

**DEMAND IS THE NEW SUPPLY:  
UNLOCKING ENERGY EFFICIENCY  
SAVINGS WITH THE ULTIMATE "COUPON"**

Keynote Address for Iowa Association for Energy Efficiency  
Iowa Energy Summit

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ALLIANCE TO SAVE ENERGY | IAAE IOWA ASSOCIATION FOR ENERGY EFFICIENCY

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**Overview**

- 1 Why Energy Efficiency Matters**
  - The critical importance of energy efficiency
  - Energy efficiency benefits
- 2 Current Landscape**
  - The present state of energy efficiency initiatives
  - Efficiencies impact on various sectors
- 3 Federal Funding for Energy Efficiency Initiatives**
  - Significant investments and opportunities provided by recent federal legislation
- 4 ASE Initiatives and Future Priorities**
  - Highlighting the Alliance to Save Energy's key programs and advocacy efforts
  - Looking ahead to future priorities and opportunities in the field

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**The Evolution of Efficiency: A Parallel Track**

1. Humble Beginnings: From Paper to Digital
2. Early Adoption and Gradual Growth
3. Standardization and Programs
4. Increased Awareness and Education
5. Technological Advancements
6. Data-Driven Approaches
7. Measuring and Valuing EE
8. Incentives Drive Action: Incentives, Rebates, Capital Stacking
9. Consumer Choice: Active Participation and Engagement (Accessibility and Equity)
10. The Foundation of Conservation
11. The Rise of Active Efficiency
12. Extreme Examples

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### Federal Funding: Powering Energy Efficiency Initiatives

#### Inflation Reduction Act (IRA)

The IRA allocates **\$60 billion** for weather and climate resilience initiatives, with significant portions dedicated to energy efficiency. This includes \$7 billion for home energy retrofits, programs and \$1 billion for improving energy codes for buildings.

#### Infrastructure Investment and Jobs Act (IIJA)


The IIJA provides \$50 billion in new federal investments, including \$200 million for the implementation of updated building energy codes and \$1.8 billion for the Weatherization Assistance Program, benefiting low-income households.

#### Greenhouse Gas Reduction Fund

The \$27 billion fund includes \$7 billion specifically for innovation and disadvantaged communities to deploy or benefit from zero-emission technologies, including energy efficiency measures.

#### DOE & EPA Programs

Funding through the Department of Energy's EERE Offices and the Environmental Protection Agency's ENERGY STAR program provides crucial support for research, development, and implementation of energy-efficient technologies.



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### Recent Federal Policy Energy Efficiency Wins

- 1 **2021: Infrastructure Investment and Jobs Act**  
ASE played a crucial role in advocating for energy efficiency provisions in the IIJA, securing billions in funding for weatherization, building upgrades, and grid modernization.
- 2 **2022: Inflation Reduction Act**  
ASE's efforts helped shape the IRA's energy efficiency incentives, including the 25C and 179D tax deductions for energy-efficient technology and buildings.
- 3 **2023: Energy Efficiency Day Resolution**  
ASE successfully advocated for the passage of a bipartisan resolution recognizing October 4th as Energy Efficiency Day, raising national awareness of efficiency's benefits.
- 4 **2024: Ongoing Advocacy**  
We continue to push for strengthened appliance standards, increased funding for the Weatherization Assistance Program, and expanded tax incentives for energy-efficient technologies.



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### Alliance to Save Energy: Driving Energy Efficiency Forward

- 1 **Our Mission**  
The Alliance to Save Energy is dedicated to improving energy productivity by:
  - Leading bipartisan initiatives that drive technological innovation and energy efficiency across all sectors of the economy, through policy advocacy, education, communications, and research.
  - Convening and engaging in diverse public-private partnerships, collaborative efforts, and strategic alliances to optimize resources and expand our sphere of influence.
- 2 **Our Vision**  
We envision a nation that uses energy more productively to achieve economic growth, a cleaner environment and greater energy security, affordability, and reliability.
- 3 **Impact Areas**  
Our work spans across key sectors including buildings, transportation, industry, consumers, and utilities. Through policy advocacy, research initiatives, and program implementation, we drive tangible changes that reduce energy consumption, cut emissions, and foster economic growth.

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### Alliance Federal Policy Engagement

#### Congressional Engagement

- Government**  
Engagement with federal agencies to ensure energy efficiency and distributed energy resources are included in rulemaking, standards, and program measures that drive equitable outcomes.

#### Highlighting Energy Efficiency Projects

- Industry**  
Promote adoption of energy-efficient technologies and practices.
- Utilities**  
Leverage demonstration resources, measure goals, and integrate distributed energy resources (DERs) to support grid reliability, flexibility, and decarbonization.
- Industry Leadership**  
Showcasing how ACE members are leading the way in energy efficiency innovation and implementation.
- Equity and Impacts**  
Emphasizing projects that provide equitable benefits to underserved communities.
- Cross-Sector Collaboration**  
Highlighting projects that demonstrate successful collaborations across different sectors, such as buildings, industry, and transportation.

