

## 2008 Behavior, Energy and Climate Change Conference Roundtable Abstract

### 2. What Can Free Riders and Other Program Experiences Tell Us about Business Perspectives on Energy Efficiency?

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**Abstract:** Reflecting the most recent information from Northeastern business managers who implemented energy efficiency projects in 2007, this presentation utilizes data from a study sponsored by five Northeastern utility companies and regional energy service organizations. A researcher and business professional with more than 25 years experience in the energy industry presents findings and conclusions that will shape future directions for energy efficiency programs.

Describing information collected from approximately 2,200 respondents in five Northeastern states, this study explores market changes and program effectiveness. The study quantifies and describes energy-efficiency program participants who would have installed energy efficient equipment, even if financial incentives had not been offered. The study also examines the views of program participants who implemented additional measures after they had achieved successes with an incentive program, and non-participants who implement energy-saving measures without formal program structures. Understanding the views of these business representatives who reduce energy consumption without clear financial rewards provides insights into the motivation behind environmentally positive actions, serves as a model for cultivating values and behaviors that reduce energy use, and demonstrates a set of behaviors that are an example to other businesses who strive for a greener future.

**Bio:** An accomplished professional with more than 25 years of experience, Paula Coutz, CEM, CEP, has worked in both supply and demand sides of the industry, for utility companies, third party suppliers, manufacturers, and retailers on the east and west coasts. Specializing in energy issues and energy policy, Paula's MA was from the University of Illinois, Springfield, and she continued post-graduate study at Washington State University in Pullman, WA. While working on the west coast, Paula managed energy issues for some of California's largest commercial and industrial users and purchased energy for sizable accounts in the Pacific Northwest. Currently employed by Northeast Utilities, Paula works with commercial and industrial customers as they utilize Connecticut Light & Power's Conservation and Load Management programs. In publications and presentations, Paula has addressed a variety of subjects for local, regional, and national audiences. With her experiences in both private and public sectors, including federal, state, and local government and rapid-growth, Fortune 100 corporations, Paula understands energy issues from a variety of perspectives and shares her extensive experience, broad-based insights, and light-hearted outlook in a helpful and revealing presentation. Paula can be reached at Northeast Utility Services Company, Conservation & Load Management, 626 Glenbrook Road, Stamford, CT 06906; Tel (203) 352-5451; coutzp@nu.com.