



Networked Devices: Industry Perspectives on Global EE Policy Framework

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Agenda

- Networked Device: Overview/Current environment
 - IoT and Intelligent Efficiency (Benefits and Savings Potential)
- Industry perspective on energy efficiency, current barriers, and government's role
 - Consumer electronics/IT
 - Product standards/protocols
- Summary/Discussion
 - Policy Issues/Options
 - Wrap-up/future considerations

Background/Introduction - I

- Historically governments/public focused on negative environmental impact and energy impacts of ICT.
- Recent energy and environmental impact studies of the ICT Industry demonstrate the positive effects of these technologies. (macro-story)
- IEA highlights significant role of energy efficiency (4th fuel!) towards a sustainable global economy.
- ICT applications create positive impact by enabling significant number of end-use energy efficiency improvements reducing electricity demand.
- Improvements found in many technologies deployed across the Industrial sectors.

Background/Introduction - II

- 50 Billion internet connected devices by 2020, the so called IoT effect.
- Many of these devices will be sensors or similar with very low power and low duty cycle and often battery powered.
- Increasing number of domestic and office equipment will be internet connected. IoT in effect extends and multiplies the reach and impact of the positive effects of the ICT network.
- The ACEEE* labelled IoT enabled energy efficiency phenomenon as “intelligent efficiency” (IE). IE is a systems-based holistic approach to energy savings, enabled by ICT and user access to real-time information.

Networking impact approach

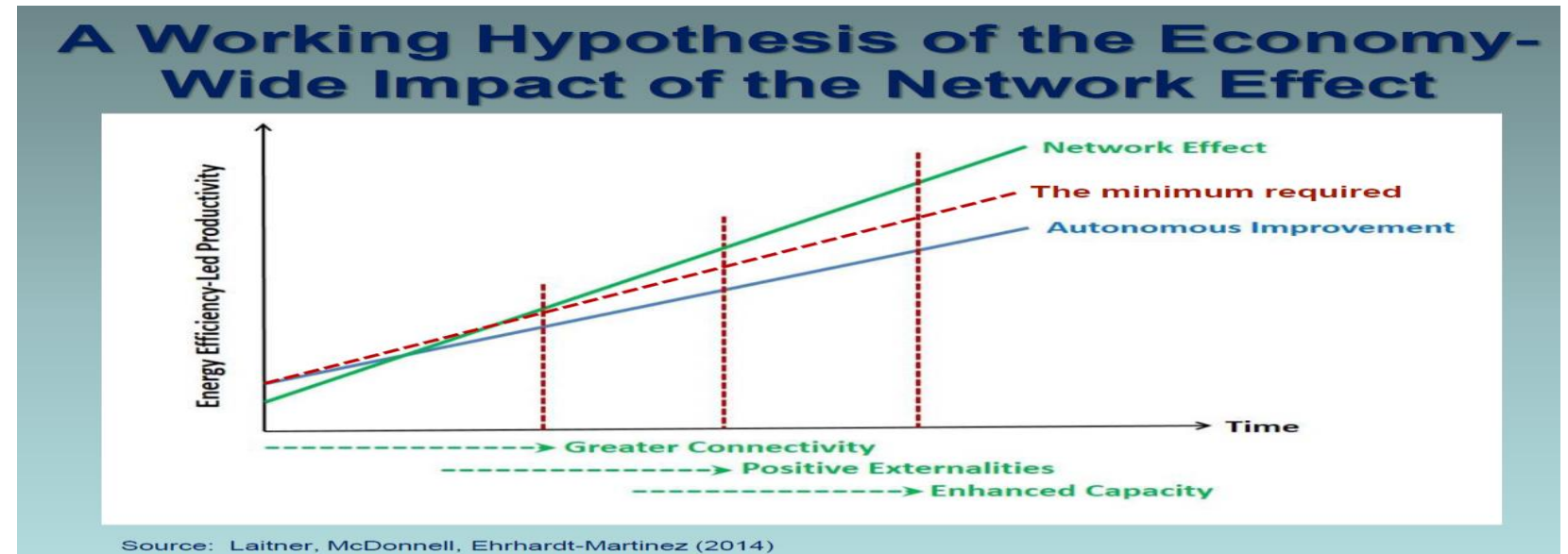
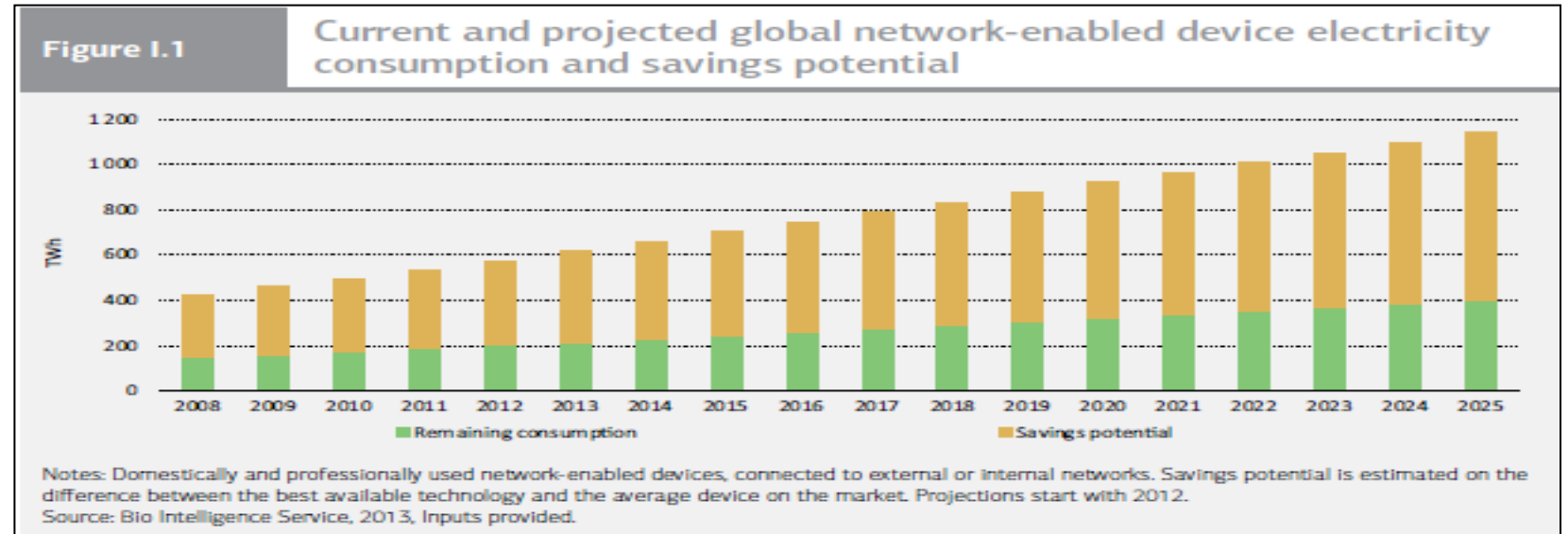
Device centric approach

- Focus on networked device power and savings potential

System centric approach

- Focus on intelligent system efficiency that includes smart devices
- Economy wide benefits and energy savings potential

