



# Accelerating Technology Adoption and Saving Money...lessons from Australia, China, Japan and USA

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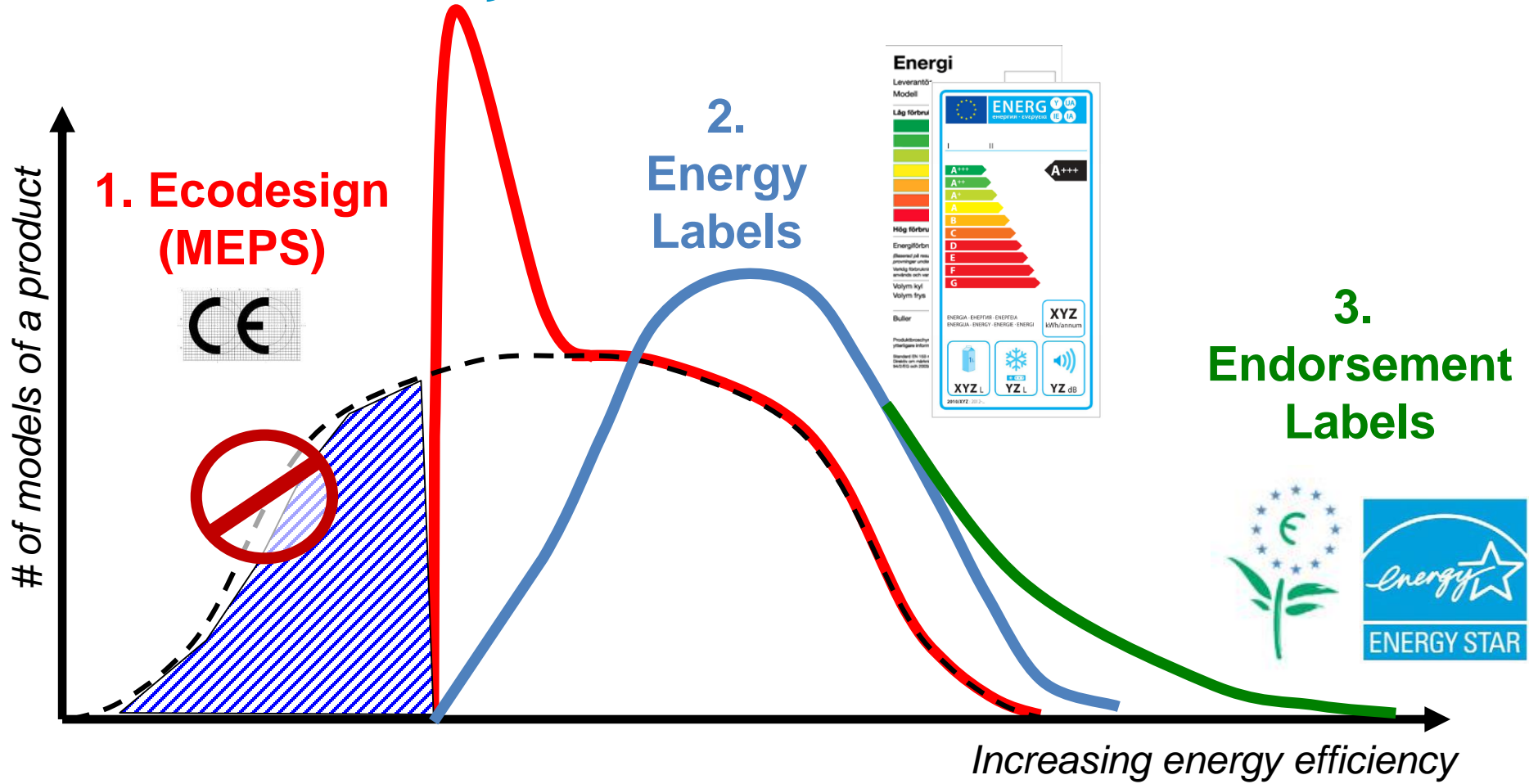
EUFORES - European Forum for  
Renewable Energy Sources

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# Policy Tools for Market Transformation



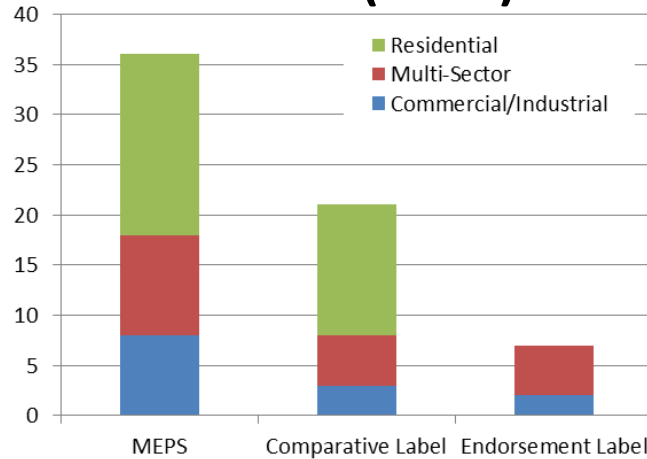
Ecodesign addresses the product supply side; pushes the market

