

SEAD Workshop for Latin America COP 26 Product Efficiency Call to Action

Doubling the efficiency of products sold globally

11 February 2021
16:00 – 18:00 CET

https://ieaorg.zoom.us/webinar/register/WN_FF7csANFQdCxosLEi0ihGg

Introduction

The IEA is hosting a **Super-efficient Equipment Appliance Deployment (SEAD) Initiative Workshop for Latin America** on **11 February at 16:00 – 18:00 [CET]**.

This 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 Latin America 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 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 (CET)

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| 16:00 – 16:05 | <p>Welcoming remarks</p> <p><i>Ms Melanie Slade, International Energy Agency</i></p> |
| 16:05 – 16:15 | <p>Keynote address</p> <p><i>Mr Odón de Buen, Director General, Commission for the Efficient Use of Energy (CONUEE), Mexico</i></p> <p><i>Mr Carlos Principe Pires, Director of Energy Development, Ministry of Mines and Energy, Brazil</i></p> |
| 16:15 – 16:25 | <p>Introduction to COP26 Product Efficiency Call to Action</p> <p><i>Ms Fiona Clouder, Regional Ambassador LAC, COP26</i></p> |
| 16:25 – 16:40 | <p>Introduction to SEAD and the Product Efficiency Approach</p> <p><i>Dr Kevin Lane, International Energy Agency</i></p> |
| 16:40 – 17:55 | <p>Panel Presentations:</p> <ul style="list-style-type: none"> • <i>Mr Francisco Martinez-Conde del Campo, Ministry of Energy of Chile, Head of Regulatory and Support Unit, Sustainable Energy Division.</i> • <i>Mr Shu Kawasaki, VP, Corporate Affairs & Governance, Daikin Latin America Operations</i> • <i>Mr Rodrigo Fumo, Global Engineering Director WEG Industrial Motors & Energy, WEG, Brazil</i> • <i>Mr Paúl Delgado, Ministry of Environment and Energy of Costa Rica, Secretary of Energy Planning</i> <p>Followed by a facilitated discussion with panellists</p> <p>Moderated by: <i>Ms Melanie Slade, International Energy Agency</i></p> |
| 17:55 – 18:00 | <p>Meeting close</p> |

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.