

SEAD Workshop for India

COP 26 Product Efficiency Call to Action

Doubling the efficiency of products sold globally

4 November 2020
10:30-12:00 [Paris]/15:00-16:30 [Delhi]

Register here: <https://www.iea.org/events/SEAD-initiative-workshop-for-india>

Introduction

The IEA is hosting a **Super-efficient Equipment Appliance Deployment (SEAD) Initiative Workshop for India** on the **4 November at 15:00 – 16:30 (IST)**.

The virtual workshop will provide policy makers and experts in the field of product efficiency the opportunity to engage in a discussion on the current state of play of product energy efficiency in India and explore potential avenues for increasing the level of commitment to more efficient product use across the region.

Through the SEAD Initiative, the IEA is working closely with the UK Government and the Government of India to encourage a higher level of ambition on product efficiency, from now, through to COP26 and beyond. This collaboration entails:

- Setting global product policy on a path to **double the efficiency of four key products sold globally by 2030** – industrial motors, air conditioners, refrigerators and lighting;
- Supporting the delivery of crucial **national climate change targets**;
- Providing consumers and businesses with more efficient products that are **affordable and cost-effective** to own and operate;
- Stimulating **innovation** and providing businesses with **export opportunities**;
- Promoting making products both **energy efficient and climate friendly** simultaneously by reducing the use of refrigerants in cooling appliances.

Agenda [IST]

15:00 – 15:05	Welcome <i>Ms Melanie Slade, International Energy Agency</i>
15:05 – 15:15	Introductory remarks <i>Mr Abhay Bakre, Director General, Bureau of Energy Efficiency, India</i>
15:15 – 15:25	Introduction to COP26 Product Efficiency Call to Action <i>Ms Natalie Toms, Economic Counsellor, UK High Commission, Delhi</i>
15:25 – 15:35	Introduction to SEAD and the Product Efficiency Approach <i>Dr Kevin Lane, International Energy Agency</i>
15:35 – 16:25	Panel Presentations <ul style="list-style-type: none"> • <i>Mr Shyam Sujan, Secretary General, Electric Lamp and Component Manufacturers Association (ELCOMA)</i> • <i>Mr J.M. Bhambure, Advisor Technology at Blue Star</i> • <i>Mr Soumya Prasad Garnaik, Executive Director, Energy Efficiency Services Limited (EESL)</i> <p>Followed by facilitated discussion Moderator: <i>Ms Melanie Slade, International Energy Agency</i></p>
16:25 – 16:30	Meeting close

Speaker Bios

Ms Melanie Slade, International Energy Agency

Mel Slade has spent nearly thirty years in energy efficiency policy development and implementation in many parts of the world. She started out working in the UK Government on industrial energy efficiency and has worked with many other governments to establish energy efficiency programmes, perhaps most notably, the Government of China in the 1990s. She also spent six years overseeing the regulation of minimum energy performance standards and labels for lighting, equipment and appliances in Australia and New Zealand. Mel moved to the International Energy Agency in February 2014 to manage the Energy Efficiency in Emerging Economies Programme. Mel and her team work with policy makers in Brazil, China, India, Indonesia, Mexico, South Africa and Thailand to develop more effective energy efficiency policy, track its progress and assess its potential.

Mr Abhay Bakre, Bureau of Energy Efficiency

Shri Abhay Bakre is a postgraduate (M. Tech.) in Electrical Engineering from the Indian Institute of Technology, Kharagpur. He belongs to 1988 Batch of Indian Railways Electrical Engineering Services, Ministry of Railways. He has worked in several railway projects, including Delhi Metro & Kolkata Metro extension projects. He has also worked as Joint Development Commissioner in the Ministry of Micro, Small and Medium Enterprises and was Nodal officer for National Manufacturing Competitiveness Programme.

As Head of the Petroleum Conservation Research Association (PCRA) under the Ministry of Petroleum & Natural Gas, he was responsible for initiating fuel conservation policy in transport sector and appliance sector.

Before joining the Bureau of Energy Efficiency (BEE), he worked as Executive Director in the Ministry of Railways and he was nodal officer for GHG reduction in Indian Railways. As Director General of BEE, he is currently Sherpa for the Clean Energy Ministerial (CEM) forum, which encompasses 26 government members from around the world. He represented the Ministry of Power in G-20 Energy Ministerial meetings in Argentina in 2018 and in Japan in 2019. In his role as DG of BEE, his priority is to initiate new policies and programmes to facilitate climate change mitigation and Energy Transition in the country.

