



What are the steps:

Stakeholder involvement & communication

Lighting, appliances and Equipment: Session 5

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

What are the key elements to this strategy?

- 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 it's own **experience with S&L** schemes
 - Insight/ movement of neighbouring countries

① Technology & Technical Aspects:

Inverter

- Improves efficiency & reduces electricity consumption by at least up to 30%
(↓ 30Mtonne CO₂ – estimated in 2015)

Refrigerant

- R32 is a next generation refrigerant that efficiently carries heat and has lower environmental impact.
(↓ 27Mtonne CO₂ – estimated from 2012)

Performance Evaluation

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

**Technology solution to support EE policy
& contribute to environmental impact**

Environmental Impact of Air Conditioner Refrigerants and Trends

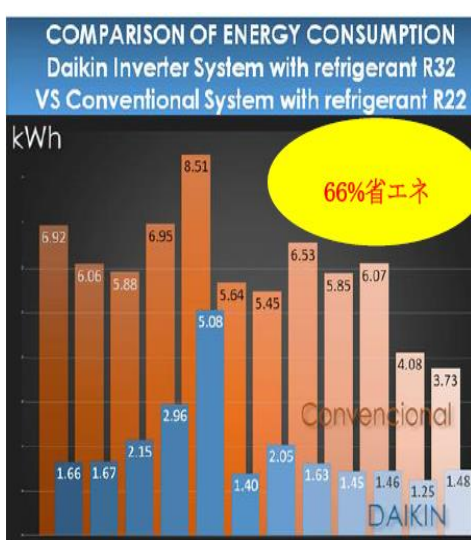
	Ozone Depletion Potential (ODP)	100 Year Global Warming Potential of Different Refrigerants*1
R12 (CFC)	1.0	10,900
R22 (HCFC)	0.055	1,810
R410A (HFC)	0	2,090
R32 (HFC)	0	675

① Technology & Technical Aspects: Global Demonstration Project

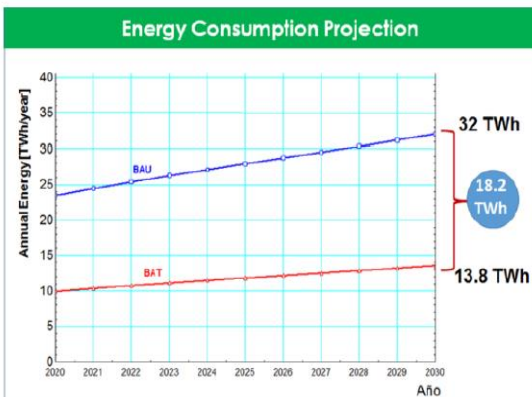


■ Mexico demonstration project that evaluates energy saving comparing:

《 R32 + Inverter Vs. R22+ Non Inverter 》



HFC32 inverter units **achieved a 66% reduction** of power consumption



	BAU	BAT	Savings	Equivalent to
Electricity (TWh)	32	13.8	18.2	5.1 Power plants
CO2 Emissions (Million tonnes)	21.3	9.2	12.1	6.2 Mill Cars
Electricity Bills (Million USD\$)	\$2,769	\$1,229	\$1,591 Million USD	

Projection made by the Technological Institute of Higher Education Studies of Monterrey

■ INDIA demonstration project that evaluates energy saving comparing:

