

Consortium for Energy Efficiency Consumer Electronics Initiative

Resources for Efficiency Programs and
the Electronics Industry

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Working Together, Advancing Efficiency

Consortium for Energy Efficiency

- Non-profit membership organization
- More than 100 members in U.S. and Canada
 - Efficiency program administrators, national research laboratories, state energy offices, advocacy organizations
- CEE members invest over \$3 billion annually to bring energy efficiency to the public
- Mission:
CEE helps efficiency programs be more effective through enhanced communications and increased harmonization to advance energy efficiency for the benefit of the public.



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Electronics Strategic Overview

- Growth in this category
 - Proliferation of products
 - More consumptive
(bigger, faster, better)
- CEE members looking to help consumers save energy from electronics as savings from other uses in home plateau



CEE Consumer Electronics Initiative

- Framework for addressing existing and increasing electrical consumption by consumer electronics products
- Adopted by CEE Board June 2007
- Initiative focuses:
 - Working with ENERGY STAR®
 - Program guidelines
 - Industry outreach
 - Consumer education



Working Together, Advancing Efficiency



Working with ENERGY STAR

- Valuable asset to efficiency programs
 - Marketing platform around which CEE member programs are typically structured
 - Provides basis for defining high-efficiency consumer electronics products
- Specifications
 - Develop consensus comments and recommendations, speaking with a single voice on efficiency program needs
 - CEE super-efficiency specifications
- Programs and promotions
 - Two-way communication meets needs of each

Program Guidelines—CEE Program Guide

- Provides program template for efficiency program administrators to voluntarily consider when designing or modifying electronics programs, resulting in:
 - Better-informed program designs for achieving energy savings targets
 - Support for development of market for energy efficient consumer electronics
- Informational resource for efficiency program partners
- In final stages of development now; includes input of numerous program managers over 6-month period

Program Guidelines—CEE Program Guide

- Savings opportunity
 - ENERGY STAR electronics products
 - Product purchase and product use
- Recommended program approaches
 - Upstream-manufacturers
 - Midstream-retailers
 - Downstream-consumers
- Sidebars featuring actual programs to illustrate recommended approaches

Program Guidelines—CEE Television Spec

- Facilitate increased market adoption of super-efficient products
 - Differentiate higher efficiency products
 - Provide consistency to CEE members, manufacturers, and retailers
- Program interest in savings opportunity
 - Substantial differentiation between most and least efficient products
 - Digital transition



Program Guidelines—CEE Television Spec

- CEE Tier 1: ENERGY STAR
- CEE Tier 2: 15 percent more efficient than the minimum ENERGY STAR performance level
- Effective date: November 1, 2008
- Next steps
 - CEE members evaluate use of specification in their programs
 - Products list developed in October
 - CEE Tier 3: TBD early 2009



Industry Outreach

- Continuing to build relationship with Consumer Electronics Association
- Establishing relationships with individual industry actors
- Working to identify projects on which can collaborate

Next Steps

- Finalize Program Guide to support member program planning
- Discussion with industry and ENERGY STAR regarding establishing the value to consumers of energy efficiency in electronics
- Prepare and publish Program Summary
- Explore other super-efficient specifications

Contact Information

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