



**Efficient Consumer Electronics RFP**

October 9, 2009

Dear Prospective Energy Efficiency Program Partner:

New Jersey's **Clean Energy Program™** (NJCEP), ("Program"), which is sponsored by the New Jersey Board of Public Utilities, is pleased to announce the introduction of energy-efficient consumer electronics into the Efficient Products Program. The goals of the initiative is to (1) promote the sale of ENERGY STAR® qualified consumer electronics products in New Jersey, (2) educate consumers and retailers alike on the benefits and uses of energy-efficient consumer electronics, and (3) to leverage manufacturer and retailer resources to promote New Jersey's other clean energy programs.

In 2009 there will be multiple tracks for partner participation in the area of consumer electronics. Although structured through a single RFP, this initiative will offer manufacturers, distributors and New Jersey retailers (Trade Ally Partners), in addition to e-commerce retailers, local governments, non-profit organizations and other energy efficiency services providers, the opportunity to use program incentives to promote the sale of ENERGY STAR qualified computers, monitors, televisions and set top boxes through various market mechanisms.

Proposed activities should pursue two primary goals: The first is to increase the availability of high efficiency consumer electronics to customers and the second is to educate customers as to the benefits of selecting higher efficiency models without sacrificing performance.

To participate in a 2009 NJCEP Efficient Consumer Electronics Promotion, partners must respond to this solicitation with a completed application by **5:00 PM EDT October 30, 2009**. The completed application must include:

- A cover letter describing the proposed promotion in detail, indicating manufacturer and/or retailer contacts, signed by the named individuals.
- 2009 promotion communication and marketing plans
- A completed 2009 application form (see attached)

The Program will award partners the right to use incentives on a competitive basis as described below. For more details, please see the attached Promotion Requirements and Guidelines.

If you have any questions, please contact Pedro Cabrera at (800) 225-0127 ext. 3027.

Sincerely,

New Jersey's **Clean Energy Program™**

Enclosures

**New Jersey's Clean Energy Program™ 2009**  
**Efficient Consumer Electronics RFP**  
**Frequently Asked Questions**

**WHO IS ELIGIBLE TO SUBMIT A PROPOSAL AS A PROGRAM PARTNER?** Eligible partners may include any trade ally partner (manufacturers, distributors and New Jersey retailers) as well as other energy efficiency services providers.

**WHAT TYPES OF ACTIVITIES ARE ELIGIBLE?** The ability to receive program incentives will be awarded to partners based on the quality of the proposals, and at the discretion of the Program. Program goals for projects under the Efficient Consumer Electronics RFP are to increase the availability of high efficiency consumer electronics to customers and to educate customers as to the benefits of selecting higher efficiency models without sacrificing performance.

**WHAT PRODUCTS ARE ELIGIBLE FOR INCENTIVES?** Only products that are qualified under current ENERGY STAR programs (as of most recent list on energystar.gov website) are eligible. Some exclusions apply, please see Section IV below.

**HOW ARE THE INCENTIVES PAID?** Partners sign an agreement with the Program detailing the objectives of the promotion, the numbers of ENERGY STAR qualified products to be included in the promotion, and how program incentives will be applied to meet promotion objectives. To aid in tracking progress to ease accounting, incentives will be paid based on a set rate per ENERGY STAR qualified product delivered. Partners must submit an **approved** data report documenting that the agreed upon number of eligible products have been delivered, and that other promotion milestones have been met, in order to receive incentives.

**WHO CAN APPLY?** Any Program Partner with a creative approach for promoting ENERGY STAR qualified products may submit an application. **Under the Efficient Consumer Electronics RFP only one proposal per Partner may be submitted for consideration, but a proposal may contain more than one promotion or creative concept.**

**HOW MUCH MONEY IS AVAILABLE?** The minimum creative request that will be considered in 2009 is \$50,000. **For 2009, no single Partner shall be awarded more than \$500,000 in promotion funding.**

**HOW WILL MY APPLICATION BE EVALUATED?** Each application will be scored on:

- Effectiveness in increasing the availability of efficient consumer electronics,
- Ability to inform customers of the benefits of efficient consumer electronics,
- The application of a range of high quality, ENERGY STAR qualified products,
- Ability to provide high quality data documenting progress towards goals.
- Clarity of the implementation plan.
- Incorporation of *New Jersey's Clean Energy Program* (NJCEP) messaging into the promotion and ability to leverage the promotion towards other NJCEP programs.
- If applicable, prior program participation performance

Proposals must also explain how the Partner will make the most efficient use of incentive funds, and maximize program participation per program incentive dollar spent (Please refer to Section II on page 5 for promotion evaluation criteria and consideration.)

**HOW DO I GET STARTED?** Review the application materials, including the Promotion Guidelines. Complete the application materials, including the Application Form and Funding Worksheet.

