



BETTER DATA BETTER DESIGNSM

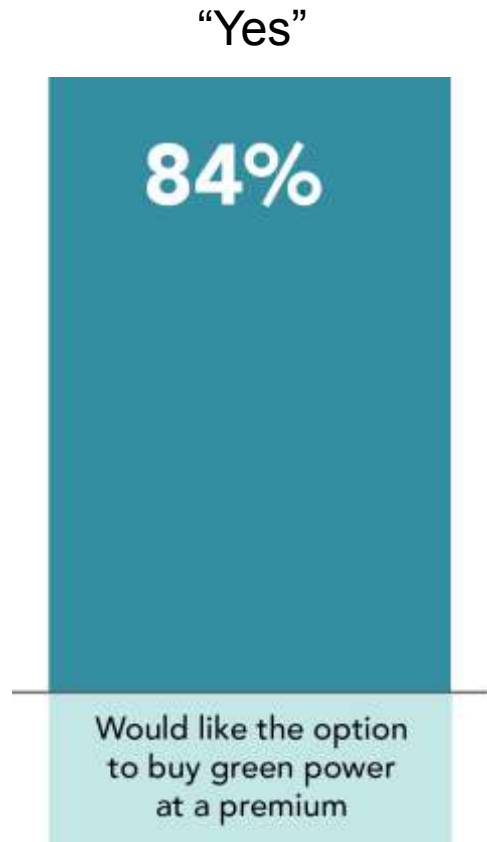


High-quality data and a facilitated process to create superior program designs

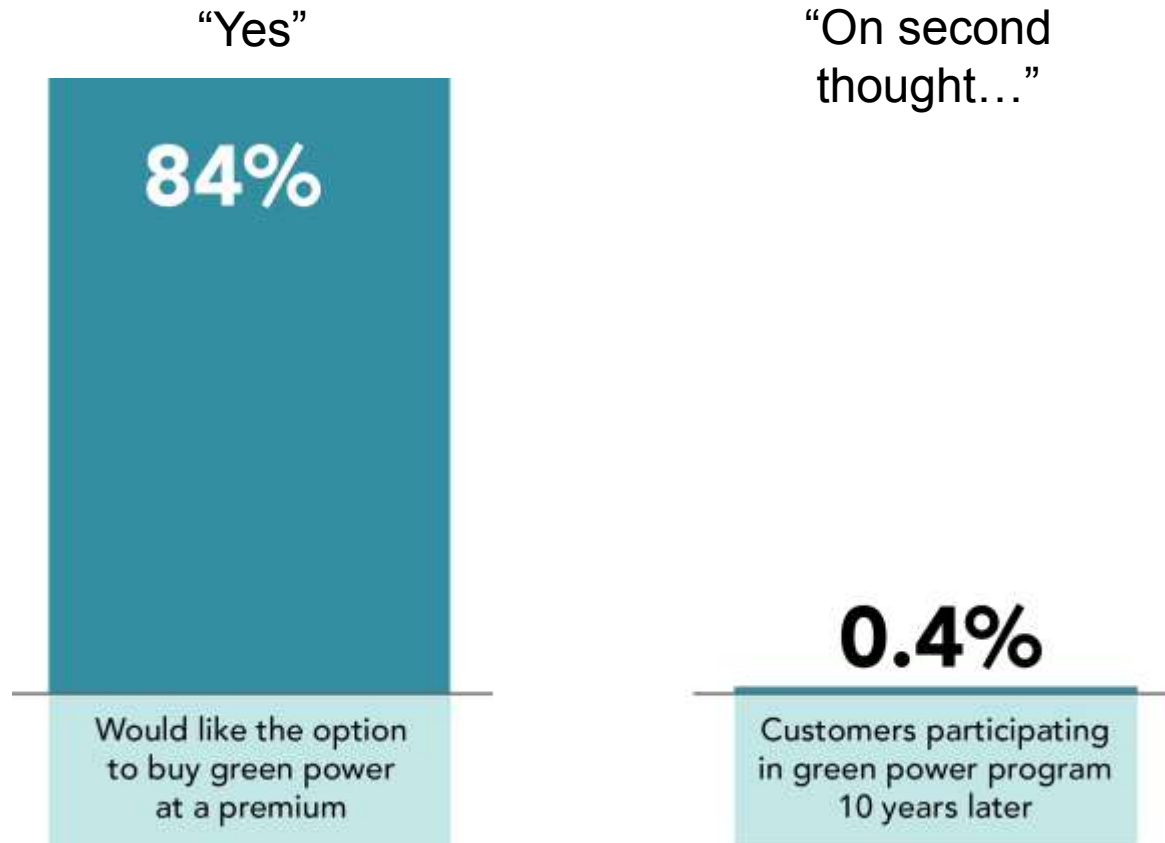
D&R International: The Energy Efficiency Market Experts

