

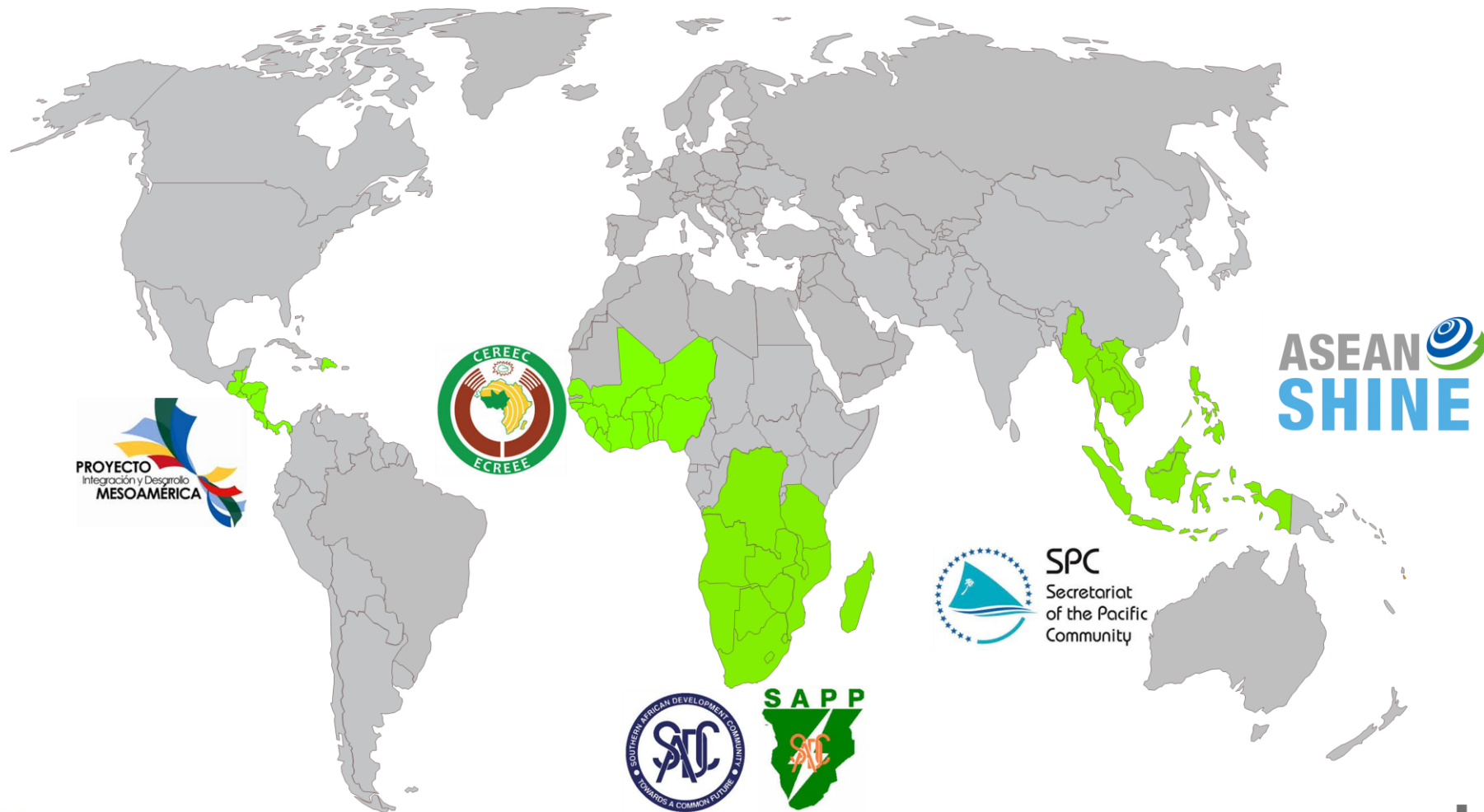


## A successful example of a U4E regional Initiative: ASEAN SHINE

IEA Training Week for Sub-Saharan Africa  
Pretoria, South Africa  
14-17 October 2019

