



Exploring the Strategic Advantages of Centralized Support through the CEE Consumer Electronics Initiative

Update and Planning for Next Steps

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Consumer Electronics Breakout Session
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Agenda

- ▶ Introductions and member updates
- ▶ Presentation
 - Questions and discussion
- ▶ Small group work
- ▶ Reports out and wrap up

Session Objectives

- ▶ Provide forum for exchange of program updates
- ▶ Update members on work of electronics exploration and how the working group's recommendations are being presented to the Board
- ▶ Begin work on next steps

Consumer Electronics Initiative

- ▶ Framework for addressing existing and increasing electrical consumption by consumer electronics products
- ▶ Adopted by CEE Board June 2007
- ▶ Developed and supported by the Consumer Electronics Committee with assistance of CEE staff (approx. .8 FTE)

Existing Initiative Support

▼ Specifications

- Formulate consensus comments to ENERGY STAR®
- CEE television specification

▼ Program guidelines

- CEE Consumer Electronics Program Guide

▼ Consumer education

- Formulate consensus comments to FTC on TV labeling

▼ Industry outreach

- CEE Industry Partners meeting

Consumer Electronics Exploration

- ▶ Members seeking additional centralized support from CEE in form of concerted effort
- ▶ Board of Directors approved exploration of adding program support functions in Jan.
 - Short of local program implementation

Process and Participants

▼ Process

- Convened working group
- Prioritized five functions
- Formed subgroups to perform analysis
- Teamed with Evaluation Committee

▼ Participants

- 65 individuals
- 36 organizations

Program Design

- ▶ Develop an Information Hub
 - Identify opportunities
 - Understand program design models
 - Build relationships with market actors
 - Keep up with changes in technologies and markets
- ▶ Provides information to help get programs off the ground
- ▶ Of use in developing programs effective in local markets

Data Collection

- ▶ Manufacturer/Retailer focus
 - Energy savings
 - Incremental measure cost
 - Baseline and sales data
- ▶ Complex and challenging task
- ▶ National focus, examining options to obtain more localized data

Research

- ▶ Consumer focus
 - Data on products in the home
 - Purchase and use patterns
 - Customer segmentation
 - Influential messaging
- ▶ Potentially expensive project
- ▶ National focus, examining options to obtain more localized data

Advanced Specifications

Considerations

- ▶ Big per-unit savings potential
- ▶ Biggest energy users in the home
- ▶ Significant aggregate savings potential
- ▶ Market trends toward increasing product consumption
- ▶ Existence of ENERGY STAR spec and where it is in its revision cycle

