

ENERGY EFFICIENCY: THE SHORTEST ROUTE TO A STRONGER FUTURE

SUMMARY

The U.S. Department of Energy (DOE) is pleased to announce a major Energy Efficiency Conference for industry and government leaders in Istanbul on June 3-4, 2010. This two-day conference, co-sponsored by the American-Turkish Council, will focus on energy efficiency in Southeast Europe and the Caucasus. It will showcase cutting-edge technologies, identify best practices, and provide guidance to businesses and governments on reducing costly energy consumption. It will convene technology experts, business executives, and government officials from the region, the US and EU.

More information can be found at: www.eeconference.com

OBJECTIVES

The primary objectives of the conference are to:

- Facilitate Investment and Trade Opportunities for US, EU and Regional Business Leaders
- Share Lessons Learned Regarding Policies/Programs to Incentivize Energy Efficiency
- Enhance Regional Collaboration on Energy Efficiency Initiatives
- Showcase Energy Efficient Technologies that are Appropriate for the Region

KEY TOPICS

This comprehensive conference will explore energy efficiency opportunities in industrial, commercial, residential, and public sectors. The U.S. Department of Energy developed the agenda with input from the Alliance to Save Energy, Climate Savers Computing, Industrial Energy Consumers of America, the Institute for 21st Century Energy at the U.S. Chamber of Commerce, the EBRD, and the World Bank. The agenda will address industry-identified policy and regulatory barriers to energy efficiency, discuss financing options for energy efficiency projects, and identify opportunities for businesses and municipal and federal governments to increase revenues by reducing energy consumption. It will focus on energy efficiency opportunities in major sectors of the economy, including power generation, transmission and distribution; manufacturing; construction; oil and gas; heavy industry; retail; and transportation.

SPEAKERS

World-renowned experts on energy efficiency from DOE's national laboratories, industry and academia will address the conference. The program will also include key-note presentations by government ministers and business executives.

WHO SHOULD ATTEND

Senior business leaders and government officials attending the conference will have a unique opportunity to identify ways to reduce expenditures and increase competitiveness through energy efficiency. Companies will be able to exhibit energy efficient products, as well as to develop markets for those products through presentations and networking opportunities with business executives and government officials. The conference will also provide guidance for government officials seeking to develop policies and programs to incentivize efficiency and reduce costs.



ENERGY EFFICIENCY CONFERENCE

SOUTHEAST EUROPE AND THE CAUCASUS
JUNE 3-4, 2010 • ISTANBUL, TURKEY

ENERGY EFFICIENCY: THE SHORTEST
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ORGANIZED BY:



U.S. DEPARTMENT OF
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AGENDA

AT-A-GLANCE

OVERVIEW

This conference will identify and highlight the most effective ways to reduce energy utilization and build stronger economies and businesses through energy efficiency. The two-day event will include a two-track agenda which will permit participants to select those presentations of most interest to them.

THURSDAY, JUNE 3

- 09:00** Regional Challenges in Energy Efficiency
- 10:40** Responding to the Energy Efficiency Challenge
- 12:00** TRACK A: Power Generation
TRACK B: Sustainability in Urban Design and Public Buildings
- 14:45** TRACK A: Power Transmission and Distribution
TRACK B: Policies to Incentivize Adoption of Energy Efficient Technologies
- 16:00** Coffee Break
- 16:15** TRACK A: From Pipelines to Refineries: Energy Efficiency in Oil and Gas Systems
TRACK B: Public Transportation: The Path to the Future
- 17:30** Networking Reception with Policymakers and Industry Representatives

FRIDAY, JUNE 4

- 09:00** TRACK A: Getting the Legal/Regulatory Framework Right for Energy Efficiency
TRACK B: Commercial and Industrial Energy Efficiency
- 10:15** Coffee Break
- 10:30** Interactive Break-out Sessions
- 11:45** Breakout Groups Present Summaries of Findings
- 12:30** Lunch with Speaker
- 14:00** TRACK A: Finding Financing for Energy Efficiency Projects
TRACK B: Residential Energy Efficiency Opportunities
- 15:15** Coffee Break
- 15:30** TRACK A: Energy Efficiency in Private Transportation
TRACK B: Convincing Consumers to Embrace Energy Efficiency
- 16:45** Closing Plenary: Public Private Partnerships and Wrap-Up



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DAY ONE

THURSDAY, JUNE 3

8:30 Registration, coffee

9:00 Regional Challenges in Energy Efficiency

Speakers:

Welcome remarks by U.S. Consul General Sharon Wiener

(1) The Honorable Taner Yildiz, Turkish Minister of Energy;

(2) The Honorable Traycho Traykov, Bulgarian Minister of Economy, Energy and Tourism

(3) The Honorable Alexander Khetaguri, Georgian Minister of Energy

- Regional successes, opportunities, and challenges in transitioning to more energy efficient economies
- Role of governments in encouraging more efficient use of energy
- Working with international partners to develop more effective policies and programs

