

## NEW IDEAS

A **new idea** is an idea recently submitted and awaiting review for feasibility and relevance within Future Focus.

Outside of request for concept idea submissions, there were seven new idea submissions in Q2:

1. Solar hot air collectors.
2. Barriers to net positive energy schools in Wisconsin.
3. Energy efficient dairy ingredients processing.
4. Efficient pasteurization for dairy juice and processing.
5. Zero fluorescent lighting bonus.
6. Focus on cookware.
7. Sustainability technology that converts heat and greenhouse gases into electrical energy in cars.

## IDEAS IN REVIEW

An **idea in review** is a concept that has been determined feasible and relevant to Future Focus but requires further understanding. Ideas will be reviewed for how they can fit into the scope of Future Focus, what benefits they provide and the justification to move forward, and who the key stakeholders are in vetting the idea.

1. Barriers to Net Positive Energy Schools in Wisconsin: this idea seeks to identify existing barriers to the development of net positive energy schools. Net positive energy schools seek to minimize the cost of ownership by maximizing efficiency and energy generation. This idea is currently under subject matter expert review.
2. Zero Fluorescent Bonus: This idea proposes offering a bonus incentive for the replacement of all lamps in a facility with LEDs and would add TLEDs to the Focus on Energy online marketplace for small businesses for a self-install approach. This idea is currently under subject matter expert review.
3. 17 Pitch Day submissions and 11 EERD submissions.

## ACTIVE PROJECT SPOTLIGHT #1

### Focus Force Milwaukee Pilot

This pilot aims to educate and train individuals from disadvantaged communities for careers in the energy efficiency industry. The program seeks to develop career opportunities for these communities while providing employers and Trade Allies with the highly skilled employees they need. The final deliverable for the pilot will be a roadmap transferable and scalable with other neighborhood centers, rural community groups, and campuses in the Wisconsin Technical College systems.

Project Launch: October 2023

Project Completion: December 2026

Key accomplishments include:

- An Implementation Plan was finalized in March 2024.
- One-page overviews for recruiting pilot participants and potential employers were created.
- Outreach to potential employers and pilot participants began with a few employers indicating interest and many individuals signing up to learn more. To date, three participants have enrolled in the pilot.

## ACTIVE PROJECT SPOTLIGHT #2

### Life Sciences Midstream Pilot

This pilot is designed to incentivize the purchase and installation of ENERGY STAR® qualified ultra-low temperature (ULT) freezers and lab grade refrigerators for bioscience laboratories. Standard large capacity ULT models consume nearly as much energy as the average U.S. household, whereas ENERGY STAR qualified units can cut that usage by more than half. Wisconsin fosters a dynamic biosciences market with over 350 biotech and pharma businesses, 150 hospitals and medical centers, and 7 universities and colleges engaged in life sciences research.

Project Launch: April 2023

Project Completion: December 2025

Key accomplishments include:

- Nine distributor and manufacturer partners participating.
- Over 130 units incentivized through Q2.
- Established a relationship with the largest biotech membership organization in the state.

## EMERGING TECHNOLOGY ACCELERATOR

**The Emerging Technology Accelerator (ETA) reviews technologies targeting residential and small to medium businesses.**

Three vendors will support this effort, and contracts have been executed with these vendors. Vendors will begin reviewing technologies in Q3. Emerging technologies and relevant ideas can be submitted to the Accelerator through the [Future Focus submission form](#).

Technologies ready for review in Q3 include:

- Passive thermal storage with phase-change materials.
- Integrated storage source heat pumps.
- Electrostatic motors.

## INDUSTRIAL TECHNOLOGY ACCELERATOR

**The Industrial Technology Accelerator (ITA) reviews technologies targeting industrial businesses.** In Q2, the ITA identified 10 new technologies for initial screening. None of these technologies have moved on to comprehensive review.

In Q2, one technology review completed, and the technology was transitioned to a best practice:

- [Heat of Compression Compressed Air Dryer](#): This technology is a compressed air dryer which uses the air heated by the compressor to regenerate desiccant. It is the only style of compressed air dryer which does not require energy to operate. Additional details about the technology are available on the Focus on Energy website.

## RFCs FOR PITCH DAY 2024 AND EERD

### Request for Concepts for Pitch Day and the Environmental & Economic Research and Development Program

Pitch Day is an opportunity for industry partners and stakeholders to showcase innovative energy efficiency or renewable energy pilot program ideas to a panel of judges in an interactive way, and EERD research projects allow Wisconsin to further its efforts towards reducing energy waste, costs, and environmental impacts.

A Request for Concepts for both initiatives was released on May 22 with submissions due on June 18.

A total of 27 concepts were received across the following categories:

- Targeted Emissions Reductions.
- Extending the Value of Energy Efficiency.
- Assessing the Landscape of Decarbonization Goals.
- Proactive Market Transition.
- Partnering with Community-Based Organizations.
- Increasing Participation from Hard-to-Serve Customer Segments.
- Engaging with Diverse Business Enterprises (DBE) Trade Allies.



Next steps include scoring, reviewing, and selecting submissions for Pitch Day 2024 and further review. Pitch Day is scheduled for August 14.

## MORE INFORMATION

This newsletter provides only a snapshot of all the pilots, projects, and efforts of Future Focus. You can find previous newsletters and more information about the initiative at [Future Focus](#).