

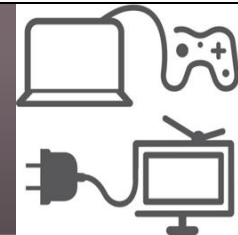
What next?

Tony Brunello

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smart
electronics
initiative

The Smart Electronics Initiative

- To promote the expanded production & use of energy efficient electronics through the development and implementation of good public policies
- How?
 - By linking industry leaders with state and fed policy-makers
 - By developing new solutions around voluntary and mandatory standards, procurement, and incentives
 - Through targeted social outreach campaigns
- A project of the Green Tech. Leadership Group- a non profit organization based in California



A few of SEI's Partners



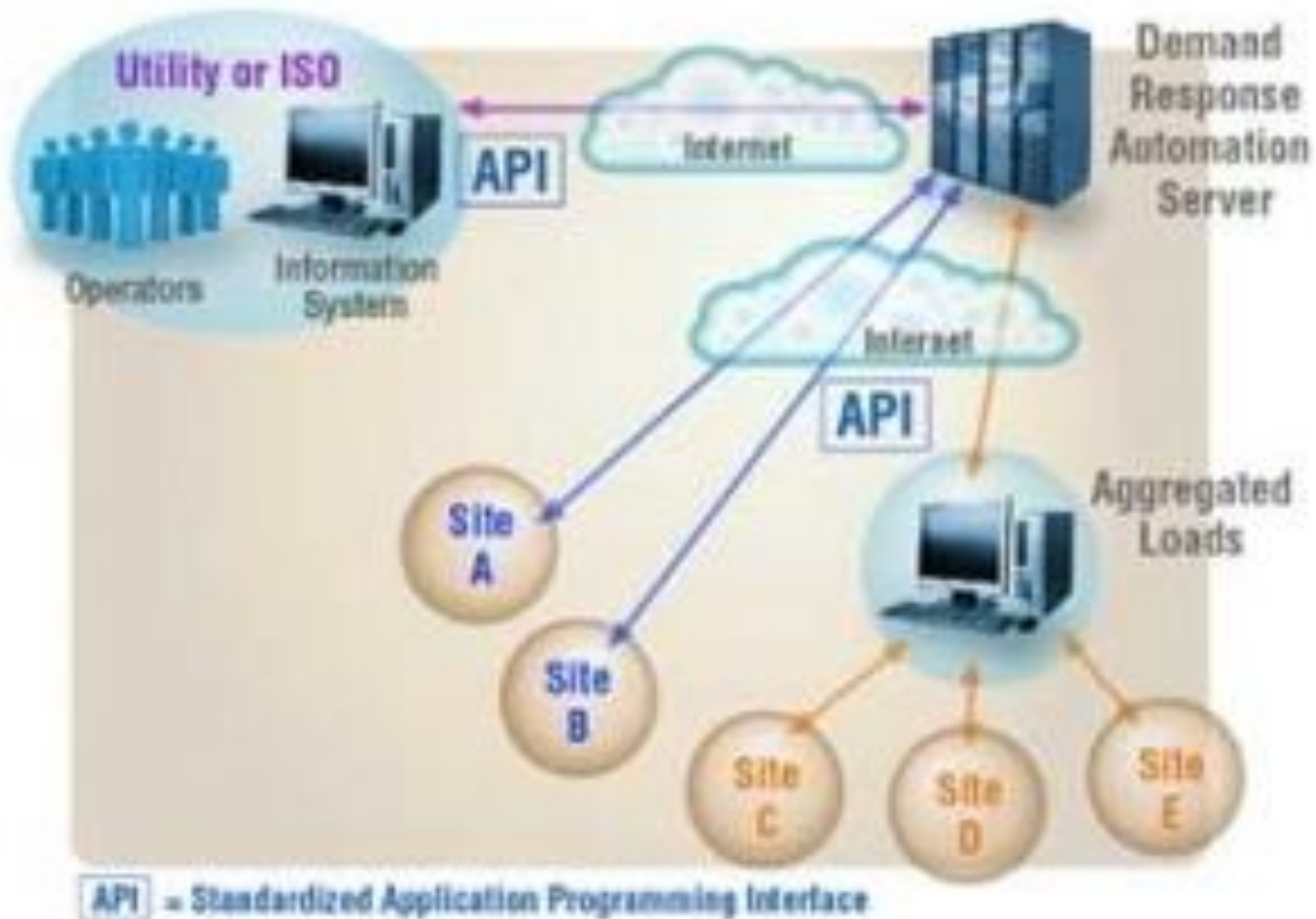
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Areas of Interest here

- California Title 20 standards
 - Standards passed – Battery chargers and TV
 - Upcoming processes – game consoles, computers, set top boxes, monitors?
- Procurement Decisions
- New Opportunities
 - California/National “Code of Conduct” for network standby
 - Policy dialogues on what is art of possible

Demand Response = How to link?



What Next?

- Can a Code of Conduct for Network efficiency be developed for the United States?
- What companies are already communicating with decision makers the opportunities in this field? In what forums?
- Need better communications to policy-makers on opportunities to link consumer electronic products to benefit energy & environment goals.

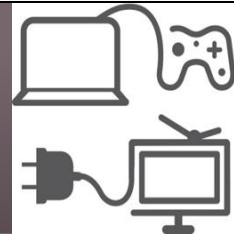
Thanks

Go to

www.smart-electronics.org

Or contact us to join

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