

THE COOPERATIVE PRINCIPLES

The success electric cooperatives and its member-consumer-owners have enjoyed with energy efficiency can be credited to the seven key principles that guide the way electric co-op business is conducted. They are known as The Cooperative Principles.

Voluntary and Open Membership

Cooperatives are voluntary organizations open to all persons able to use their services and willing to accept the responsibilities of membership regardless of gender, race, political affiliation or religious practice.

Democratic Member Control

Cooperatives are democratic organizations controlled by their member-consumer-owners who participate in setting policies and making decisions. The elected representatives are accountable to the membership.

Members' Economic Participation

Members contribute equitably to, and democratically control, the capital of their cooperative. They allocate revenues for developing the cooperative and supporting other activities approved by the membership. Members typically receive limited compensation from excess revenues collected by the cooperative.

Autonomy and Independence

Cooperatives are autonomous organizations controlled by their members. If they enter into agreements with organizations, businesses, governmental bodies or raise capital from external sources, they do so on terms that ensure democratic control by their members and maintain their cooperative autonomy.

Education, Training and Information

Cooperatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their cooperative. They provide information to members of the community, particularly opinion leaders and youth about the benefits of The Cooperative Principles.

Cooperation Among Cooperatives

Cooperatives serve their members most effectively and strengthen the cooperative way by working together through local, regional, national and international structures.

Concern for Community

While focusing on members' needs, cooperatives work for the sustainable development of their communities through policies and programs accepted by their members.

NUMEROUS BENEFICIARIES

Investing in energy efficiency benefits many people, and it's an effort where consumers and power providers both have an important role.



For more information on specific energy-efficiency incentives, programs and services, electric co-op member-consumer-owners are encouraged to contact their local electric cooperative.

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ENERGY EFFICIENCY



Iowa Association of
Electric Cooperatives

Your Touchstone Energy® Cooperative 

Iowa's electric cooperatives, which provide electricity in each of the state's 99 counties to approximately 650,000 Iowans, are locally owned, not-for-profit businesses controlled by the people who depend on their co-op for electricity. The electric co-ops take pride in delivering reliable, affordable and safe electricity in an environmentally responsible manner, which includes encouraging co-op member-consumer-owners to use electricity as wisely and efficiently as possible.

LONG HISTORY OF ENERGY EFFICIENCY

Long before state policy makers implemented energy-efficiency reporting requirements for Iowa utility companies in 1992, electric cooperatives already were promoting the efficient and cost-conscious use of energy, making them the first utilities in Iowa to implement energy-efficiency programs. The electric cooperatives' culture of embracing and promoting energy efficiency was evident in the 1970s when Americans were being called upon to conserve energy. Electric co-ops already were encouraging the wise use of electricity.

More than 30 years later, the electric cooperatives' commitment to energy efficiency remains a common thread in our business culture and practices. Much like the tremendous technological

strides in virtually all areas of our lives, energy efficiency capitalizes on advances in technology to provide significantly better, smarter services.

ENERGY EFFICIENCY TODAY

Energy efficiency is no longer synonymous with sacrifice. Today, it can mean doing simple things such as replacing standard incandescent light bulbs with compact fluorescent light bulbs. When it is time to buy a new appliance, purchasing one with modern efficiency standards can save energy and money in the long run.

ELECTRIC CO-OPS' APPROACH TO ENERGY EFFICIENCY

The energy-efficiency programs and services offered at local electric cooperatives are tailored to each co-ops' member-owner-consumers and fall into one of four categories:

- Incentives for Energy-Efficient Technologies;
 - Demand Response Programs;
 - Energy Audit and Technical Support Programs; and
 - Educational and Research Programs.
1. **Incentives for Energy-Efficient Technologies** include programs with incentives for high-efficient appliances including high-efficient air conditioners, water heaters, dishwashers and refrigerators. It also includes programs with incentives for geothermal and other heat pumps and incentives for high-efficient electric motors, adjustable drive motors, pre-coolers in dairy

operations, and incentives for high-efficient interior and exterior lighting measures, including ENERGY STAR® products and a low-interest loan program.

2. **Energy Audit and Technical Support Programs** include measures related to expert energy services and energy audit services.
3. **Educational and Research Programs** include measures related to model housing education, domestic water heater enhancement, member information and education, peak alert program and The Iowa Energy Center and Center for Global Regional Environmental Research. The electric cooperatives' culture of advancing energy efficiency also places a strong emphasis on education, research and training done in schools. Because electric co-ops are located in many of the communities they serve, programs in schools are one example of the emphasis co-ops place on educating the next generation of consumers on the value of energy efficiency.

Information and demonstrations on the efficient use of energy also are provided to co-op member-consumer-owners through local co-ops' monthly newsletters, bill stuffers, *Living with Energy in Iowa* magazine, annual meetings, member appreciation days, local fairs and other public events. These initiatives encourage the efficient use of member-consumer-owners' resources, the cooperatives' resources and our nation's natural resources.

4. **Demand Response Programs** include programs such as residential time-of-day pricing, commercial and industrial time-of-day, time-of-use (seasonal pricing), dual-fuel space heating,

control space heating and/or air conditioning, water heater load control, crop drying (including off-peak crop drying) and irrigation load control.

ENERGY-EFFICIENCY RESULTS

In 2007, Iowa's Electric Cooperatives' energy-efficiency programs saved enough energy to provide power for approximately 34,000 homes or a city the size of 85,000 people, which is equivalent to Iowa City and Coralville, combined. Those savings were achieved by the investment of \$11 million in energy-efficiency programs that resulted in \$30 million in energy savings, which means nearly \$3 in energy savings was realized for every \$1 invested in energy efficiency.

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