



CLEAN ENERGY MINISTERIAL

FACT SHEET:

SUPER-EFFICIENT EQUIPMENT AND APPLIANCE DEPLOYMENT INITIATIVE

At the Clean Energy Ministerial in Washington, D.C. on July 19th and 20th, ministers pledged joint efforts to dramatically improve the energy efficiency of household appliances and other energy-using equipment – cutting energy waste, creating jobs, reducing pollution, and saving money for consumers around the world.

The ministers launched the **Super-efficient Equipment and Appliance Deployment (SEAD) Initiative**, a government-led global market transformation initiative that includes the private sector and leading experts.

SEAD partners will work together to “pull” super-efficient appliances and equipment into the market by cooperating on measures like manufacturer incentives and R&D investments. At the same time, partners will “push” the most inefficient equipment out of the market by working together to bolster national or regional policies like minimum efficiency standards. For example, SEAD will identify opportunities for strengthening appliance and equipment efficiency standards through international cooperation.

Preliminary analyses indicate that SEAD-coordinated global incentive programs focused on lighting, televisions, refrigerators, air conditioners, and electronics could potentially eliminate the need for about 300 mid-sized power plants by 2030. Broader global collaboration aimed at raising appliance efficiency using policies including standards, labeling and incentives, as facilitated by SEAD, could potentially eliminate the need for about 1,300 mid-sized power plants by 2030.

Key SEAD activities include:

1. **High priority products.** SEAD will include an initial focus on televisions and lighting – two globally traded products that together account for about 15 percent of household electricity use. Their similarity around the world makes coordination both easier and more effective. SEAD’s scope will expand over time; additional products, such as refrigerators, will be considered.
2. **Policy toolkits.** To accelerate the adoption of strong appliance efficiency policies, SEAD will develop “toolkits” for policymakers to facilitate stronger measures in countries wishing to employ them. As part of these efforts, SEAD will develop a Municipal Advanced Street Lighting Policymaker Toolkit, which will draw upon the experience of cities like Kolkata, Seattle, and Toronto to guide policymakers deploying solid-state and other advanced street lighting.
3. **SEAD Global Efficiency Awards.** SEAD partners will establish the SEAD Global Efficiency Awards to recognize periodically the most efficient appliances sold and under development in global markets. The awards will focus on major energy-using appliances that are regulated and internationally traded, such as televisions, refrigerators and lighting. By highlighting the most efficient appliances, the awards will spur greater ambition from both manufacturers and government efficiency programs.
4. **Accelerating and strengthening national and regional efficiency policies.** SEAD partners are committed to accelerating the pace and expanding the scope of existing efficiency standards and labeling programs. They will soon release inventories of and schedules for their current and planned appliance efficiency standards activities. They will also work toward strengthening these programs by exchanging

technical information, increasing compatibility of product test methods and sharing product efficiency certification data.

5. **Government procurement of efficient equipment and advanced market commitments for high-quality LED lighting.** SEAD partners will develop and employ energy efficiency criteria for public procurement. As part of this effort, they will develop advanced market commitments for LED lights that will give solid-state lighting products access to government procurement funds once they meet quality, performance and cost-effectiveness criteria.

Each participating country may choose to focus as appropriate on products and activities of particular significance for its economy.

In addition, several international organizations and countries announced that they would intensify ongoing appliance efficiency efforts in coordination with SEAD, and key stakeholders in several participating countries have expressed support for SEAD.

1. The Global Environment Facility (GEF), which has to date provided more than US\$76 million for 24 projects promoting energy efficient appliances in 27 countries, will collaborate with SEAD and work closely with GEF implementing agencies and recipient countries to expand the use of efficient equipment. The analysis, toolkits, and collaboration provided by SEAD will accelerate the opportunity for GEF recipient countries to design or upgrade national energy efficiency programs.
2. The International Energy Agency (IEA) “Efficient Electrical End-Use Equipment” Implementing Agreement (4E) announced at the Clean Energy Ministerial the launch of a new Solid State Lighting (SSL) Annex, which will work with SEAD to ensure the quality of LED lighting products. 4E will also collaborate with SEAD on technical analysis through its Mapping & Benchmarking Annex.
3. Sweden will extend its current collaboration with China on developing standardized testing methods for LED lighting to India and will coordinate with SEAD partners through the 4E SSL Annex.
4. In the United States and Canada, the utility, state, and provincial efficiency program members of the Consortium for Energy Efficiency (CEE) collectively spend an estimated US\$6 billion per year for the benefit of the customers they serve. Consistent with its mission to advance energy efficiency, CEE has welcomed the potential for enhancing the energy, economic, and environmental benefits of member programs through internationally coordinated efforts led by SEAD. CEE is in active discussions with the U.S. Department of Energy regarding a cooperative agreement to advise SEAD and participate in SEAD-led efforts.
5. In India, the Forum of Regulators gave in-principle approval at its June meeting to a new Regulated Multi-State DSM Programme. Under this program, which will promote demand for and development of super-efficient appliances, electricity distribution companies will pay incentives to manufacturers for each super-efficient product sold. Some of the incentives and underlying technical work are expected to be coordinated internationally through SEAD.