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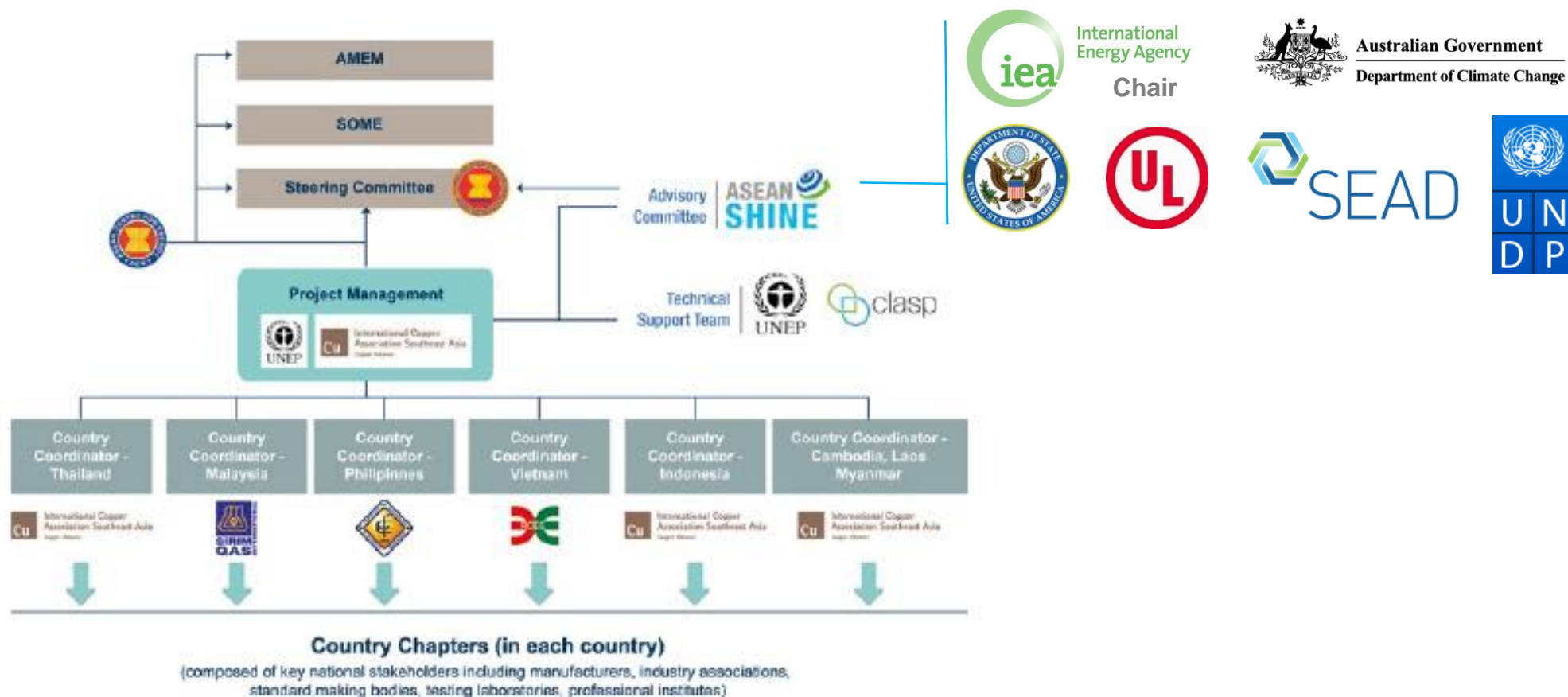
# U4E regional cooperation



