

**2<sup>nd</sup> International ENERGY STAR Meeting**  
**May 27-28, 2002 – SAS Radisson, Nice, France**

**MEETING SUMMARY**

Representatives from agencies engaged in official ENERGY STAR<sup>®</sup> activities met in Nice, France at the SAS Radisson on 27-28 May, 2002. This meeting was held in conjunction with the Improving Energy Efficiency in Commercial Buildings 2002 and Right Light 5 conferences. The entities that participated are the following:

- Sustainable Energy Development Authority, Australia
- Energy Conservation Center, Japan
- Natural Resources Canada, Canada
- Taiwan Environmental Protection Administration and Environment and Development Foundation, Taiwan
- US Environmental Protection Agency, United States
- Directorate General for Transportation and Energy, European Commission

Some individual countries from the European Union were also represented, as observers, namely:

- The Netherlands
- Germany
- Denmark
- France
- United Kingdom
- Portugal

In addition, the European Free Trade Association (EFTA) was represented at the meeting.

A complete list of participants and their contact information is included in Attachment 1 of this document.

**Meeting Goals**

- 1) Review status of ENERGY STAR in each participating entity.
- 2) Discuss progress and outline next steps for a centralized database and web site communication tool.
- 3) Provide information on progress toward revising the ENERGY STAR specification for computer monitors.

**MONDAY, MAY 27, 2002**

**Status of ENERGY STAR**

Allison Purnell, of the Sustainable Energy Development Authority (SEDA) in New South Wales, Australia, presented an update of the progress of ENERGY STAR in Australia and New Zealand.

- Web site for Australia's activities is [www.energystar.gov.au](http://www.energystar.gov.au).
- Focus in Australia is on standby power and moving toward a one-watt target; ENERGY STAR is a major part of Ten-Year Standby Power Strategy.
- Looking to include more products in the ENERGY STAR program.
- National Communication Strategy will raise awareness through retailers and others.
- Other promotional activities include a retailer CDROM, advertising, and the Green Office Guide available on the web site.
- Focusing on getting good data to evaluate the program.
- New Zealand's National Energy Efficiency and Conservation Strategy includes action on standby power. Focus is on exchange of information on energy efficiency initiatives through the Energy Standards Information System ([www.apec-esis.org](http://www.apec-esis.org))

Dr. Ning Yu, of the Environment and Development Foundation (EDF), presented on the status of ENERGY STAR in Taiwan.

- Web site is [www.energystar.org.tw](http://www.energystar.org.tw). This web site is in Chinese; an English version will be set up this year.
- Currently, this web site only lists Taiwanese manufacturers that have ENERGY STAR qualifying products.
- There are no copier manufacturers in Taiwan. Taiwanese manufacturers do not make fax machines or printers that meet ENERGY STAR levels.
- Taiwan Environmental Protection Administration (TEPA)/EDF have a random sampling surveillance program for computers, monitors, scanners, and MFDs to better manage their ENERGY STAR partnerships.
- TEPA/EDF promotional activities include a Q&A contest on the web for which they awarded bicycles to 10 winners.
- Now concentrating on energy savings in buildings with a focus on lighting and air conditioning.

Mr. Yukihiro Okamoto of the Energy Conservation Center, Japan (ECCJ) presented an update on activities in Japan.

- Mr. Okamoto described the roles of various organizations in Japan, stressing the important role of industry associations; the registration procedures for manufacturers and model names; the numbers and market share of registered companies and models; and how to search for products in the Web site: [http://www.eccj.or.jp/ene-star/index\\_esu.html](http://www.eccj.or.jp/ene-star/index_esu.html)
- Manufacturers can register Built to Order (BTO) or customized computer models by computer series registration. Currently, 600 series models are registered in this way.

- Japanese Industry Association helps ensure the list of product models is updated. These procedures were described.
- A survey was conducted to determine market share of ENERGY STAR-labeled products – revealing a very high penetration for computers, monitors, and printers.
- Public relations activities in Japan include advertising in magazines and newspapers, distribution of brochures, and displays at the Energy and Environment Exhibition (ENEX).
- An overview of Japan's Energy Conservation Law, Top Runner Program, and Energy-Saving Labeling Program was presented.

