



Standby Power:

*where are we?
and where are we going?*

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Summary

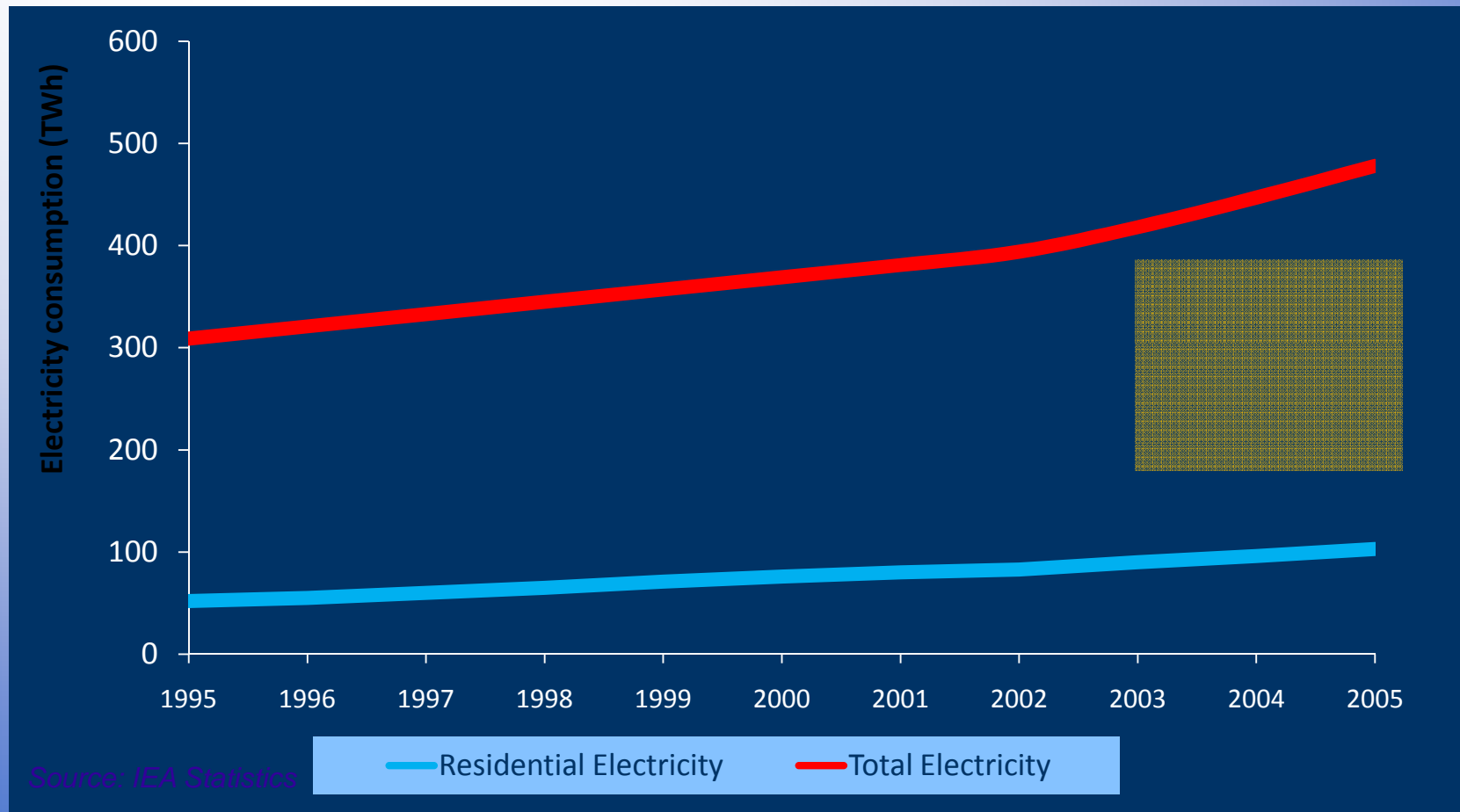
- Why do we need policy measures?
- Where are we?
- Where are we going?
- How are we going to get there?