Products

High Priority

- Set-top boxes
- Desktop PCs

Mid Priority

- Game consoles
- Displays
- A/V equipment
- “Smart” power strips

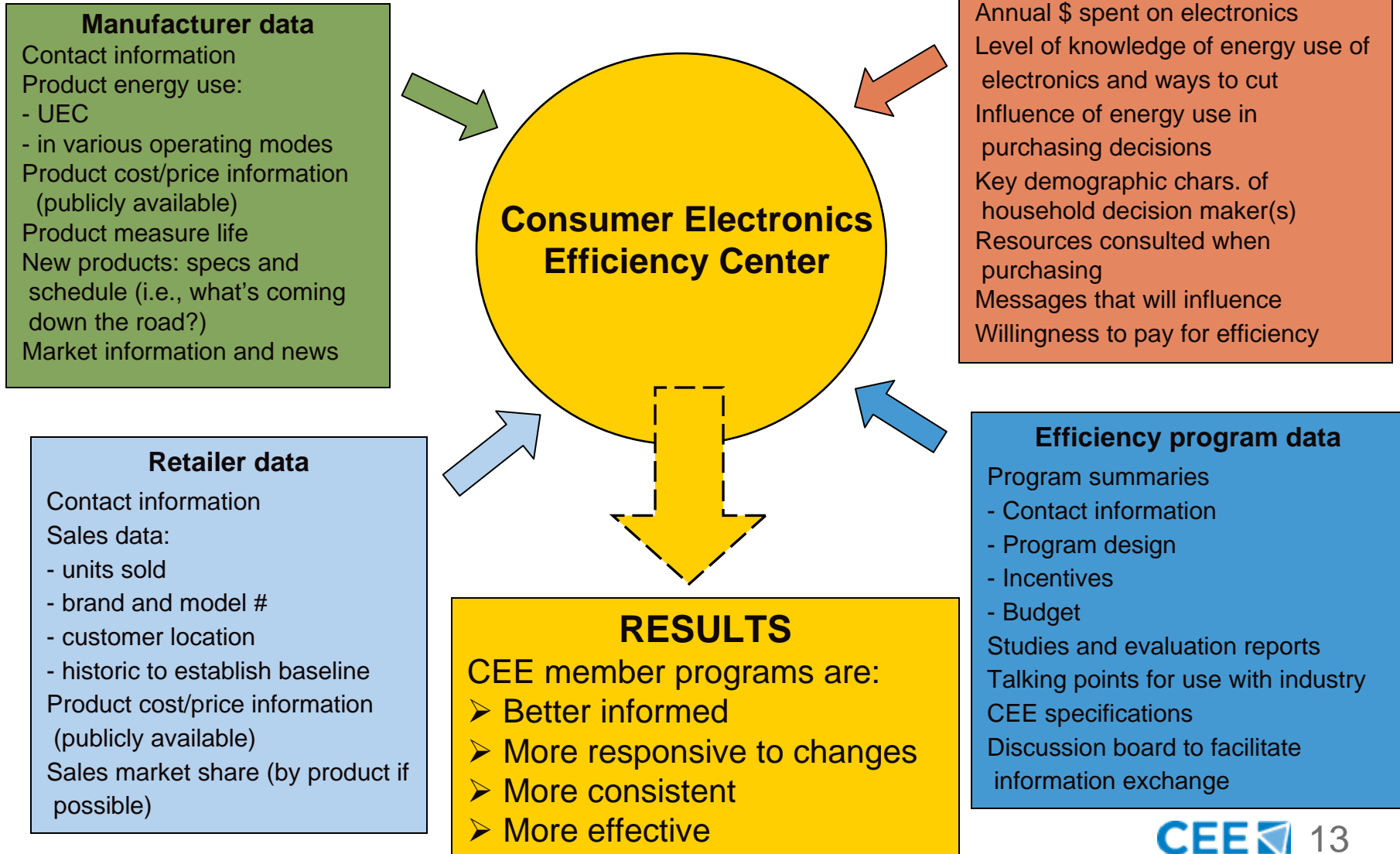
Lower Priority

- Imaging equipment

Industry Outreach

- ▶ **Goal:** Build positive working relationship with manufacturers and retailers that benefits efficiency program objectives
- ▶ Talking points
- ▶ Strategy for deployment
- ▶ Forum to share experiences with outreach

As a Package ...



Potential Partners

- ▶ Manufacturers and retailers
- ▶ ENERGY STAR
- ▶ Natural Resources Canada
- ▶ Electric Power Research Institute (EPRI)
- ▶ Consumer Electronics Association
- ▶ Others

Phase I (pending BOD authorization)

- ▶ June 2009-January 2010
- ▶ Identify and collect existing data
- ▶ Develop advanced set-top box and computer specifications (in addition to TVs)
- ▶ Scope projects to collect needed market data and consumer research
- ▶ Begin development of information hub
 - Functional elements including discussion board
 - Content
- ▶ Craft messaging and strategy for industry outreach
- ▶ Prepare Phase II business plan and recruit sponsors

Phase II

- ▶ Execute data collection and research projects
 - Update periodically as needed
- ▶ Continue to develop information hub
 - Content and functionality
- ▶ Operation and maintenance of Center
- ▶ Estimated cost: depends on scope

Next Electronics Committee Call

- ▶ Hear updates on Board's decisions regarding
 - CEE TV specification
 - Consumer Electronics Efficiency Center
- ▶ Review draft ENERGY STAR A/V equipment specification
- ▶ Wednesday, June 10, 1 pm Eastern Time

Questions and Discussion

Small Group Work

▶ Partners

- Who might be our partners in building the Center and what roles might they play?

▶ Data Collection

- What are the main options for obtaining the sales data necessary to meet members needs?
- What are the advantages and disadvantages of each approach?

▶ Information Hub

- What functional elements would be of greatest value to you in an internet-based tool?

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