《 R32 + Inverter Vs. R22+ Non Inverter 》

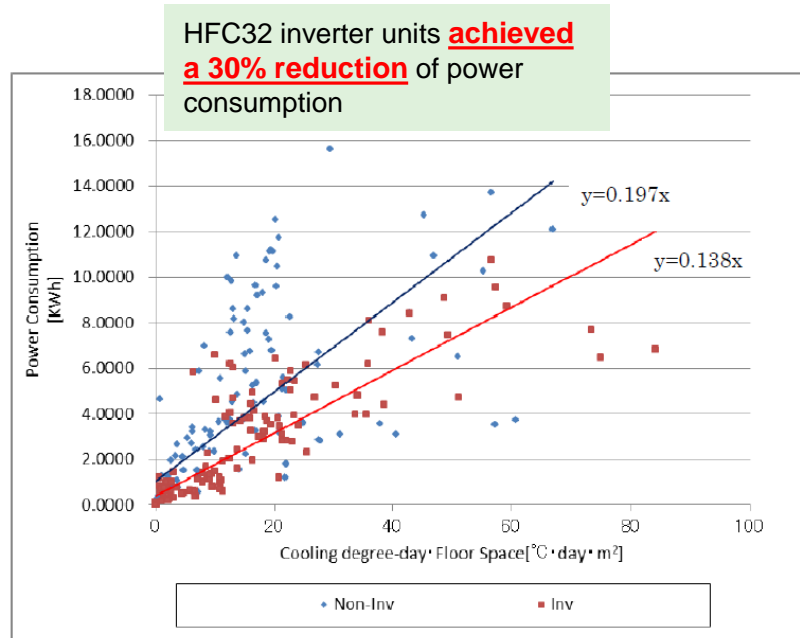
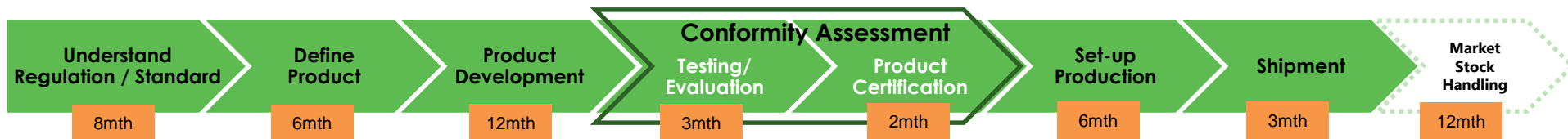


Fig. 7-35 Correlation between power consumption and cumulative time x cooling degree x floor space of HCFC22 non-inverter units and HFC32 inverter units in India

② Impact & Lead Time of Implementation:

Implementation Lead Time:

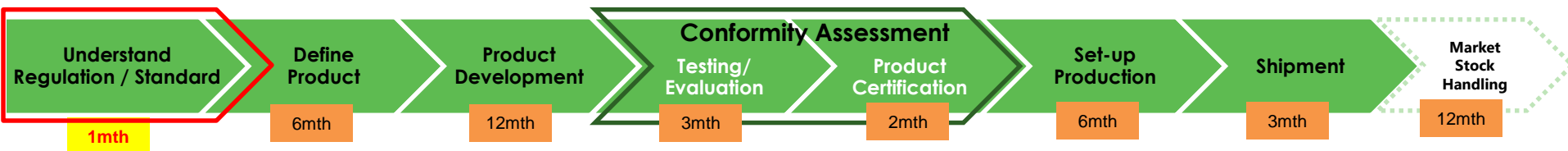
- Essential processes to introduce new product (includes minor changes) to comply with the regulation