- **Battled regulatory or management decisions** based on misconceptions, but lacked the data you needed to get a reversal?
- Found yourself **deluged with so much market information**, but had no time to sort out which pieces had critical implications for program design?
- Created the best design you could with the **limited information** that was available, then found yourself **faced with an unexpected barrier**?
- Attracted great participation in a program, then couldn't get any attribution because you **lacked baseline data**?
- Sat in yet another conference session about **the same old lessons learned and best practices**?
- Wondered why 20 programs **independently funded identical research**?

What happens when data is bad?



...is not always what they do.



“Yes”

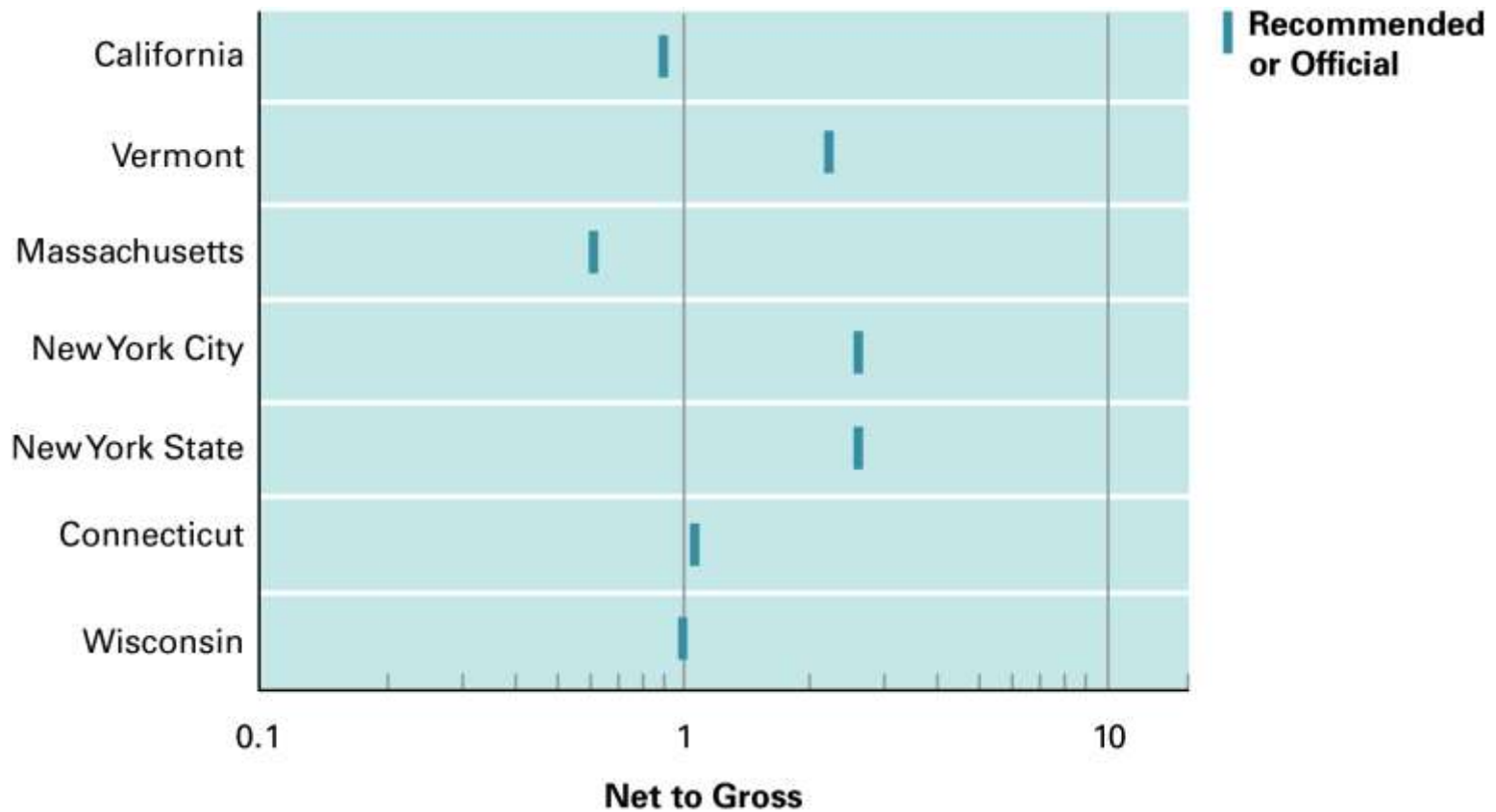
84%

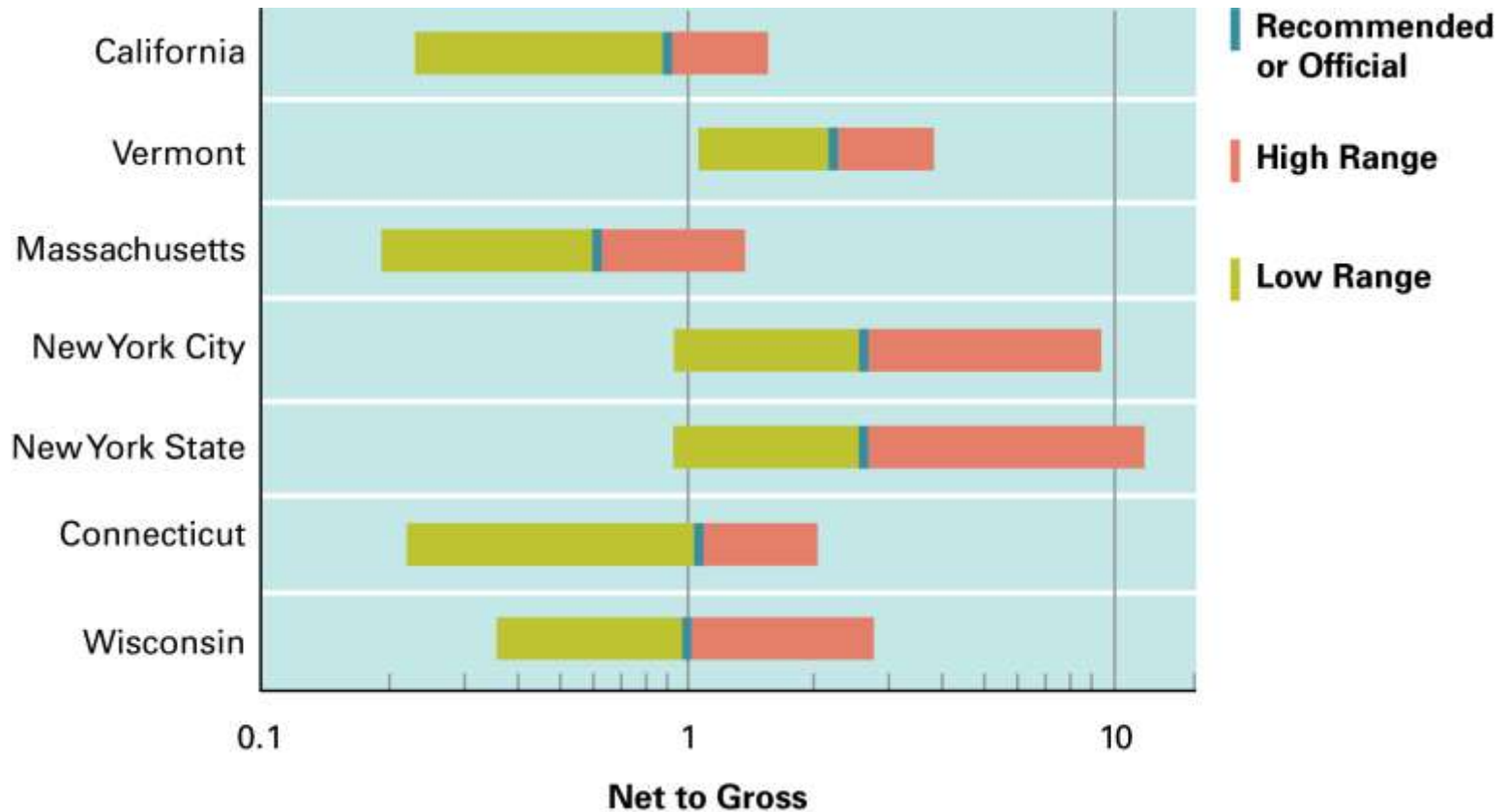
Would like the option to buy green power at a premium

