What is PDI?

Policy Driven Innovation (PDI) is a technique that anticipates long term product efficiency levels that are likely to be achievable through future innovation and technology changes. It takes into account the use of globally applicable test methods, historical trends in the mapping of performance levels and product development over long periods, while projecting these trends into the future. PDI will have benefits for all stakeholders through reducing trade barriers for suppliers, lowering government regulatory burdens and facilitating long term alignment of policies and reducing purchase prices for consumers through increased global competition. PDI offers a potential win/win/win for all stakeholder groups. An aspirational target is to deliver PDI across a range of products by 2030.

Using PDI as a Focal Point

Policy Driven Innovation has the potential to be used as a banner describing a range of related communication activities and technical projects that SEAD and/or IEA 4E have already commissioned or which may be commissioned in the future around this general topic area. Messages which support and promote the possible long term benefits of PDI could include:

“Halve the waste” – potential benefits from setting possible performance level goals for developed countries by the year 2030;

“Double the productivity” – giving effect to President Obama’s vision for energy efficiency, promoting the program even in those countries where carbon pricing is not a priority and responding to the IEA that the rate of past energy efficiency efforts need to be substantially increased to meet the 440ppm CO₂-e scenario;

“Deliver energy-for-all” – draw on references to UNDP and UNEP commitments to developing countries for enhanced access to energy within a reasonable period as part of a more global outreach to governments beyond 4E & SEAD to deliver on a global goal;

“Focus the effort” – provides a concrete platform to communicate the benefits of governments working together to accelerate implementation, reduce individual regulatory costs and delivering mitigation & energy efficiency by 2030 to our respective agencies.

These communication tasks should be undertaken by member government representatives and not just outsourced to consultants. The USA has affirmed 2030 as a target date that is crucial to giving the concept of PDI impetus; it is not just accelerating or improving in a general sense, PDI gives a more tangible stringency target and a timetable by which to achieve it.

Policy Driven Innovation is no longer just a great concept fathered by John Cockburn of Canada as a mechanism to allow government officials to discuss issues related to international cooperation in the field of Standards & Labelling. PDI is the response that government officials could make when Ministers and Governments demand further action in the field of equipment energy efficiency. If PDI is to be reactive to Ministers’ demands, 4E and SEAD have to develop a range of credible tasks and projects under the PDI banner to the point where a significant milestone can be reached within a relatively short political cycle – measured in months rather than years. PDI, and the officials vested with its carriage, have to be nimble enough to respond to these potential calls by having a clear communications plan and sufficient authority ceded to our 4E and SEAD management teams to engage effectively with any multilateral or other stakeholder group by communicating what work is in progress. For example, if next year the IEA’s executive director, Maria van der Hoeven, on the anniversary of her presentation in Korea, was making a speech about energy efficiency as a ‘hidden fuel’, “yet it is hiding in plain sight,” it would be desirable for her to also reference PDI as part of the solution, with reference to implementation actions organised through 4E and SEAD. Global decision makers are starting to recognise the problem but official need to be able to offer and communicate PDI as one of the important solutions.
PDI Projects

PDI also represents a set of tasks that could be undertaken by consultants and consolidated through soon-to-be made agreements between 4E and SEAD and their members. A range of project elements are already in train or could be commenced in the near future:

- The CLASP ISO/IEC project commissioned by SEAD (Waide Strategic Efficiency) and the ISO/IEC Communities of Practice project by 4E (Mark Ellis Associates) will provide important structural support, putting into place relationships and establishing mechanisms for enhanced influence within global standards organisations to facilitate PDI progress.

- The Clean Energy Ministerial has endorsed calls for government officials to work with IEC and ISO to facilitate progress on for selected equipment can support PDI objectives.

- The equipment selection process for the first case studies (including a division of labour and product selection types) between SEAD and 4E is tangible step forward.

- The use of the LBNL model predicting innovation curves using data from a range of countries provides a range of hard data that can be used for initial PDI analysis.

- The possible joint use of the SEAD developed internet price and model data collection tool can provide important data input streams to support more detailed PDI analysis.

PDI is sufficiently broad that it can be used as a banner to provide cohesion and glue to many of the individual projects that are, and will be, undertaken by SEAD. It also provides a mechanism to communicate the outputs widely and hence avoid valuable information being lost in the silos of the originating funding body. The sharing of product specific developments to inform other governments (not just the country-of-origin) will be facilitated by PDI. The broad scope of PDI will allow the splitting of future work between 4E and SEAD to be co-badged and shared in a transparent manner.

At its core, PDI could be an important catalyst to expedite far reaching global government cooperation that can deliver regulatory solutions suitable for use and adaption within the legal bounds of national schemes. The collective policy setting action of governments will result in pushing global innovation by setting reasonable expectations in law through to 2030 that have their origins in PDI analysis.

Why are we here?

If PDI is to be promoted by 4E and SEAD, all activities have to have an inclusive ethos and shared attribution. SEAD and 4E delegates must be authorised to access communication opportunities in ways that enhance, and do not compromise, our own national standards and labelling work while delivering on our international agenda.

What are we trying to achieve?

Questions for the SEAD & 4E workshop:

I. What is the 4E & SEAD shared vision for PDI? (It is not essential full agreement be reached today, but identifying areas of divergence would be helpful to secure that agreement in the future)?

II. Do you think PDI worthy of being a SEAD & 4E jointly funded project?

III. What types of activities could be scoped for funding consultants in 2014?

IV. What type of actions could 4E and SEAD government members and committee management undertake as communications activities in 2014?

V. Who should be authorised to communicate with stakeholders about PDI issues, projects and outputs (and what reporting obligations result when third parties are briefed)?

VI. How we might market the idea of PDI to outsiders? [possibly through agreeing a ‘hot-list’ of targeted events and ensuring members participate or consultants are funded to speak]