

Using Co-Benefits to Speak Multiple
Languages and Influence People on Their
Own Terms

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Emerging State Structures and Program Implementation

- ◆ Driven by efforts to stabilize the climate
- ◆ Multi-sector, multi-agency coordination
- ◆ Governor level leadership
- ◆ Requires actions to be framed in several different ways
- ◆ Led to extensive analysis of co-benefits

Co-benefits background

- ◆ What are co-benefits?
- ◆ People think, or can be pointed to think, in terms of benefits (positive) and impacts (usually negative)
- ◆ Why even care about co-benefits?
- ◆ Help by: making links between programs and themes; defining which levers to push; creating relevant language to explain the policy using terms and nomenclature familiar to the audience; facilitating work load and flow

Short, medium and long-term relevance

- ◆ Short term: part of ozone and fine particulate SIPs
- ◆ Medium: form basis to transition to programs that also focus on GHG reductions
- ◆ Long: part of commitment to reduce GHG to levels that stabilize the climate
- ◆ How have each of these benefits been expressed? Tons per day; cost per ton reduced

Let's take energy efficiency as an example

- ◆ Energy efficiency is something everyone is at least familiar with
- ◆ There are multiple benefits
- ◆ Describing them helps establish potential linkages
- ◆ Warning: barriers ahead

Measurement

- ◆ What distinguishes EE from other resources?
- ◆ Performance persists over time
- ◆ Energy, economic and environmental benefits are cumulative
- ◆ Replicable protocols aid evaluation of the measures

Environmental

- ◆ Criteria and non-criteria pollutant reductions
- ◆ Reduce need to operate dirty and costly peaking units
- ◆ Indirect benefits in other media, esp. water and solid waste

Economic

- ◆ Energy savings: \$4: \$1 of investment
- ◆ Public health: another \$4: \$1
- ◆ Create local jobs
- ◆ Reduce operation of “out of merit” EGU
- ◆ Cash flow through NE FCM
- ◆ Reduce need for imported fossil fuel
(and the security \$ associated with protecting our oil supply)

Energy

- ◆ Improve grid reliability and nimbleness
- ◆ Enables development of even more efficient technology and measures
- ◆ Avoid need for transmission upgrades and new power plant construction
- ◆ Complements CHP, puts power where its needed

Initial Summary

- ◆ Use the benefits above to create the language that allows you to talk about energy efficiency to anyone using their terminology
- ◆ Barriers ahead!

Analytical

- ◆ M&V protocols:
- ◆ exist today, but are new and different from what is currently used
- ◆ Current methods not appropriate or may be inaccurate
- ◆ Existing tools do not appropriately account for the differential risk between various resources

Mental

- ◆ Perception that EE doesn't work
- ◆ M&V not robust
- ◆ Ideology: I just don't believe it
- ◆ Failure to recognize need to change, and/or that world has changed around them

Institutional

- ◆ Stovepiping: by statute, regulation, policy
- ◆ Energy “priorities” conflict with environmental “priorities” which in turn “conflict” with economic “priorities”
- ◆ Tendency to think in the weeds, rather than “how could this work”
- ◆ Lack of accountability: OK to “just say no”

Financial

- ◆ Funds often available to new and exciting ideas
- ◆ But, once the concept is proven, funding dries up: “valley of death”
- ◆ Lack of creativity among financial and insurance sectors (risk aversion)

Where EPA Can Help

- ◆ Make it OK to say yes (new ideas are great, publish successes and spread the word)
- ◆ Make you all better than DOE
- ◆ Guidance to states/locals to show how its done
- ◆ Implement good ideas, avoid shelfware

How Should We Characterize EE to Each Audience?

- ◆ Government: cost-effective emission reductions, reduce electric costs, create local jobs
- ◆ ISO/RTO, PUC: improve reliability, avoid regulators imposing more stringent environmental requirements
- ◆ Public: Save money, avoid blackouts/brownouts
- ◆ Financial: investment opportunities

EPA Help Specifics

- ◆ Build and demonstrate the accuracy and utility of new/modified analytical tools, methods and programs
- ◆ Facilitate integration into SIP Demonstrate persistence of EE, show how application of different discount rates is appropriate and cost-effective
- ◆ Help fund and/or identify funds that get ideas across the “valley of death”
- ◆ Training for state/local staff in the above, and capacity building