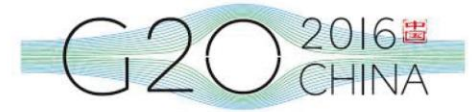


G20 ENERGY EFFICIENCY ACTION PLAN: Networked Devices Workshop



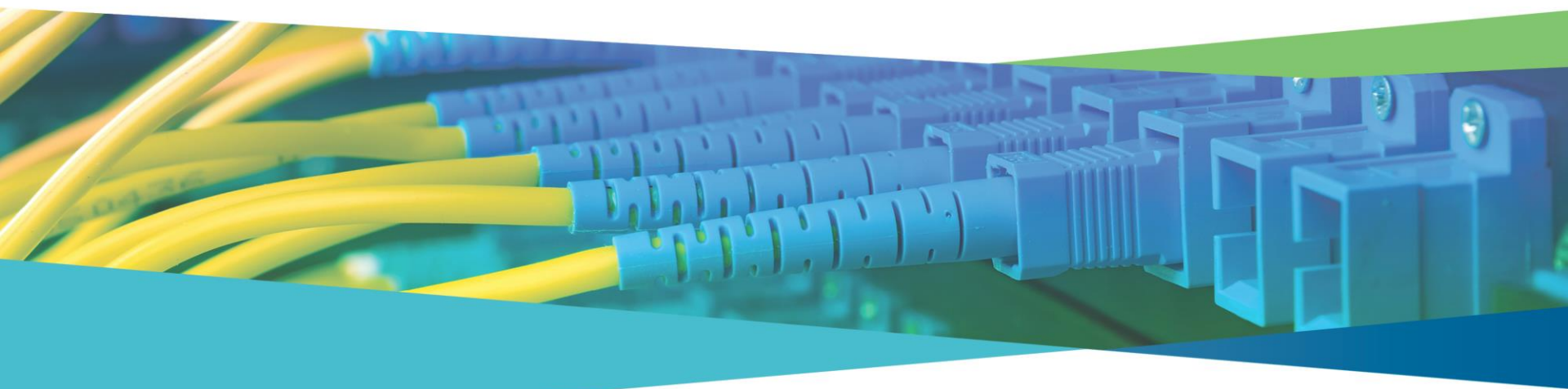
PARIS | 19-20 MAY 2016



International
Energy Agency



Department
of Energy &
Climate Change



Recent Initiatives and Best Practices for International Policy

Doug Johnson

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Context for networked devices: Electronics

- Dynamic marketplace
- Rapid innovation
- Highly competitive industry
- Significant time-to-market pressures
- Significant cost pressures
- Rapid rates of market penetration
- Rapid transition from one technology to another
- Changing product definitions, modes, functions and categories

ENERGY STAR



- Almost 25 years old!
- 15 categories of home electronics and office equipment
- ENERGY STAR International Partners: Australia, Canada, EU, EFTA (Norway, Iceland, and Liechtenstein), Japan, New Zealand, Switzerland, Taiwan
- Version 7.1 specification for televisions in progress
- Version 5.0 specification for set-top boxes recently completed

ENERGY STAR: Advantages

- Government-industry partnership
- Captures broad range of consumer electronics product categories
- Strong participation by manufacturers
- Competitive incentive for energy savings
- Holistic approach –all power modes
- Well-recognized by consumers

Voluntary agreements: Australia

- *Voluntary Code for Improving the Energy Efficiency of Conditional-Access Set Top Boxes*

Voluntary agreements: Canada

- *Canadian Pay-TV Set-top Box Energy Efficiency Voluntary Agreement (Draft)*

Voluntary agreements: European Union

- *Code of Conduct on Energy Consumption of Broadband Equipment, Version 5.0*
- *Industry Voluntary Agreement to Improve the Environmental Performance of Imaging Equipment Placed on the European Market, Version 5.2*
- *Voluntary Industry Agreement to improve the energy consumption of Complex Set Top Boxes within the EU, Version 3.1*
- *Self-Regulatory Initiative to further improve the energy efficiency of Games Consoles, Version 1.0*

Voluntary agreements: United States

- *Voluntary Agreement for Ongoing Improvement to the Energy Efficiency of Set-top Boxes*
- *Voluntary Agreement for Ongoing Improvement to the Energy Efficiency of Small Network Equipment*

Voluntary agreements

- Characteristics of U.S. VA for set-top boxes:
 - Broad coverage (90% of pay TV consumers)
 - High procurement commitment (90%)
 - Ability to reach installed base as well as new stock
 - Built-in accountability and transparency
 - Ability to adapt quickly and flexibly
 - Protection of innovation and competition
 - Savings achieved faster than regulation

Voluntary agreements: National impact (U.S.)

- Over its first two years, the VA reduced national set-top box energy consumption by 4.2 TWh even as deployed stock increased.
 - Consumer savings of \$504 million
 - CO₂ savings of 2.9 million metric tons
 - Annual consumption decreased by 8.75%

Policies: How industry can be helpful

- Provide current energy use data and analysis
- Develop industry-led measurement standards
- Promote voluntary, market-oriented programs and public policy
- Educate and inform consumers
- Promote energy-efficient products

Policies: Trade considerations

- World Trade Organization (WTO) agreements ensure that measures adopted by countries:
 - Do not discriminate against goods based on origin
 - Increase transparency
 - Do not become unnecessary obstacles to trade
- Regional trade agreements may extend beyond WTO

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