

## MEDIA RELEASE

*Monday 19 July 2010*

### **COLLABORATION BETWEEN 4E AND SEAD TO CUT ENERGY CONSUMPTION announced at the Clean Energy Ministerial Public Forum, Tuesday, July 20, 2010, Ronald Reagan Building, Washington D.C.**

**Washington DC** - The 4E SSL initiative launching tomorrow at the **Clean Energy Ministerial Public Forum** aims to provide governments with tools to promote high quality lighting equipment, and avoid damage to consumer confidence that may slow down market acceptance of this technology.

Under the IEA Efficient Electrical End-Use Equipment Implementing Agreement (4E), the new **Solid State Lighting (SSL)** project will work with the Super Efficient Equipment & Appliance Deployment (SEAD) to establish quality assurance criteria for this rapidly emerging technology.

Efficient SSL replacing less efficient lighting has the potential to cut global lighting electricity consumption by 30% - approximately equivalent to the total electricity consumed by Canada and the United Kingdom combined.

Led by the Governments of France, Japan and the United States, the project will involve most of the 11 4E Governments around the world interested in accelerating the deployment of efficient lighting alternatives.

In launching this three year project, 4E Chairman, Hans-Paul Siderius announced: "The market for LEDs and OLEDs is growing rapidly and offers enormous potential to improve energy efficiency. The experience with compact fluorescent lamps has shown the need to guard against unwarranted performance claims so that the general public is not disappointed by Solid State Lighting. These concerns are shared by many governments and I am extremely excited that 4E is tackling these issues alongside SEAD, which is encouraging even more Governments to become involved."

4E will also collaborate with SEAD through its **Mapping & Benchmarking Annex**, sharing information and analysis on national and global trends in appliance energy consumption.

This project compares and contrasts policies and outcomes in member states with global best practice. This analysis provides Governments with information to assess the impact of policies and identify policy gaps.

Collaboration between 4E and SEAD on these technical assessments will allow Governments to accelerate implementation, avoid duplication and produce a more comprehensive geographic analysis. It is a demonstration of the practical advantages of international collaboration.

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### **About the 4E Implementing Agreement:**

The 4E Implement Agreement focuses on the area of electrical equipment and joins energy efficiency policy makers from Asia with Europe and North America.

Launched in March 2008 with the specific aim of promoting the adoption of government policies that encourage the use of more efficient appliances and equipment, 4E seeks to pool practical information at the policy level from its participants: currently several EU Member States (Austria, Denmark, France, the Netherlands and the UK), as well as Australia, Canada, Korea, South Africa, Switzerland and USA.

In addition to Mapping & Benchmarking, other Annexes include:

**Electric Motor Systems** which reports the various policies used globally to improve efficiency and encourage alignment on policies proven to be effective.

**Standby Power** which concentrates on the rising trend in energy use by networked equipment, pools current research and identifies policies used to improve efficiencies.

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### **For further information:**

Shane Holt and Marc Fontoyant will be available to meet press and answer questions on Tuesday, July 20, 2010, at the Ronald Reagan Building, Washington D.C.

Further information on 4E is available from the website: <http://www.iea-4e.org>

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