



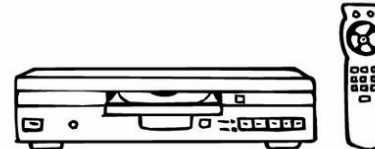
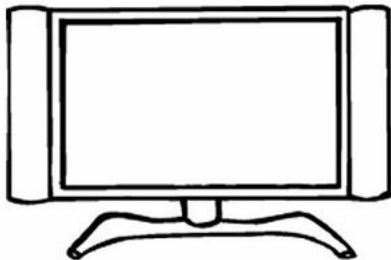
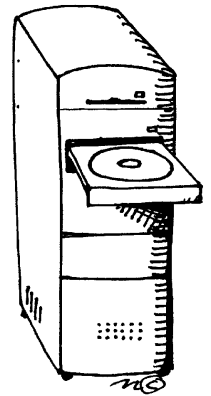
Exploring the Strategic Advantages of Centralized Support through the CEE Consumer Electronics Initiative

Margie Lynch
Program Manager
June 4, 2009

CEE June Program Meeting, Boston

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

Strategic Considerations

- ▶ Growing end use
- ▶ Great potential, but generally modest savings per unit
- ▶ Unique market
 - Fast moving
 - Technological advances
 - Product proliferation
- ▶ CE industry is new to energy efficiency programs



Taking it to the Next Level

- ▶ Too much information for many members to effectively get a handle on alone
- ▶ Seeking to enhance standing with manufacturers and retailers

Members have recognized that a concerted, centralized effort is required

Exploring New Program Support Functions

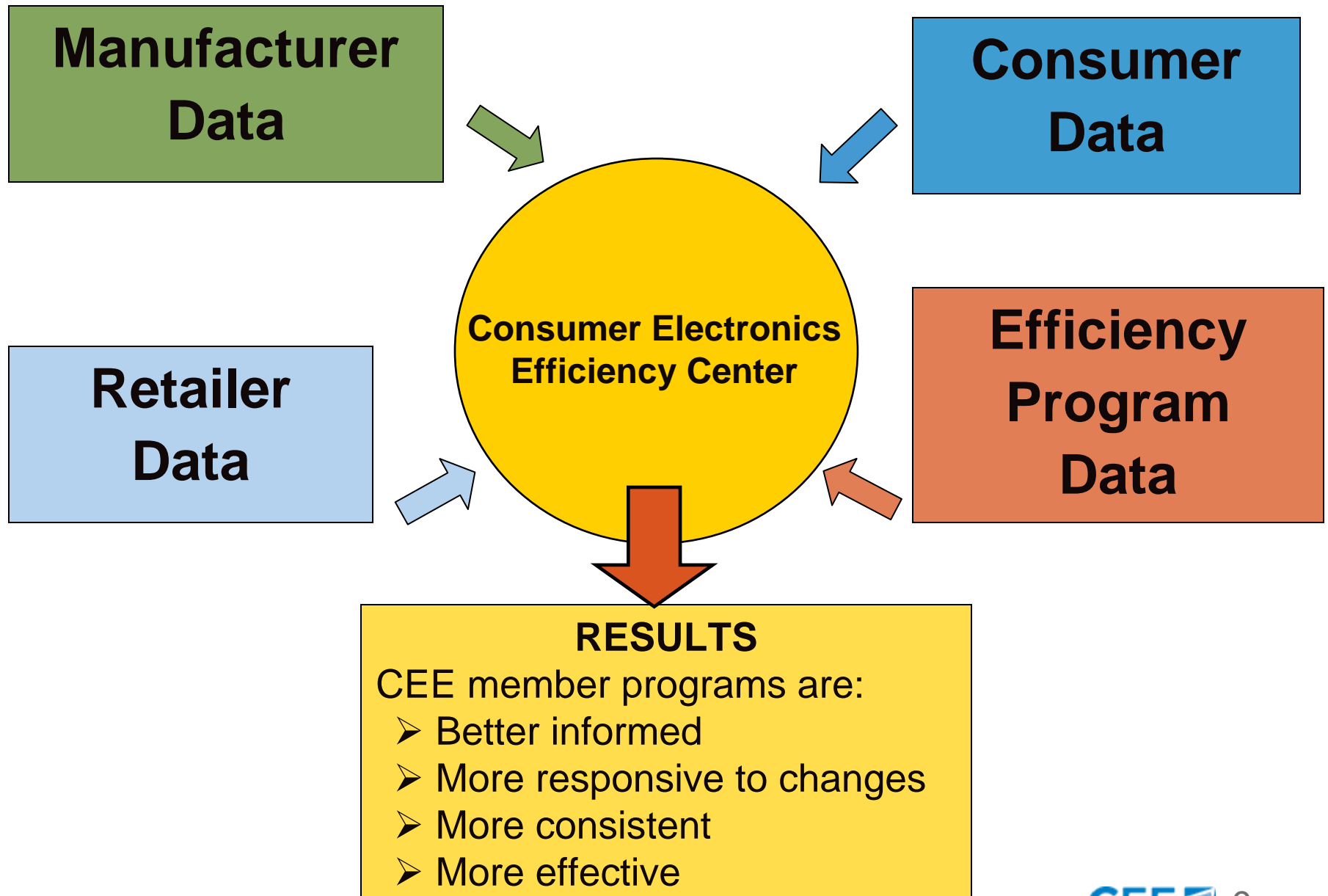
- ▶ Preliminary list of functions developed by Electronics Committee in late 2008
- ▶ Parameters set by CEE Board in January
 - Focus on CEE's unique strengths
 - E.g., no local program implementation role
 - Prepare next level of analysis and report back in June

Working Group

- ▶ Consumer Electronics Committee and Evaluation Committee members
 - 65 individuals
 - 36 organizations
- ▶ Analysis:
 - Prioritize functions
 - Assess benefit of central administration and suitability for CEE given its unique role
 - Develop further details on required work
 - Prepare recommendation for Board

Prioritized Functions

- ▶ **Program design**
- ▶ **Data collection (manufacturer and retailer focus)**
- ▶ **Research (consumer focus)**
- ▶ **Advanced specifications**
- ▶ **Industry outreach**



Hitting the CEE “Sweet Spot”

- ▶ Conceived by members, representing interests of collective membership
- ▶ Trusted provider supports foundation for members to develop and implement programs based on their own unique circumstances
- ▶ Responsive to members’ needs and sensitive to their constraints
- ▶ Potential for greater efficiency and market impact by working together rather than by working individually

Next Steps

- ▶ Board of Directors acts on Working Group's recommendation
- ▶ If approved, need to test feasibility and value
 - Collect existing market and consumer data
 - Develop additional advanced specifications
 - Prepare scopes for data collection and research projects
 - Begin to develop web-based tool to host information
- ▶ Present Business Plan to Board in January 2010

Please Join Us!

- ▶ Learn more at this afternoon's breakout session: 1:00-2:30 pm, Britannic Room
- ▶ Participate in groups working to develop:
 - Specifications
 - Detailed scopes for data collection and consumer research projects
 - Industry outreach messages and strategy
- ▶ Sponsorship