Source: Laitner, McDonnell, Ehrhardt-Martinez (2014), The Energy Efficiency and Productivity Benefits of Smart Appliances and ICT-Enabled Networks: An Initial Assessment at:
<http://www.aceee.org/blog/2014/11/internet-everything-could-be-huge-boo>




Networking impact analysis requires holistic systems approach

How Intelligent Efficiency (IE) Saves

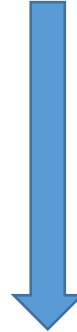
- System optimization
 - Parts working better as a whole
 - The whole working towards the goal
- Eliminating the degradation of savings
 - Early fault detection
 - Continual optimization
- Substitution of technology
 - Technological evolution

The Technology behind *Intelligent Efficiency*

Evolution of Components

- 
- Dumb & inefficient
 - Dumb & efficient
 - Informative & efficient
 - **Interactive & efficient**

Evolution of Controls

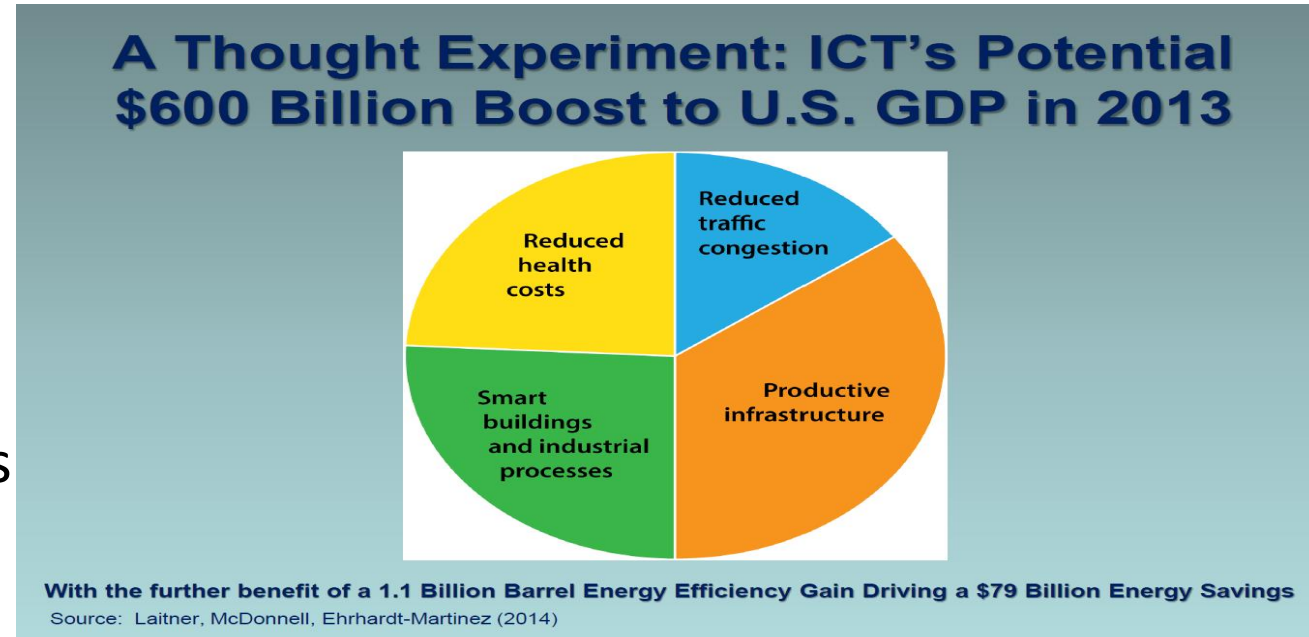
- Simple (on/off)
 - Reactive
 - Programmable
 - **Adaptive & predictive**
- 



intelligent efficiency

Potential for Intelligent Efficiency

- Energy savings from “enabling” technologies
 - 12-22% (GeSI)
- Savings from systems effects
 - 40-60% (ACEEE)
 - \$50 billion/year energy cost savings
- Efficiency & productivity creates jobs
 - Internet job creation rate 2.6:1 (McKinsey)



Source: R. Neal Elliott, ACEEE
EPA-ITI Workshop on Enabling Energy Efficient Systems , June 26, 2014

Source: Laitner et al.
ACEEE, Intelligent Efficiency Conference, San Francisco, CA, November 18, 2014

IE Energy Savings are transformational, and essential for sustainability

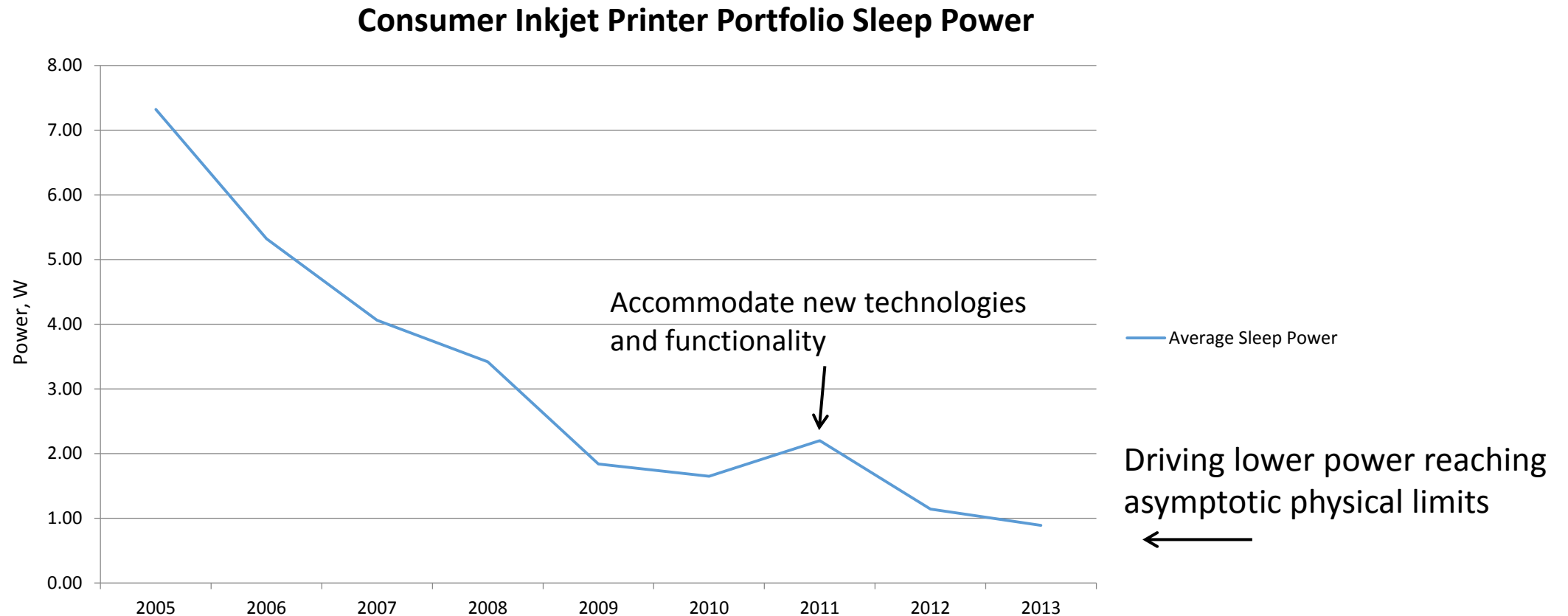
Industry perspective on energy efficiency,
current barriers, and governments role

Consumer Electronics/IT

Consumer Electronics/IT

- What is currently being done to address energy efficiency in this area?
 - There are many eco-label, regulatory and non-regulatory drivers for energy efficient designs, with ENERGY STAR program and private sector voluntary agreements being most notable and progressive. Multiple specification revisions demonstrate the progress achieved to date.
 - Power management to low power modes, products default to a low power state after a period of inactivity, has been implemented for many edge device product categories- imaging equipment, PC's, displays, TV's.
 - Low power modes that maintain network connectivity are very low for these product categories.