Stakeholder
Involved
During
Drafting

- 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 – 40 months



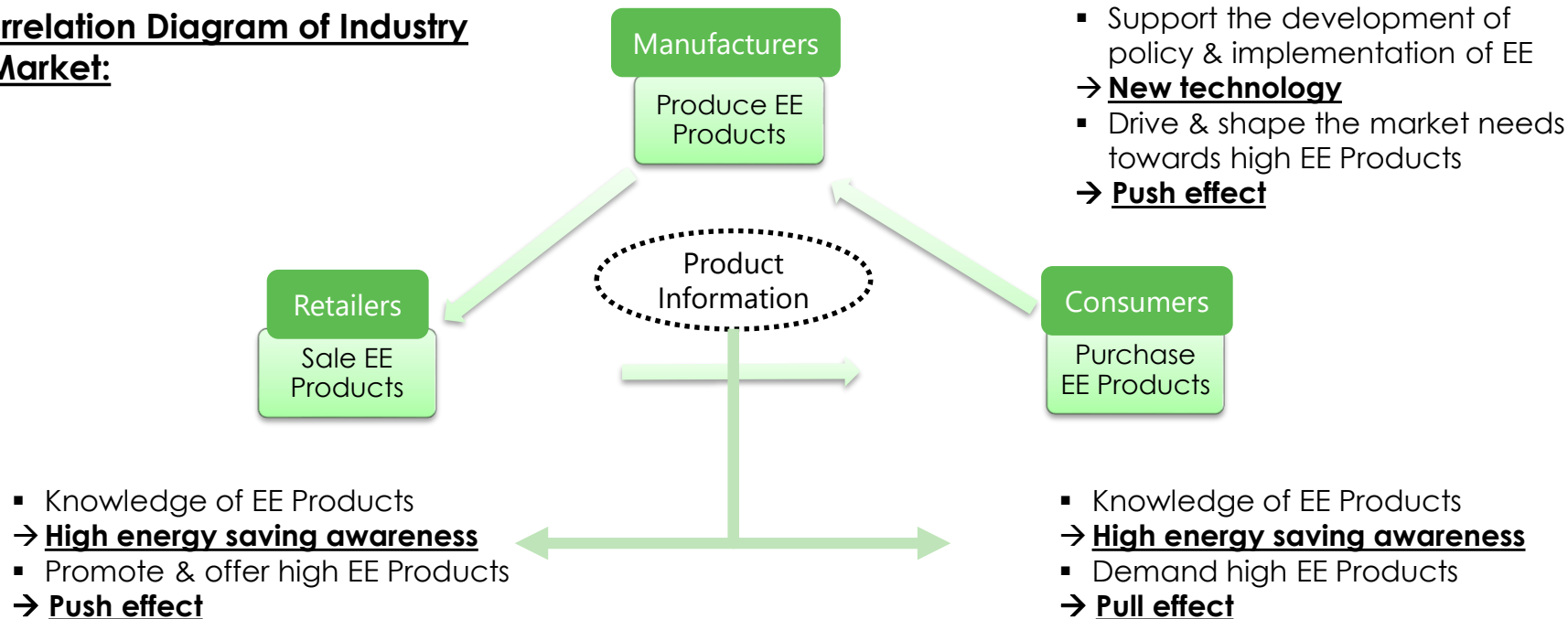
**Shorten & ensure smoothness of
implementation lead time**

→ Lead time ranging from 6 – 33 months

③ 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:



Increase awareness towards the impact of new technology to environmental aspects

④ Industry Experience: Sharing of Insight & Global Movement

- Global movement of performance measurement standards and methods:

Countries	Trend of Energy Efficiency Evaluation			Year CSPF implemented	Testing	
					In Country Lab	Accredited Lab
Malaysia	EER Weighted EER (Non & Inv)	⇒	CSPF (Non & Inv)	2018	✓	✓
Indonesia	EER (Non & Inv)	⇒	CSPF (Non & Inv)	2019/2020	✓	
Philippines	EER (Non)	⇒	CSPF (Non & Inv)	2020		
Vietnam	EER (Non & Inv)	⇒	CSPF (Non & Inv)	2017	✓	
Thailand	COP (Non)	⇒	SEER/CSPF (Non & Inv)	2019	✓	✓
Singapore	COP Weighted COP (Non & Inv)	⇒	CSPF (Non & Inv)	2020	Self declared	
India	EER (Non)	⇒	SEER/CSPF (Non & Inv)	2018	✓	
Australia New Zealand	AEER/ACOP MEPS & Label (Non & Inv)	⇒	AEER/ACOP > MEPS CSPF/HSPF > Label (Non & Inv)	2019	Self declared	

Promote harmonization of performance evaluation to reduce technical barriers

- 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 possible (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



By us, by you,
for better lifestyles
in Europe



China Household
Electrical Appliances Association



Who participates in S&L Programmes?

Compile list of all stakeholders in S&L Programme



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

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?

Formal Consultation

- National Steering Groups
- National Standards Bodies
- Technical Working Groups on particular topics/products
- National Impact Assessment processes

Both formal & informal engagement will be necessary

Informal Liaison

- Stakeholder meetings e.g. at industry events
- Outreach Activities e.g. joint workshops, newsletters, pamphlets, FAQs
- Retailer Training
- Regular reporting on progress
- Compliance updates

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

- 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)

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





- **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**

- 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



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