Working Together to Advance Efficiency of Consumer Electronics

ENERGY STAR®
Electronics Partners Meeting

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OUR MISSION

CEE increases the effectiveness of energy efficiency programs by enhancing communications and harmonizing approaches across programs to advance energy efficiency for the public benefit.
CEE Members

- More than 110 organizations in United States and Canada
- Develop and administer voluntary ratepayer-funded energy efficiency programs
- In 2008 budgeted over $4.5 billion ($3.9 billion electric) to bring energy efficiency to the public
Working Together at CEE

- Identify savings opportunity
- Engage stakeholders
- Adopt initiative
- Develop specifications
- Consensus developed on local program models
- Results shared and discussed
- Various program models developed and piloted locally
- Programs implemented locally
Consumer Electronics Initiative

Goals

- Help energy efficiency programs increase sales and market share of efficient consumer electronics
- Develop definition and criteria for energy efficient consumer electronics products
- Identify products that meet criteria

Implemented by CEE Consumer Electronics Committee
Recent Accomplishments

- Program guidelines
  - CEE Consumer Electronics Program Guide
- CEE television specification
  - Qualifying products list
- Industry outreach
  - CEE Industry Partners meeting
- ENERGY STAR
  - Consensus comments on specifications for televisions, computers, set-top boxes, displays
Enhancing Program Support

Goals

• Identify technical and market opportunities for greater efficiency
• Understand program design models
• Build relationships with market actors
RESULTS
CEE member programs are:
- Better informed
- More responsive to changes
- More consistent
- More effective
Next Steps

- Identify and collect existing market, technical, and consumer data
- Develop additional advanced specifications
  - Set-top boxes and computers are current priorities
- Scope projects to collect market data and consumer research
- Begin development of information hub
- Craft messaging and strategy for industry outreach
- Test viability with stakeholders (member sponsors, ENERGY STAR, industry)
Contact

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