What are the steps:

Stakeholder involvement & communication

Lighting, appliances and Equipment: Session 5
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#energyefficientworld
You are asked to prepare a communications strategy for your MEPS programme

What are the key elements to this strategy?
Session Outline

- Stakeholder engagement
  - Industry viewpoint
  - Identifying stakeholders
  - Why involve stakeholders
  - Type of involvement

- Communications
  - Function of communications
Why should industry be involved in policy development?

① Industry knows its products and the technical aspects:
   • technological potential/ solution
   • physical performance measurement
   • internationally standardized methods

② Industry knows the impact & lead time of implementation

③ Industry knows its market and its customers
   • promote awareness and demand for EE
   • market transformation

④ International industry can contribute its own experience with S&L schemes
   • Insight/ movement of neighbouring countries
Technology & Technical Aspects:

**Inverter**
- Improves efficiency & reduces electricity consumption by at least up to 30% (↓ 30Mtonne CO$_2$ – estimated in 2015)

**Refrigerant**
- R32 is a next generation refrigerant that efficiently carries heat and has lower environmental impact. (↓ 27Mtonne CO$_2$ – estimated from 2012)

**Performance Evaluation**
- Test standard: ISO 5151/ ISO 13253
- Rating standard: ISO 16358 (CSPF)

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**Environmental Impact of Air Conditioner Refrigerants and Trends**

<table>
<thead>
<tr>
<th>Refrigerant</th>
<th>Ozone Depletion Potential (ODP)</th>
<th>100 Year Global Warming Potential of Different Refrigerants*1</th>
</tr>
</thead>
<tbody>
<tr>
<td>R12 (CFC)</td>
<td>1.0</td>
<td>10,900</td>
</tr>
<tr>
<td>R22 (HCFC)</td>
<td>0.055</td>
<td>1,810</td>
</tr>
<tr>
<td>R410A (HFC)</td>
<td>0</td>
<td>2,090</td>
</tr>
<tr>
<td>R32 (HFC)</td>
<td>0</td>
<td>675</td>
</tr>
</tbody>
</table>
Mexico demonstration project that evaluates energy saving comparing:
- R32 + Inverter Vs. R22 + Non Inverter

INDIA demonstration project that evaluates energy saving comparing:
- R32 + Inverter Vs. R22 + Non Inverter

HFC32 inverter units achieved a 66% reduction of power consumption

HFC32 inverter units achieved a 30% reduction of power consumption
Impact & Lead Time of Implementation:

Implementation Lead Time:

- Essential processes to introduce new product (includes minor changes) to comply with the regulation

**Lead time ranging from 6 – 40 months**

- Define Product: Identify types of model involved based on new technology
- Product Development: Develop new product & design modification
- Conformity Assessment: Include tests according to regulation & certify products
- Set-up Production: Production line preparation/ install new facility

**Lead time ranging from 6 – 33 months**

Stakeholder Involved During Drafting

Shorten & ensure smoothness of implementation lead time
Market Transformation & Promote Consumer Awareness:

- Industry has direct interaction with consumer in educating & disseminating information of EE and promote higher demand of EE products.

**Correlation Diagram of Industry & Market:**

- **Manufacturers**
  - Produce EE Products

- **Retailers**
  - Sale EE Products

- **Consumers**
  - Purchase EE Products

- **Product Information**
  - Knowledge of EE Products → **High energy saving awareness**
  - Promote & offer high EE Products → **Push effect**
  - Knowledge of EE Products → **High energy saving awareness**
  - Demand high EE Products → **Pull effect**

- Support the development of policy & implementation of EE
  - **New technology**
- Drive & shape the market needs towards high EE Products
  - **Push effect**

*Increase awareness towards the impact of new technology to environmental aspects*
## Industry Experience: Sharing of Insight & Global Movement

- **Global movement of performance measurement standards and methods:**

<table>
<thead>
<tr>
<th>Countries</th>
<th>Trend of Energy Efficiency Evaluation</th>
<th>Year CSPF implemented</th>
<th>Testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Malaysia</td>
<td>EER (Non &amp; Inv)</td>
<td>2018</td>
<td>✔</td>
</tr>
<tr>
<td></td>
<td>Weighted EER (Non &amp; Inv)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>EER (Non &amp; Inv)</td>
<td>2019/2020</td>
<td>✔</td>
</tr>
<tr>
<td>Philippines</td>
<td>EER (Non)</td>
<td>2020</td>
<td></td>
</tr>
<tr>
<td>Vietnam</td>
<td>EER (Non &amp; Inv)</td>
<td>2017</td>
<td>✔</td>
</tr>
<tr>
<td>Thailand</td>
<td>COP (Non)</td>
<td>2019</td>
<td>✔</td>
</tr>
<tr>
<td>Singapore</td>
<td>COP (Non &amp; Inv)</td>
<td>2020</td>
<td>Self declared</td>
</tr>
<tr>
<td>India</td>
<td>EER (Non)</td>
<td>2018</td>
<td>✔</td>
</tr>
<tr>
<td>Australia/New Zealand</td>
<td>AEER/ACOP MEPS &amp; Label (Non &amp; Inv)</td>
<td>2019</td>
<td>Self declared</td>
</tr>
<tr>
<td></td>
<td>AEER/ACOP &gt; MEPS CSPF/HSPF &gt; Label (Non &amp; Inv)</td>
<td></td>
<td></td>
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</tbody>
</table>