10:20 Coffee Break

10:40 Responding to the Energy Efficiency Challenge

Speakers:

(1) Amb. Richard Jones, Deputy Executive Director, IEA

(2) Marianne Osterkorn, Director General, REEEP

(3) high-level officials from European Commission and U.S. DOE [TBC]

- Overview of policies implemented in the US and EU to increase energy efficiency
- Areas of greatest return for energy efficiency investments in the region
- Regional/intergovernmental cooperation in promoting energy efficiency

12:00 TRACK A: How to Make Power Generation Less Energy Intensive and More Cost-Effective

Speakers:

(1) Julian Nebreda, Senior Vice President, AES

(2) Julian Bowden, Business Development Manager, BP

(3) Bulent Aydin Isik, Director (QEHS), Zorlu Enerji [TBC]

- Technologies and practices to maximize efficiency in power plants
- Combined heat and power (CHP) and cogeneration systems
- Distributed generation and regional electricity markets: prospects for this region
- Renewable energy potential in the region

12:00 TRACK B: Building Sustainability into Urban Design and Public Buildings

Speakers:

(1) Brian Castelli, Executive Vice President, Alliance to Save Energy [TBC]

(2) Katalin Zaim, Program Manager, UNDP Turkey

(3) Steve Selkowitz, Director of Building Technologies, DOE (LBNL)



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DAY ONE

- Urban planning/public systems: increasing efficiency through district heating and more effective water management
- Technologies and programs that help make schools, hospitals, and other public buildings more energy efficient
- Sustainable building materials and design

13:15 Lunch and Speaker:

Intro. by Amb. James Jeffrey, U.S. Ambassador to Turkey; Key-note address by Amb. Richard Morningstar, U.S. Special Envoy for Eurasian Energy [TBC]

14:45 TRACK A: Opportunities to Increase Efficiency in Power Transmission and Distribution

Speakers:

- (1) Matt Mason, Energy and Utilities Executive, IBM
- (2) John Stovall, Leader of Engineering Sciences and Technology, DOE (ORNL)
- (3) Giuseppe Farina, Representative for Turkey, ENEL

- Reducing technical losses and energy theft
- New technologies in power transmission/distribution (transformers, superconductors, smart grid)
- Building an enhanced distribution system in the region: challenges and opportunities

14:45 TRACK B: The Toolbox: Policies to Incentivize Adoption of Energy Efficient Technologies

Speakers:

- (1) Patrick Doyle, Technical Area Manager, Energy and Climate Change, DAI
- (2) Chuck Goldman, Director, Electricity Markets Group, DOE (LBNL) [TBC]

- Incentivizing end-users to make energy efficient upgrades through tax credits and targeted subsidies
- Labeling, standards, codes and regulations to facilitate production of energy efficient technologies
- Role of measurement/data systems in more effectively targeting energy efficiency programs

16:00 Coffee Break

16:15 TRACK A: From Pipelines to Refineries: Finding the Route to Energy Efficiency in Oil and Gas Systems

Speakers:

- (1) Rosa Domenichini, Director of Power Division, Foster Wheeler Italiana
- (2) Don Salmond, Environmental Management Int'l Practice, Battelle [TBC]
- (3) Official from Chevron [TBC]

- Energy efficiency in oil pipeline systems and refineries
- Technologies to increase efficiency in gas transport and storage
- Systems to improve efficiency in upstream oil/gas sectors



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DAY ONE & DAY TWO

16:15 TRACK B: Public Transportation: The Path to the Future

Speakers:

- (1) Sibel Bulay, Director, EMBARQ Turkey (World Resources Institute)
- (2) Bill James, CEO, JPods
- (3) Chris Zimmerman, Board of Directors, WMATA [TBC]

- Innovative technologies and clean fuels in public transportation
- US and EU public transport systems that demonstrate the benefits of energy efficiency
- Making ports/airports more efficient

17:30 Networking Reception with Policymakers, Industry Representatives, etc.

FRIDAY, JUNE 4

09:00 TRACK A: Getting the Legal/Regulatory Framework Right for a More Energy Efficient Future

Speakers:

- (1) Emad Hassan, Principal, Nexant Inc.
- (2) Philip Juneau, Energy Solution Leader, Honeywell [TBC]
- (3) World Bank official [TBC]

- Regulatory barriers companies face in adopting energy efficient technologies
- Modifying legal frameworks to incentivize energy efficiency projects
- Encouraging competitive bids for energy efficiency projects
- Performance-based contracts

09:00 TRACK B: Making it Pay: Reducing Costs and Increasing Competitiveness through Commercial and Industrial Energy Efficiency

Speakers:

- (1) Pat Tiernan, Executive Director, Climate Savers Computing
- (2) Tomas Weber, Vice President, Jupiter Oxygen
- (3) Coca Cola executive [TBC]
- (4) GE executive [TBC]

