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WISCONSIN ENERGY CONSERVATION CORPORATION BACKGROUNDER

Established in 1980, Wisconsin Energy Conservation Corporation (WECC) is a non-profit organization that champions innovative energy initiatives that deliver short- and long-term economic and environmental benefits to consumers, businesses and policy makers. Based in Madison, Wis., WECC has been creating and implementing energy saving programs for a wide variety of clients – utilities, municipalities, regulatory commissions, weatherization providers, and consumer and environmental groups in the United States and Canada.

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. Its goal is to “transform” markets so that consumers become accustomed to demanding, and the market supplying, energy efficient goods and services. In designing such programs, WECC does not compete with the marketplace, but rather uses its expertise to enhance the ability of private firms to prosper from the sale of high efficient products and services, thereby strengthening local economies.

For its 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.

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WECC's history of successful energy efficiency programs has been 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:

- **New Home Construction Program** which is 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.
- **Existing Home Program** that helps 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** offers partnerships to heating and air conditioning contractors, helping consumers make informed choices about heating and air conditioning equipment purchases.
- **Low Income Programs and Services** reduces energy bills while increasing comfort and safety.
- The **ENERGY STAR Retail Products Program** results in greater availability of energy efficient appliances and lighting, lower energy bills for consumers and increased sales for retailers.
- **Business Programs** help manufacturers, commercial businesses, farmers, schools and local governments reduce their operating costs and improve employee and customer comfort and safety.
- **Renewable Energy Programs** help 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. As an example, WECC has developed and delivered technical trainings under contract with the State's Low Income Weatherization Assistance Program since 1991.

For more information about WECC, call 800.969.9322 or visit weccusa.org.

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