Consumer Inkjet Printer Portfolio Sleep Mode Power Reduction (Example*)



Industry continues to drive energy efficiency recognizing both technology requirements and physics limitations

Consumer Electronics/IT

- EU Regulation 1275/2008 (ERP Directive Lot6/26)
 - Power management approach is appropriate for many categories of edge devices and NOT appropriate for networking equipment and network infrastructure equipment.
 - Horizontal approach to scope is not appropriate; vertical product scope when appropriate is more effective and can lead to greater savings potential.

Consumer Electronics/IT

- What are the existing barriers that inhibit progress?
 - Edge devices- many product categories are already reaching the power limits, beyond which it impacts functionality and may impede future innovation.
(Beware of annoyance modes- forcing users to disable power management)
 - Too much focus on individual device power levels and not enough emphasis on net energy savings of networked systems, and resulting economic benefits
 - Conflicting initiatives/requirements/programs leading to consumer confusion
 - Initiatives that address the network ecosystem beyond edge devices get very complicated very quickly and require a holistic/systems view of the entire network- interdependencies, communication protocols, rapidly developing technologies, interoperability and unintended consequences. (need for international standards)
 - Customer demand for more features, faster delivery and processing of data causes changes in energy efficiency approaches.

Consumer Electronics/IT

- What can governments do to overcome these barriers ?
 - Balanced, coordinated, and holistic regulatory policy approach to not inhibit technology innovation
 - Conduct comprehensive market studies and data collection (networked system benefits and savings potential vs. energy consumption), building on existing research such as:
 - ACEEE reports;
 - Skip Laitner reports;
 - C2ES reports;
 - ITS of America reports
 - Advocate global harmonization
 - International standards(including interoperability standards)
 - Common product framework and test methodologies
 - Transportable conformity assessment data for global acceptance

Consumer Electronics/IT

- What can governments do to overcome these barriers ?
 - In partnership with stakeholders, encourage networked systems innovation for energy efficiency and future sustainability. US examples:
 - EPA/ITI Workshops and activities;
 - EPA ENERGY STAR standards development, rewarding system efficiency;
 - Green Button and DOE's Energy Data Initiative;
 - DOE's Building to Grid Integration work;
 - President's Climate Data Initiative and Climate Resilience Toolkit
 - Voluntary Agreements (when appropriate)
 - Consider Beyond Network Standby- A Policy Framework and Action Plan for Low Energy Networks (Harrington, Nordman 2014)

Industry perspective on energy efficiency,
current barriers, and governments role

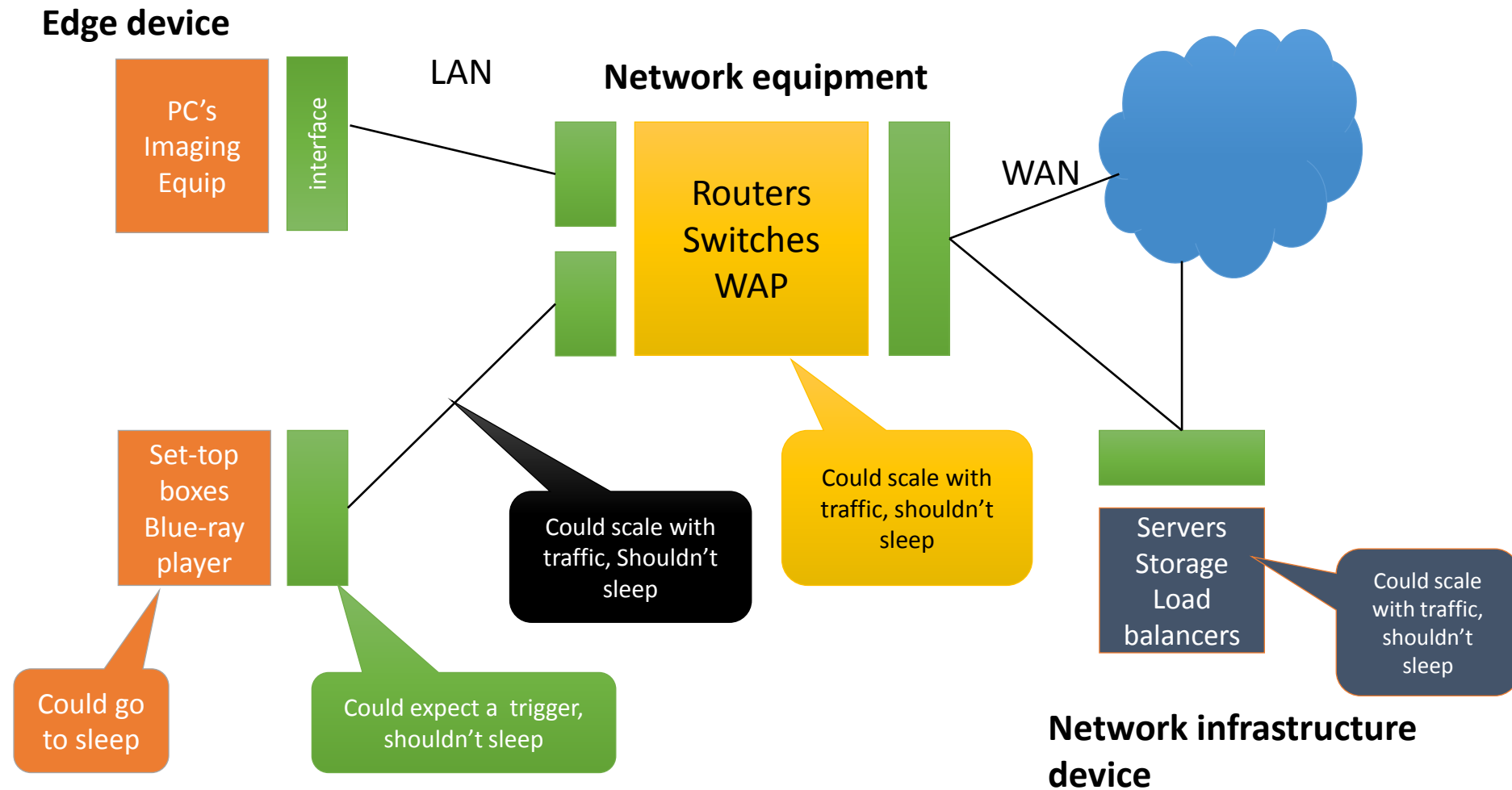
Product standards and protocols

3 types of standards

- Technology standards/protocols → ensures interoperability
 - **Communication protocols**
 - Ethernet 802,3az
 - Ethernet WoL
 - HDMI CEC
 - Docsis 1x1 mode...
 - ...
 - **Power management protocols**
 - IETF EMAN
 - ETSI GAL
 - ...
- Energy efficiency measurement standards → ensures consistent feasible measurements
 - ETSI/ATIS/ITU-T for routers and switches
 - CENELEC/ETSI for lot 26
 - IEC62301 Ed 2
 - ...
- Standards which set targets/ energy requirements → policy instruments
 - BB CoC
 - Lot 26
 - ENERGY STAR
 - ...

