



# CRES Initiative Market Assessment

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# Initiative Theory and Study Purpose



## RETA CRES Initiative Theory:

**Goal:** Accelerate adoption of energy efficiency O&M practices in industrial refrigeration

CRES develops EE O&M skills & capabilities

CRES certified staff optimizes operation, capturing energy & cost savings

Business owners come to value CRES

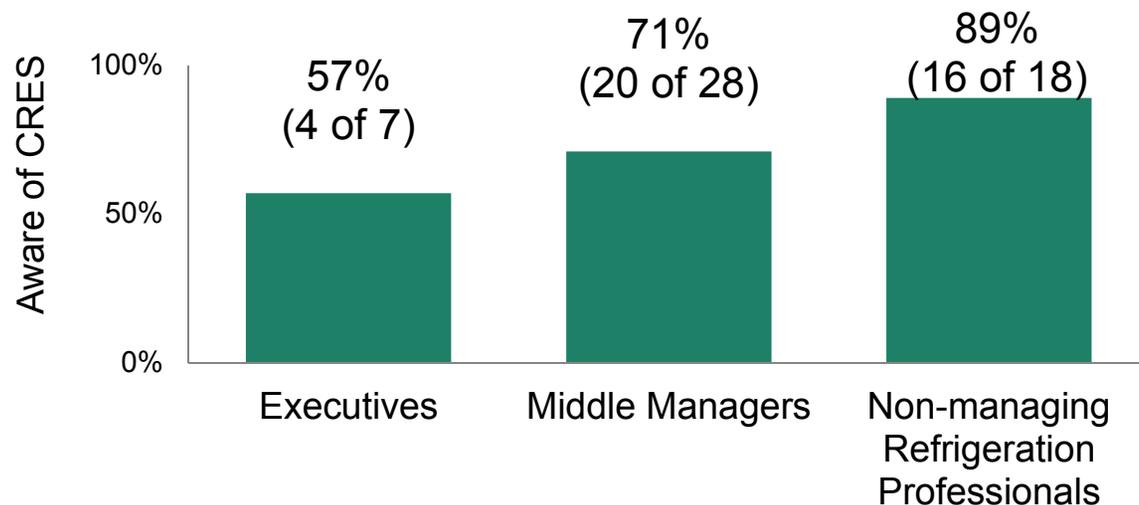
## Study Objective

- Determine the **Certified Refrigeration Energy Specialist** (CRES) certification appeal among refrigeration professionals in the Northwest

# Optimize CRES Marketing for Executives

## To increase awareness

- CRES Awareness Lowest Among Executives



Data: Non-CRES Certificant Survey, n=53

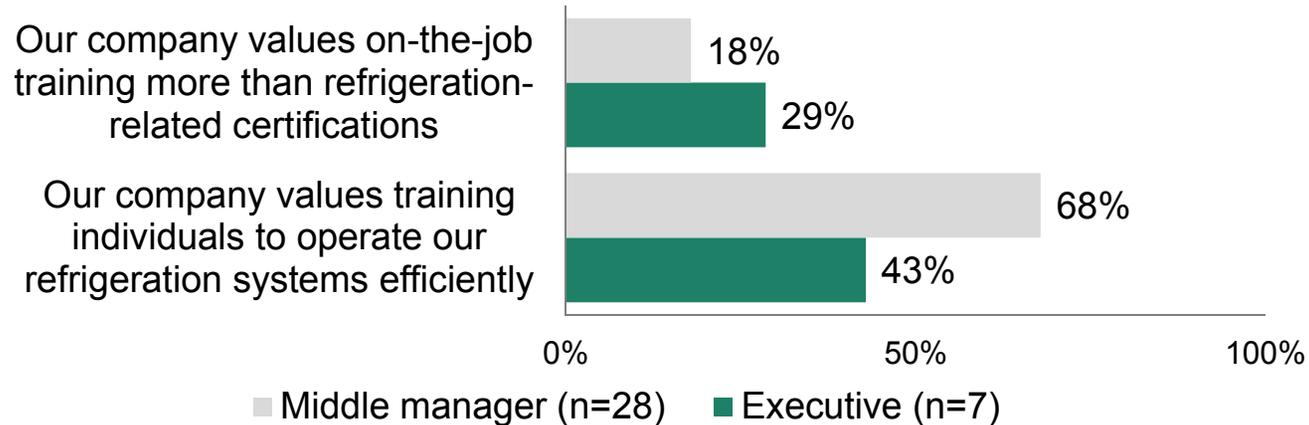
Non-CRES certifiants: refrigeration professionals who are not pursuing CRES