“On second thought...”

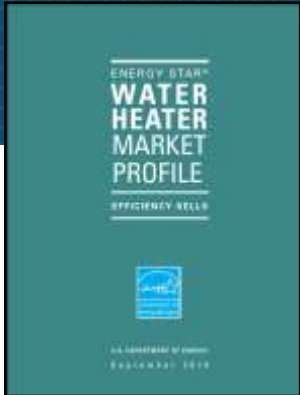
0.4%

Customers participating in green power program 10 years later

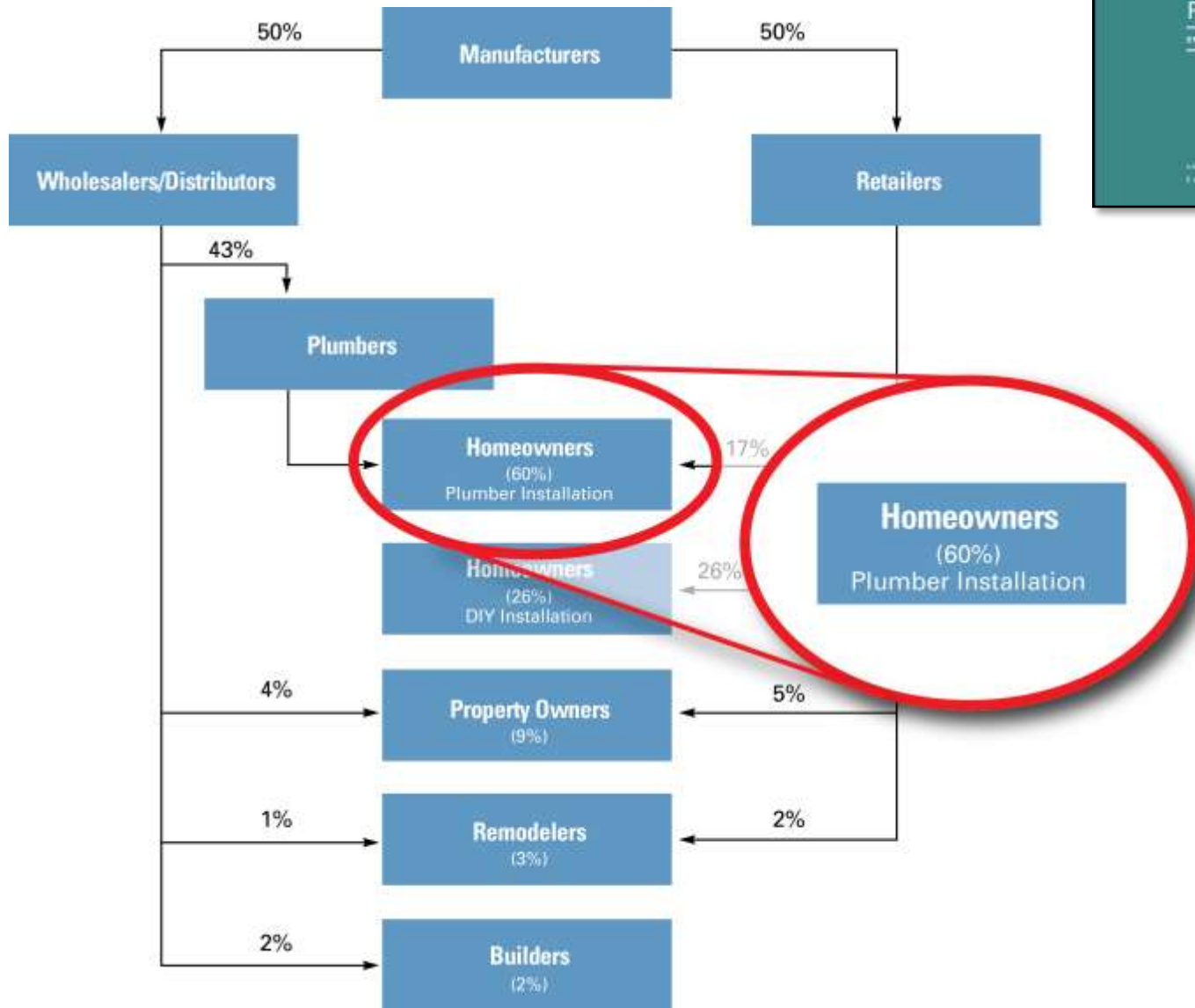


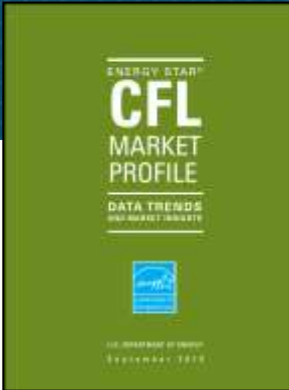


What does good data get you?