Standards must be compatible and consistent with each other. Policy instruments must comprehend the technical boundaries of interoperability and measurement standards

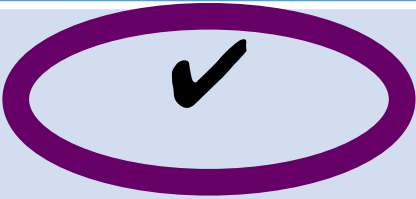
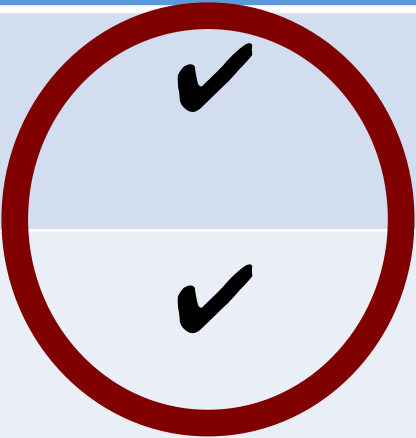

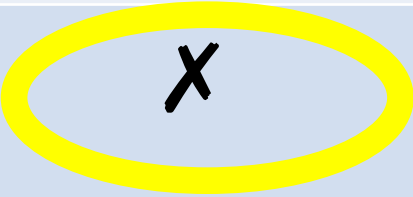
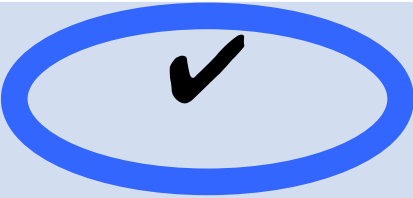
The Big Picture



Scope for network standby policy

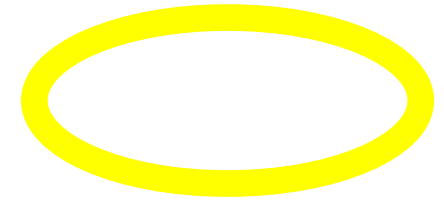
- Edge device primarily interacts with end user
 - Some devices are not expected to be activated by the network – no need for NW Standby, use normal standby mode
 - Some devices activated by the network – opportunity for reduced power while maintaining network connection
- Networking devices provide connectivity to edge devices
 - Benefit from mechanisms that scale energy consumption with traffic intensity
 - Linkage to edge device becoming less dependent, so less opportunity to benefit from low traffic conditions
- Networked infrastructure devices manage and manipulate the data within the network and service application requests from edge devices
 - Efficiency addressed through management utilities and/or virtualization features to coordinate a power and performance policy
- Energy Efficiency of the network should be assessed in traffic conditions that match normal usage - *scale, should not sleep*
 - assessment not just based on edge device but the overall effect on the network
 - Relevant efficiency dependent on device performance under worst case load vs. typical load – will depend on use profile of each device

4 types of protocols/solutions

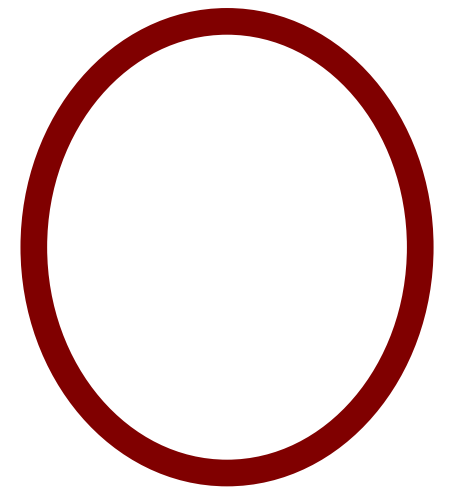
	Sleep Network Standby	Power Scales with work
Edge device		
Networking Equipment	X	
Network		

Network and networking equipment should NEVER go to sleep. Edge devices may opportunistically sleep and wake pursuant to compliance to interoperability standards.

Networks Should NOT go to Sleep



- Ethernet interfaces: detect link status, ports power down when no cable connected
- Lot 26 promotes deactivation of the network ports when not in use (problem-unintended consequences)
- De-activated (sleeping) networks require resynchronization (or boot).
 - All transmission requests are lost (dropped packets) and
 - Equipment along that network connection is considered non-existent until reboot and discovery.
- Disconnects the link – no remote reactivation possible
- Reduces power of the interface and opportunity to reduce energy
- May increase energy consumption (other devices) across the network
- Network and network hosts should NOT power down
- ***This is not network standby***



Equipment with power scaling

➤ Networking Equipment

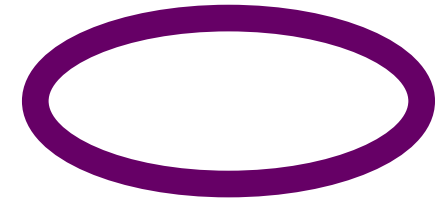
- ETSI ES 203 136, ATIS-0600015.03.2013, ITU L.1310

➤ Types of power reduction: # fans, # PSU's, #RAM, frequency

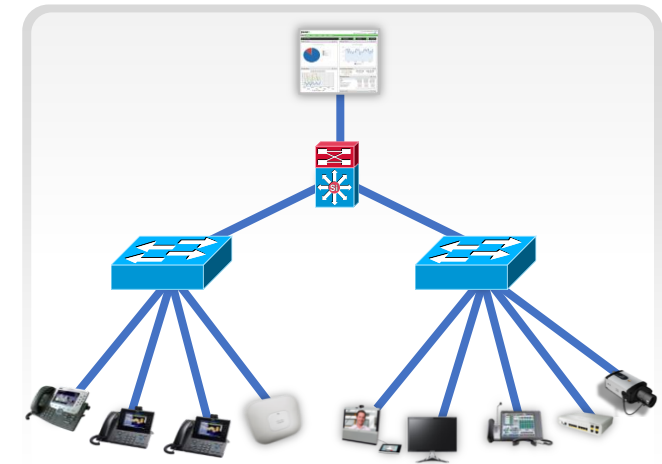
➤ Coordination across power islands

- Maintains the link to the network
- ***This is not network standby***

Edge device opportunity to sleep




- Network Protocols to support edge device's opportunity to sleep and maintain network presence:
 - Ethernet WoL
 - UPnP Low Power
 - HDMI CEC
 - IETF EMAN rfc7326 - Cisco Energywise
 - ETSI ES 203 237 (Green Abstraction Layer)
- Opportunity to sleep:
 - Timer expires OR event happens
 - Network interface remains awake
 - May be Centralized (network initiated) or Decentralised (edge device self-initiated)
 - Lack of uniformity/implementation
 - NOT applicable for monitoring, security, and other systems whose main function is dependent on persistent connectivity.
 - ***This IS network standby***