- Best business practices in energy efficiency
- Making heavy industry more profitable through energy savings
- Reducing energy utilization at commercial enterprises
- The role of information technology (IT) in reducing energy consumption

10:15 Coffee Break



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DAY TWO

10:30 Interactive Break-out Sessions:

Participants are invited to develop a strategy for promoting energy efficiency in a topic of greatest interest to them. Through discussion on one of these three topics, the group will determine its priorities, the challenges faced, support needed and an effective strategy for accomplishing their objectives. Each discussion will be led by an area expert. Participants choose on of the following sessions:

1. Incentivizing Energy Efficiency through Public and Private Sector Programs
2. Increasing Investment by Reducing Regulatory Barriers to Energy Efficiency
3. Identifying Opportunities to Increase Efficiency in Municipalities

11:45 Breakout Groups Present Summaries of Findings

12:30 Lunch with Speaker

Presentation by a private sector executive [TBC]

14:00 TRACK A: Show Me the Money: Finding Financing for Energy Efficiency Projects

Speakers:

- (1) Peter Ballinger, Director of Business Development, OPIC
- (2) Dave Hester, Acting Regional Director, Europe and Eurasia, USTDA
- (3) Terry McCallion, Director of Energy Efficiency Program, EBRD
- (4) High-level official from IFC [TBC]

- Private sector financing instruments for EE projects
- State-Run loan facilities to encourage efficiency upgrades
- ESCOs, carbon finance, and other unconventional financing options
- International Financial Institutions' initiatives to promote energy efficiency
- Credit guarantees, revolving funds and social safety nets to catalyze financial markets to support EE projects

14:00 TRACK B: Efficiency Begins at Home: Residential Energy Efficiency Opportunities

Speakers:

- (1) Harry Verhaar, Senior Director for Energy & Climate Change, Philips
- (2) Craig Silvertooth, Executive Director, Center for Environmental Innovation in Roofing
- (3) Prof. Altug Sisman, Director of Energy Institute, Istanbul Technical University [TBC]

- Greatest opportunities for residential energy efficiency in the region
- New HVAC technologies to reduce residential energy consumption
- Energy efficient roofing design and materials
- Efficient lighting technologies
- Opportunities for "Smart" appliances in this region

15:15 Coffee Break



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DAY TWO

15:30 TRACK A: Where the Rubber Meets the Road: Energy Efficiency in Private Transportation

Speakers:

- (1) Ali Pandir, CEO, Tofas Turk (Fiat/Koc JV) [TBC]
- (2) High-level official from Renault [TBC]
- (3) High-level official from Toyota [TBC]

- Evolution or revolution: assessing the way forward for private vehicles
- Prospects for flex-fuel, electric and hydrogen vehicles
- Key impediments to adoption of hybrid/electric vehicles
- Policies governments can implement to encourage energy efficient transportation

15:30 TRACK B: Getting to Yes: Convincing the Consumer to Embrace Energy Efficiency

Speakers:

- (1) Thomas Catania, Vice President, Whirlpool
- (2) Sedat Ariman, President, Izoder
- (3) Jessica Repa, Conservation Marketing Director, Climate Savers Computing [TBC]

- Reaching the target markets for energy efficiency campaigns
- Government-led public education campaigns
- Creating and sustaining consumer demand through marketing and education
- Lessons learned from marketing efforts in IT/computing

16:45 Closing Plenary: Public Private Partnerships and Wrap-Up

- Utilizing public private partnerships to attain energy efficiency goals
- Benefits of public-private collaboration in facilitating the transition to a low-carbon future
- Wrap-up



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SPONSORSHIP OPPORTUNITIES

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Includes – 3 corporate participants full package (\$1650 value)
1 page color advertisement in the program (\$3000 value)
Moderator role at a select session
Verbal acknowledgement at the opening plenary session, name and logo
in all relevant publications, signage and other communication
Protocol priority

GOLD – 15,000 USD

Includes – 2 corporate participants full package (\$1150 value)
1 page B/W advertisement in the program (\$2000 value)
Verbal acknowledgement at the opening plenary session, name and logo
in all relevant publications, signage and other communication

SILVER – 10,000 USD

Includes – 1 corporate participant full package (\$550 value)
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LUNCHEON SPONSORSHIP - 7,500 USD

Includes - Sponsorship of the two luncheons
1 page B/W advertisement in the program (\$2000 value)
Verbal acknowledgement at the opening plenary session, name and logo
in all relevant publications, signage and other communication
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OPENING COCKTAIL PROLONGÉ - 5,000 USD

Includes - 1 page B/W advertisement in the program (\$2000 value)
Welcoming remarks at the cocktail
Verbal acknowledgement at the opening plenary session, name and logo
in all relevant publications, signage and other communication

PARTICIPATION FULL PACKAGE – 550 USD

Includes two days of sessions
Two days of luncheons
Opening Cocktail prolongé

ONE DAY FULL PACKAGE – 300 USD

Includes the sessions and the lunch



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