SEAD is organized as a project within the International Partnership for Energy Efficiency Cooperation (IPEEC), which is a high-level international forum to facilitate actions that yield high energy efficiency gains. It will work closely with existing international organizations with appliance efficiency expertise, such as GEF, IEA, 4E, and the Collaborative Labeling and Appliance Standards Program (CLASP).

Participants as of July 19, 2010

Participating governments include Australia, Canada, the European Commission, France, Germany, India, Japan, Korea, Mexico, South Africa, Sweden, the United Kingdom, and the United States.

Development of the SEAD Global Efficiency Awards will be led by Australia, Canada, India, Sweden, and the United States. Efforts to accelerate and strengthen national and regional efficiency policies will be led by Australia, Canada, Germany, India, Japan, South Africa, Sweden, and the United States. Procurement efforts will be led by India, South Africa, Sweden, and the United States.

In addition to potentially leveraging funds in governmental and utility incentives programs, such as the estimated US\$6 billion budgeted annually by CEE's members, SEAD has an initial five-year budget for technical work, coordination, and associated information-sharing efforts that includes at least US\$25.5 million from the United States over five years, US\$135 thousand from Sweden in 2010 seed funding, and in-kind support from other participating countries.

APPENDIX 1: SEAD GLOBAL EFFICIENCY AWARDS

Part of the Super-efficient Equipment and Appliance Deployment (SEAD) Initiative, the **SEAD Global Efficiency Awards**, will recognize the most efficient commercially available and prototype appliance that is available internationally. The awards will be managed in cooperation with the International Energy Agency, the Collaborative Labeling and Appliance Standards Program, and Topten International Services.

The Awards will focus on major energy-using products that are internationally traded, such as televisions and lighting. They will periodically recognize the most efficient products sold in major regional markets and, where possible, the most efficient product sold globally. In order to highlight the potential energy savings possible and spur manufacturers to produce even more efficient products in the future, they will also recognize the most energy efficient appliances under development in research facilities, as tested using the same measurement methodology.

By providing concrete examples of achievable energy savings, the Awards will – consistent with the overall mission of the SEAD Initiative – spur stronger action to raise minimum energy efficiency standards and incentivize the deployment of super-efficient devices. The technical work underlying the awards will also spur international coordination on issues such as test procedures and efficiency requirements that are central to other forms of international appliance efficiency cooperation.

The first SEAD Global Efficiency Awards will be issued in 2011.

APPENDIX 2: ACCELERATED STANDARDS AND LABELING

As part of the Super-efficient Equipment and Appliance Deployment (SEAD) Initiative, governments will launch a global-scale effort to **accelerate and strengthen equipment and appliance efficiency standards, test procedures, and labeling policies** in order to capture the energy and cost savings potential of updated efficiency standards and new standards for previously unregulated products.

Innovation in efficient technologies means that most appliances and equipment become more efficient over time as designs and technologies improve. But even as technology improves, many of the least expensive products remain inefficient – costing consumers money in the long-term, wasting energy, and increasing greenhouse gas emissions and other energy-related pollution. Acceleration of efficiency standards and test procedures allows regulations to keep up with technological progress and facilitates both voluntary efficiency incentive programs and a more rapid and comprehensive removal of uneconomic and inefficient products from national and global markets.

Participating countries will cooperate to increase the pace and scope of national efficiency standards and labeling efforts. This cooperation will include:

1. Sharing of standard-setting schedules;
2. Sharing of technical information to improve the pace, quality and scope of national standard setting and test procedure development activities;
3. Harmonization of efficiency test methods when appropriate;
4. Comparative evaluation of the stringency of efficiency levels; and,
5. Sharing of product testing and certification data.

As an initial part of this effort, participating countries will develop multi-year schedules for standards and labeling programs and will release them publicly by the end of 2010. These schedules will assist countries in coordinating their standard-setting processes to the extent feasible.

Since the national market relevance of certain products may vary significantly between different countries, participating countries will have the possibility to limit their participation to products that are of significance to their national market or to the exchange of information on implementation schedules for minimum efficiency standards, efficiency programs, and the coordination of testing methods and sharing of certification data.