

Energy Efficiency Messaging

Energy efficiency provides true economic and social impact for consumers, businesses, industry and the local economy. But how this low-cost resource works can sometimes be difficult to understand.

As energy efficiency advocates, we must dispel common misconceptions and criticisms and deliver clear policy messages. Whether we are defending programs and policies currently in place or speaking in support of expanded opportunities for energy efficiency, it is imperative that we continue to educate policymakers and the public and adapt our message to an ever-changing policy environment.

Key Messages That Resonate with Policymakers

- Cost-effective energy efficiency creates jobs, helps customers save money and improves economic competition.
- Energy efficiency has a positive return on investment. In Midwest states, every \$1 invested in energy efficiency returns \$2-3 in benefits.
- Energy efficiency is the most cost-effective way to meet our energy needs. It helps reduce costs for everyone—residents, small businesses and large commercial or industrial customers.
- For businesses, energy efficiency keeps energy costs under control, protects against price volatility and frees up capital for other investments.

General Energy Efficiency Talking Points

- Advocates and utilities agree: energy efficiency is the most affordable energy resource.
- Energy efficiency promotes healthier, more resilient buildings that improve the health, safety and productivity of occupants and businesses.
- Energy efficiency programs are required to be cost-effective to receive approval from the state's regulatory commission, meaning they save more money than is spent on the program.
- At least 26 states have enacted long term Energy Efficiency Resource Standards. Energy efficiency policy drives energy efficiency investments in the economy.
- It is important for all customers to participate in energy efficiency programs:
 - Energy efficiency is a resource – industrial customers do not get to choose whether to pay for the costs to generate the energy, and energy efficiency should be no different.
- Energy efficiency empowers customers to make their own choices about their power consumption.

Public Support for Energy Efficiency

- Energy efficiency has incredibly high levels of support among the public:
 - A 2014 poll found that [95% of Midwesterners](#) support increasing energy efficiency – higher than support for any single energy source.
 - In Ohio, [85% of Republicans and 81% of Democrats](#) strongly support energy efficiency.
 - [Another study in Ohio](#) found that 82% of voters supported programs to encourage energy efficiency, with 79% of conservative voters saying they would tell a Republican candidate to support policies that encourage energy efficiency.
- Utilities that engage customers with programs such as energy efficiency opportunities have [more satisfied customers](#).
- Energy efficient appliances, windows and home performance ratings are among [the top 10 most-wanted features](#) by home buyers.

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Other Benefits and Considerations

- Energy efficiency policies enable exciting new technologies to come to the marketplace, which will save customers money over the long term.
- Critics argue energy efficiency will negatively impact utilities by reducing electricity sales. However, sensible utility regulation can mitigate those concerns by ensuring energy efficiency investments are treated the same as other investments.
- The costs of energy efficiency get more attention than the benefits:
 - It is easy to see the costs of energy efficiency because they are often listed on bills, while benefits occur system wide.
 - Energy efficiency is the most cost-effective energy resource option. It helps reduce costs for all.
- Homes with greater energy efficiency are [valued higher](#) and [sell quicker](#) than their less efficient counterparts
- Energy-efficient buildings help make the energy grid more reliable.

Contact Us

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