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Electricity consumption in India

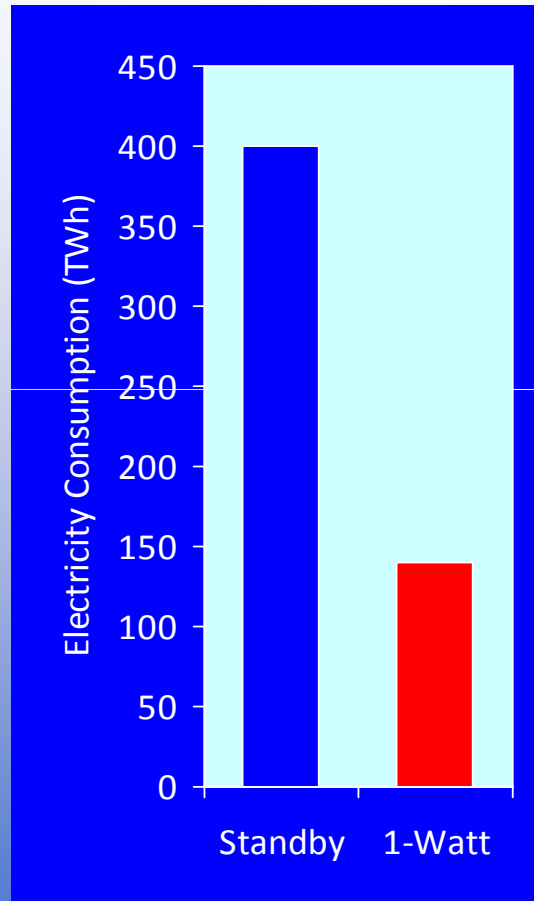


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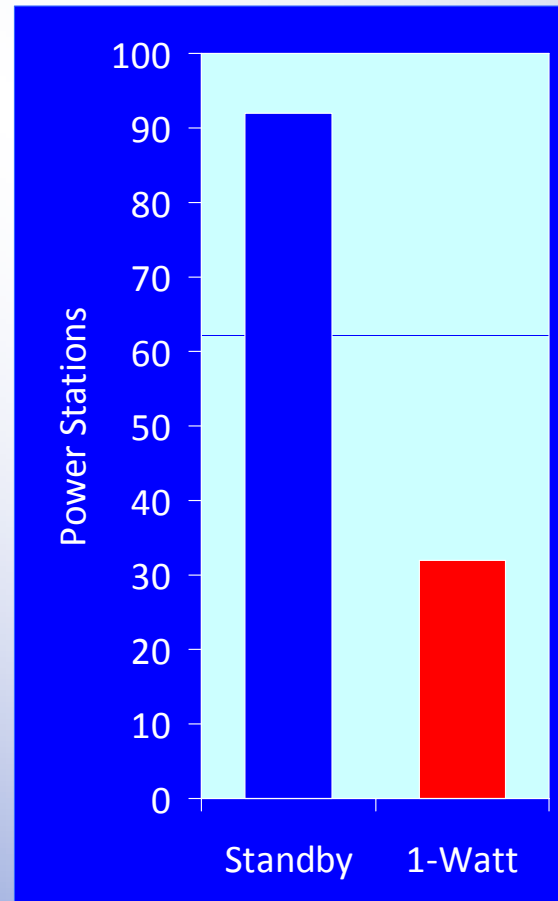


Tackling Standby Power

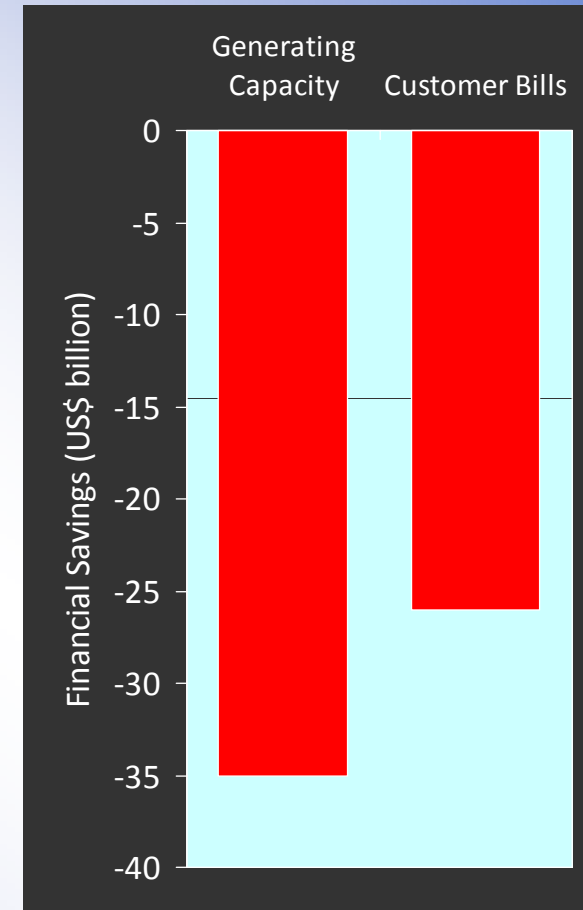
Lower Energy



Fewer Power Station



Less Costs



Source: IEA estimates

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Why do we need policy?

