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## 2010 ENERGY STAR Partner Meeting

# Consumer Electronics

Chris Granda



# Ah, The Good 'Ol Days (circa 2005)

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## **As a program planner I like:**

- ▶ Mature, ENERGY STAR labeled products
- ▶ Saturated commodity behavior
- ▶ Stable consumer use characteristics
- ▶ Established deemed savings
- ▶ CFL-induced *irrational exuberance*



# **This changes everything. Again.**

(iPhone 4 marketing slogan)

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## **“Consumer Electronics” is:**

- ▶ Constantly changing technologies and even product categories with very short lives
- ▶ Rapidly changing energy use characteristics
- ▶ Products that change consumer behavior, and how they use energy
- ▶ Savings very variable and difficult to measure or project – what’s efficient today is inefficient tomorrow



# Is CE EE a “What” or a “How”?

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## What?

- CFL = light bulb
- CE = TVs, music players, computers, phones, cameras, game consoles, heaters, coolers, battery chargers, curlers, straighteners, boot warmers, lava lamps, aromatherapy plugs, foot spas, treadmills, mini-vacs, wireless weathercasters.....
- Do more efficient products save energy?
  - *Faster, smaller, cheaper* → **more**



# Is CE EE a “What” or a “How”?

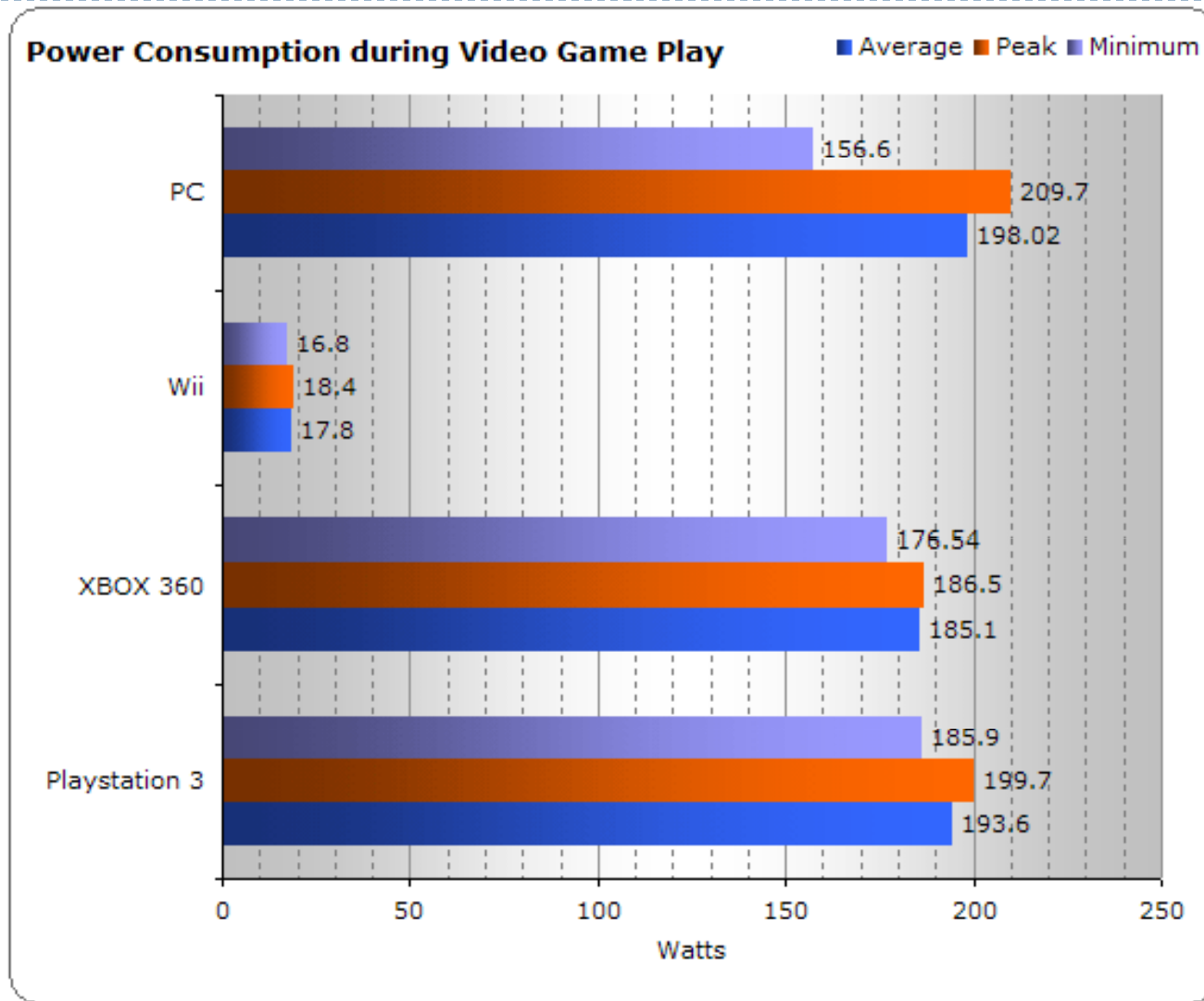
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## How?

- ▶ Can we get people to just turn things off?
  - ▶ Unplug unused CE
  - ▶ Get rid of unneeded or obsolete CE
- ▶ Should we find and promote “Nintendos”?



# What should Wii be doing?



# **There's an app for that...**

(Apple trademark pending)

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## **To influence the energy use of innovative technologies requires innovative energy efficiency programs:**

- ▶ Program approaches should be relevant to technologies, markets and consumer uses
- ▶ Feedback is just the beginning of behaviorally-based programs
- ▶ Standards move to “asymptotic” energy use
  - ▶ Don't pay for feature creep



# Innovative Regulation [TBD]

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## **Is Success...**

- ▶ More efficient TVs sold, or lower household TV electricity consumption?
- ▶ Incentives on many ENERGY STAR widgets or a seat at the product development table?

## **We Need...**

- ▶ Ways to value efforts to change energy use behaviors, including marketing
- ▶ Well-defined evaluation approaches
- ▶ The ability to take risks





# Contact Info

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Chris Granda

granda@grasteu.com

(802) 922 7005

