

Residential Consumer Electronics Breakout Session

**Progress in Program Design:
Report from the Working Groups
and Plans for Next Steps**



Working Together, Advancing Efficiency

Session Objectives and Agenda

- Provide update on electronics working groups' efforts
- Receive input on preliminary recommendations and share information on current planning activities
- Identify next steps

Working Groups Overview

- Three groups formed at CEE's January meeting in Long Beach:
 - Specifications
 - Consumer education
 - Program design
- Overall goal: Develop a Program Guide with recommended approaches for consumer electronics programs
- Have met regularly since March

Working Groups Members

- 29 different people participated in at least one meeting
- Organizations represented:

ACEEE

BC Hydro

Cape Light Compact

Efficiency New Brunswick

Efficiency Vermont

Energy Trust of Oregon

Environmental Protection Agency

Hydro Québec

Lawrence Berkeley National Laboratory

Long Island Power Authority

National Grid

NEEA

NEEP

NSTAR

NYSERDA

Ontario Power Authority

Pacific Gas and Electric

San Diego Gas and Electric

SMUD

Wisconsin Focus on Energy

Xcel Energy



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Barriers

- Relatively small per unit energy savings
- Rapid proliferation of CE products
- Rapid technological innovation even within existing products
- Some manufacturers and retailers unfamiliar with EEPs
- Some manufacturers and retailers don't view energy efficiency as a priority
- Corporate guidelines regarding POP make it difficult to educate consumers
- EEPs lack understanding of CE markets
- Electro-gizmo mania
- Most products are drawing power all the time
- User interfaces challenging for many consumers
- Lack of a focused message to consumers about what to do
- Hard to identify and differentiate energy efficient products
- Level of knowledge at retail about efficiency is generally low
- Interconnectedness of products is a complication

Opportunities

- New ENERGY STAR specs
- ENERGY STAR promotional campaign
- Digital transition
- “Green” buzz
- Consumer awareness of rising energy costs
- Industry attention to CE EE
- Cable and satellite providers
- Industry has potential to use EE to differentiate themselves
- Mandatory and voluntary industry-developed standards on design and operation
- Because EE groups are all at the same starting point, we can develop commonality of messaging

Specifications Working Group

- **Purpose** of group:
 - Explore advanced voluntary specifications for televisions and other electronics products
- **Rationales** for advanced specs:
 - Capture higher energy savings
 - Differentiate most efficient products
 - Communicate to ENERGY STAR what levels will meet efficiency program needs

Specification Development Criteria

- Total energy consumption
- Energy savings potential
- Information on load shape/peak coincidence to evaluate kW impacts
- Differentiation between efficient and non-efficient
- Market penetration
- Price differential for higher efficiency
- Upper limit of energy use
- Disposal cost

CEE Television Specification

- Large savings opportunity
- Program interest
- Inform ENERGY STAR Tier 2

CEE Television Spec Development Process

- Discussion draft and accelerated timeline
 - Distributed to industry stakeholders June 5
 - Comments due July 3
 - Final draft circulated week of July 14, comments due Aug. 1
 - CEE Board review recommended spec week of Aug. 11
 - Effective date Nov. 1
- CEE Consumer Electronics Committee meeting to review initial comments and develop spec:
 - **Weds., July 9, 2 pm Eastern**
 - Second meeting week of Aug. 4 TBD



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Consumer Education Working Group

- **Purpose** of group:
 - Assess needs for consumer education regarding electronics products and their use
 - Outline effective messages and target audiences for addressing those needs and the means most likely to successfully convey them

Recommended Approaches

- Meet with industry
- Develop common messaging
 - Purchase of efficient products
 - Use of electronics products
 - Disposal
- Enhance consumer recognition of product efficiency at point of purchase
 - ENERGY STAR
 - Energy Guide
- Retailer sales staff training

Program Design Working Group

- **Purpose** of group:

Develop a prioritized list of strategies for promoting ENERGY STAR and other energy-efficient products

- **Focuses** for development of strategies:

Channels:

- Upstream
- Midstream
- Downstream

Specific Products:

- Televisions
- Set-top boxes
- Computers and monitors

Recommended Approaches

- Meet with industry
- Co-branding/co-op marketing
- Negotiated agreements with manufacturers and/or retailers
- Upstream approaches
 - Incentives to manufacturers
 - Golden Carrot
- Midstream approaches
 - Spiffs
 - Stocking incentives
 - Cable and satellite service providers
- Downstream approaches
 - Rebates
 - Bulk purchasers
 - Buy-back/turn-in programs

Next Steps

- Develop CEE television specification
- Prepare Program Guide
 - Energy savings estimates discussion with EPA:
 - **Wednesday, June 25, 1 pm Eastern**
 - Seeking to complete draft in July
 - Collect best practices and sample educational materials
- Plan Industry Partners Meeting
- Input from group

Discussion of Recommended Approaches, Program Planning, and Next Steps

Information

To share information about your electronics programs or to join the Consumer Electronics Committee, contact:

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