

25 Years ago...



...the Alliance to Save Energy was born.
Its birth was prompted by the energy crisis of the '70s.

The OPEC oil embargo.
Resulting gasoline and heating oil shortages.
Long lines at gas stations.
President Jimmy Carter in a cardigan
urging Americans to conserve energy.
These searing images brought home to Americans
our dependence on foreign oil
and our national security vulnerability.

Since then, exciting energy-efficient technologies
promoted by the Alliance
have made great strides in reducing energy use
and related business and homeowner energy bills
while also benefiting the economy, environment,
and energy security.



Once again, much more searing images
— the terrorist attacks of September 11 —
drive home the threat to our national security
that stems from our dependence on foreign oil
from one of the more unstable areas of the world.



In the intervening years between these pivotal events,
the Alliance has accomplished much —
now working in two dozen countries on five continents.
Yet, much still remains to be done
to stem unnecessary energy waste
in our businesses, homes, and vehicles
to create an energy-efficient world.

Please join with us.

Alliance to Save Energy

First 25 Years on the World Stage

1973

OPEC oil embargo. Politicians and average citizens realize the perils of foreign oil dependence and economic importance of energy.



1977

Alliance to Save Energy founded.

Two founding senators—Republican

Charles Percy and Democrat Hubert Humphrey—believe a bipartisan energy-efficiency effort is essential to preserving the American way of life.

U.S. Department of Energy created.

President Jimmy Carter signs legislation creating a federal department to coordinate energy policy and programs; energy-efficiency and renewable energy programs receive major funding support.

■ Black for World Events
■ Purple for Alliance Events

1978

Automobile fuel efficiency standards (CAFE) take effect, resulting in a doubling of the average new car's fuel efficiency—eventually saving the U.S. 2.8 million barrels of oil per day.

Alliance TV spokesperson Gregory Peck promotes energy conservation in major public service ad campaign declaring, "Let's Not Blow It, America."

1979

At home, the **partial meltdown of Three Mile Island (TMI)** nuclear reactor ends new orders for U.S. nuclear power plants. In the Middle East, the Iranian revolution generates a **second world oil crisis**. Oil prices double and plunge the industrial world into a recession.

Alliance Board member Robert Stobaugh's popular book, *Energy Future*, popularizes a new solution to energy woes — energy efficiency.

1984

Alliance develops training and technical assistance program on Energy Saving Performance Contracting (ESPC), an innovative, private sector financing technique for energy-efficiency projects.

1986

Worst nuclear disaster ever at Chernobyl power plant. Also, **world oil prices collapse** amid a perception of plenty.

To increase home weatherization savings, Alliance, under Chair Senator John Heinz, initiates national training programs and demonstrations. More than 2,000 heating technicians attend workshops in 23 states.

1987

Ending the 'Appliance Wars,' President Reagan vetoes, then signs the National Appliance Energy Conservation Act, mandating federal energy-efficiency standards for many commonly used appliances.



1988

Americans drive more than 2 trillion miles for the first time ever; at the current rate of increase, the nation is projected to hit the 3 trillion mark in 15 years—triple 1968's level.

Alliance Chair Senator Tim Wirth holds **hearings on global climate change** and calls for greater focus on energy efficiency.

Alliance organizes emerging energy-efficiency industry to make its voice heard on national energy policy issues, including Federal Energy Management Program, international investment issues, and the Energy Policy Act of 1992.

1991

Gulf War. International attention focuses on energy issues as U.S. leaders initially cite energy vulnerability to justify military involvement.

EPA creates Energy Star's predecessor, Green Lights: first voluntary energy-efficiency effort, ushering in a new era of nonregulatory market transformation initiatives. The Alliance follows suit with its Green Schools, Steam Management, and Efficient Windows Collaborative programs.

U.S. government facilities waste more than \$1 billion annually of taxpayers' money, reveals Alliance's *Energy Use in Federal Facilities: Squandering Taxpayer Dollars and Needlessly Polluting Our Environment.*



1992



President George H. W. Bush signs comprehensive Energy Policy Act, including

major provisions to improve federal energy management, building codes and lighting, equipment standards, and home energy ratings, owing in large measure to the 1991 Alliance report and Alliance advocacy.

UN Conference on Environment and Development in Rio puts climate change debate and the role of country-wide energy use and the fight to diminish greenhouse gas emissions into the international context.



1993

President Clinton proposes small Btu tax that could help stimulate investment in energy efficiency; Congress forcefully rejects his proposal.

Throughout the '90s, the Alliance spurred the creation of numerous groups, including the Business Council for Sustainable Energy, the Building Codes Assistance Project, the Export Council for Energy Efficiency, the Northwest Energy Efficiency Council, India's Council of Energy Efficiency Companies, and the Ghana Energy Foundation.

