

APPLYING TO MISSOURI SERVICE AREA

**ENERGY EFFICIENCY MEEIA 2019-21**

**Residential Energy Efficient Products Program**

**PURPOSE**

The purpose of the Energy Efficient Products Program (Program) is to raise customer awareness of the benefits of "high-efficiency" products (ENERGY STAR<sup>®</sup>, Consortium for Energy Efficiency (CEE) Tiers, or better). The Program is intended to reduce energy use by encouraging residential customers to purchase qualifying efficient products.

**AVAILABILITY**

The Energy Efficient Products Program is available for the Program Period. Residential customers may participate in the Program by acquiring Program energy efficient products from participating Program Partners through on-line purchases or other approved distribution methods.

**PROGRAM PROVISIONS**

The Company will hire a Program Administrator to implement this Program. The Program Administrator will provide the necessary services to effectively implement the Program and strive to attain the energy savings targets. The Energy Efficient Products Program incorporates various Program Partners, products, Incentive mechanisms and Program delivery strategies. The Program Administrator may partner with other utilities (i.e. gas and water utilities) to create synergies.

The Company and the Program Administrator will follow a multi-faceted approach to marketing highly efficient appliances and products with an emphasis on ENERGY STAR<sup>®</sup>. Company will leverage the CEE and others to identify efficiency tiers above ENERGY STAR<sup>®</sup> for additional offers.

**ELIGIBLE MEASURES AND INCENTIVES**

Energy Efficient Products Measures filed in File No. EO-2018-0211 and additional Measures covered by the TRM are eligible for Program benefits and Incentives and may be offered for promotion during the Program Period. Eligible Energy Efficient Products and Incentives paid directly to customers may be found at [AmerenMissouri.com/products](http://AmerenMissouri.com/products).

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