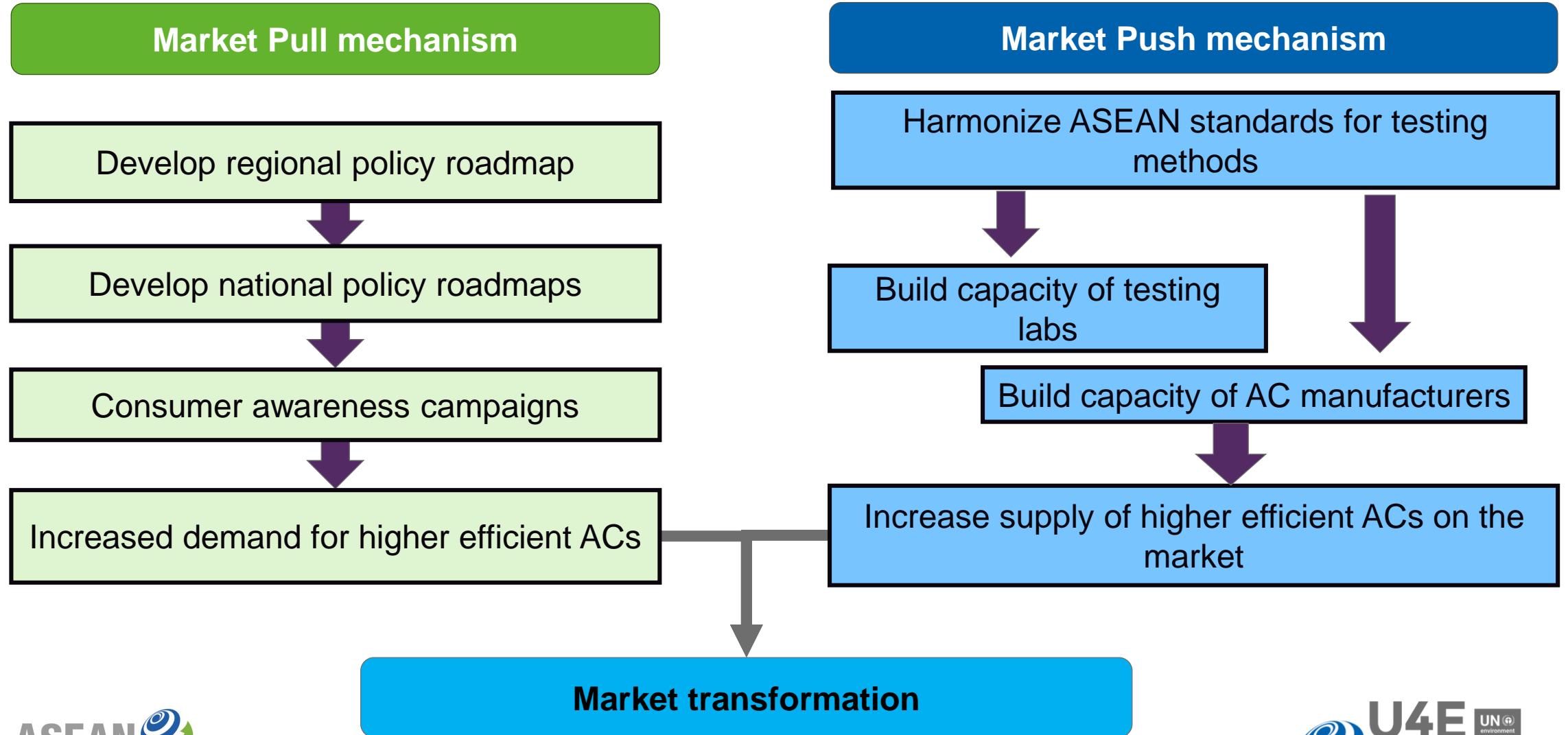
ASEAN  
SHINE

U4E UN  
environment  
United for Efficiency

# Private-Public Partnership



# Market Transformation Approach - ACs



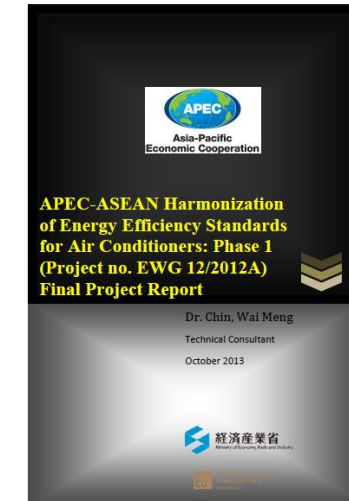
# Achievements – Testing standard harmonized

## Achievements

All ASEAN member states to use ISO 5151:2010 for the testing method for air conditioners by 2017, Adoption of ISO 16358 by 2020



Standards Harmonization Technical Working Group meetings, 2013  
EU-APEC-METI



Standards harmonization technical report, October 2013



# Achievements – Regional Policy Roadmap

## Achievements

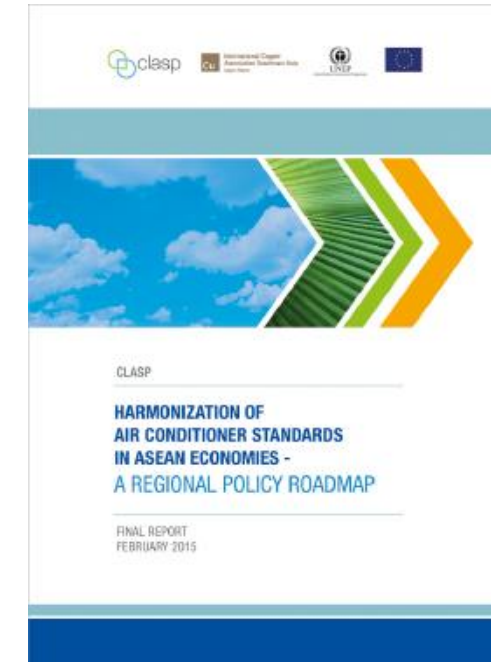
Regional Policy Roadmap endorsed by 10 ASEAN member states (Ministers of Energy Meeting, AMEM), ASEAN Member states have agreed to increase MEPS for ACs over time

December 2014,  
Jakarta

Steering  
Committee  
meetings



June  
2014  
Manila



# Achievements – National Policy Roadmaps

## Achievements

National policy roadmaps for each ASEAN country, detailed policy measures to promote higher efficiency ACs, schedule for increase of MEPS levels, consumer education, ...