- Standby – not performing primary function
- Products may be waiting for something to happen – often for long periods of time
- Technology is capable of providing solutions usually at least life cycle cost
- *But, we still see high standby power in some products – WHY?*

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Significant barriers to overcome

- **Consumers**
 - ◆ Lack of readily accessible consumer information across range of products
 - ◆ Energy saving potential spread across many individual products
- **Designers/Suppliers**
 - ◆ Consumer demand not obvious
 - ◆ Energy efficiency not as appealing as other features
 - ◆ More design = delays to market entry
 - ◆ Potential for customer complaints to deal with

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Products with standby power

c. 70% Standby Energy
Low consumption in
active mode

95 product types

Focus of policies to
date

c. 30% Standby Energy
High consumption in
active mode

5-10
product
types

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Priority products

- Use significant energy in all modes
- Policies generally target all modes
- “vertical” policies

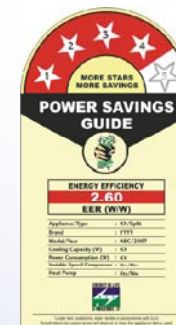
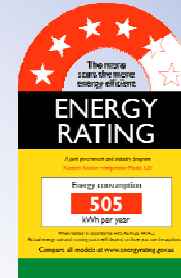


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Policies for different barriers & different products

- Information
 - ◆ Voluntary labels
 - ◆ Mandatory labels
 - ◆ Websites
 - ◆ Brochures
- Voluntary agreements
- Minimum energy performance standards



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Policy summary

- Most major economies have policies for the 5-10 major appliances with standby
- Policies covering all modes keep standby in perspective
 - ◆ Avoids confusing consumers
- ***BUT, what about all the other 40+ products accounting for >70% of standby?***

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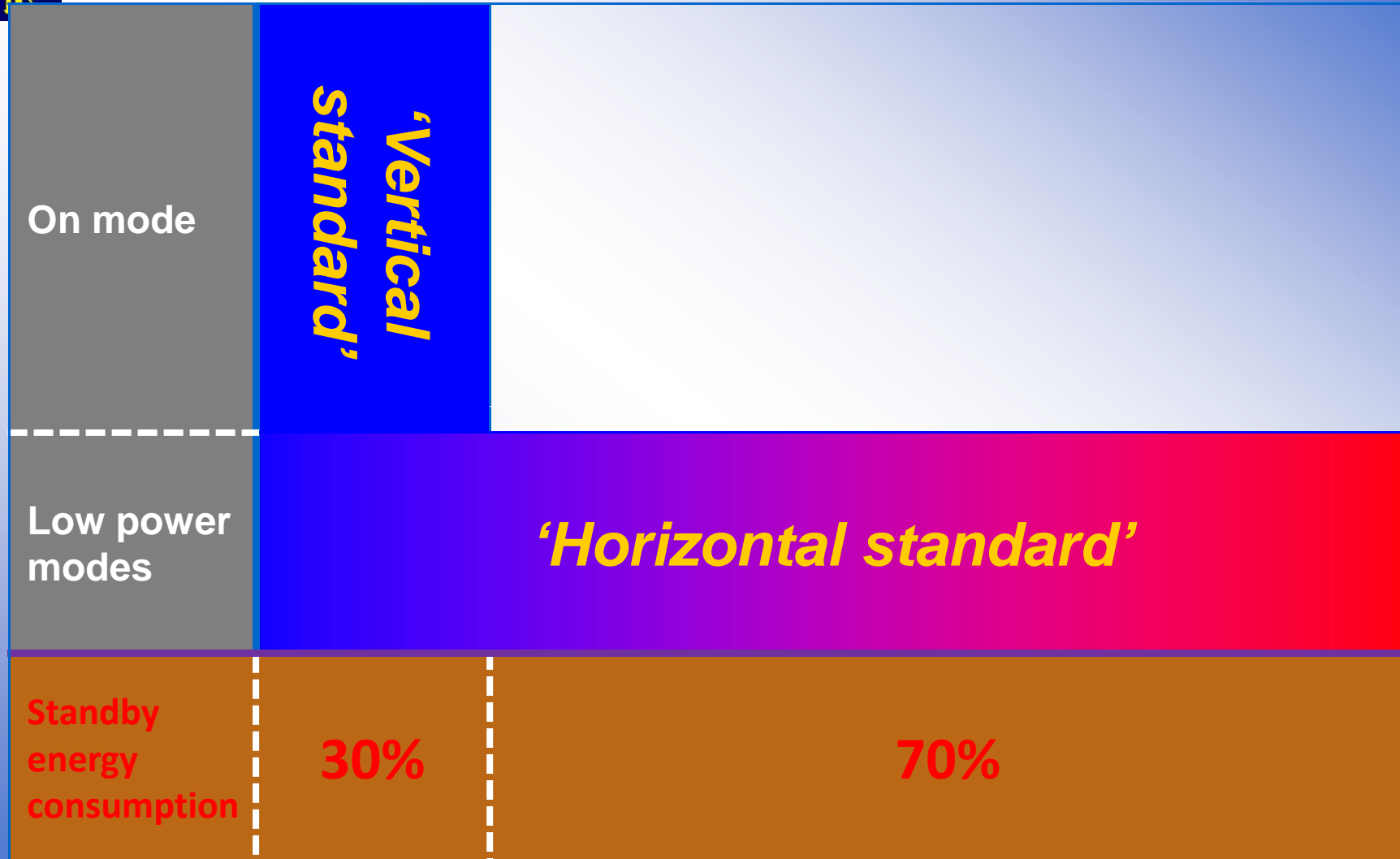
Horizontal approach