Conclusion

	Sleep Network Standby	Scale with work
Edge device	✓	✓
Networking equipment	✓	✓
Network	✗	✓



Network standby

- Network Standby is only opportunistically applicable to edge devices.
 - Not applicable for devices whose main function relies on persistent connection
- Network Standby is NOT applicable for energy savings on the network itself or networking equipment.
- Deactivated networks require reboot and/or resynchronization. Data loss and unavailable functions are expected until reboot occurs.
 - Forced network deactivation may cause unintended consequences

Summary/Discussion

Key principles on global energy efficiency convergence approach

IEA/Industry Alignment

- Ensure energy efficiency programs for ICT products help promote, and not impede, energy efficient economic growth and innovation.
- Ensure energy efficiency programs for ICT products are based on accurate data and sound analysis.
- Adopt international standards and metrics in energy efficiency programs for ICT products.
- Ensure transparency and stakeholder participation in the regulatory process for energy efficient ICT products

- Use proven successful voluntary and mandatory energy efficiency programs for ICT products as a framework for product energy efficiency convergence
- Avoid using voluntary energy efficiency program metrics as minimum energy performance standards (MEPS) for market access of ICT products
- Adopt minimally trade-restrictive conformity assessment requirements in energy efficiency programs for ICT products
- Align to ENERGY STAR® framework (voluntary) supported by international standards

Additional Industry Principles

Industry advocates voluntary programs to drive energy efficiency and innovation

Scope for network standby policy

- Consider the network elements (networking devices, networked infrastructure devices, edge devices) in their entirety before considering efficiency requirements for each device class separately
- Horizontal approach not workable, the power and energy profiles and energy efficiency opportunities vary considerably between device classes- Horizontal approach leads to significant inefficiencies
- Vertical approach preferred and should identify product scope ensuring comprehensive studies (incl. effect on network):
 - Identify product category specific requirements that may include separate limits, adjustments (allowances) etc.
 - Minimises need for exemptions and avoids limits that are set too high, and maximises efficiency savings

Moving Forward – Key Policy Considerations From an Industry Perspective

- Intelligent Efficiency
 - Partnership and Innovation
 - Governments should use their purchasing power
- Network Standby
 - Focus on energy, not power
 - Holistic data collection approach (including intelligent efficiency gains)
 - Vertical product focus (when appropriate)
 - Voluntary (market forces driven)
 - Global perspective (harmonization)
 - Lot 26 (Horizontal approach) should not be a precedent
 - Power management (defaulting to low power mode) is appropriate approach for many edge devices, and NOT appropriate for networking equipment and network infrastructure equipment
 - Power management has been effectively implemented for many edge product categories

Industry is ready to work with the G20 policy makers

Back-up

Policy Issues and Options

- Key learning from Lot 26 experience made available for other policy makers
- Regulatory requirements must be balanced reflecting market incentives to avoid stifling innovation
- Data driven, prioritized vertical segment approach with greatest energy savings gains taking into consideration, dependencies, costs, and potential “unintended consequences”. Where similarities exist – leveraging regional device level data could be shared
- Policy makers must evaluate current policy tools (Voluntary, MEPs, COC, labeling) and work with Industry to agree on the approach
 - Even the voluntary labeling programs (ENERGY STAR) work, since the market forces continue to drive technology innovation, competitive cost, and consumer choice
- Address justifiable exemptions , trade-off between creating extra niche product categories and exempt such products with no material impact to CFF goals
- Conflicting policies and requirements
- Long term approach (Defining end-state; MEPs to voluntary; end of regulation). This is key – as there comes a point of diminishing return for any incremental effort.
 - Multi-tiered regulatory approach with an intention to spur future innovation, could be counter productive and in fact stifle innovation (since the future target setting is largely arbitrary)

IE – Examples of U.S. Partnerships

White House.

- Climate Data Initiative and Commitments
- Climate Resiliency Toolkit
- Smart cities discussions and projects

DOE.

- Green Button and Energy Data Initiative
- Building to Grid Integration work
- Federal Smart Grid Task Force
- Better Bldgs. Challenge, and Better Data Centers Challenge

EPA.

- ITI/EPA Workshops on furthering Intelligent Efficiency
- ENERGY STAR standards development rewarding systems efficiency and network connectivity

DOT.

- Connected Vehicles program
- Intelligent Transportation Systems program
- Smart Roadside program

DOC.

- NIST's Global City Teams Challenge

IE – Examples of Existing Research

Center for Climate And Energy Solutions (C2ES).

- *“Leading by Example: Using Information and Communications Technology to Achieve Federal Sustainability Goal,”* presenting eight case studies of US federal agencies using smarter technologies to use less energy and reduce greenhouse gas emissions while cutting costs and enhancing productivity. Available at: <http://www.c2es.org/docUploads/federal-sustainability-ict.pdf>.
- *“Leading by Example 2.0: How Information and Communication Technologies Help Achieve Federal Sustainability Goals,”* highlights federal agencies’ initial progress in adopting these technologies and outlines steps to overcome barriers. Available at: <http://www.c2es.org/docUploads/how-ict-help-achieve-federal-sustainability-goals.pdf>.

American Council for an Energy-Efficient Economy (ACEEE).

- *“A Defining Framework for Intelligent Efficiency,”* estimating if US homeowners and businesses were to take advantage of currently available information and communications technologies that enable system efficiencies, the US could reduce its energy use by 12-22% and realize tens or hundreds of billions of dollars in energy savings and productivity gains. Available at: <http://www.aceee.org/sites/default/files/publications/researchreports/e125.pdf>.
- *“Intelligent Efficiency: Opportunities, Barriers, and Solutions.”* A follow-on report, providing ideas for policy solutions. Available at: <http://www.aceee.org/research-report/e13j>.
- *“Smart Freight: Applications of Information and Communications Technologies to Freight System Efficiency.”* A further follow-on report focusing on freight. Available at: <http://www.aceee.org/white-paper/smart-freight-ict>.
- *“Energy Savings Potential of Smart Manufacturing.”* A further follow-on report, focusing on manufacturing. Available at: <http://www.aceee.org/research-report/ie1403>.
- *“The Energy Efficiency and Productivity Benefits of Smart Appliances and ICT-enabled Networks: An Initial Assessment.”* A further follow-on report, focusing on appliances. Available at: <http://www.aceee.org/research-report/f1402>.

Laitner Study.