1994

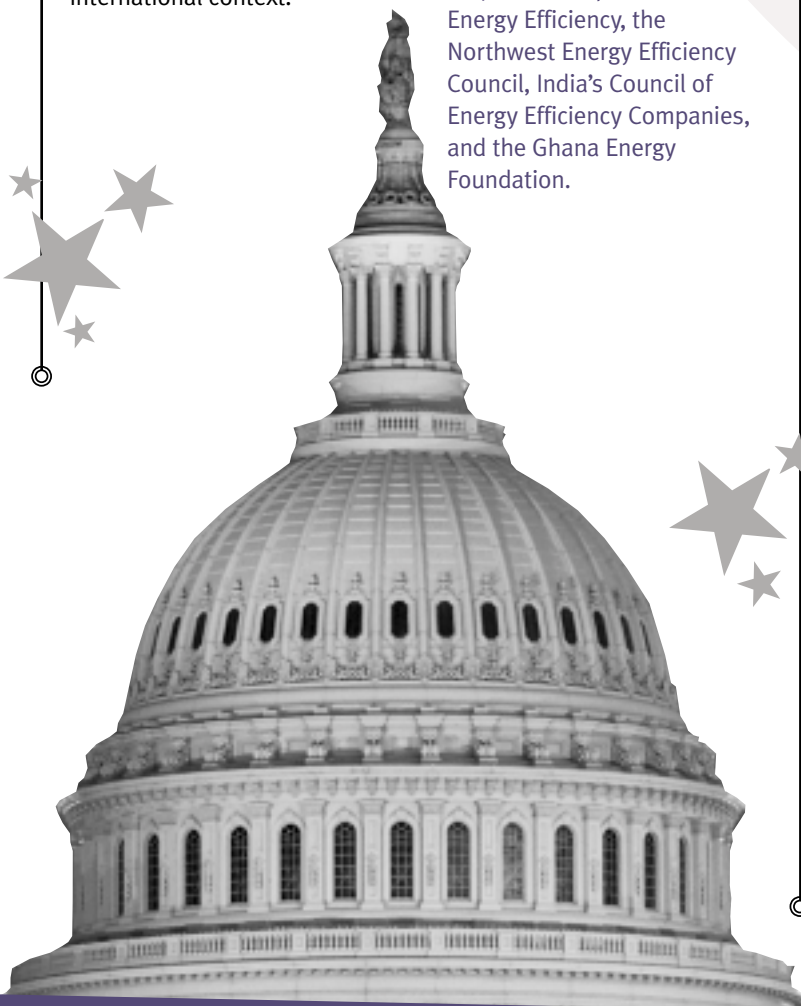
U.S. oil imports exceed domestic oil production for first time in nation's history. The latest culprits: light trucks, SUVs, and other low-efficiency vehicles clogging U.S. roadways.

U.S. energy-efficiency industry asks Alliance to organize efficiency export missions in Mexico, and soon after in China, Brazil, India, and several other countries. These seminars marshal business expertise to educate decision makers and expand markets for efficiency worldwide.

1995

Congressional attempts to roll back major funding and regulations for energy efficiency are defeated. Led by Alliance Chair Senator Jeff Bingaman and Co-Chairs Senator Jim Jeffords and Representative Ed Markey, the Alliance coordinates the energy-efficiency industry's work to hold the line.

Alliance returns to broadcasting public service announcements. The Alliance launches the first of three major public service announcement (PSA) campaigns in the '90s, again taking its message of energy efficiency directly to the American people.



1996

Alliance opens first overseas office in Russia, followed by offices and representatives in Ukraine, Serbia, Ghana, Thailand, and elsewhere on five continents.

1997

Renewed interest in energy efficiency following the Kyoto Conference on Global Climate Change. International attention focuses on the environmental consequences of fossil fuel combustion and CO₂ emissions.

1998

Alliance releases *Leading by Example* report on annual energy waste by federal government. Nine months later, **Executive Order FEMP 13123**

mandates stricter efficiency measures at federal facilities.



1999

Eight of the 10 hottest summers ever recorded occur in the '90s, providing additional evidence of climate change, while the increased energy demand for air conditioners and other appliances stretches the power grid to its limit, testing electricity reliability in many areas.



2000

Two auto companies debut hybrid cars with highly efficient gas-electric engines. Mileage exceeds 45 mpg.

Blackouts stun California, threaten many other regions.

Energy moves to front burner as electricity, gasoline, heating oil, and natural gas prices skyrocket in much of U.S.

Breakup of Yugoslavia creates power shortages during winter heating season. Alliance responds with emergency program to educate Serbians about measures to reduce electric heating requirements.



2001

President George W. Bush directs Vice President Dick Cheney to develop a National Energy Plan.



Alliance criticizes report as imbalanced for downplaying importance of energy efficiency.

Alliance bestows highest honor on New York Governor George Pataki at the Alliance's *Evening with the Stars of Energy Efficiency*. Pataki accepts the award one month after the September 11 terrorist attacks, telling attendees "Energy security is national security, and energy efficiency boosts both."

Energy Secretary Spencer Abraham, former CIA Chief James Woolsey, and others speak at Alliance's first Associates Summit on Energy Efficiency, which spotlights energy security.



2002

Congress refuses the once-in-a-decade opportunity to shore up automobile fuel efficiency standards.

Alliance TV ad is selected by CBS-TV *World's Greatest Commercials* as #2 worldwide commercial; #1 in United States. "Static Electricity House" uses humor to wow TV executives and sell home energy efficiency and Energy Star message to the public.

Alliance celebrates 25 years of leadership in promoting energy efficiency worldwide. Led by its chairman, Senator Byron Dorgan, and its CEO, David Nemtzw, the Alliance — with its Board, corporate members, staff, and many partners — celebrates a 25-year history of linking government, business, environmental, and consumer leaders in a bipartisan effort to promote energy efficiency.