Ms Natalie Toms, UK High Commission

Natalie leads the British Government's engagement on climate action and energy issues in India, as well as economic and financial relations. She is particularly excited to be working in India ahead of the UK's hosting of the COP26 climate summit.

Prior to posting in India, Natalie worked for Her Majesty's Treasury, and has extensive experience in economic and fiscal policy, mostly recently leading the team that delivered the 2016 Budget. She holds an undergraduate degree in Philosophy, Politics and Economics from St Edmund Hall, Oxford and a Masters in Economics from the University of London.

Dr Kevin Lane, International Energy Agency

Kevin Lane has 25 years' international experience in various technical and managerial roles in energy efficiency, especially focussing on lights and appliances. He has successfully contributed to over a dozen European energy end-use studies commissioned as preparation for EU product policy (e.g. EU labelling, minimum efficiency standards and voluntary agreements), including UK impact assessments. He has supported the development of standards and labels in various other countries (including: EU, China, US, Australia, Vietnam). While at the Environmental Change Institute, University of Oxford, he created and developed the DECADE residential end-use model, which has been used as the basis for the UK Government's impact assessment for multiple Eco-design measures.

Mr Shyam Sujan, Electric Lamp and Component Manufacturers Association

Shyam Sujan worked with Philips India Limited in various capacities and job profiles from 1964 to 2001. He joined ELCOMA as Secretary General in 2004. Mr. Sujan has expertise in diverse fields, such as sales and marketing, quality management, productivity, HR, and Process Management. He is also ISO Certification qualified.

He played a very important role in promoting Energy Efficient Lighting as CFL in India from 2005 until 2014. He prepared Vision 2020, a National Programme under which energy consumption in lighting will be brought down from 18% to 13% by 2020. The programme has been successfully adopted by government and effectively launched by EESL. In addition, Shyam Sujan has been building relationships with lighting experts globally and thereby bringing knowledge and expertise on new technology to domestic Indian manufacturers.

Mr J.M. Bhambure, Blue Star

Jitendra Bhambure works as Technology Advisor at Blue Star and holds a degree in engineering and a Diploma in Management Studies, both from Mumbai University. He also pursued studies at London Business School, The Indian Institute of Management Ahmedabad (IIMA) and Tel Aviv University.

He joined Blue Star in 1992 and worked in various operations before taking charge of R&D in 2000. Prior to Blue Star, Jitendra Bhambure worked in R&D for 13 years for Rallis India Ltd.

Jitendra Bhambure is also a member of the following bodies:

RAMA: Executive committee member and Chairperson of ODS committee. Interacts with BEE, Ozone cell and BIS

ICAP Space Cooling Thematic group

UNEP TEAP (Technology and Economic Assessment Panel) and RTOC (Refrigerants

Technology Options Committee), an International Expert Panel formed by Ozone Secretariat

ISHRAE: Founder President of ISHRAE Thane sub chapter, ITC chair and presently chair TG.

Mr Soumya Prasad Garnaik, Energy Efficiency Services Ltd.

Soumya Prasad Garnaik is Executive Director at EESL and leads many flagship programmes. This includes business development and large scale implementation of energy efficiency (EE) projects through innovative financing mechanisms. At present, he is handling eleven major national and international programmes and working to develop new programmes leading to further investment opportunities. Soumya Prasad Garnaik also leads a flagship annual conference “INSPIRE” and a prestigious Indo-Israeli industrial R&D programme. He also successfully led the South Asia Operations for EESL and generated ESCO markets in Thailand and Vietnam.

Further Information

As COP Presidents, the UK wants to drive international action on product energy efficiency policy. Therefore, ahead of COP26, the UK and IEA have launched a call to action with two key aims: (1) to drive international ambition which is consistent with the aim of doubling the efficiency of key products sold globally by 2030; and (2) to strengthen the Super-efficient Equipment and Appliance Deployment initiative (SEAD) to support countries in achieving raised ambition more quickly, easily and at a lower cost.

The UK will support this by providing financial, diplomatic and political support to secure collaboration to raise ambition and reinvigorate SEAD’s agenda with the support of its leadership team. Additionally, the IEA will bring forwards a new framework which will outline a common understanding of possible policy pathways to achieve raised efficiency across four key product categories.

After the COP, India, the European Commission and the UK, as SEAD co-leads will continue to deliver action on product efficiency through the initiative, supported by a new terms of reference.