Categorical energy labels address the demand side; pulls the market

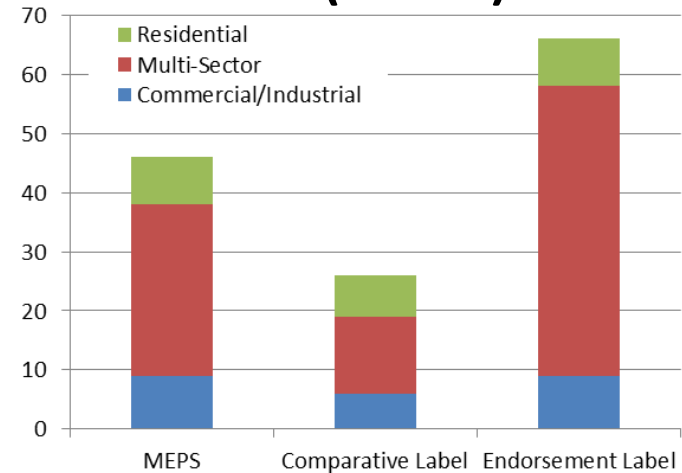
Endorsement labels provide further pull; toward premium models

# Approximate\* Number of EE Product Policy Measures in a few key countries...

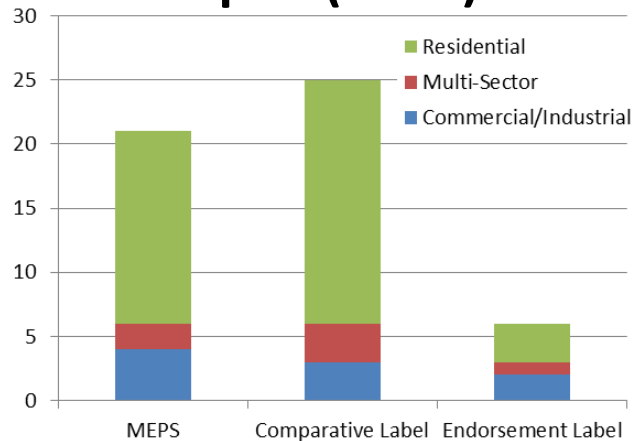
## Australia (n=64)



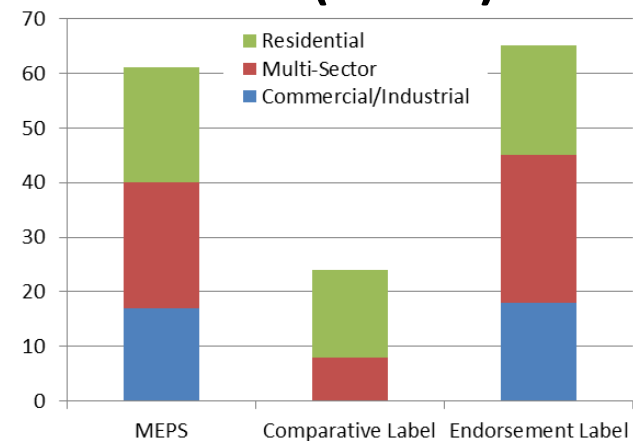
## China (n=138)



## Japan (n=52)



## USA (n=150)



\* Count of individual product measures in CLASP's Global Standards and Labelling Database ([http://www.clasponline.org/en/Tools/Tools/SL\\_Search.aspx](http://www.clasponline.org/en/Tools/Tools/SL_Search.aspx)) accessed 17 November 2014. Note that count includes both existing and draft policy measures. Europe has 112 products.

# Why Standards and Labels?

1. National businesses – improve competitiveness
2. Energy – cheaper than new supply; security of supply
3. Consumer focused – save money and empower through information
4. Environment – reduce pollution and resource consumption



# 1. National Businesses - Improve Competitiveness

Policy measures can encourage and support local businesses, making them more competitive internationally



Japan – 100% LED sales by 2020;  
100% installed stock LED by 2030.



China – ambition to become  
world #1 in transformers.  
Updated standards in 2013.

