

The energy market is more complicated than ever. Knowledge is essential. Competition is intense. And your impact in the marketplace may ultimately depend on the strength of your energy-efficiency initiatives.

How do you
transform
markets for
energy
efficiency ?

Choose ICF Consulting.

An Original ENERGY STAR® Consultant

ICF Consulting has been a primary contractor supporting the U.S. Environmental Protection Agency's ENERGY STAR initiatives since 1991. We pioneered the development of marketing and outreach strategies to influence the energy-efficiency market and continue to drive industry standards.

Leaders in Energy-efficiency Programs Nationwide

ICF Consulting brings program design and implementation expertise to energy efficiency and peak load reductions initiatives across the country. We are adept at conducting market assessment and barrier analysis, developing public-private partnerships, and marketing energy-efficiency products and services to commercial, industrial, and residential audiences. Our diverse clientele includes the Northeast Energy Efficiency Partnerships, Inc., New York State Energy Research and Development Authority, Northeast Utilities, the California Statewide Residential Lighting and Appliances Program, Pacific Gas and Electric, and Southern California Edison.

Award-winning Marketing and Communications Capabilities



ICF Consulting's ability to help clients achieve sustainable market penetration is rooted in our employees' experiences working directly in the energy and communications arenas. Our professionals join us from ESCOs, utilities, lighting design businesses, HVAC dealers, retailers, and marketing and public relations companies. We integrate our creative talents and market savvy to develop energy-efficiency solutions that are recognized for exceeding the highest professional standards. ICF Consulting has received numerous awards for excellence,


including the prestigious Creativity in Public Relations Award (CIPRA), International Association of Business Professionals "Silver Inkwell" Public Relations Society of America "Thoth," and a national "Telly" award for video production.

Where do you go from here?

ICF Consulting offers strategic insights into new market opportunities for energy efficiency and the recognized experience to help your organization seize them.

Our approach is simple. We team our experts with world-class partners, employ proven methodologies and creative thinking, and deliver cost-effective, measurable results.





ICF Consulting provides the knowledge and tools to increase market penetration of your energy-efficiency services and products. We deliver measurable results encompassing all phases in the market transformation lifecycle — from strategic planning through implementation and evaluation.

Program Planning and Design

- Market Research and Analysis
- Technology Assessments
- Strategy Development
- Stakeholder Buy-in

Program Implementation

- Outreach and Support
- Technical Assistance
- Rebate and Incentive Design
- Field Services

Marketing

- Advertising and Public Relations
- Editorial Outreach and Direct Mail
- Event and Conference Planning
- Collateral Materials

Training

- Training Design and Delivery
- Interactive Training Tools
- Educational Seminars
- Train-the-Trainer Programs

Technology Tools

- Software Development
- Data Management
- Financial Analysis
- Internet Services and Web Design

Market Assessment and Evaluation

- Data Analysis
- Surveys
- Market Share Studies
- Monitoring and Evaluation

ICF Consulting increases your market impact by:

- **Focusing** on core customers, peak load reductions, energy consumption patterns, and actionable market sectors.
- **Developing** implementation plans based on market barriers and consumer motives.
- **Influencing** key stakeholders with integrated marketing and communications initiatives.
- **Delivering** customer satisfaction and sustainable market transformation.



ICF Consulting

9300 Lee Highway
Fairfax, VA 22031
(703) 934-3603

www.icfconsulting.com

About ICF Consulting

ICF Consulting is a leading management, technology, and policy consulting firm. Drawing upon extensive industry knowledge, distinguished professionals, and innovative analytics, the firm develops solutions to complex energy, environment, homeland security and emergency management, community development, and transportation issues. ICF Consulting's approach to these issues is strengthened by its expertise in information technology, organizational improvement, program management, and communications.

Since 1969, ICF Consulting has been serving major corporations, government at all levels, and multinational institutions. More than 1,000 employees serve these clients from key business centers in the Americas, Europe, and Asia Pacific.

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