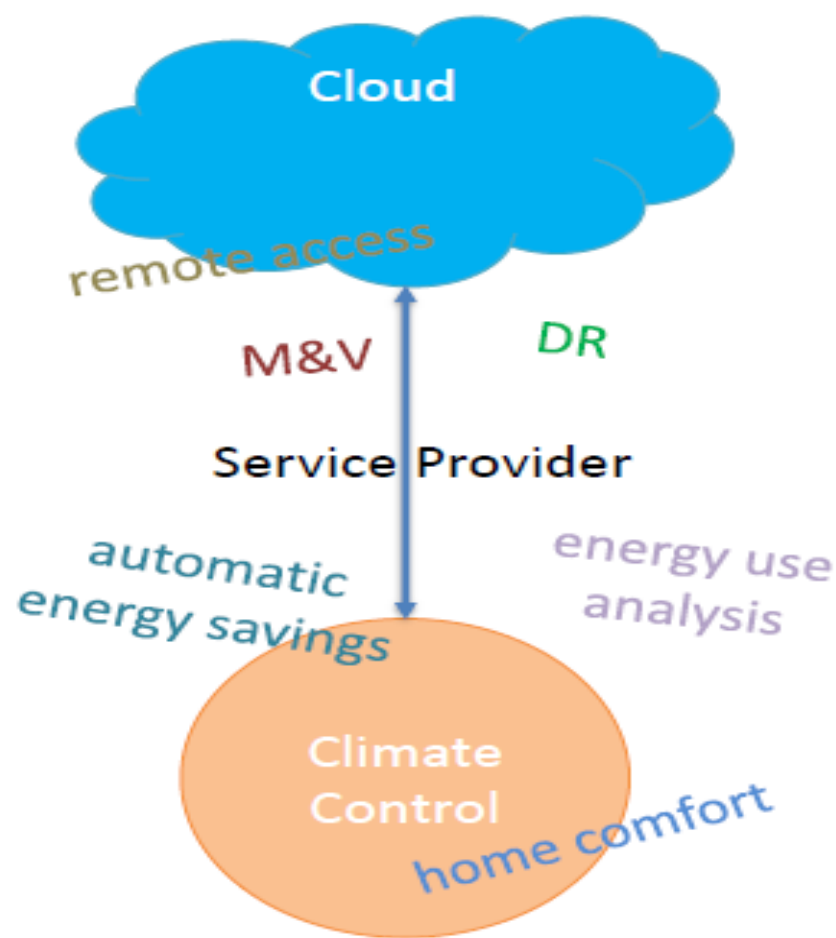
- *“The Energy Efficiency and Productivity Benefits of Smart Appliances and ICT-Enabled Networks: An Initial Assessment.”* The easy read is his ACEEE Conference presentation: (<http://aceee.org/files/pdf/conferences/IE/2014/5c-laitner.pdf>)

ITS America.

- *“Accelerating Sustainability: Demonstrating the Benefits of Transportation Technology,”* highlighting certain tools currently available such as connected car and smart cities technologies that could substantially reduce carbon emissions. Available at: <http://www.digitalenergysolutions.org/dotAsset/933052fc-0c81-43cf-a061-6f76a44459d6.pdf>.

Connected climate controls: new opportunity

- Presence of a programmable thermostat in home not sufficient for energy savings
- New connected products include service, help realize the promise of HVAC control
- With connection, EPA can **base recognition on data from installed units**
- **Partner would be service provider**
- If approach works, could provide a model for other connected controls





ENERGY STAR Climate Controls next steps

- Metrics are key:
 - Rich data from units: equipment start/stop times, temperature settings, indoor temperature, location, etc.
 - Combine with public data, e.g. weather
- Considering possible metrics at stakeholder workshop SF 11/19
- In 2015, test candidate metrics, correlate to meter savings
- Service provider partners periodically submit summary data as proxy for average energy savings for clients
- Consumers have access to average savings developed with common method



WIN for service providers, consumers and the environment

Annex - informative list of European energy related standards - I

<ul style="list-style-type: none"> 5 achieving efficient use Ongoing and future ICT standardisation activities in 18 5.1 Core network 18 5.1.1 Transmission equipment 18 5.1.1.1 Field processing 18 5.1.1.1.1 ETSI ATTM TS 105 174-3 to be replaced by EN 305 174-3 18 5.1.1.1.2 ETSI EE ES 202 336-12 18 5.1.1.2 Testing 18 5.1.1.2.1 ETSI EE ES 203 184 18 5.1.1.2.2 ETSI EE ES 201 554 18 5.1.1.3 Key Performance Indicators (KPI) 19 5.1.1.3.1 ETSI EE ES 203 184 19 5.1.1.3.2 ETSI EE ES 201 554 19 5.1.1.4 Powering 19 5.1.1.4.1 ETSI EE EN 300 132 series 19 5.1.1.4.2 ETSI EE TS 102 121 19 5.1.2 Switching equipment (Ethernet switches and routers) 20 5.1.2.1 Field processing 20 5.1.2.1.1 ETSI ATTM TS 105 174-3 to be replaced by EN 305 174-3 20 5.1.2.1.2 ETSI ES ES 202 336-12 20 5.1.2.2 Testing 20 	<ul style="list-style-type: none"> 5.1.2.2.1 ETSI EE ES 203 136 20 5.1.2.3 Key Performance Indicators (KPI) 20 5.1.2.3.1 ETSI EE ES 203 184 20 5.1.2.4 Powering 20 5.1.2.4.1 ETSI EE EN 300 132 series 20 5.1.2.4.2 ETSI EE TS 102 121 20 5.1.3 Switching equipment (Ethernet switches and routers) 20 5.1.3.1 Field processing 20 5.1.3.1.1 ETSI EE ES 202 336 series 20 5.1.3.1.2 ETSI EE ES 203 237 21 5.1.3.1.3 ETSI EE EN 300 119-5 22 5.1.3.1.4 ETSI EE ES 203 156 22 5.1.3.2 Testing 22 5.1.3.2.1 ETSI EE ES 202 336 series 22 5.1.3.3 Key Performance Indicators (KPI) 22 5.1.3.4 Powering 22 5.1.3.4.1 ETSI EE EN 300 132 series 22 5.1.3.4.2 ETSI EE TS 102 121 22 5.2 Network operator sites 22 5.2.1 Data centres 22 	<ul style="list-style-type: none"> 5.2.1.1 Field processing 22 5.2.1.1.1 CENELEC EN 50600 series 22 5.2.1.1.2 ETSI ATTM TS 105 174-2 and EN 305 174-2 (to be replaced by TS 105 174-2 and EN 305 174-2 in a second phase) 23 5.2.1.1.3 ETSI EE TR 102 489 24 5.2.1.1.4 ETSI EE TR 102 530 24 5.2.1.1.5 EN 300 019-1 series 24 5.2.1.1.6 ETSI EE ES 202 336 series 25 5.2.1.2 Testing 25 5.2.1.2.1 ETSI EE EN 300 019-2 series 25 5.2.1.3 Key Performance Indicators (KPI) 25 5.2.1.3.1 ETSI ATTM TS 105 174-2 and EN 305 174-2 (to be replaced by TS 105 174-2 and EN 305 174-2 in a second phase) 25 5.2.1.3.2 ETSI ATTM ES 205 200-1 to be replaced by EN 305 200-1 25 5.2.1.3.3 ETSI ATTM ES 205 200-2-1, experts agreed to merge ES 205 200-2-1 with ETSI ISG OEU 001 position paper, to be replaced by EN 305 200-2-1 26 5.2.1.3.4 ETSI OEU GS OEU 001, to be replaced by new GS OEU 001 "Global KPI for ICT sites" by 12/2014 26 5.2.1.4 Powering 26 5.2.1.4.1 ETSI EE TR 102 532 26 5.2.1.4.2 ETSI EE EN 300 132 series 26 	<ul style="list-style-type: none"> 5.2.1.4.3 ETSI EE TS 102 121 27 5.2.2 Central offices 27 5.2.2.1 Field processing 27 5.2.2.1.1 ETSI ATTM TR 105 174-2-1, to be replaced by TS 105 174-2 and EN 305 174-2 in a second phase 27 5.2.2.1.2 ETSI EE TR 102 489 27 5.2.2.1.3 ETSI EE TR 102 530 27 5.2.2.1.4 ETSI EE EN 300 019-1 27 5.2.2.1.5 ETSI EE ES 202 336 series 27 5.2.2.2 Testing 27 5.2.2.2.1 ETSI EE EN 300 019-2 27 5.2.2.3 Key Performance Indicators (KPI) 28 5.2.2.3.1 ETSI ATTM TR 105 174-2-1, to be replaced by TS 105 174-2 and EN 305 174-2 in a second phase 28 5.2.2.3.2 ETSI ATTM ES 205 200-2-1, experts agreed to merge ES 205 200-2-1 with ETSI ISG OEU 001 position paper, to be replaced by EN 305 200-2-1 28 5.2.2.3.3 ETSI OEU GS OEU 001, to be upgraded 28 5.2.2.4 Powering 28 5.2.2.4.1 ETSI EE TR 102 532 28 5.2.2.4.2 ETSI EE EN 300 132 Series 28 5.2.2.4.3 ETSI EE TS 102 121 28
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Annex - informative list of European energy related standards - II