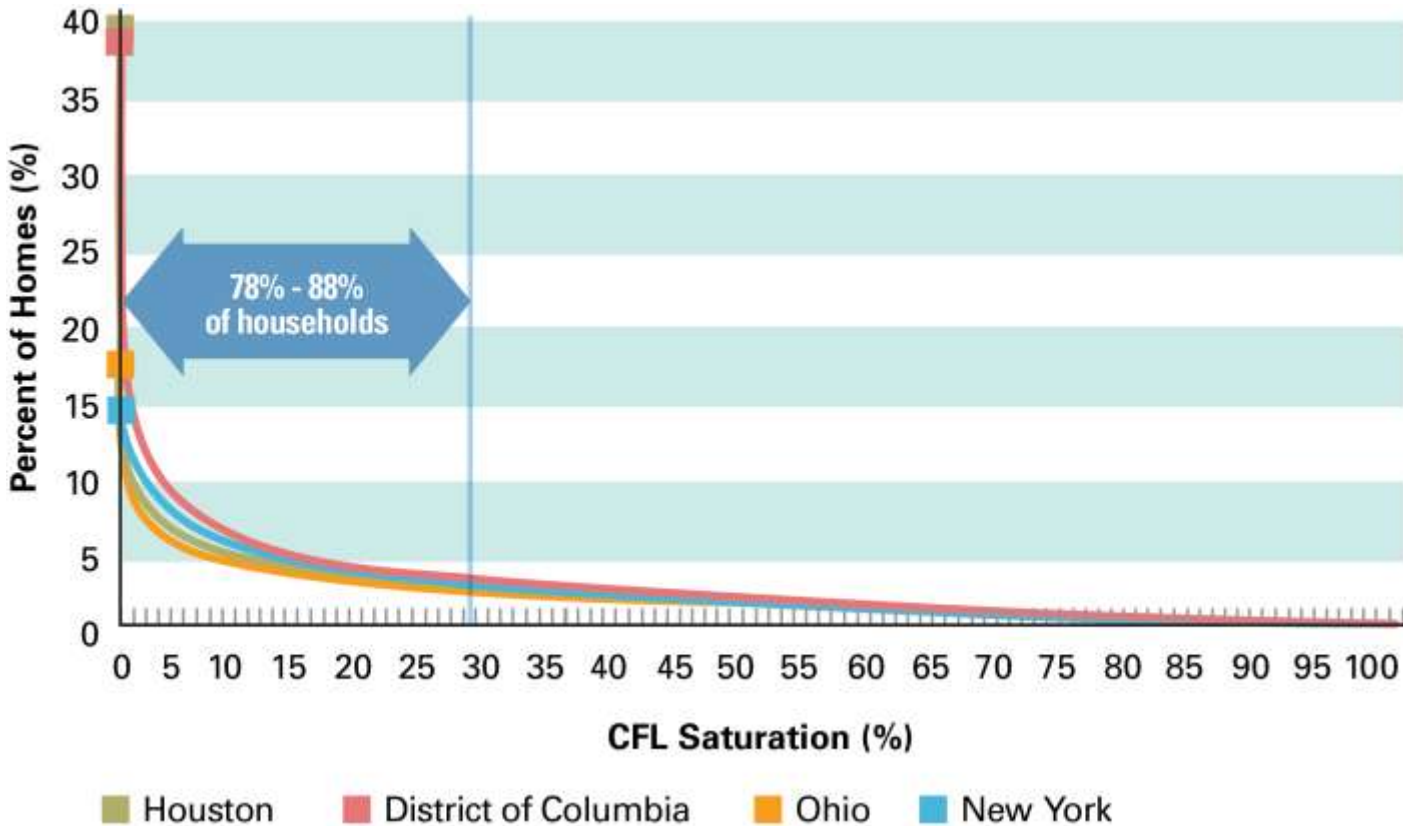


Water heater distribution channels





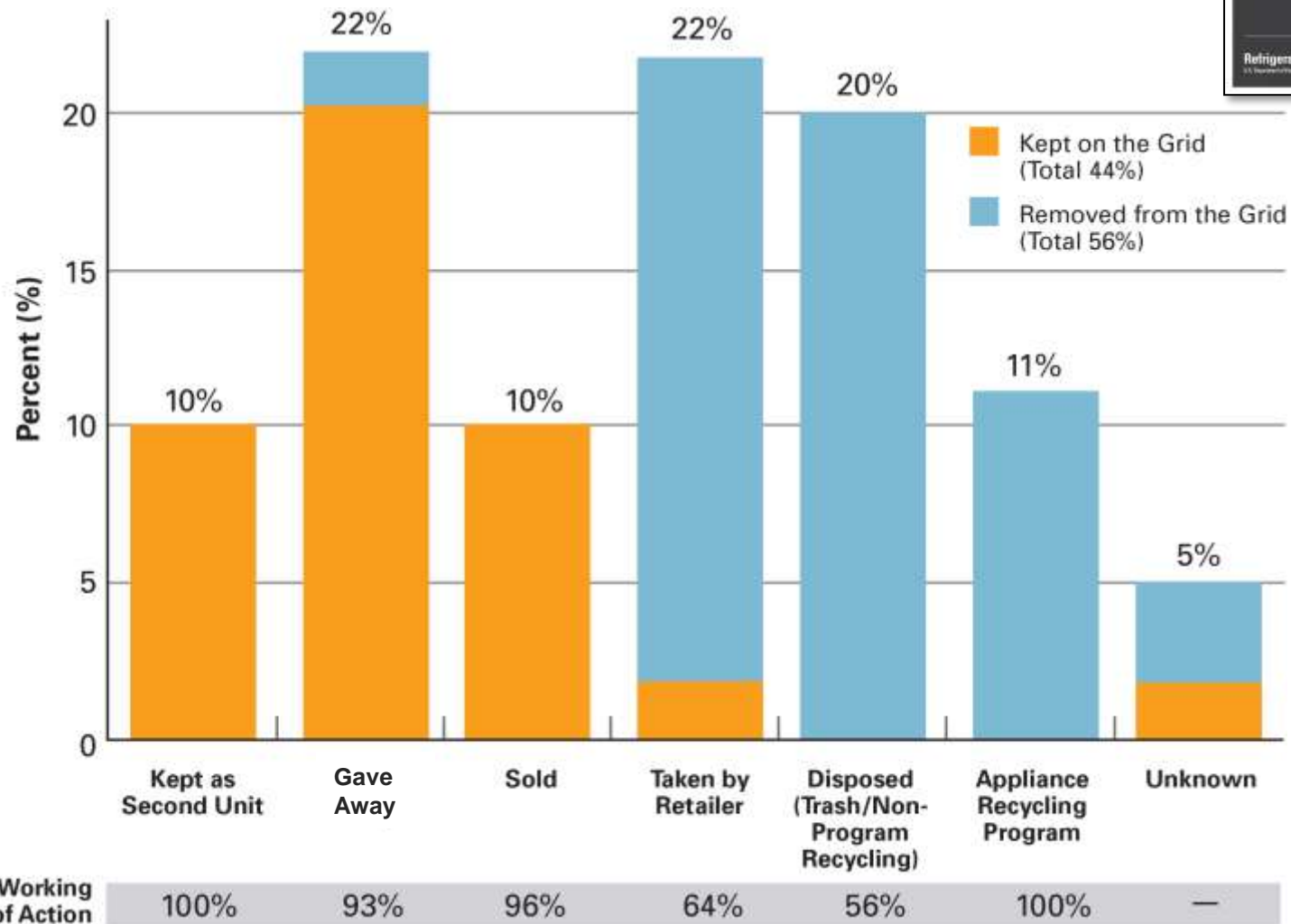
Distribution of CFLs within the population



Source: Modification of figure from D&R International, Ltd., *CFL Market Profile*, prepared for DOE, 2010.



