



WISCONSIN ENERGY CONSERVATION CORPORATION CELEBRATES 25th ANNIVERSARY

Anniversary celebrates WECC's role in changing the energy efficiency landscape

The Wisconsin Energy Conservation Corporation (WECC) is celebrating 25 years of designing and implementing innovative energy efficiency programs and services. Since being founded in 1980, WECC has developed strong partnerships with utilities, municipalities, government agencies, consumer groups and market providers to help change the energy efficiency landscape throughout Wisconsin and the Midwest.

WECC designs comprehensive energy programs that assist consumers and businesses in making the most energy efficient choices. At the same time, WECC works with builders, retailers, distributors and contractors to ensure that high efficiency products and "best practice" solutions are readily available in the marketplace. Our goal is to "transform" markets so consumers become accustomed to demanding, and the market supplying, energy efficient goods and services. While working toward these long-term improvements, WECC programs generate immediate, verifiable and cost effective energy savings to address short-term energy issues. Those results yield real benefits for consumers, utility companies and policy makers alike.

For our efforts, WECC has been recognized with awards from the national ENERGY STAR Program, the Midwest Energy Efficiency Alliance and the American Council for an Energy-Efficient Economy. WECC has received accolades from the business community, consumer groups, utilities and government agencies for the effectiveness of the programs it offers.

WECC's success in energy efficiency programs is achieved through strong partnerships with private firms that sell and install energy efficient goods and services, as well as progressive program sponsors that include both government agencies and utilities. The results of WECC programs are 25 years of innovation and benefit to the public including:

- **ENERGY STAR Homes New Construction Program** - transforming the residential new construction market to one where builders deliver homes that are comfortable, safe and durable - exceeding their customers' expectations for building performance.
- **Home Performance with ENERGY STAR Program** - helping homeowners integrate energy improvements into their remodeling projects and find the expertise needed to solve specific building performance issues like condensation or high energy bills.
- **Efficient Heating and Cooling Program** - partnering with heating and air conditioning contractors to help consumers make informed choices about heating and air conditioning equipment purchases.
- **Low Income Programs and Services** - reducing energy bills while increasing comfort and safety.
- **ENERGY STAR Retail Products Program** - resulting in greater availability of energy efficient appliances and lighting, lower energy bills for consumers and increased sales for retailers.
- **Business Efficiency Programs** - helping industry, commercial businesses, farmers, schools and local governments reduce their operating costs and improve productivity, profitability, and system performance.
- **Renewable Energy Programs** - helping residents and businesses turn sunlight, wind and organic materials into electricity and energy.

WECC also affects energy savings through energy policy development, technical research, and education and training activities. For more information about WECC, call 800.969.9322 or visit weccusa.org.