Luc Werring and Paolo Bertoldi of the European Commission provided information on the status of ENERGY STAR in the EU.

- EC Energy Star Programme was launched in January 2002 to introduce the logo to the Community, set rules for its use and procedures for implementation.
- Temporary web site with programme guidelines and application forms at: <http://energyefficiency.jrc.cec.eu.int/energystar/>
- EC Energy Star Board (ECESB) is a formal administrative group, chaired by the European Commission, that includes national, industry and other representatives. ECESB will be consulted on a Working Plan, prepare an Annual Report, work toward building awareness, promote proper use of the logo, and contribute to new specifications and specification revisions as indicated in the Agreement. Next meeting of the ECESB is in June at which time it is hoped the Working Plan will be finalized.
- 3-year working plan will include a strategy for developing the ENERGY STAR Programme including: objectives for energy efficiency improvements; a list of office equipment products that should be considered for inclusion in the programme; proposals for education campaigns; and proposals for coordination and cooperation between ENERGY STAR and labeling schemes in Member States.
- Office equipment is not covered under other labels or minimum energy performance standards (MEPS). Although there may be minimum efficiency standards in the EU for these products at some point, this will not affect the ENERGY STAR programme in the EU.

Anne Wilkins of Natural Resources Canada (NRCan) presented an update on their ENERGY STAR activities.

- NRCan submitted a letter to EPA requesting expansion of the administrative agreement to nine additional products.
- Currently 14 organizations are registered with NRCan.
- Canada's Accelerated Standards Action Program (ASAP) was described as a large cross-sector initiative to help Canada meet its GHG reduction objectives. ENERGY STAR is one of several market transformation initiatives under ASAP, along with accelerated replacement of older equipment and procurement/institutional purchasing activities at all levels of government

- Omnibus survey of 1,000 Canadians conducted before any government advertising or promotion revealed that 13% can identify the ENERGY STAR symbol without prompting and when prompted, 26% can identify the ENERGY STAR symbol.
- With regard to bilingualism issues, focus group testing revealed that the unilingual trademark raised no negative reaction, government ads should position the program in the context of an international initiative, and ads should use the unilingual tagline only.
- Canada-wide ENERGY STAR promotional campaign will start in the Fall. Many retailers and manufacturers of appliances are using the label now with NRCan participation. Promotional activities include a web site ([www.cee.nrcan.gc.ca/energystar](http://www.cee.nrcan.gc.ca/energystar)), advertising and co-ops, incentives, salesperson training, and a procurement initiative. NRCan will launch the beta test of their savings calculator in June.
- The ENERGY STAR label is now seen on Canada's EnerGuide label.

Rachel Schmeltz, presented the ENERGY STAR update for the U.S. EPA

- 40% of U.S. consumers recognize the ENERGY STAR label with a 50% recognition in areas with active state/utility programs. EPA's goal is to increase this recognition to 60% by 2005.
- The public service Change Campaign has been performing 75% better than the average government PSA with an equivalent ad value of \$3 million. Three national promotion leverage the Change campaign theme: "Change a Light, Change the World," "Cool Change," and "ENERGY STAR for the Holidays."
- EPA's power management campaign encourages the enabling of power management features on computer monitors through the use of simple software and web-based tools. To date, 370,500 monitors have been enabled due to this effort.
- EPA's ENERGY STAR evaluation activities include a retail store level (RSL) assessment, product testing, and data gathering. The RSL assessment encompasses mystery shopping to assess salesperson knowledge of ENERGY STAR, point-of-sale/point-of-purchase check on the visibility of ENERGY STAR on in-store displays, and shelf inventory to track availability and visibility of ENERGY STAR qualified and labeled products.
- EPA has initiated a formal check testing methodology starting with computers, monitors, and TVs through Third Party laboratories.
- With regard to logo use monitoring, logo use and editorial coverage have increased compared to last year, with most big partners using the name and logo properly.
- In 2001/2002, EPA completed ENERGY STAR specifications for five new products. Work was also done to revise the ENERGY STAR specifications for residential central air conditioners, TVs/VCRs, and monitors.