- Technical assistance from UNEP and ICA policy experts
- National steering committee
- Impact assessment study
- National stakeholders consultations
- Endorsement by Ministry of Energy



# Achievements – CB for testing labs

## Achievements

Training for testing laboratories from Thailand, Malaysia, Indonesia, Philippines, Vietnam  
Increased capacity to perform testing according to ISO5151:2010 and implement ISO 17025



Participants from Labs in 5 ASEAN countries including representative from ACE attended ISO 17025 training workshop, 17-19 August 2015, in Bangkok



# Achievements – CB for AC manufacturers

## Achievements

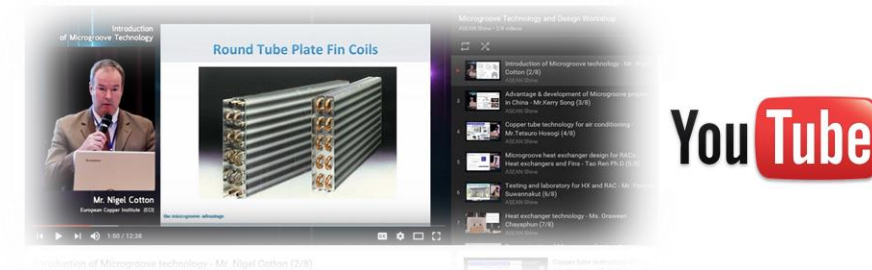
Training on advanced technology to increase energy performance of ACs



Conference on Trend and Micro Groove Technology for Air con industry on May 22<sup>nd</sup>, 2015



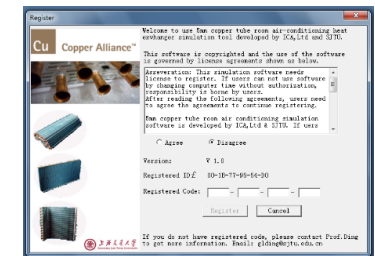
28 July 2016: training of small-diameter copper tubes for heat exchanger



Follow-us on our YouTube Channel: ASEANSHINE

## HXSim v2.1 and RACSIM v1.0

Two softwares were developed to assist AC manufacturers with design of higher efficiency air conditioners. Request a copy by sending an email to: [Kerry.song@copperalliance.asia](mailto:Kerry.song@copperalliance.asia)

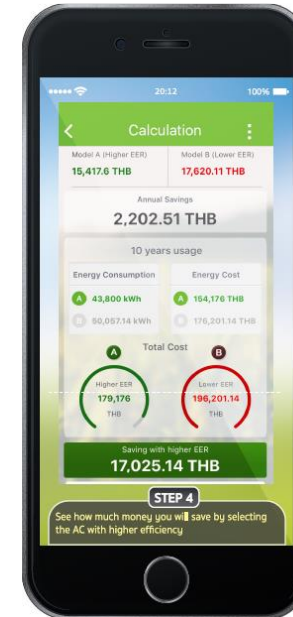


# Achievements – Consumer awareness

## Achievements

Consumer awareness campaign, training of sales persons

- Mobile App
- Video clip
- Promotional materials (leaflets, brochures, banners, etc.) In each country (except LCM):
  - Partnerships with retail chains and AC manufacturers already finalized
  - Active program to train at least 500 sales persons in each country



AC SELECT



# ASEAN SHINE current programs



- Launching program with utilities to educate non-utility market
- Launching regional program with policy makers to adopt IEC testing standard and MEPS



- Working with UK funding on harmonization of test standard (to IEC 60052) and development of mandatory MEPS



- Regional policy roadmap to be endorsed by ASEAN ministers of energy, including harmonized testing standard and MEPS

# ASEAN SHINE market transformation methodology

1. Form **Policy Working Group** (PWG) to oversee progress and endorse decisions; form **Technical Working Group** (TWG) to work on testing standard
2. With support from U4E policy expert, PWG develop **regional policy roadmap**, including MEPS levels and appropriate supporting policy measures
3. With support from U4E technical expert, TWG define **testing standard** with reference to **U4E Model Regulations** (ref. to international testing standards / regional harmonized standard)
4. In each country, under leadership of Ministry of Energy, develop **national policy roadmap** with support from U4E policy expert: define appropriate levels of MEPS and schedule for increase, define supporting policy measures such as labelling, end-users awareness, financing instruments



# Contact

TRANSFORMING MARKETS TO ENERGY-EFFICIENT PRODUCTS



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