Efficiency Programs In Pursuit of Energy Savings

The Opportunity Posed by Televisions

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An Overview of the Efficiency Industry

- North American EE Programs invest over $3 billion US annually in just energy efficiency
- CEE’s 90 members in 30 states and 4 provinces represent more than 90% of ratepayer efficiency program funds available in the US and Canada
- CEE members’ programs reach at least 50% of the US and Canadian populations
The Answer to the $3 Billion Question

- Utilities are regulated monopolies and must provide EE funding in exchange for the privilege of doing business
- Legislative/regulatory mandates
- Avoided cost of building new generation facilities
CEE’s Consumer Electronics Initiative

• Framework for addressing existing and increasing electrical consumption by consumer electronics products
• Work with ENERGY STAR
• Consumer education
• Program guidelines
• Industry outreach
Televisions

• Biggest CE energy consumer (analog TVs 36 percent according to TIAx/CEA report)
• Upward trend in energy use (increasing screen size and more energy-intensive attributes)
• High visibility product
• Potential linchpin in bundled entertainment system approach
ENERGY STAR TV Specification

- CEE supports the specification’s technology-neutral approach
  - Appropriate focus on function: delivery of a picture on a screen
  - Technology-specific approaches can stifle new, innovative solutions that may offer additional energy savings
  - Places solution in hands of the experts
  - Consistency across ENERGY STAR program
ENERGY STAR TV Specification

• CEE supports the specification’s amenity/attribute-based approach
  – Recognizes additional energy use of attributes supporting core function (e.g., screen resolution in support of delivery of picture on a screen)
  – Attribute valued by consumer
  – Consistency across ENERGY STAR program
It’s All About Energy Savings

• Specification appears to generate real energy savings
  – Relatively small savings per unit add up to big savings in aggregate
  – Illustration: Pacific Gas & Electric (4.5 million residential accounts)
    Estimates 870,000 LCD units will be shipped in 2009
    If 25 percent of those units are E* qualified, energy savings over lifetime of products are 36.9 million kWh
Other Issues

CEE also supports:

- Hard off
  - Consistency with STB spec
  - Additional savings opportunity
- Power down for TVs connected to computers
- Earliest possible effective date for specification
- Tier 2 specification
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