



Title: Maximising the Impact of Appliance Efficiency Policy with Digital Tools

Date: 3 December 2020

Time: 14:00 – 15:30 [CEST]

Registration Link: https://ieaorg.zoom.us/webinar/register/WN_-4ISMu5MTUuLG1HOYLpwsQ

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As governments work to improve the efficiency of their economies and encourage consumers and businesses to invest in more efficient appliances and equipment, they need timely information on the evolution of their appliance markets. Innovative tools can leverage big data and advanced algorithms to provide governments with a more detailed picture of appliance markets and key insights on purchasing decisions for more effective policy design in a cost effective and timely way.

The IEA and SEAD invite you to join us for a discussion with the Swedish Energy Agency and industry leaders Big2Great ApS and Premise at our upcoming webinar “Maximising the Impact of Appliance Efficiency Policy with Digital Tools.” The discussion will explore how crowd-sourced information and web crawling programmes – software that rapidly searches the internet for specific information – can create detailed pictures of appliance markets.

Presenters include:

Introduction

- Peter Bennich, Principal Adviser, Energy Efficiency, Swedish Energy Agency - peter.bennich@energimyndigheten.se
 - Dr Peter Bennich is a senior policy officer at the Swedish Energy Agency, where he is responsible for product policies on the EU level designed for resource and energy efficiency. Dr. Bennich serves as a representative of the Swedish Government to SEAD. He is also involved in the project Energy Efficient Lighting and Appliances, a capacity building project run by UNIDO together with the SADC Centre for Renewable Energy and Energy Efficiency and Eastern African Centre for Renewable Energy and Energy Efficiency, financed by the Swedish International Development Agency.

Technical presentations

- Kasper Schäfer Mogensen, Big2Great ApS - [Big2 Great ksm@big2great.dk](mailto:ksm@big2great.dk)
 - Kasper Mogensen is the co-founder and IT expert of Big2Great, a technology and consultancy company specialized in developing tools for online market surveillance and analysing energy efficiency primarily regulated by the Ecodesign and Energy Label regulation. Kasper holds a BA and MSc in Business Administration and Computer Science from Copenhagen Business School. He wrote his master thesis about how to use Machine Learning to do online market surveillance. Kasper has since 2015 been

responsible for the joint Nordic project: NordCrawl (NordCrawl 1, 2, and 3). He is the head of software development and an expert in tools for market surveillance.

- Chris Watson, Business Development Manager, International Development Market, Premise cwatson@premise.com
 - Chris Watson is an evangelist for remote data collection and analytics solutions that improve the performance of global development programs. He currently leads Premise Data's international development vertical, where he focuses on product-market-fit, use case definition, and partnership development.

Agenda:

14:00	Introduction: Melanie Slade, International Energy Agency
14:10	Peter Bennich, Swedish Energy Agency
14:25	Kasper Schäfer Mogensen, Big2Great ApS
14:40	Chris Watson, Premise
14:55	Panel Discussion and Q&A
15:25	Conclusions
15:30	Close

[Big2 Great](#) uses website crawling software to collect data from the internet. This includes crawling online retailer and manufacturer websites for information on electrical household appliances. The system can collect data from websites through advanced algorithms, ensuring a continuous and accurate time series for the market for appliances. Information such as price, electricity consumption, capacity, size, noise levels and other specific parameters can be gathered. This tool can be used to create a solid database describing the market and enabling Governments to analyse all kinds of market trends and behaviours.

Big2Great and has been involved in projects in Denmark, Sweden, the other Nordic countries, EU, South Africa, Indonesia and Brazil. The primary task has been software development, collecting data (mainly online), and building statistical models. Big2Great is expert in online market surveillance with more than five years of hands-on experience building tools for online market surveillance and collecting data working closely with the Energy Agencies in the Nordic countries. Every week all major websites selling white goods and TV are crawled, and the data is analysed for compliance.

Benefits include:

- Reduced cost for data collection
- High coverage and a good representation of the market
- Data analysis in near real time leading to faster responses to potentially non-compliant products
- Snap shot and time based information on whole markets or specific segments improving sampling strategies, be it random or targeted
- Automated checks for potential non-compliance increasing human and financial resources availability to focus on areas of highest risk
- Opportunities for enhanced cross-border cooperation

[Premise](#) run a mobile application that allows everyday consumers to access an online marketplace containing surveys and tasks that when successfully completed receive financial remuneration. By making it easier than ever to collect, aggregate and quality control (QC) locally-sourced human-gathered intelligence, Premise's platform fills information gaps and delivers real-time data. Premise

supports governments, businesses and international organisations on a range of issues from understanding movement patterns – such as public transport to optimising vaccine delivery and undertaking data collection and market surveillance. Unlike traditional field research methods, Premise integrates the people who collect the data, the process for managing collection, and the data analysis into a single software solution that works in real-time.

This webinar is brought to you by the Super-efficient Equipment & Appliance Deployment (SEAD) Initiative and kindly supported by Natural Resources Canada (NRCan) as part of their contributions to IEA's work on modernising energy efficiency through digitalisation and to the [Clean Energy Transitions Programme](#).