



FOCUS ON WISCONSIN

FOCUS ON ENERGY® (Focus) partners with Wisconsin's electric and natural gas utilities to provide resources, incentives, and rebates benefitting Wisconsinites.



PROVIDING BENEFITS FOR WISCONSIN

Utility customers participating in Focus in 2024 will save \$933 million on their energy bills over the life of their projects.

In 2024, Focus provided:

- \$476M in total net economic benefits.
- \$4.17 in benefits for every \$1 invested.
- More than 6.5 million tons of carbon dioxide emissions avoided.



PARTICIPATING IN FOCUS

Focus participants include homeowners, renters, farmers, schools, businesses, and manufacturers.

In 2024, Focus:

- Served nearly 172,000 residential and 4,000 business participants.
- Received a customer satisfaction rating score of 9.4 out of 10 overall.

"This investment goes beyond the energy savings. It is actually an investment in the people and the community and a commitment by this company (BiOrigin Specialty Products) to the long-term success of the plant and its integration with the community."

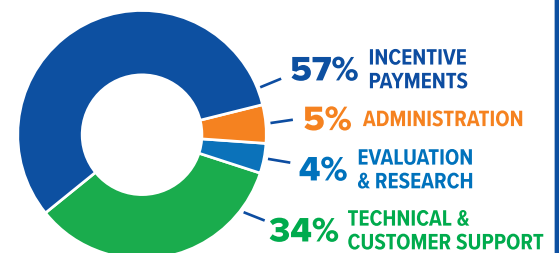
— Jeff Klaver, Xcel Energy



MAXIMIZING VALUE

Focus keeps administrative costs low. As a result, 91% of expenditures go directly to Wisconsin utility customers through incentive and rebate payments, as well as technical and customer support.

FOCUS ANNUAL COST BREAKDOWN



PROVIDING TECHNICAL SUPPORT

Local Energy Advisors and Subject Matter Experts provide hands-on support at every stage. Their no-cost technical guidance helps customers uncover energy-saving opportunities and simplifies the incentive application process.

"(Our Energy Advisor) worked directly with the Trade Allies to identify where energy-efficient equipment could be used, estimate costs and savings, and handled the invoicing and paperwork for the incentives."

— Jim Mann, Vice President of Operations — AMMO, Inc



WE WORK WITH ALL TYPES OF BUSINESSES

No matter the size or type of business, Focus helps make energy-efficient improvements more affordable and achievable.

REBATES AND INCENTIVES

Lower the upfront cost of choosing energy-saving equipment.

Energy Efficiency

- Refrigeration
- Process Systems
- HVAC
- Lighting
- Agribusiness
- Kitchen Equipment

Renewable Energy

- Solar Electric
- Solar Thermal
- Biomass & Biogas
- Wind
- Hydroelectric

ENERGY EFFICIENCY SUPPORT

Energy Advisors help businesses make decisions to save money and energy.



Building Optimization



Energy Assessments



Energy Management



New Construction Design Assistance

WE WORK WITH RESIDENTS

Focus offers a range of rebates and services to support energy efficiency home projects.

REBATES AND DISCOUNTS



Energy-Saving Packs



Online Marketplace



Heating & Cooling



Insulation & Air Sealing



Solar Energy

ENERGY EFFICIENCY SUPPORT



Online Home Energy Assessment



Trade Ally Finder



New Home Construction

INCOME-QUALIFIED CUSTOMERS

Higher rebates and discounts are also available for HVAC, insulation, and air sealing upgrades.



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REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