**Promote harmonization of performance evaluation to reduce technical barriers**
How to involve industry

• Contact industry associations when looking for
  • broad consensus
  • an industry wide overview of facts

• Contact single companies when
  • looking for new ideas
  • dealing with confidential issues

• Other aspects of information exchange
  • Contact industry as early as possibly (changes in product may take years)
  • Keep in mind that industry associations are bound by anti-trust law (some issues cannot be discussed)
Example Associations

China Household Electrical Appliances Association

By us, by you, for better lifestyles in Europe

The Japan Electrical Manufacturers' Association

National Association of Manufacturers

Korea Electronics Association

Vietnam Electronic Industries Association

Association of Home Appliance Manufacturers

National Electrical Manufacturers Association

Home Appliance Europe

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Who participates in S&L Programmes?

Compile list of all stakeholders in S&L Programme

INTERACTIVE ACTIVITY
Who has a role in S&L Programmes?

- Industry Associations
- Manufacturers
- Importers
- Distributors
- Retailers
- Installers

- Consumer Groups
- Consumers
- Government Agencies
- Different Levels of Government
- Utilities
- Standards Organisations
- Testing Laboratories
- Market Surveillance Authorities
Why would you involve stakeholders in development of S&L Programmes?

Compile list reasons
Why involve stakeholders in S&L Programmes?

- Understand Obligations
- Engage with others in the industry/sector
- Help make marketing, education and outreach materials more effective
- Provide expert input for:
  - Test Methods
  - MEPS Levels & other performance requirements
  - Future revisions
- Provide data source and/or case studies
- Assist with evaluation and tracking progress
- Raise awareness of compliance activities to encourage greater compliance
- Help educate consumers
  - About the Program
  - Retailer staff educating public
- Builds industry support for the Programme
A Communication Strategy answers the following questions:

- What type of engagement is appropriate for each group?
  - Is it a formal process?
  - Is it for information exchange only?

- What does each target group need to know?

- How the most efficient way to reach them?
  - Can other organisations assist?

- Timing: when do they need to be engaged & what frequency?

- What resources will you need?
### Engagement options

<table>
<thead>
<tr>
<th>Formal Consultation</th>
<th>Informal Liaison</th>
</tr>
</thead>
<tbody>
<tr>
<td>• National Steering Groups</td>
<td>• Stakeholder meetings e.g. at industry events</td>
</tr>
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<td>• National Standards Bodies</td>
<td>• Outreach Activities e.g. joint workshops, newsletters, pamphlets, FAQs</td>
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<tr>
<td>• Technical Working Groups on particular topics/products</td>
<td>• Retailer Training</td>
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<td>• National Impact Assessment processes</td>
<td>• Regular reporting on progress</td>
</tr>
<tr>
<td></td>
<td>• Compliance updates</td>
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</table>

Both formal & informal engagement will be necessary.
Communication will need to be regular and ongoing

- Ensure programme visibility for existing and new entrants
- Make stakeholders aware of planned consultation opportunities
- Discussions and notice of:
  - updates/changes to test methods, programme requirements, etc
  - changes to labels e.g. transitional arrangements
- Results of compliance activities
- Programme publications, evaluation reports, etc
- Workshops and related events
- Training activities e.g. registration databases, smart calculators and apps, understanding the label
Communicating with Government is also Critical

- Formal requirement e.g. legislative, reviews

- To gain support for programme
  - Adequate resourcing for S&L Programme
  - Seek to expand product coverage
  - Reporting on the evaluation of S&L programme or individual components
  - Reporting the results of compliance and monitoring activities

- Proposing a Communication Campaign

- Proposing other complimentary actions
  - e.g. public procurement of energy efficient products
  - e.g. Training of retail staff
  - e.g. Education of third parties (installers)
Group Session

You are asked to prepare a communications strategy for your MEPS programme.

What are the key elements to this strategy?

• Divide into three groups
• Each group given a different communications task
• Describe 5 proposed actions
Group Session

- Describe 5 proposed actions

- Group 1: Increase consumer awareness and understanding of a new appliance energy label

- Group 2: Inform product suppliers of new MEPs requirements

- Group 3: Gain more support for your S&L programme within government departments
Summary

• Product suppliers have a critical role to play in S&L Programmes e.g. understanding obligations, strengthening compliance etc.

• Many formal and informal opportunities exist for suppliers to participate in S&L Programmes e.g. Industry Associations, Technical Working Groups, etc.

• Need to communicate regularly and differently with key stakeholders, including suppliers and Government.