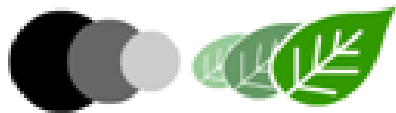


# STRATEGIES TO SCALE UP ENERGY-EFFICIENCY GLOBALLY

## Focus on “Consumer Products”

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IEA workshop on Fuelling the Future with Energy Efficiency  
Tokyo, Japan, 10 May 2012



# What it Takes: “MOTOR-FUELED” EFFICIENCY POWER PLANT

- 300 MWe EPP (~1000 MWth)
- 30% efficiency improvement of industrial electric motor system
- EPP = 40 000 motor systems of 25 kW each
- Implementation examples:
  - Tens of large factories
  - Hundreds of municipal wastewater treatment plants
  - Thousands of small factories

## Change required in:

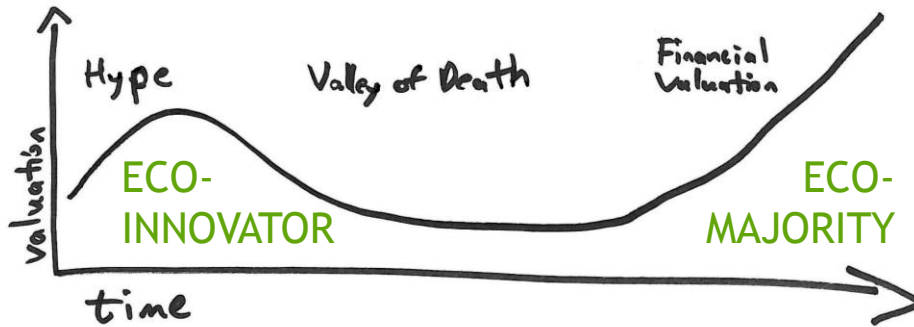
- Habitual behavior of market actors
- Investment decisions at the end-user level

## Vision

End-users purchase negawatts (efficient end-use products and equipment), rather than (grid) electricity, to meet their energy service needs, whenever cost-effective.



## Strategy 1: EMPOWER AN “ECO-MAJORITY”



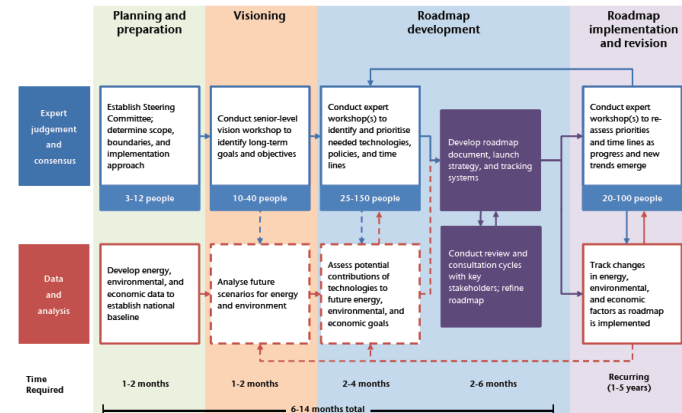
How to motivate behavior change?

- Communicate the benefits of super-efficiency in a way that resonates with individuals and motivates them
- Provide the right information at the right time
- Create actionable opportunities...by ensuring that appropriate technologies are:
  - Available on the market
  - Readily identifiable by consumers
  - Affordable to as many people as possible



## Strategy 2: CREATE “ECO-MAJORITY ROADMAPS”

- Draw on the experience of the IEA with technology road-mapping →
- Engage the full range of stakeholders
- Tailor assessments to unique products, end-user groups and regulatory and market contexts
- Comprehensive approach to addressing all barriers with a range of policies, programs and incentives
- Need better data



TopTen TV Comparison Highlights Opportunities

