

## THE STANDBY POWER NEWSLETTER

**4E**

**This edition of *Load Down* includes an update on the New Energy Star for AV, The EU's Selina Project and the Outcomes of the 2009 Standby Forum in Korea.**

If all the AV products sold in the United States met the new ENERGY STAR requirements, Americans would save more than \$1 billion in energy costs annually, reducing greenhouse gas emissions equivalent to more than 1 million vehicles every year. For more details see [http://www.energystar.gov/ia/partners/product\\_specs/program\\_reqs/audio\\_dvd\\_prog\\_req.pdf](http://www.energystar.gov/ia/partners/product_specs/program_reqs/audio_dvd_prog_req.pdf)

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## International Cooperation In Korea

During the first week in November, a series of Standby Power Meetings were held in Seoul, Korea. The APP and IEA 4E project groups came together, represented by 29 delegates and observers representing 10 countries. The 4E Standby Power Annex and the APP Alignment of Standby Approaches Project are both aiming to reduce standby power in appliances. During the week delegates confirmed the unique contribution provided by each project while acknowledging that they shared much common ground. In recognition of this delegates agreed to work cooperatively together for the benefit of both activities.

High on the priority list was avoiding duplication and leveraging resources. The importance of close co-operation and collaboration was determined as crucial to avoiding repetition by the projects and preventing the waste of resources. In addition, delegates recognized that it would be sensible to have cooperative arrangements with at least two other current international standby projects: the Asia Pacific Economic Cooperation (APEC) Alignment of National Standby Power Structures; and the European

Union, Selina Project. Complimentary tasks within all four projects were identified and it was agreed to share information and reporting.

Both the APP and 4E projects support the development of common approaches for addressing standby power. However delegates reiterated the importance of recognising each country's authority to determine their own policy development approach.

As many energy-using products are internationally traded, it makes sense to utilise similar test methodologies and requirements for national programs, irrespective of whether a voluntary or mandatory approach is taken. The common data collection methodologies are relevant in all countries and can be used to monitor and track both voluntary and mandatory actions to address standby power.

All in all the week proved highly successful, showing that collaboration and cooperation are invaluable tools when dealing with international partnerships and global issues.

### Summary of commitments

- Use of Common Data Collection Methodology - continue measurement surveys of new products and build on this approach.
- Regular Concurrent Meetings – meet concurrently where possible with other organizations and include side events to enable open participation and widen the communications;
- International database – Establish database for standby power measurements to enable policy research, track trends and provide aggregated standby power data
- Waive intellectual property in research and outputs - 4E needs to be acknowledged as the source however publications can be co-branded to encourage collaboration;
- Develop additional areas of Research - horizontal policy approaches; networked appliances; and potentially a global methodology to evaluate the impacts of standby power policy approaches.
- Taxonomy of low power modes - An expert group to write a harmonised set of definitions of low power modes to ensure international consistency.





## EU Selina Project

SELINA is a new Intelligent Energy Europe (IEE) project supported by the EU and 12 project partners spread across 12 countries. The project aims to gain an understanding of the standby and off-mode electricity consumption of new appliances in the market. Data will be gathered using in store surveys and by collating manufacturers' data. The project will also investigate the awareness level of retailers in relation to standby and off-mode consumption with the purpose of influencing the equipment being ordered and advice provided to consumers. A purchasing guidelines leaflet will be produced, to make it easier for retailers and households to purchase energy efficient appliances. A key goal of the proposed actions is to identify effective market transformation policies targeted at all the key stakeholders involved in the manufacture, sales and operation of appliances with standby and off-mode losses.

The SELINA project is over the half way point, with surveys underway in each of the 12 participating countries. The project aims to measure at least 6000 products with data collection to be completed by June 2010. Some countries have especially timed their measurements to occur pre and post the implementation of the EU directive



on standby which will allow the added bonus of looking at the indicative effect of this policy. Alongside the in store data SELINA is also attempting to collect manufacturers data directly from manufacturers and via manufacturer associations and manufacturer websites. Testing house data may also be considered as an alternative source.

A survey of retailers is also being undertaken to gain an understanding of their current knowledge of energy efficiency, labelling and standby energy. Each country will undertake 25 surveys with retail staff. The discussion will focus on their procurement decisions as well as the use of efficiency in sales. The results of this study will help the project develop materials to aid both

retailers and consumers to make more energy efficient choices when purchasing equipment. This process has begun in most countries. Materials to assist retailers in choosing energy efficient stock and the types of questions they can ask manufacturers are already available in several countries including the UK and Denmark.

The latter half of the project will see an evaluation of current market transformation policies, workshops with stakeholders and some pilot programs will be established with retailers to assist in increasing the penetration of low consuming products. Additionally the project will have an active website detailing results, news of other standby initiatives and regular press releases. The website will have a page dedicated to thank supporters of the project such as retail outlets and manufacturers by offering to display logos and contact details.

SELINA, the APP Standby project and the IEA 4E standby annex have all agreed to work closely together to avoid unnecessary duplication and ensure broad dissemination of data obtained from each project. This cooperation will lead to a Joint international workshop being held in Vienna in March.

# SELINA

## China makes it 21!!

In December 2009 China undertook its first in store survey for the basket of products project becoming the 21st country to use the research approach. Surveys have now been trialled in

Australia, Korea, Canada, China, India, Japan and the USA as part of the APP project as well as New Zealand, Czech Republic and Hungary. The SELINA Project in Europe is also replicating the project with surveys in Austria, Belgium, Czech Republic, Denmark, France, Germany, Greece, Italy, Latvia, Portugal, Romania and the UK. More countries are likely to become involved in the project with the IEA 4E Standby Annex pledging to use the same methodological approach.

## Next Edition.....

- > **News from Vienna**
- > **Global update on Store Survey Results**
- > **Regulation Canadian Style**
- > **Store Survey Tips**

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