



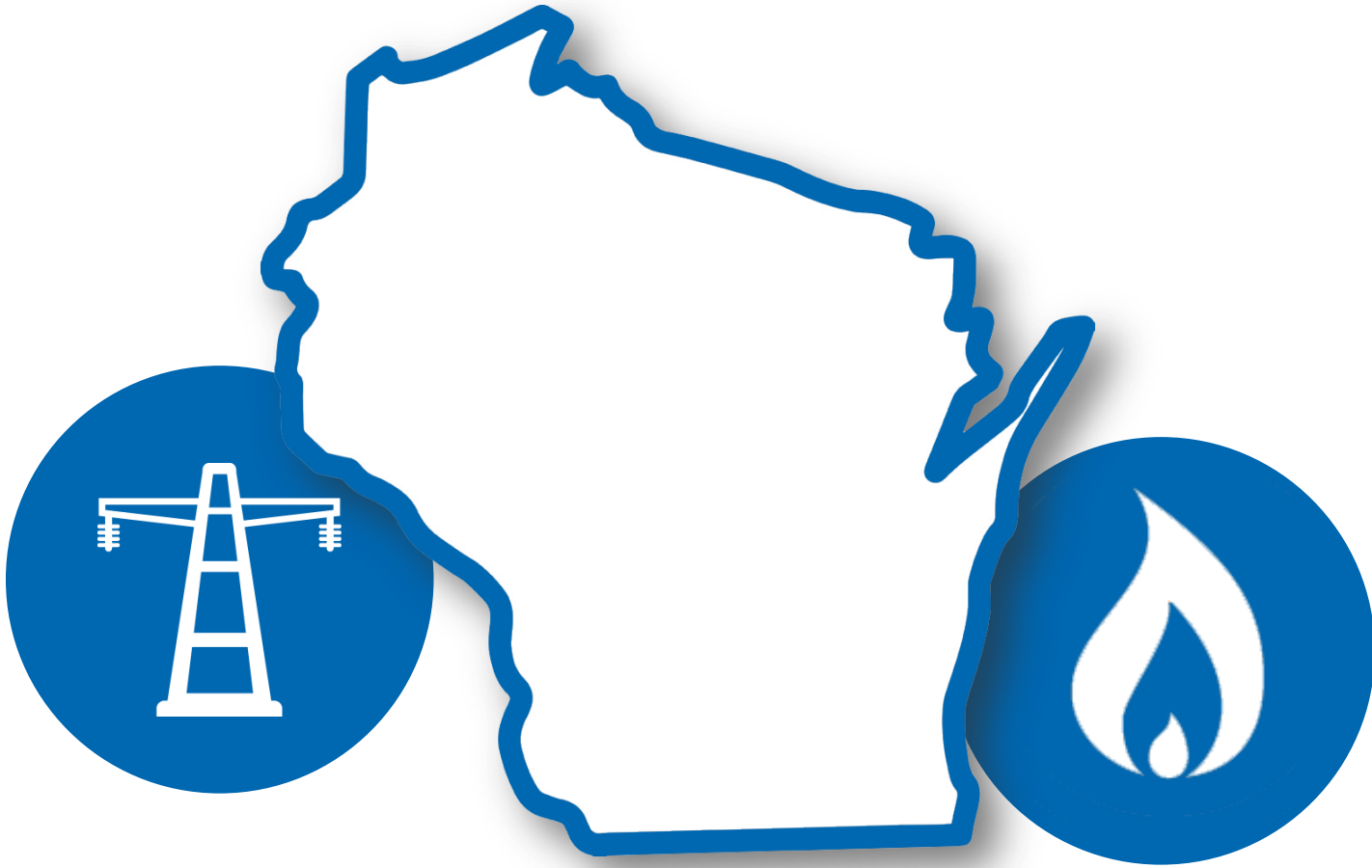
focus on energysm

Partnering with Wisconsin utilities

Program Resources

..... Saving Energy and Money For Wisconsin

What is Focus on Energy?



What does Focus on Energy do?



Assists Wisconsin residents and businesses in identifying and implementing energy efficiency projects



Offers unbiased information and technical assistance to participating utilities' electric and/or natural gas customers



Provides financial incentives for energy saving projects that would not otherwise occur

Focus on Energy Programs

RESIDENTIAL PROGRAMS

- Appliance Marketplace
- Appliance Recycling
- Home Performance with ENERGY STAR®
- New Homes
- Retail Products
- Simple Energy Efficiency

BUSINESS PROGRAMS

- Agriculture, Schools & Government (AgSG)
- Business Incentive
- Design Assistance
- Large Energy Users
- Multifamily Properties
- Small Business

Financial Incentives

Prescriptive Incentives

- Specific dollar amounts for completing a qualifying energy efficiency measure
- Direct one-for-one replacement for commonly installed equipment.

Custom Incentives

- Based on estimated first year energy savings associated with a project/technology
- Customers must receive pre-approval by working with a Focus on Energy Advisor

Technical Assistance

- 3rd party, non-biased resource
- Local, expert Energy Advisors
- Calculations and payback for energy savings
- Best practice guides
- Business case for energy efficiency
- Energy teams
- Training courses



Biggest Challenges

- Getting started
- Large investment upfront to achieve great savings later
- Leadership commitment
- Implementing energy efficiency within the organization
- Setting up processes to measure



Questions ?



Focus on Energy's Agriculture, Schools and Government Program

To speak with an AgSG Rep,
call **888.947.7828** or email

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