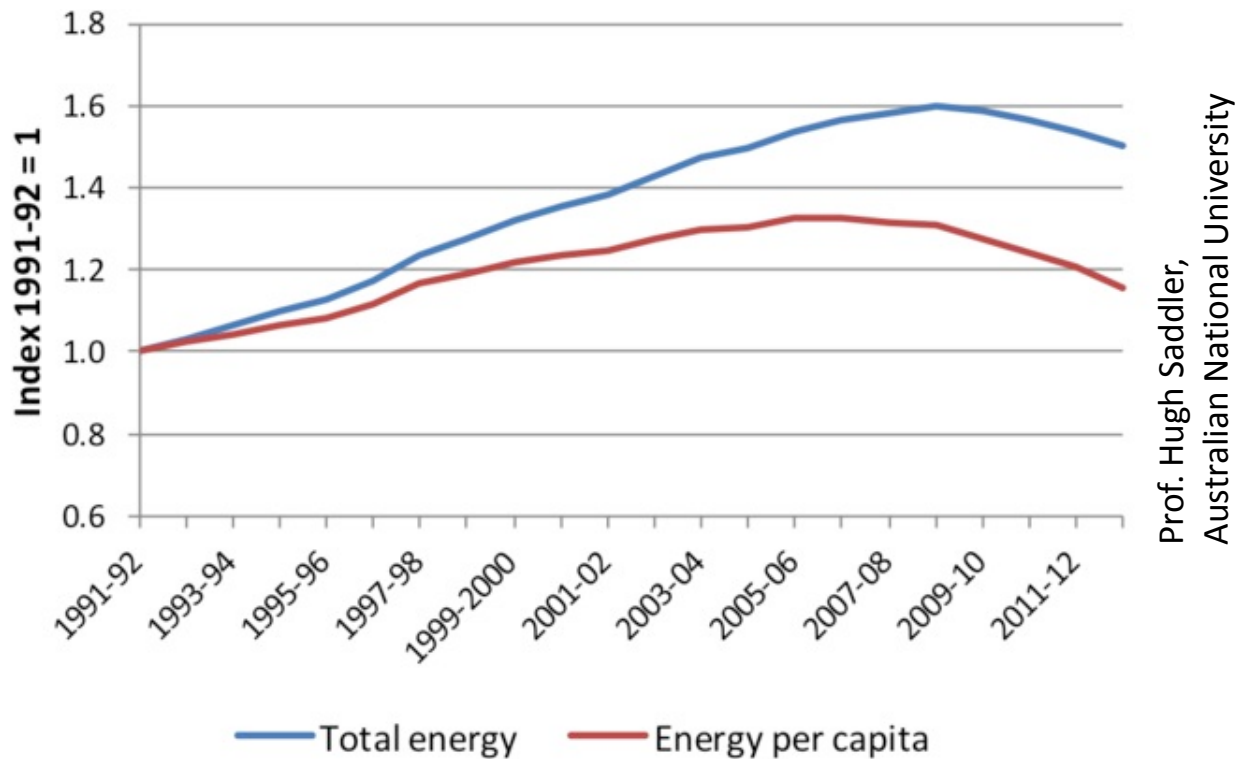


## 2. Save Energy - Avoided Capacity

Cheaper than new capacity, and can alleviate peak demand on the grid and improve security of supply



Australia saves electricity while economy expands

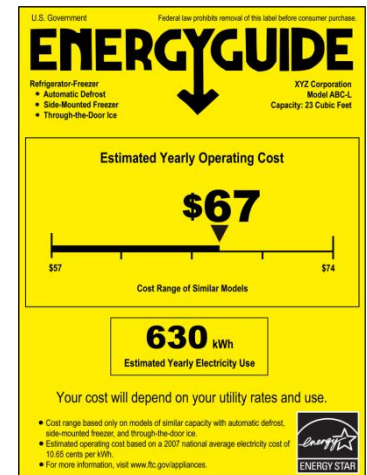


# 3. Empower Consumers

Energy Labels - inform consumers about energy use and performance, enable better choices



ENERGY STAR and ENERGYGUIDE encourage energy-efficiency



Europe has over 20 years of experience labelling products







# 3. Empower Consumers

Categorical labels need to be refreshed from time to time



不懂选? 没关系!  
美的熊教你选好空调

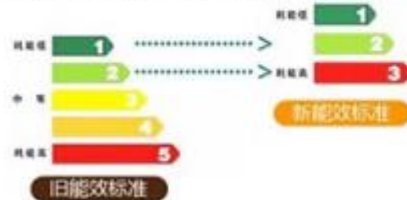
## 第1招: 选匹数

买空调, 匹数很关键! 匹数过大浪费钱, 匹数过小浪费电。所以, 请以下表格为准, 对号入座:

房间面积	<10平方米	10~14平方米	14~18平方米	16~20平方米	20~36平方米	34~55平方米
适用空调匹数	23型(小一匹)	26型(大一匹)	32型(小一匹半)	35型(正一匹半)	51型(大二匹)	72型(大三匹)

## 第2招: 看能效

旧能效标准分为5级, 新APF能效标准分3级:  
能效等级越高, 空调越省电!



## 第3招: 挑类型

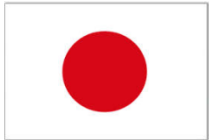
如今, 空调是家电必需品, 挑选类型也要注重实际使用和个人习惯哟!

**定速空调:**  
技术目前最成熟, 价格实惠, 性价比高!

**直流变频空调:**  
压缩机频率可调, 精确控温, 运转安静, 舒适首选!

**全直流变频空调:**  
三大核心电机均采用直流科技, 空调运行超级省电!

## 4. Environmental Protection



- Reduce energy use and greenhouse gas emissions
- Reduce water and resource consumption
- Promote longer service life
- Restrict hazardous waste
- Improve recyclability
- Ensure health and safety
- Etc.



# Standards and Labelling for Appliances and Equipment

## Benefits:

1. Improve competitiveness
2. Security of supply and avoid peaks
3. Empower consumers, save money
4. Reduce environmental impacts

Europe is setting the pace for the world – but we could do more.



# Thank You / Any Questions?

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