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### Energy 2040: The Future of Energy Conservation

Goal: By 2040, energy efficiency will be the most impactful, cost-effective driver of the just energy transition, reducing domestic emissions by 40% while advancing equity, reliability, and affordability (ERA) for customers.

**History:**

- Launched in the fall of 2022 as a multi-year initiative.
- Created to elevate the role of energy efficiency in U.S. energy and climate policy.
- Driven by the need to demonstrate the impact of energy efficiency on equity, reliability, and emissions reductions.

**Key Highlights:**

- National Commission on Energy Efficiency Policy: A diverse group of experts guiding the initiative's research, policy development, and communication strategies.
- Focus on ERA: Energy Equity, Reliability, and Affordability are central to Energy 2040's mission, ensuring a just energy transition that benefits all Americans.
- Policy Development: The Commission has identified initial policy priorities for 2023 and beyond, with a focus on maximizing the benefits of energy efficiency.
- Research and Modeling: Energy 2040 is conducting research and modeling to quantify the impacts of energy efficiency policies on emissions, equity, reliability, and affordability.
- Communications and Outreach: The initiative is developing a communications strategy to educate stakeholders and the public about the benefits of energy efficiency.

www.energyefficiencyinitiative.org/energy-2040

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### Active Efficiency Collaborative

The Active Efficiency Collaborative is a community of industry leaders, NGOs, and public sector institutions working to accelerate the adoption of Active Efficiency, which optimizes the use of energy by integrating the benefits of traditional energy efficiency measures with the opportunities presented by digital technologies.

**Deliverables:**

- 2024 Annual Report
- Roundtable discussions on scaling up Active Efficiency
- Virtual Power Plant Workshops for DOE VPP LE-CH Challenges
- Case Studies and Best Practices

activeefficiency.org

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### Developing the Next Generation of Efficiency Leaders

#### Empowered Schools Program

**Student-Led Energy Savings:**

- Empowers K-12 students to become energy efficiency advocates through hands-on STEM education.
- Leverages schools as real-world learning labs, turning energy knowledge into action.
- Achieves significant energy and cost savings for schools while fostering environmental stewardship.

**Benefits for All:**

- Provides students with leadership opportunities, green career exposure, and hands-on learning experiences.
- Offers schools cost savings, curriculum support, and stronger community engagement.
- Creates a more energy-efficient and sustainable environment for communities.

#### HBCU Modernization Initiative

**Modernizing Campuses for the Future:**

- Addresses deferred maintenance and supports core institutional priorities of Historically Black Colleges and Universities (HBCUs).
- Provides access to cutting-edge energy technologies and facilities to enhance competitiveness.
- Aims for net-zero energy and net-zero-carbon campuses, incorporating energy generation revenue models.

**Equity and Empowerment:**

- Prioritizes equity by incorporating employment and business development models that benefit surrounding communities.
- Creates a pipeline for HBCU students to enter the clean energy workforce through dedicated EmpoweredCampus programs.
- Leverages energy efficiency to improve learning and living standards on HBCU campuses.



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### Future Priorities: Bipartisan Advocacy

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#### Identify Common Ground

We'll focus on finding areas of agreement across party lines, such as job creation, energy independence, and cost savings for consumers. These shared interests will continue to form the foundation of our bipartisan approach.

#### Build Coalition


ASE will work to build a diverse coalition of supporters, including industry leaders, environmental groups, and policymakers from both parties. The united front will strengthen our advocacy efforts.

#### Develop Policy Proposals

We'll craft policy proposals that address bipartisan priorities, focusing on practical solutions that can gain support from both sides of the aisle.

#### Engage Lawmakers

Through targeted outreach and education, we'll engage lawmakers to champion energy efficiency initiatives, providing them with the data and talking points needed to build support among their colleagues.



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### Thank You!


### Questions & Discussion

#### Get Involved

Join our mailing list for updates on energy efficiency policies and initiatives. Explore partnership opportunities or consider becoming a member of ASE to support our mission.

#### Contact Information

**Email:** [sgdowla@ase.org](mailto:sgdowla@ase.org)  
**Website:** [www.ase.org](http://www.ase.org)  
**LinkedIn:** Alliance to Save Energy



**Sapna Gheewala Doola**  
Associate Vice President for Policy and Research.

Sapna spearheads our research efforts and policy development, ensuring ASE remains at the forefront of energy efficiency innovation.

#### Resources

Visit our website for white papers, case studies, and toolkits on energy efficiency.



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