Network standby policy options

Why polices:

- Energy efficiency is not a priority in product & system design
- Lack of market demand
- Energy demand of network connected products is projected to increase rapidly

Policy objectives:

- Get products to power down when appropriate
- Get low power modes with network connectivity as efficient as possible
- Stimulate the development of energy efficient products
- Stimulate the market for energy efficient products

Policy options

Broad options:

- Amending existing policies
- Establishing a new set of policies

Types of policies:

- Minimum energy performance requirements
  - Vertical, horizontal, clustered
  - Power or energy
  - Prescriptive requirements
- Labels
- Certification or rating schemes
- Rewarding high-performers
- Voluntary agreements

- Combination of measures
- Ongoing process

Complementary measures:

- Information & awareness, stimulating R&D

Planned and existing approaches

- **US DoE**
  - Product by product approach, total energy consumption approach
  - Consideration process for set-top boxes prompted voluntary agreement
  - Under early consideration stages – computers and computer servers
- **Energy Star**
  - Total energy consumption approach
  - Labels for high performance products
  - Base allowances for network connectivity and incentives (additional allowances) for energy saving features
- **Korea**
  - Use of both minimum power requirements and total energy consumption approach
  - In the EE labeling program7 Target Products have networked standby power limits.
  - In the e-standby program 11 target products have networked standby power limits.

Planned and existing approaches cont.

- **Switzerland**
  - Federal Office of Energy launched awareness-campaign on how customers can optimise energy performance of modems, routers and set-top boxes
  - Calculations show energy consumption could be reduced by 36% by optimising energy management
  - Service provides engaged in providing targeted advice