**WHAT ARE THE IMPORTANT DATES?**

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Complete Energy Efficient Consumer Electronics applications due 5:00 pm on October 30, 2009

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Promotions Start Upon signed agreement

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Promotions End (NJCEP reserves the right to extend promotions  
into 2010 based on program approval)      December 31, 2009

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Documentation for any final incentive reimbursement due by      January 31, 2010

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**WHERE DO I SUBMIT MY APPLICATION OR GET MORE INFORMATION?** Proposals must be submitted electronically to the email address below and a hardcopy may be sent by post. (you may request an electronic version of the application):

Pedro Cabrera  
Program Manager, Honeywell  
[pedro.j.cabrera@honeywell.com](mailto:pedro.j.cabrera@honeywell.com)

*New Jersey's **Clean Energy** Program*  
c/o Honeywell  
145 Route 46 West  
Wayne, NJ 07470  
Attn: Pedro Cabrera  
800-225-0127 ext. 3027; Fax 973-890-1531

# 2009 New Jersey Efficient Consumer Electronics Promotion

## Promotion Requirements and Guidelines

### I. Application Components

- 1. Project Description:** Please provide a description, no more than 7 pages, of the proposed 2009 Efficient Consumer Electronics promotion. Describe each component of the promotion including the objectives of the proposed activities and the expected impact those activities will have on the penetration of ENERGY STAR qualified products and the ability to educate consumers on the benefits of efficient consumer electronics. The description must also indicate how *New Jersey's Clean Energy Program* messaging will be incorporated into these activities throughout the promotion (submit sample messaging with proposal). Clearly describe the role of each participating party (i.e., manufacturers, corporate partners, etc.) Note which party will be the primary contact and who will submit the proof of performance documentation.
- 2. Use of Program Incentives:** In the proposal, please explicitly break out how incentives will be used. For example, if the proposed promotion involves a retail price incentive, list the pre-incentive retail price for each ENERGY STAR product before any program incentive is applied, and the projected retail price NJ consumers will finally pay for the product. (See attached application form). Also provide detail on costs incurred in pursuit of other promotion activities such as marketing, outreach to non-participants and/or identifying potential leads for other NJCEP programs.  
  
Proposals for the use of program incentives should be developed on a pay-for-performance basis. Making program payments to partners on an incentive-per-unit basis both ensures that the Program pays for measureable performance, and allows comparison of cost-effectiveness between proposals.
- 3. Sample Proof of Performance Documentation:** Payments for incentives under the 2009 Efficient Consumer Electronics RFP will be made based upon proof of performance reports showing progress toward goals described in the proposal and included in the agreement with program management. Proposals must include sample reports in order to be considered. The sample reports must be approved by the Program prior to final agreement with the Program. Reports should be provided on a monthly basis unless a less frequent period is agreed. Final documentation for all incentive payments must be submitted no later than January 31, 2010.
- 4. Timeline:** A complete application must include a timeline for the proposed promotion, including the anticipated start date and end date for each activity, and any other important dates. Projects may begin as soon as the Partner agreement is signed, and must end by December 31, 2009.

## II. Proposal Evaluation Criteria & Consideration

Proposals that meet the promotion requirements will be evaluated based on the following criteria:

1. **Effectiveness in increasing the availability of efficient computers, monitors, televisions or set top boxes.**
  - i. The minimum qualifying criteria for computers is ENERGY STAR 5.0 specification effective July 1, 2009.
  - ii. The minimum qualifying criteria for monitors is ENERGY STAR 4.1 Tier 2 specification effective January 1, 2006.
  - iii. The minimum qualifying criteria for ENERGY STAR televisions is CEE Tier 3 specification effective June 30, 2009.
  - iv. The minimum qualifying criteria for set top boxes is ENERGY STAR 2.0 specification effective April 23, 2008.
2. **Ability to inform customers of the benefits of efficient consumer electronics.** Proposals should describe how a promotion will help customers realize the significant energy efficiency savings through the purchase of efficient consumer electronics.
3. **Clear Strategy and Reporting.** Proposal should include a detailed plan for documenting progress toward stated objectives and for reporting such progress.
4. **Consumer Choice.** Preference will be given to proposals that offer a variety of ENERGY STAR qualified products.
5. **Ability to Leverage Resources.** Proposals should indicate resources the Partners are providing to the project, including but not limited to financial contributions.
6. **Customer Education.** Preference will be given to proposals that use targeted messaging to clearly communicate the features and benefits of ENERGY STAR qualified products.
7. **Program Messaging.** Proposal needs to clearly indicate how *New Jersey's Clean Energy Program* messaging will be incorporated into these activities throughout the promotion.
8. **Performance:** Prior program participation performance.

## III. Promotion Requirements and Guidelines

- **Partners must provide communications throughout the promotion indicating that the activity (and associated products) is provided courtesy of *New Jersey's Clean Energy Program*.** A standard template for using program logos will be provided.
- The ENERGY STAR logo and program logo(s) must be identified in promotional communications.
- Only promotions conducted in a manner that will reach New Jersey residents shall be eligible for promotion funds. The Program reserves the right to reject proposals that are not targeted to New Jersey residents.
- All marketing materials must be submitted to the Program management for approval before distribution.

