

SUSTAINABLE ENERGY UTILITY'S



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**SUSTAINABLE ENERGY UTILITY LAUNCHES ONE-STOP RESOURCE
TO SAVE MONEY, CREATE JOBS AND HELP THE ENVIRONMENT**
Residents and Businesses Can Save Thousands Through Education and Incentive Programs

(WILMINGTON, DE) –Delawareans can soon save thousands on their energy bills through a one-stop resource providing low- and no-cost steps to save money, create jobs and improve the environment. Today the Delaware Sustainable Energy Utility (SEU) launched the new “Energize Delaware” campaign to help residents improve the efficiency of their homes and businesses and tap new clean energy sources. New research commissioned by the SEU points the way to the most effective payoffs: educating the public and targeting actions toward the biggest return on investment.

“Sustainable energy is the largest, cheapest, cleanest way to save money and create in-state jobs,” said Sen. Harris McDowell, whose legislation created the Sustainable Energy Utility (SEU). “A tough economy is exactly the right time to take aggressive action toward a sustainable energy future, and everyone can reap the benefits. Through the SEU’s *Energize Delaware* Program, we can be a model for the rest of the nation and world to follow.”

Starting next month, *Energize Delaware*, an initiative of the non-profit Sustainable Energy Utility (SEU) will provide businesses and residents financial incentives and an online toolbox that provides information and guidance to help Delawareans achieve the biggest return on investment for their energy dollars.

Programs to be launched throughout the Fall of 2009 will include:

ENERGY STAR® Appliance Rebates, providing “cash for clunkers” type incentives for homeowners to replace energy-gorging old appliances with updated high efficiency household appliances.

Commercial/Industrial Lighting, which will include rebates for businesses installing high efficiency lighting.

Renewable Energy Grants, which will include rebates for renewable energy sources located at home and business sites.

Sustainable Communities Initiative, a community-level program to combine renewable energy and efficiency.

Comprehensive Home Performance Initiative, providing a top-to-bottom approach to efficiency and clean energy sources in Delaware homes. This initiative is slated for 2010.

Research findings

The program offerings were based on SEU research released today, which provides a comprehensive, zip-code level snapshot of energy use in the state and surveys Delawareans’ attitudes toward sustainable energy. The findings pinpoint the opportunities to save money, energy and tap new clean energy sources:

- 41 percent of homes in the state are more than 30 years old. Simply sealing and insulating these homes could save up to 30 percent or about \$700 on heating and cooling bills.

- Two-thirds of homeowners identified a need to make one or more energy efficiency improvements, but only 42 percent plan to take action. Similar gaps persist among business owners.
- Homeowners and businesses cite lack of money as the number one barrier to achieving more energy efficient homes and businesses and tapping clean energy sources.
- Refrigeration represents 65 percent of energy use in Delaware grocery stores and restaurants. Upgrades could save up to 35 percent on annual utility bills.
- Delaware hospitals and clinics use more energy per square foot in lighting than any other type of commercial space. More efficient light bulbs provide just as much and sometimes better light at a significantly lower cost.
- With a median age of 49 years, Delaware school buildings represent a host of savings opportunities. Inefficient space heating and cooling consumes 47 percent of energy use in schools. Heating and air conditioning upgrades would keep students and teachers comfortable and save taxpayers money. The effort can also provide students with a valuable model for responsible citizenship.

Research also found a common lack of knowledge and money to take action in areas that represent the largest return on investment. When asked to list in priority order desired ways to improve home energy performance, Delawareans surveyed prioritize them as follows: more efficient air conditioning; more efficient heating, insulation, new windows and a water heater upgrade. Although all of these will save money, upgraded insulation is often the most cost-effective first step.

“Per capita, Delaware uses more energy than any of its neighboring states and pays more for its energy.” said Dr. John Byrne, Univ. of Delaware professor and SEU Board Co-Chair. “Today we have the opportunity to not only reverse this condition, but pioneer a much smarter way of doing business.”

Helping Delaware Capitalize on Savings, Job Creation and Cleaner

SEU's *Energize Delaware* programs for residents and businesses are all focused on reaching a set of ambitious goals, including:

- An average 30 percent reduction in energy consumption for each participant by 2015.
- A 33 percent cut in CO2 emissions by 2020.
- By 2019, installing over 300 MW of customer-sited renewable energy – including geothermal, wind, solar, electric and solar thermal – at homes and businesses

“By aggressively pursuing energy conservation and efficiency and adopting clean, renewable sources of power, we can strengthen our economy, improve our competitiveness, and create a more sustainable environment,” said DNREC Secretary Collin O’Mara. “The SEU’s *Energize Delaware* has the potential to help thousands of residents and businesses save money and stabilize their energy costs, while creating thousands of jobs and reducing harmful greenhouse gas emissions.”

SEU's *Energize Delaware* will use no Delaware taxpayer money. It is a nonprofit supported by tax-exempt bonds and will be self sustaining through savings in energy initiatives and investing a portion of the federal economic stimulus package devoted to efficiency and renewable energy. The SEU will track both energy savings and program budgets in monthly public reports.

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Energize Delaware is an initiative of the Delaware Sustainable Energy Utility (SEU), a unique nonprofit organization created to foster a sustainable energy future for the state. Under the program banner of *Energize Delaware*, residents and businesses in Delaware will have a single point of contact for education, resources and programs that will include low and no-cost steps to save thousands on energy bills, boost the economy and improve the environment through new clean energy sources. The *Energize Delaware* programs will focus on conservation, efficiencies and the use of renewable energy sources, like solar, wind and geothermal. www.energizedelaware.org