



Northeast Energy Efficiency Partnerships

Business Customer Engagement: NEEP's Business Leader Recognition Program

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About NEEP

Mission

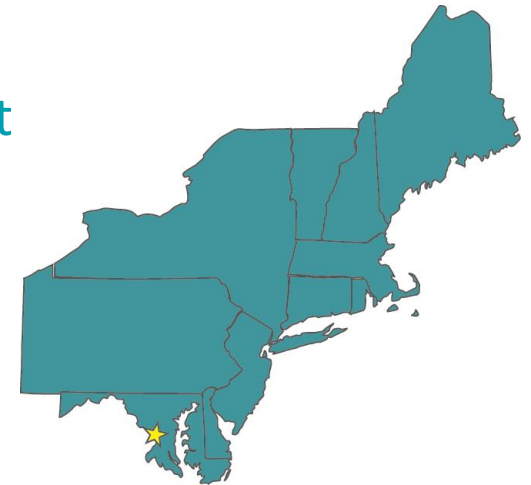
Accelerate energy efficiency as an essential part of demand-side solutions that enable a sustainable regional energy system

Approach

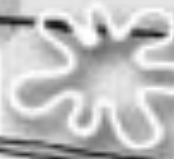
Overcome barriers and transform markets via ***Collaboration, Education and Enterprise***

Vision

Region embraces **next generation energy efficiency** as a core strategy to meet energy needs in a carbon-constrained world



One of six regional energy efficiency organizations (REEOs) funded by the US Department of Energy (US DOE) to link regions to US DOE guidance, products and programs



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Northeast Business Leaders for Energy Efficiency



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ABOUT THE BUSINESS LEADERS RECOGNITION PROGRAM

The Northeast Business Leaders for Energy Efficiency Program is a unique opportunity for NEEP Sponsors to profile a customer who demonstrates outstanding acts of leadership and best practices of energy efficiency in their business. Through their participation, these Business Leaders provide important examples of how energy efficiency works!

As the region continues its efforts to make efficiency matter, we bring attention to these business organizations as examples of the strategies and practices being deployed across the region that are making significant savings possible.

2015 Northeast Business Leaders for Energy Efficiency

Feature Film- 2015 NEEP Business Leaders for Energy Efficiency



The diversity of this year's awardees – from a manufacturing plant to a regional hospital to educational institutes – shows that efficiency measures can be used across countless industries and result in positive effects on the environment, the community, the economy, and the business bottom line.

Through their collaboration, leadership, and commitment to efficiency, these Business Leaders are a large reason for keeping the Northeast a leader in accelerating energy efficiency. They are setting the tone for the entire nation and serving as examples of the pace-setting work of the Northeast region. NEEP thanks them for their commitment to sustainable production and for their willingness to serve as public exemplars of the power




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Northeast Business Leaders for Energy Efficiency



Gamification:

the application of typical elements of game playing (e.g., point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.

Northeast Business Leaders for Energy Efficiency



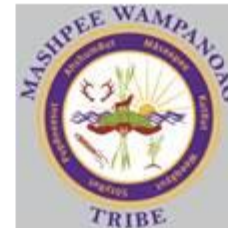
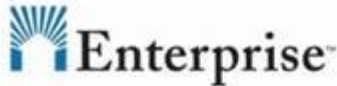
Program Principles

- Savings
 - Upgrades to comprehensive systems
- Collaboration
 - Ratepayer funded programs
- Leadership
 - Advancing efficiency within the industry
- Commitment
 - Future plans

Program Elements

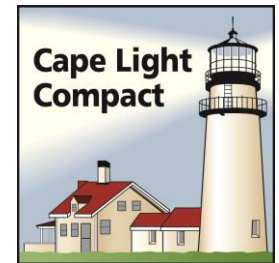
- Two-tiered recognition
 - Business Leaders
 - State Champions
- External judging panel
- Publicity
 - NEEP Summit
 - NEEP website
 - Other events

Northeast Business Leaders for Energy Efficiency



Northeastern University

Northeast Business Leaders for Energy Efficiency



UIL HOLDINGS COMPANIES



Northeast Business Leaders for Energy Efficiency



- Outreach Campaign
- PR Tool Kit
- Case studies
 - Video and written
- Website landing page/archive
 - Business Leader spotlight
- Digital media support
 - Blog series
 - Twitter/Facebook
- Recognition Dinner at NEEP Industrial Summit (Nov. 12-13)







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Thank you

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