- Covers all products, except those covered by other (vertical) specifications
- Not product specific
- Allows products to change, innovate, enter the market
- Provides certainty to designers/suppliers
- 1 Watt in 2010 and automatic power down proposed by the IEA
- *Endorsed by G8 leaders in 2005*

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Dual Approach Co-exists

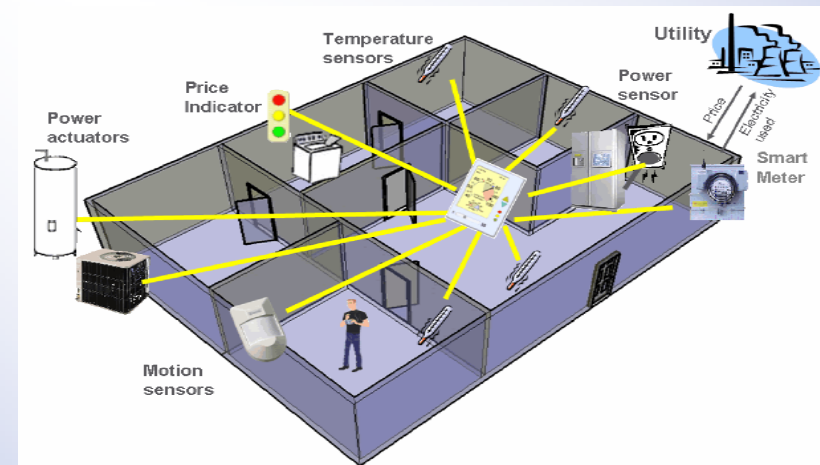


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Issues with 1 Watt

- Does one-size fit all?
 - ◆ Some products can go lower, some may need higher allowance (for a limited period)
 - ◆ What about other low power modes?
 - ◆ No relationship to functionality (networked products)



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Simple guiding principle

All devices should have the ability to automatically move to the lowest power needed for required functionality

IEA G8 Recommendation 2007

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“Horizontal functionality approach”

- Power budget *per function* not product
 - ◆ Eg. Remote control
 - ◆ Maintaining a connection to a network
 - ◆ Clock display
- Product budget = sum of functional budgets
- Power budget *per function and mode*
 - ◆ Captures all low power modes
- Could identify ‘minimum levels’ and ‘best levels’ for different policy measures
- *BUT, we need to know more before we can proceed*

EXAMPLE	Power budget for a Specific Function	
	Minimum	Best
Mode		
Standby 1	1.0 W	0.5 W
Standby 2	2.0 W	1.0 W
Standby 3	3.0 W	2.0 W

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Traded products

- Products with standby are made in various countries and traded internationally
- Lots of differing requirements make life difficult for everyone!
- Countries must make their own decisions – but we can co-operate (and do)
 - ◆ International test standard
 - ◆ Many countries are aligning performance requirements
 - ◆ Aiming for 1 Watt

