

# The Caribbean Utility & Energy Efficiency Webinar

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# JPS Vision and Mission

## Vision

**We are the people leading the energy revolution, unleashing Jamaica's growth and prosperity**

## Mission

**Through inspired and committed employees, and innovative technologies, we deliver an energy solution for every Jamaican – improving lives, fuelling the growth of businesses, and powering the development of Jamaica**

## CORE VALUES

**A**ccountability, **S**ervice, **P**assion, **I**ntegrity, **R**espect, **E**xcellence

# The Smart Utility Understands the Important Role EE Plays In Long Term Sustainability

- Energy Waste does not support economic growth or development
- Lower overall energy bills support customer satisfaction and retention
- EE can add much-needed jobs in developing markets
- Economic incentives from decoupling and investment recovery
  - Peak shaving and lower COE
- Promoting Energy Efficiency is a significant part of JPS's long-term strategy



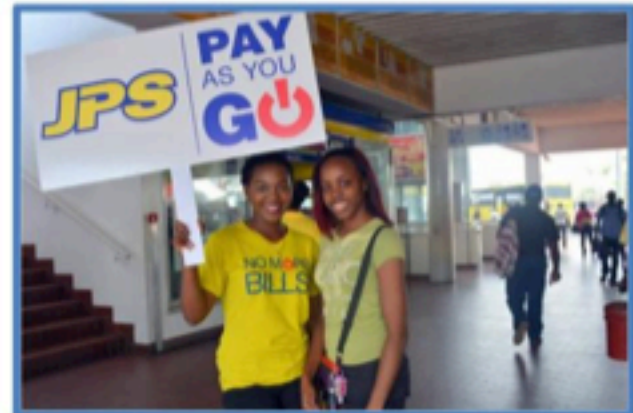
## How Can We Align Economic Incentives to Motivate Utilities to Invest in EE?

- Linking the utilities revenue requirement to kWh sales reduces the utilities ability to fully participate in Energy Efficiency
- Revenue decoupling through regulatory reform is an important regulatory instrument
  - A factor in JPS' recent License Amendment negotiations
- Public Policy could support by strengthening building regulations
  - Operationalization of local building codes
  - Establish strong regulatory frameworks



# Marketing Energy Efficiency to Main Stream

- Customer Education and Culture Change
  - Requires comprehensive approach
  - Must be embedded in all levels of users
  - Recognize the Market Culture
    - Energy clubs
    - Reality Shows
    - “I Love the Light” Song
  - Takes Utilities out of our Comfort Zone



# Embed Energy Efficiency

- Develop Deep Expertise in Energy Auditing and EE
- Re-Build Trust with Stakeholders
- Develop Creative Partnerships with Customers, Builders and other relevant stakeholders
- Offer Energy Management devices through the Utility (E-Store)
- Build Education Program with schools
  - Use Employees for Mentorship
  - Introduce at early levels (Energy Champions, BizTown, Junior Achievement.
- Develop Visible wins (Prepaid Metering, Energy Goals Reports, etc.)



## Build A Bigger Network

- Ensuring awareness among Institutional Investors:
  - Benefits of energy efficiency and in the companies and entities in which they invest
  - Provide data and evidence
    - Provide credible data on the benefits and impact of energy efficiency – good investment opportunities
    - Provide better data on buildings energy performance
    - Develop robust forecasting and modeling tools
    - Develop benchmarks and standardized methods
- Recognize EE leaders in Business

# Support for Energy Efficiency Programs

- Development of standards for each element in the energy efficiency investment process
  - Standard legal contracts
  - Underwriting processes
  - Measurement, verification and reporting processes
  - Energy Performance Contracts
  - Project valuation
- Support the development and deployment of financial instruments
  - Risk-sharing facilities
  - Energy Efficiency funds
  - Inclusion of EE investment in investment portfolios



## The Benefits of Utility Centric EE Program

- The utility is usually in the best position to implement energy efficiency programs
  - Already has established contracts with customers
  - Is best placed to manage government funded EE program in the normal rate setting mechanism
  - Has access to customer database and energy consumption history
    - Has the infrastructure to maintain large energy efficiency databases and benchmarking data
  - Is better placed to forecast future tariffs and the impact of those on EE
  - Can provide on billing financing through its normal billing process

## **What can we learn from the experience of other markets and other utilities?**

- JPS is preparing to introduce “on bill” financing to increase accessibility.
- The establishment of a ratepayer-funded energy conservation fund – Hawaii Energy Efficiency Program in collaboration with the Hawaii Public Utilities Commission
  - The Electricity Act and the new Electricity License makes provisions for such a program in Jamaica
- Stakeholder alignment: Fort Collins Utility (public utility) have worked to ensure the satisfaction of all stakeholders: the municipality, energy service providers and the customers

# Corporate Social Responsibility Knowledge Exchange Seminar in Delhi India

Vocational Centres



Anytime Payment Machine –  
ATPM



Skills Training for Women



Electrical Training for Men



Tutorial Classes for Grades 1-10  
Children