• 5.2.3	Servers and storage	28
• 5.2.3.1	Field processing	28
• 5.2.3.1.1	CENELEC EN 62075	28
• 5.2.3.1.2	ETSI EE ES 202 336-12	28
• 5.2.3.2	Testing	28
• 5.2.3.2.1	CENELEC EN 62018	28
• 5.2.3.3	Key Performance Indicators (KPI)	29
• 5.2.3.3.1	ETSI OEU GS OEU 003	29
• 5.2.3.3.2	ETSI OEU GS OEU XXX	29
• 5.2.3.3.3	CENELEC EN 62075	29
• 5.2.3.3.4	ETSI ATM TR 105 174-2-2, to be replaced by TS 105 174-2 and EN 305 174-2 in a second phase	29
• 5.2.3.3.5	ETSI ATM ES 205 200-2-1, experts agreed to merge ES 205 200-2-1 with ETSI ISG OEU 001 position paper, to be replaced by EN 305 200-2-1	29
• 5.2.3.3.6	ETSI OEU GS OEU 001, to be upgraded	29
• 5.2.3.4	Powering	29
• 5.2.3.4.1	ETSI EE EN 300 132 Series	29
• 5.2.3.4.2	ETSI EE TR 102 121 to be replaced by TS 102 121	30
• 5.3	Fixed access delivery	30
• 5.3.1	Network side - ADSL, ADSL2/2+, VDSL and VDSL3	30
• 5.3.1.1	Field processing	30
• 5.3.1.1.1	ETSI ATM TR 105 174-4, to be replaced by TS 105 174-4-1 and EN 305 174-4-1 in a second phase	30
• 5.3.1.1.2	ETSI EE ES 202 336-12	30
• 5.3.1.2	Testing	30
• 5.3.1.2.1	ETSI EE ES 203 215, to be replaced by EN 303 215	30
• 5.3.1.3	Key Performance Indicators (KPI)	30
• 5.3.1.3.1	ETSI EE ES 203 215, to be replaced by EN 303 215	30
• 5.3.1.3.2	ETSI ATM TR 105 174-4, to be replaced by TS 105 174-4-1 and EN 305 174-4-1 in a second phase	30
• 5.3.1.3.3	ETSI ATM ES 205 200-2-2, experts agreed to merge ES 205 200-2-2 with ETSI ISG OEU position paper, to be replaced by EN 305 200-2-2	30
• 5.3.1.4	Powering	31
• 5.3.1.4.1	ETSI ATM TR 102 629	31
• 5.3.1.4.2	ETSI EE EN 302 099	31
• 5.3.1.4.3	ETSI EE TR 102 614	31
• 5.3.1.4.4	ETSI EE TS 102 121	31
• 5.3.2	Network side - Cable networks	31
• 5.3.2.1	Field processing	31
• 5.3.2.1.1	ETSI ATM TR 102 877	31
• 5.3.2.1.2	ETSI EE ES 202 336-12	32
• 5.3.2.2	Testing	32
• 5.3.2.3	Key Performance Indicators (KPI)	32
• 5.3.2.3.1	ETSI CABLE ES 205 200-2-4 to be provided by TC Cable	32
• 5.3.2.3.2	ETSI CABLE TR 105 174-6	32
• 5.3.2.4	Powering	32
• 5.3.3	Network side - Passive optical networks	32
• 5.3.3.1	Field processing	32
• 5.3.3.1.1	ETSI ATM TR 105 174-4, to be replaced by TS 105 174-4-1 and EN 305 174-4-1 in a second phase	32
• 5.3.3.1.2	ETSI EE ES 202 336-12	32
• 5.3.3.2	Testing	33
• 5.3.3.2.1	ETSI EE ES 203 215, to be replaced by EN 303 215	33
• 5.3.3.3	Key Performance Indicators (KPI)	33
• 5.3.3.3.1	ETSI EE ES 203 215, to be replaced by EN 303 215	33
• 5.3.3.4	Powering	33
• 5.3.4	Network side - Point-to-point optical networks	33
• 5.3.4.1	Field processing	33
• 5.3.4.1.2	ETSI ATM TR 105 174-4, to be replaced by TS 105 174-4-1 and EN 305 174-4-1 in a second phase	33
• 5.3.4.2	Testing	33
• 5.3.4.2.1	ETSI EE ES 203 215, to be replaced by EN 303 215	33
• 5.3.4.3	Key Performance Indicators (KPI)	33
• 5.3.4.3.1	ETSI ATM TR 105 174-4, to be replaced by TS 105 174-4-1 and EN 305 174-4-1 in a second phase	33
• 5.3.4.3.2	ETSI EE ES 203 215, to be replaced by EN 303 215	33
• 5.3.4.3.3	ETSI ATM 205 200-2-2, experts agreed to merge ES 205 200-2-2 with ETSI ISG OEU position paper, to be replaced by EN 305 200-2-2	33
• 5.3.4.4	Powering	33
• 5.3.4.4.1	ETSI EE TR 102 614	33
• 5.3.4.4.2	ETSI EE TR 102 121 to be replaced by TS 102 121	33
• 5.3.5	Transmission infrastructure	34
• 5.3.5.1	Field processing	34
• 5.3.5.1.1	ETSI EE ES 202 336 series	34
• 5.3.5.1.2	ETSI EE ES 203 237	34
• 5.3.5.2	Testing	34
• 5.3.5.2.1	ETSI ES 202 336 series	34
• 5.3.5.3	Key Performance Indicators (KPI)	34
• 5.3.5.3.1	ETSI ATM TR 105 174-4, to be replaced by TS 105 174-4-1 and EN 305 174-4-1 in a second phase	34