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A global strategy to tackle standby

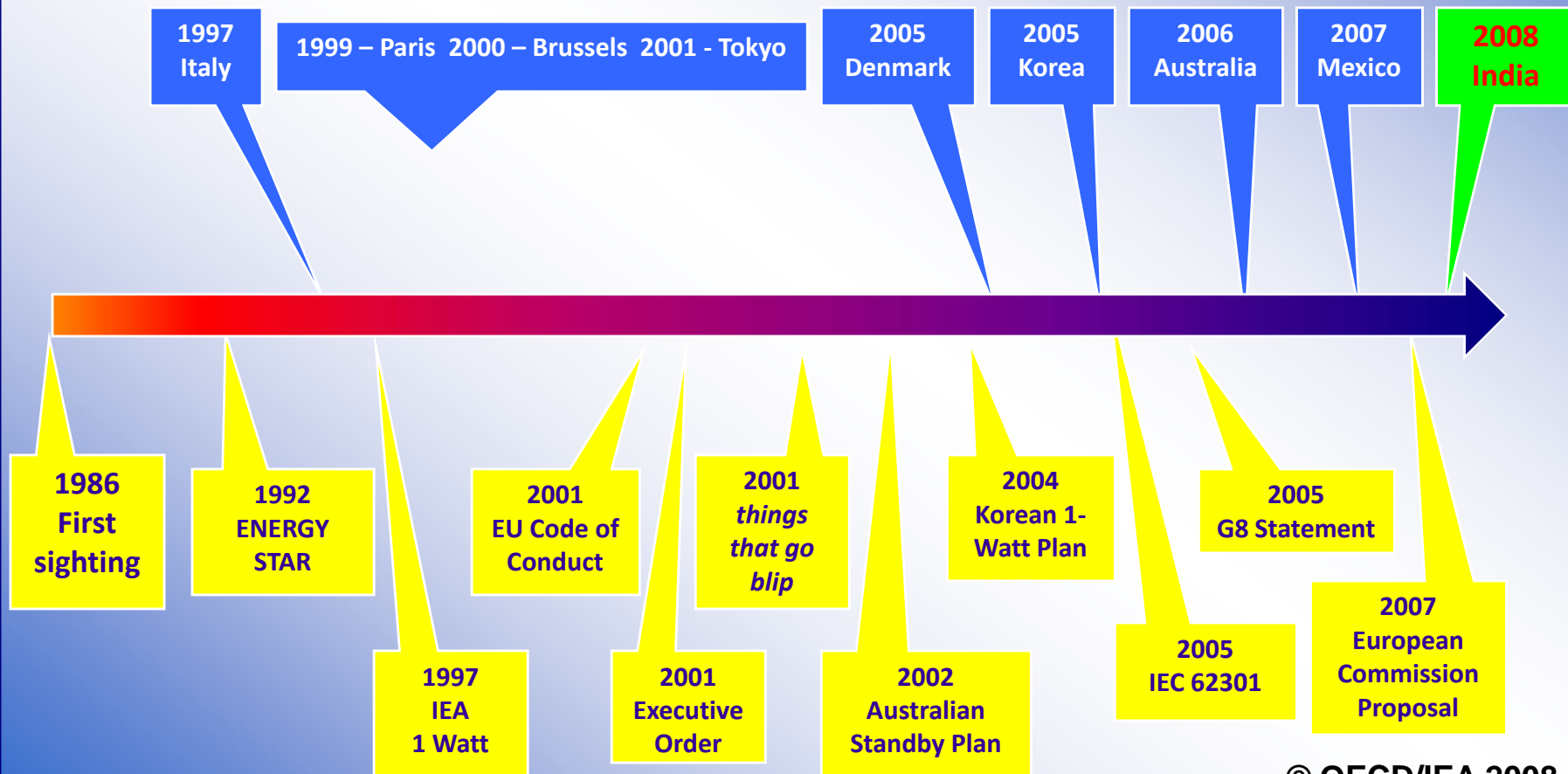
1. Integrate standby into vertical policies for major energy using equipment
2. Set target of 1 Watt by 2010-2012 for most appliances with limited exceptions (interim)
3. Work together to make horizontal functional approach work by 2012

Standby Annex of IEA Implementing Agreement provides a forum to co-ordinate this work

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Standby chronology



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Thank you

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