

4E

Mapping and Benchmarking Newsletter



Issue 1, June 2009

Welcome to the first issue of the 4E Mapping and Benchmarking newsletter.

As this is our first issue following formal creation of the Annex in April, we are taking the opportunity to:

- Explain why the Annex exists and what it is aiming to deliver;
- Introduce you to the members of the Operating Agent team who are helping the individual countries implement the Annex;
- Invite you to take a look at the new Annex website and let us know your ideas on how we can improve its functionality to meet your specific needs.

In future issues of the Newsletter we will bring you summaries of the recent progress and associated outcomes of the Annex and the immediate plans for the future. We plan to bring you these updates once per quarter; providing you with a communications tool to keep policy-makers informed of Annex activities.

We encourage you to pass the newsletter on to anyone you think may find it of use, and should they wish to subscribe directly, they can do so by via our website, mappingandbenchmarking.iea-4e.org/newsletter.

We welcome your comments and look forward to providing you with a useful service tailored to your needs.

The 4E Mapping and Benchmarking Annex: What is it and what is it trying to do?

The coming decade will see the establishment of substantive sustainable product policies affecting all major appliances, and many commercial products in most, if not all, trading zones of the world.

Unfortunately, the policy-makers charged with the development and implementation of these sustainable product strategies have difficulty identifying the potential performance of products already in, or soon to be available in, the global marketplace; the likely impact various policy options may have on these products; and how any resultant outcomes will compare with the actions taken and outcomes achieved elsewhere. Hence, these policy-makers are often forced to make decisions with major environmental and economic impacts based on fragmented and incomplete data.

The countries participating in the IEA Implementing Agreement for a Co-operative Programme on Efficient Electrical End-use Equipment (Australia, Austria, Canada, Denmark, France, Korea, the Netherlands, Switzerland, the UK and the USA - see www.iea-4e.org) have identified this knowledge shortfall and have initiated this new Annex as a first step to developing credible, reliable and timely information for sustainable product policy-making decisions. This collaborative action, the 4E Mapping and Benchmarking Annex, seeks to address not just one, but a wide range of domestic,

commercial and industrial products and seeks to provide:

- Mapping of energy efficiency performance of electrical products in specific countries/regions. Where possible, the overviews will be presented as complete time series showing evolving product efficiency over time. Figure 1 below shows an example of potential outputs for an individual country.

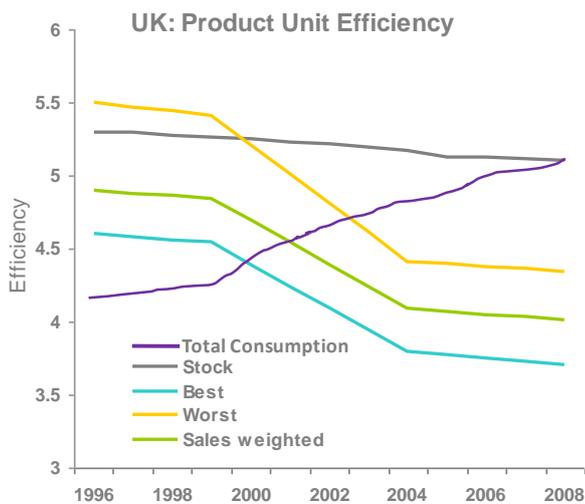


Figure 1: Demonstration of summary mapping outputs

- Benchmarking of the product efficiency within individual countries/regions against others. Figure 2 opposite shows an example of the potential benchmarking of three countries and two regions against the best available technology (BAT) worldwide and the performance of the best products expected in the market in the near future (best not yet available technology - BNAT).

Outputs will also seek to identify the most effective policies for given product groups and the energy - and emissions - saving potentials for improvements in the individual, regional and global market.

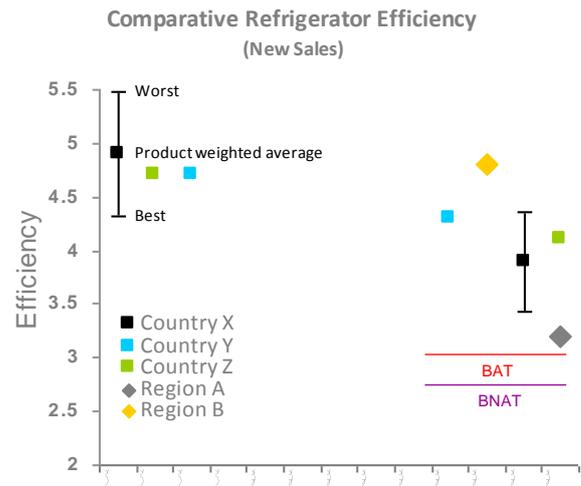


Figure 2: Demonstration of summary benchmarking outputs

The provisional list of the products to be addressed by the Annex in the first year is:

- AC motors
- Computer displays
- Domestic air conditioners
- Domestic cold appliances
- Domestic laundry appliances
- Domestic lighting
- Integrated home networks
- Laptop computers
- Televisions
- Water heaters

To view the full Mapping and Benchmarking Annex strategy, work plans and deliverable schedule and all other materials to date, please visit our website, mappingandbenchmarking.iea-4e.org.

