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
Private-Public Partnership

Country Chapters (in each country)
(composed of key national stakeholders including manufacturers, industry associations, standard making bodies, testing laboratories, professional institutes)
Market Transformation Approach - ACs

**Market Pull mechanism**
- Develop regional policy roadmap
- Develop national policy roadmaps
- Consumer awareness campaigns
- Increased demand for higher efficient ACs

**Market Push mechanism**
- Harmonize ASEAN standards for testing methods
- Build capacity of testing labs
- Build capacity of AC manufacturers
- Increase supply of higher efficient ACs on the market

**Market transformation**
Achievements – Testing standard harmonized

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

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

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

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 22nd, 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
Achievements – Consumer awareness

- 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
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
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