## IV. General Eligibility

Proposals considered under the 2009 Efficient Consumer Electronics RFP should include promotions that cover only one or more of the following eligible products:

- ENERGY STAR 5.0 qualified desktop computers
- ENERGY STAR 4.1 qualified LCD monitors
- ENERGY STAR / CEE Tier 3 qualified televisions
- ENERGY STAR 2.0 qualified set top boxes

- All promotional products must be qualified under the most current version of the relevant ENERGY STAR specification (as listed on [www.energystar.gov](http://www.energystar.gov)).

The following products are NOT eligible for incentives:

- ENERGY STAR qualified notebook computers and servers.
- Other ENERGY STAR qualified appliances

To be eligible to participate in the promotion, partners must meet the following criteria:

1. Partners must complete all approved promotions by December 31, 2009. Promotional activities undertaken after December 31, 2009 will not be eligible for incentives.
2. Partners will cooperate fully with program requests for information on specific promotional activities.
3. Partners will cooperate fully with program field staff and provide access to promotional events, ENERGY STAR products in inventory, etc.
4. Partners must have a method for tracking and recording the actual (or estimated) impact of the proposed activities.

In no event will the Program make any payments to partners prior to the execution of a signed agreement.

Partners shall report immediately any suspected incidents of irregularities or fraud to the Program.

Reimbursements of incentives will be made only upon submission by partners of proof of performance showing actual progress towards objectives during the promotion period ending December 31, 2009. Requests for reimbursement must be consistent with the objectives, metrics and incentive amounts included in the agreement between the Partners and the Program.

The Program reserves the right to verify proof of performance documentation submitted. If all elements of the proposed project(s) are not complete, or adequate proof of performance is not submitted by the specified date, the Program reserves the right to pro-rate the amount of the payment to reflect only the portion of the project that was completed and documented. Fraudulent documentation may result in prosecution, termination from the promotion, and non-payment of all outstanding claims.

The Program will monitor the progress of activities during the promotional period by comparing submitted proof of performance documentation against sales milestones included in the agreement between the Program and the Partners. If milestones are not met, the Program reserves the right to reduce the amount of incentives awarded.

The Program reserves the right to impose additional requirements, as necessary, in order to maintain the integrity of the Program.

The promotion design and funding outlined in these rules and related promotion materials reflect the current intent of *New Jersey's Clean Energy Program* and the New Jersey Board of Public Utilities (BPU), but may be modified by the Program at any time and without prior notification. The Program may terminate a project at any time for non-compliance.

Partners cannot state or imply that they have been rated, ranked, or endorsed by the Program. Partners may not use or display any of the logos, names, or identity unless approved in advance by the Program.

It is the partner's responsibility to ensure that all uses of the ENERGY STAR logo and name associated with activities co-funded under this promotion comply with ENERGY STAR program requirements.

It is also the partner's responsibility to ensure that all uses of *New Jersey's Clean Energy Program* logo and program name comply with the New Jersey Board of Public Utilities and New Jersey's Clean Energy Program requirements.

*New Jersey's Clean Energy Program™*  
2009 Efficient Consumer Electronics Promotion

**Application Form**

To be complete, your application **must** include all of the following information:

Contact Name:		Company:	
Mailing Address:			
City:	State:	Zip Code:	
Contact Phone:		Contact Fax:	
Email Address:			
Project Partner(s):			

**1. ENERGY STAR qualified Promotional Products (Check all that apply):**

- Desktop Computers       Set Top Boxes  
 LCD Monitors             Televisions

**2. Provide a description of your proposed project as an attachment, using the attached guidelines provided in Section I. Initial application submittal requires only a high level summary.**

**3. List of all parties participating in the proposed promotion:** All parties with a critical role in determining the success of the proposed promotional activity should sign this form.

Signature of Primary Partner	Signature of Second Critical Partner
Name (printed or typed)	Name (printed or typed)
Date	Date

Signature of Third Critical Partner	Signature of Fourth Critical Partner
Name (printed or typed)	Name (printed or typed)
Date	Date

By signing this document, you certify that:

1. You have read, understand, and agree to the attached Promotion Requirements and Guidelines.
2. The information in this proposal is true and correct. You understand that submission of misleading, untrue, or incorrect information will be grounds for disqualifying all of the proposed activities in this proposal.

2009 Efficient Consumer Electronics Promotion

**Incentive Proposal – Promotional Product Detail**

**ENERGY STAR® qualified consumer electronics**

Product name, model, type and watts	Proposed Promotional Sale Price or Unit Distribution Cost	Proposed volume	Total proposed incentive	Independent Third Party Tested?
<i>Example: Brand XXX LCD Television, model YYY, ZZZ watts</i>	\$10.00/TV	10,000	\$100,000	Yes

**(Please attach additional copies of this page to proposal as necessary)**