Introducing the Annex Operating Agent Team

This Annex differs from many other IEA Implementing Agreement Annexes in that the Operating Agent not only has to undertake the day-to-day management of the Annex and to facilitate others in the implementation, but is also responsible for a very significant proportion of the work.

To ensure sufficient specialist skills and management resources are available to cover the demanding and complex workload, a core team has been assembled to meet the special needs of this Annex. The Operating Agent Team consists of:

Stuart Jeffcott



Stuart will lead the Operating Agent and will act as the key focus for communications. He has over 15 years experience of sustainable product related activities in the

EU, APEC and the greater Asian region.

Stuart can be contacted at stuart.jeffcott@mapping.iea-4e.org or on +44 (0)7773 778019.

Jeremy Tait



Jeremy will lead the Mapping of product performance within countries and regions. He brings extensive knowledge of sustainable

product policy within Europe. He has facilitated dialogue between government, retailers and manufacturers to realise joint policy objectives and managed the UK Market Transformation Programme on behalf of the Department for Environment, Food and Rural Affairs (Defra) for many years.

Jeremy can be contacted at jeremy.tait@mapping.iea-4e.org or on +44 (0)7814 242469.

David Wellington



David is leading the Benchmarking activities and will support Stuart in coordinating the Annex management and communications. He brings a range

of insights from 15 years in the energy and environment field, most recently as Managing Director of ClimateCare, a UK based voluntary carbon offset organisation.

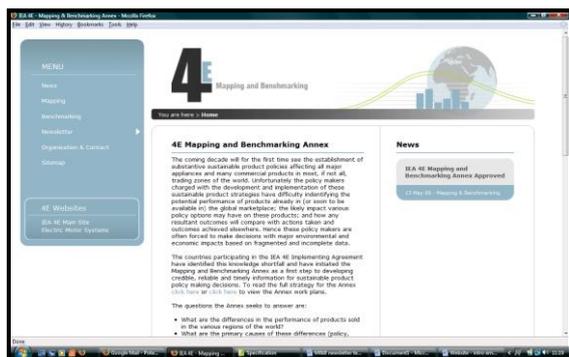
David can be contacted at david.wellington@mapping.iea-4e.org or on +44 (0)7742 079128

We would welcome suggestions on the development and implementation of any aspect of the Annex. In particular, if you are able to provide data on product performance, insights into product policy or knowledge of other similar initiatives underway, you are encouraged to contact any, or all, of the Operating Agent team.

Note that the Operating Agent was selected by competitive tender with the final selection of the contractor endorsed by the 4E Exco.

Mapping and Benchmarking website

The Mapping and Benchmarking Annex has a dedicated website which provides access to all the information related to the Annex. It is now live and can be accessed either through the main 4E website at www.iea-4e.org or directly by visiting mappingandbenchmarking.iea-4e.org



Information available on the website includes:

- Individual country mapping data sheets for all the products investigated;
- The associated benchmarking analysis reports;
- The supporting source material for all the mapping and benchmarking activities.

A restricted Members Area on the website allows the representatives from the participating countries secure access to the

confidential files associated with the Annex, such as financial reports, discussion and approval documents and any commercial-in-confidence source material or data sheets.

The website will be reviewed after the first six months of operation of the Annex to assess whether it is fully meeting the needs of the participating countries and other stakeholders. If you have any ideas on how we can improve its functionality to address your specific needs, please contact webmaster@mapping.iea-4e.org.

Dates for your diary...

**First product subcategorisations complete
(domestic cold appliances and televisions)
Week beginning 6 July 2009**

**Annex Management Committee Quarterly
Video Conference
Week beginning 31 August 2009**

**Annex Management Committee Face-to-
Face Meeting
3 November 2009 – Seoul, Korea**

**4E Executive Committee Meeting
4-5 November 2009 – Seoul, Korea**



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More information on the IEA 4E Implementing Agreement, including links to the other Annexes, can be found at www.iea-4e.org.

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