Annex - informative list of European energy related standards - III

• 5.3.5.3.2	ETSI ATT M 205 200-2-2, experts agreed to merge ES 205 200-2-2 with ETSI ISG OEU 001 position paper, to be replaced by EN 305 200-2-2	34
• 5.3.5.4	Powering	34
• 5.3.5.4.1	ETSI EE EN 300 132 Series	34
• 5.3.5.4.2	ETSI EE TS 102 121	34
• 5.4	Mobile access delivery	34
• 5.4.1	Network side –Network access equipment	34
• 5.4.1.1	Field processing	34
• 5.4.1.1.1	ETSI ATT M TS 105 174-4-2, to be issued as EN 305 174-4-2	34
• 5.4.1.1.2	ETSI EE ES 202 336-12	34
• 5.4.1.2	Testing	35
• 5.4.1.2.1	ETSI EE TS 102 706, to be replaced by ES 202 706	35
• 5.4.1.3	Key Performance Indicators (KPI)	35
• 5.4.1.3.1	ETSI EE TS 102 706, to be replaced by ES 202 706	35
• 5.4.1.3.2	ETSI ATT M ES 205 200-2-3, to be issued as EN 305 200-2-3	35
• 5.4.1.4	Powering	35
• 5.4.1.4.1	ETSI EE EN 300 132 Series	35
• 5.4.1.4.2	ETSI EE TS 102 121	35
• 5.4.2	Network side - Satellite	35

• 5.4.2.1	Field processing	35
• 5.4.2.2	Testing	35
• 5.4.2.3	Key Performance Indicators (KPI)	36
• 5.4.2.3.1	ETSI ATT M ES 205 200-2-1, experts agreed to merge ES 205 200-2-1 with ETSI ISG OEU 001 position paper, to be replaced by EN 305 200-2-1	36
• 5.4.2.4	Powering	36
• 5.5	Customer premises	36
• 5.5.1	Building and home networking - General	36
• 5.5.1.1	Field processing	36
• 5.5.1.1.1	ETSI ATT M TR 105 174-5-1, to be replaced by TS 105 174-5-1 and EN 305 174-5-1 in a second phase	36
• 5.5.1.1.2	ETSI ATT M TR 105 174-5-2, to be replaced by TS 105 174-5-2 and EN 305 174-5-2 in a second phase	36
• 5.5.1.1.4	New ETSI ATT M TS 105 174-5-4, to be replaced by EN 305 174-5-4	37
• 5.5.1.1.5	ETSI ATT M TR 102 629	37
• 5.5.1.2	Testing	37
• 5.5.1.2.1	ETSI EE EN 301 575	37
• 5.5.1.2.2	ETSI EE ES 203 215, to be replaced by EN 303 215	37
• 5.5.1.3	Key Performance Indicators (KPI)	37

• 5.5.1.3.1	ETSI EE EN 301 575	37
• 5.5.1.3.2	ETSI EE ES 203 215, to be replaced by EN 303 215	37
• 5.5.1.3.3	ETSI ATT M TR 105 174-5-1, to be replaced by TS 105 174-5-1 and EN 305 174-5-1 in a second phase	37
• 5.5.1.3.4	ETSI ATT M TR 105 174-5-2, to be replaced by TS 105 174-5-2 and EN 305 174-5-2 in a second phase	37
• 5.5.1.3.5	New ETSI ATT M TS 105 174-5-4, to be replaced by EN 305 174-5-4	38
• 5.5.1.4	Powering	38
• 5.5.1.4.1	ETSI EE TR 102 614	38
• 5.5.1.4.2	ETSI EE EN 302 099	38
• 5.5.2	Building and home networking - Optical CPE	38
• 5.5.2.1	Field processing	38
• 5.5.2.1.1	ETSI ATT M TR 105 174-4, to be replaced by TS 105 174-4-1 and EN 305 174-4-1 in a second phase	38
• 5.5.2.1.2	ETSI ATT M TR 105 174-5-1, to be replaced by TS 105 174-5-1 and EN 305 174-5-1 in a second phase	38
• 5.5.2.1.3	ETSI ATT M TR 105 174-5-2, to be replaced by TS 105 174-5-2 and EN 305 174-5-2 in a second phase	38
• 5.5.2.1.4	New ETSI ATT M TS 105 174-5-4, to be replaced by EN 305 174-5-4	38
• 5.5.2.1.5	ETSI EE TR 102 614	38
• 5.5.2.2	Testing	38
• 5.5.2.2.1	ETSI EE ES 203 215, to be replaced by EN 303 215	38

• 5.5.2.3	Key Performance Indicators (KPI)	38
• 5.5.2.3.1	ETSI EE ES 203 215, to be replaced by EN 303 215	38
• 5.5.2.3.2	ETSI ATT M TR 105 174-5-1, to be replaced by TS 105 174-5-1 and EN 305 174-5-1 in a second phase	38
• 5.5.2.3.3	ETSI ATT M TR 105 174-5-2, to be replaced by TS 105 174-5-2 and EN 305 174-5-2 in a second phase	39
• 5.5.2.3.4	New ETSI ATT M TS 105 174-5-4, to be replaced by EN 305 174-5-4	39
• 5.5.2.4	Powering	39
• 5.5.2.4.1	ETSI EE EN 302 099	39
• 5.5.3	Building and home networking –Power Line Transmission (PLT)	39
• 5.5.3.1	Field processing	39
• 5.5.3.2	Testing	39
• 5.5.3.3	Key Performance Indicators (KPI)	39
• 5.5.4	Building and home networking - External power supplies	39
• 5.5.4.1	Field processing	39
• 5.5.4.1.1	ETSI ATT M ES 202 874-1	39
• 5.5.4.1.2	ETSI EE TR 103 229	40
• 5.5.4.2	Testing	40
• 5.5.4.2.1	CENELEC EN 50563	40
• 5.5.4.3	Key Performance Indicators (KPI)	40

Annex - informative list of European energy related standards - IV

• 5.5.4.3.1	ETSI ATTM ES 202 874-1	40
• 5.5.4.3.2	ETSI ATTM TS 102 874 Series	40
• 5.5.4.4	Powering	41
• 5.6	Network design	41
• 5.6.1	Overall network design	41
• 5.6.1.1	Field processing	41
• 5.6.1.1.1	ETSI EE ES 202 336 series	41
• 5.6.1.1.2	ETSI EE ES 203 237	41
• 5.6.1.1.3 305 174-1	ETSI ATTM TS 105 174-1, to be replaced by EN	41
• 5.6.1.2	Testing	41
• 5.6.1.2.1	ETSI EE ES 203 228	41
• 5.6.1.3	Key Performance Indicators (KPI)	42
• 5.6.1.3.1	ETSI EE ES 203 228	42
• 5.6.1.3.3 305 200-1	ETSI ATTM ES 205 200-1 to be replaced by EN	42
• 5.6.1.3.4 305 174-1	ETSI ATTM TS 105 174-1, to be replaced by EN	42
• 5.6.1.3.5 version	ETSI OEU GS OEU 001, to be replaced by a new	42
• 5.6.1.4	Powering	42
• 5.6.1.4.1	ETSI EE EN 300 132 Series	42
• 5.7	Life analysis	42

• 5.7.1	Life cycle assessment	42
• 5.7.1.1	Field processing	42
• 5.7.1.1.1	ETSI EE ES 203 199	42
• 5.7.1.2	Testing	43
• 5.7.1.2.1	ETSI EE ES 203 199	43
• 5.7.1.2.2		43
• 5.7.1.3	Key Performance Indicators (KPI)	43
• 5.7.1.3.1	ETSI EE ES 203 199	43
• 5.7.1.3.2		43
• 5.7.1.4	Powering	43
• 5.7.1.4.1	ETSI EE ES 203 199	