE CHALLENGE

**Energy efficiency (EE) is a foundational solution for meeting the challenges facing our energy system today.** As the cleanest, cheapest, and most accessible energy resource, EE achieves a variety of goals held across the political spectrum, including improving energy affordability, addressing climate change through decarbonization, enhancing grid reliability and energy security, and achieving economic growth. With the energy transition accelerating, efficiency's role will only expand; in fact, the IEA estimates that EE will need to account for nearly half of the reduction in carbon emissions – beyond current national commitments – that are necessary to keep global warming below 2°C.<sup>1</sup>

However, EE is regularly overlooked, underestimated, and underfunded. This is caused in part by its decentralization and low visibility compared to other clean energy solutions: while everyone can see the new solar panels on your roof, no one will comment on the new insulation in your walls, or how your appliances are shifting and sharing load. Conveying the importance of energy that is not used is no small challenge, but one that must be overcome to engage the investors, policymakers, and other stakeholders necessary to deploy greater efficiency on the timeline required. The industry requires creative, comprehensive resources making the business case for efficiency and demonstrating EE's impact.

EE gains since 1973 have **saved Americans almost \$1 trillion every year in avoided energy costs.**<sup>2</sup>

EE is the leading job-creator in the U.S. energy sector, with more than **2.1 million workers** across construction, manufacturing, wholesale, and trade.<sup>3</sup>

EE could reduce overall U.S. energy consumption by **40-60 percent by 2050.**<sup>4</sup>

## THE SOLUTION

In 2019, recognizing this critical information gap, the Alliance to Save Energy (Alliance), American Council for an Energy-Efficient Economy (ACEEE), and Business Council for Sustainable Energy (BCSE) published the first quantitative narrative describing the state of the EE market and benefits that efficiency brings to America. In 2022 we will be partnering again to develop the second edition of the **Energy Efficiency Impact Report**.

The report will build on the first edition to provide concise data on the power of efficiency and tell the story of its multiple economic and social benefits to achieve the following:

- ✓ Compile an array of up-to-date facts and statistics on EE in one place, making it easy to locate data;
- ✓ Quantify the benefits of EE for policymakers, regulators, investors, technology producers, and energy consumers to stimulate accelerated investment in EE across all sectors.
- ✓ Track the growth and impact of the industry in the U.S.;
- ✓ Build greater awareness of efficiency's benefits and improve EE branding;
- ✓ Stimulate participation and buy-in from industry partners to refine, contribute, and utilize these data;
- ✓ Highlight gaps/opportunities, enable subsector comparisons, and document improvement over time.

<sup>1</sup> (2021) World Energy Outlook. International Energy Agency

<sup>2</sup> Nadel, S. Elliott, N., Langer, T. (2015) Energy Efficiency in the United States: 35 Years and Counting. ACEEE.

<sup>3</sup> (2021) Energy Efficiency Jobs in America. E4TheFuture

<sup>4</sup> Laitner, J.A., Nadel, S., Elliott, R. N., Sachs, H., Khan, A.S. (2011) *The Long-Term Energy Efficiency Potential*. ACEEE.

## CONTENT & AUDIENCE

To ensure the second edition of the EE Impact Report is a compelling, well-utilized product, the indicators explored in the first edition will be updated in partnership with the EE industry, government, and advocacy contributors to allow for transparent tracking of the market. We will expand our look at industrial energy intensity to also look at industrial carbon intensity and investments in decarbonization. We will expand the section on energy management to include additional information on such items as the proportion of energy use under energy management and use of energy managers. And we will compile available data on use of science-based targets. The report will also include new indicators in equity, Active Efficiency and other topics selected in partnership with contributors.

The report will utilize the same graphics-heavy format to appeal to a wide variety of stakeholders, including:

- ✓ National, state, and local policymakers and agency personnel
- ✓ Reporters
- ✓ Financing institutions and private investors
- ✓ Technology manufacturers
- ✓ Utilities and other energy efficiency program implementers
- ✓ Project developers and implementers
- ✓ Energy and sustainability program managers
- ✓ General services agencies and federal, state, and municipal facility managers
- ✓ Thought-leaders in academia, nonprofit, and think tank communities

## CONTRIBUTE TO THE EFFORT

As with impact reports for other clean energy technologies, the project's impact will be greater with buy-in from industry experts.

To ensure a quality report that is widely used, the partners will maintain a coalition of stakeholders to contribute to the design, data collection, evaluation, and promotion of the report.

There will be two tiers of stakeholders:

- ✓ **Reviewers**, who will be invited to provide feedback on the final discussion draft to maximize the relevance, accessibility, and impact of the report; and,
- ✓ **Contributors**, who will be vested collaborators for the duration of the initiative, providing both financial and substantive support.

**The partners are actively recruiting contributors to join us in this important initiative and help improve the energy efficiency narrative. For a \$15,000 financial commitment, contributors will:**

- ✓ Receive recognition in the final report and all pre- and post-launch materials;
- ✓ Provide input on topics and indicators and aid in data collection/analysis;
- ✓ Provide feedback during all stages of the report drafting and review; and,
- ✓ Serve as a thought-leaders during launch events and in press outreach.

**We encourage you to demonstrate your leadership in the energy efficiency industry by serving as an EE Impact Report contributor.** For more information on this initiative or to speak with the partner organizations, please contact Vincent Barnes at [vbarnes@ase.org](mailto:vbarnes@ase.org).