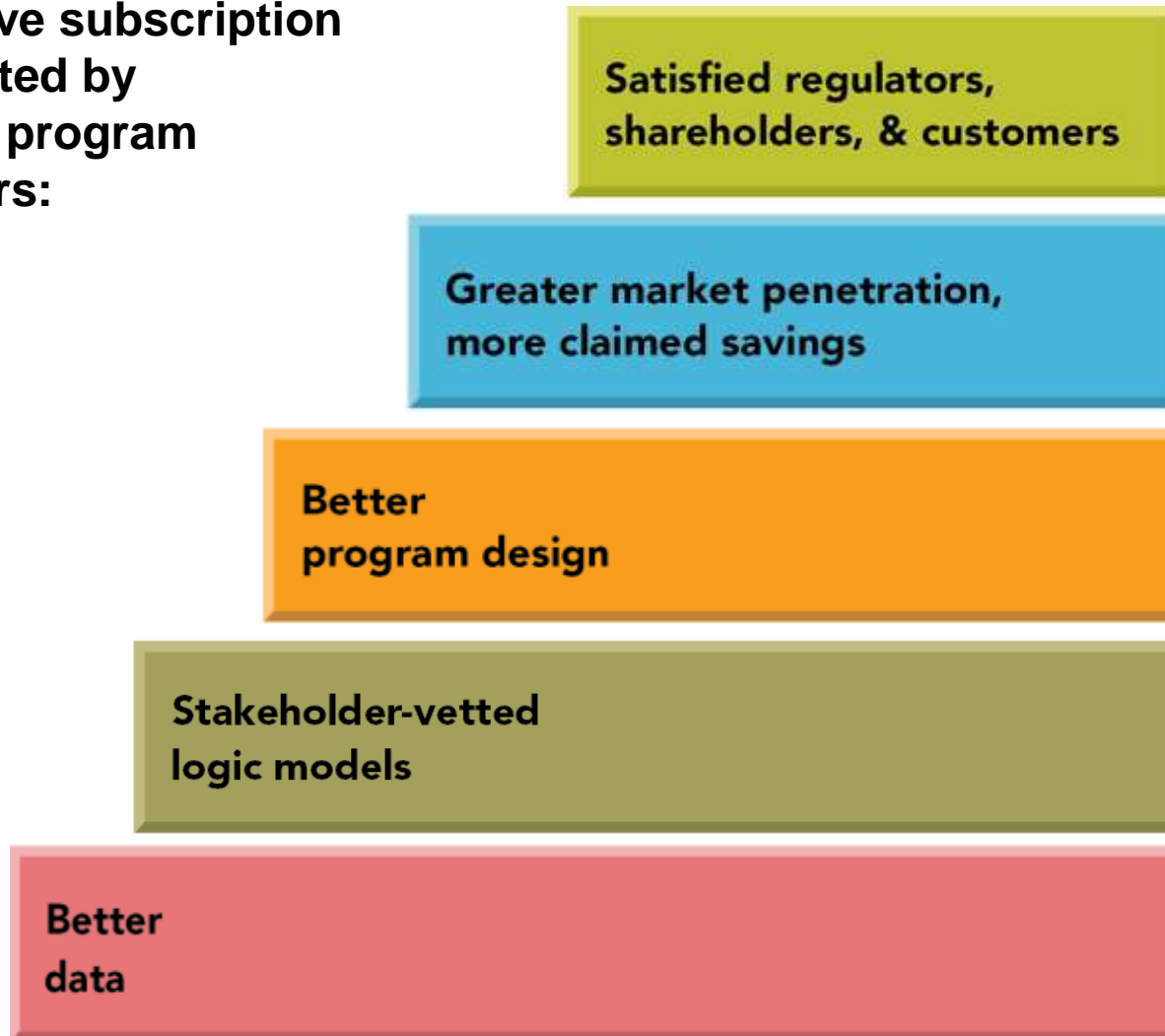
Fate of old refrigerators based on studies in California and Vermont





- Research and program design process
 - Offers true collaboration
 - Pools resources
 - Collects high-quality data
 - Connects data and program design
 - Fulfills evaluators' needs
 - Works with market players
 - Generates bankable savings

A collaborative subscription service directed by participating program administrators:





How it works

- PROGRAM ADMINISTRATORS (PAs)
- D&R INTERNATIONAL



Program Administrators		
	YOU	OTHERS
CREDITS PURCHASED	50	600

RESEARCH TOPICS PROPOSED BY PAs	CREDITS NEEDED		OTHERS	TOTAL	GREEN LIGHT?
Residential lighting	75	10	65	75	YES
Whole home retrofit	150	10	140	150	YES
Refrigerator recycling	75	5	70	75	YES
Minisplit HVAC	75		30	30	NO
Credits allocated		25	275		
Credits remaining		25	325		

- **\$75,000** could get you research, data analysis, and program design insights potentially worth **\$1 million**



- Participation in workshops and agenda-setting
- Market profiles and research reports
- Data-driven logic models for program design
- Common data reporting templates/mechanisms
- Comparative data from independently conducted field tests
- Bi-monthly market insight briefs

- Understand markets and behaviors
- Get convincing data
- Augment research capacity
- Pool resources
- Increase program development speed
- Compare program designs
- Create market-ready programs

BETTER DATA
BETTER DESIGN 

Join us
Seattle, WA
October 25-26, 2011





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**The Energy Efficiency
Market Experts**

www.drintl.com



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