# Optimize CRES Marketing for Executives

## To Include effective “value proposition” messages around CRES

- Minority (2 of 7) of executives, vs. more than half (17 of 28) of middle managers, stated CRES would influence hiring decisions
- Executive and middle manager perceptions not aligned:

% highly agreeing (rating of “4” or “5”) with:



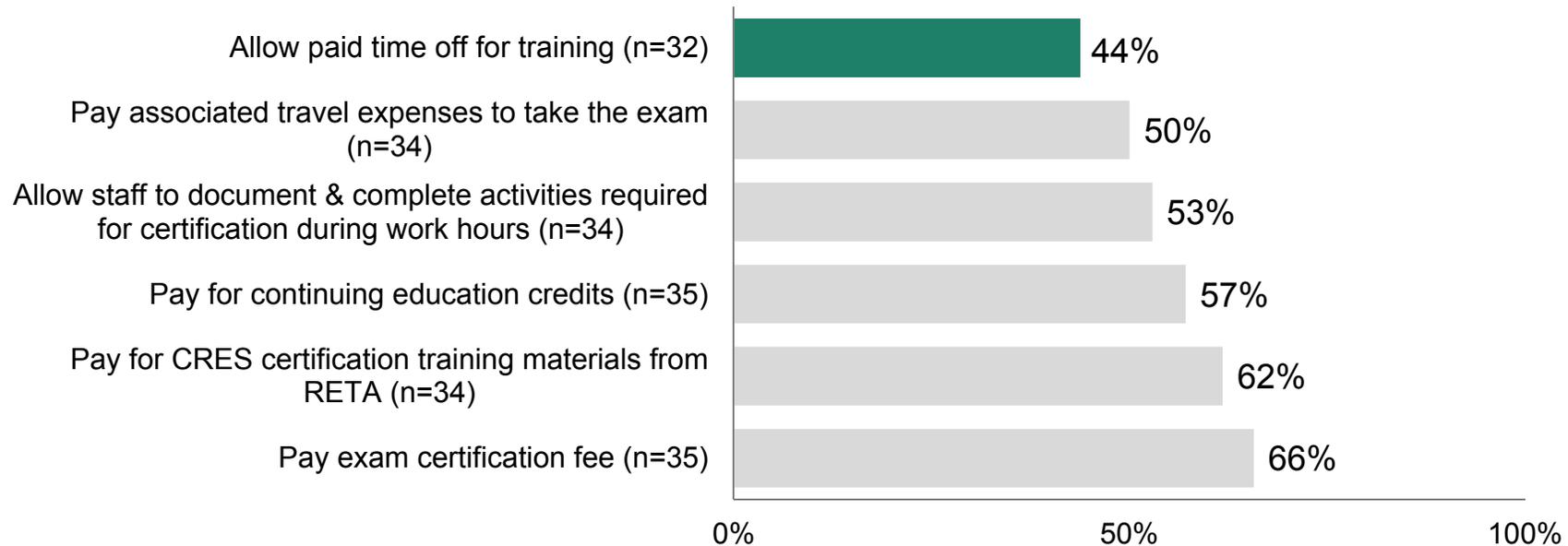
Data: Non-CRES Certificant Survey, n=53

# Optimize CRES Marketing for Managers

## To emphasize the immediate efficiency benefits from operators' certification activities

- Managers less open to supporting elements of CRES that require employees to be away from their jobs during work time

% saying their firm is likely (rating of "4" or "5") to provide the following support for CRES:

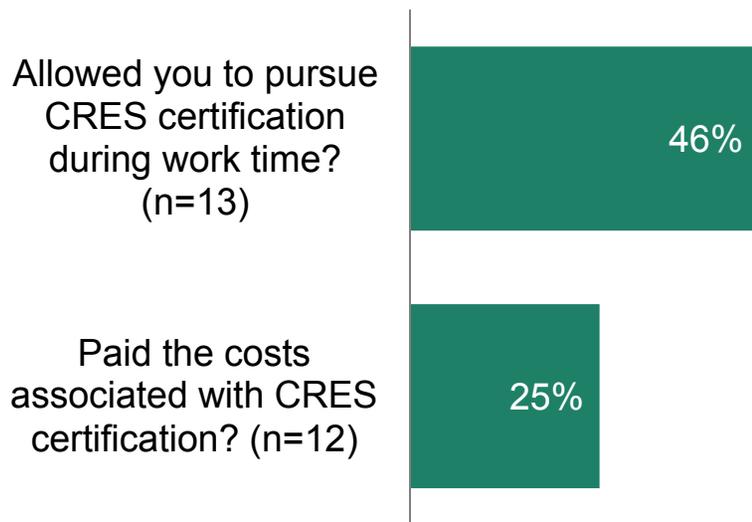


Data: Non-CRES Certificant Survey, n=53

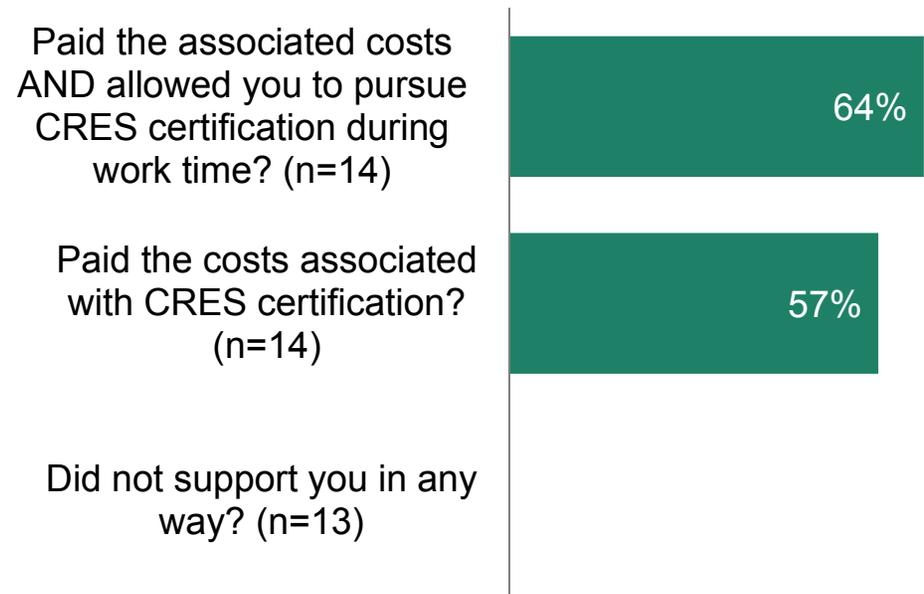
# Employer Support Needed to Pursue CRES

## Refrigeration professionals will not pursue CRES without employer-provided support

% of CRES certificants reporting they are likely to pursue CRES (rating of "4" or "5") if employer **had not**...



% of non-CRES certificants who were not managers reporting they are likely to pursue CRES (rating of "4" or "5") if employer...



CRES certificants: refrigeration professionals who are CRES certified or pursuing CRES

# Expand CRES Educational Efforts for RPs

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## Refrigeration Professionals (RPs) would benefit from additional support in preparing for the exam

- 8 of 14 CRES certificants/ candidates said some aspect of CRES did not go smoothly
- 3 of 10 CRES candidates no longer pursuing CRES
  - Concerned about passing the exam without additional training
- RETA staff reported there are no materials to prepare for the exam outside of information from the prep classes

Data: CRES Certificant/Candidate Survey (n=14) & RETA staff interviews (n=3)

# Read our paper published at BECC eScholarship.org site

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