## **Database and Web-site**

U.S. EPA is developing an electronic web-based message board to be used by all international ENERGY STAR program implementers to facilitate communication and information exchange. This will be a password-protected board for users to post questions, view posted answers, and post documents. EPA will have the message board available for beta testing by the end of July.

In addition, EPA is currently redesigning their internal ENERGY STAR program database. As a part of this effort, EPA will incorporate an international component, the result will be a streamlined database containing all Partners and qualifying products no matter which country the information is originally registered. When completed the database will serve several functions. For management entities, it will facilitate recognition of program partners and qualifying products by all countries participating in ENERGY STAR, will allow for easier and consistent logo use monitoring and enforcement, and will provide a mechanism to evaluate participation and energy savings. For program partners (product manufacturers), the database and web interface will provide consistent information about program rules and an easier method of submitting contact and product data. For consumers or product purchasers, the database and the subsequent individual, country specific web interfaces, will provide current and comprehensive product lists to facilitate product purchases. This database will not preclude a manufacturer from signing up with a certain country.

In the short term, EPA's database contractor will gather information from similar individuals in each management entity to determine what data is currently collected and the ways in which data is collected and processed. They will also coordinate on the most effective means to transfer this data to a centralized database. Meeting participants were asked to forward the contact information for their ENERGY STAR database/information technology specialists to EPA.

A diagram was presented illustrating EPA's long term vision for this database and is included as Attachment 2 of this document.

Several issues were raised during discussion, most of which require further investigation by EPA:

- Will the information be secure if there are so many individual companies entering data via the web site?
- Who owns the information and is therefore responsible for it being correct? Is there legal liability associated with collecting this data?
- Who gives a company the pass-code to enter data via the web site? Will it be the country of Partnership?
- Will it be possible to view actual products energy consumption numbers? This is a very useful data set.
- In today's Internet purchasing market, where the product is sold is less important. The better question is where the manufacturer would like to be published on a list of qualifying products.

**TUESDAY, MAY 28, 2002**

## **Monitors**

U.S. EPA presented detailed information on progress toward revising the Energy Star specification for monitors including the following:

- History surrounding the specification revision
- Review of terminology: “on,” “sleep,” and “off” modes
  - In depth discussion of each mode: why it is included; energy consumption levels
- Reasoning behind revising the specification and goals for this effort
- Review of the core requirements currently expected for the resultant specification:
  - maximum allowable power consumption levels for each mode
  - consensus on test method
  - minimum consumer acceptance criteria (i.e. non-energy requirements)
  - product and package labeling
- Comparison of LCD versus CRT technology in terms of energy consumption and other factors
- Timeline for completing specification revision
- Industry comments/feedback received
- Key next steps

During the presentation several questions and items for discussion arose, some of which require further research:

- Should the specification include a “hard-off” requirement?
- How does the specification distinguish between a monitor and a TV considering that the difference between the two is quickly fading. It is possible that the definition presented will not be appropriate for very long.
- There was interest in EU representatives participating in the committee formed to develop the testing procedures.
- Questions were raised about the energy used to manufacture LCDs versus CRTs. Although this is not included in ENERGY STAR, the Solid Waste Division of EPA completed a study on this topic which can be viewed at <http://www.epa.gov/dfc/projects/computer/index.htm>
- There is no agreed upon way to measure maximum recovery times, so it is questionable as to whether this item will be included in the specification.
- Why is 1-watt not included as the energy consumption requirement in the “off” mode? Very few models can meet all the requirements of the specification. If 1-watt was the “off” mode requirements, virtually all LCDs would be eliminated from ENERGY STAR qualification. It may be possible to include a second tier where qualified products would be required to be at 1-watt in “off” mode.
- Energy consumption requirements should be indicated to at least one decimal place, e.g. 2.0 watts instead of 2 watts.
- The specification will represent roughly the top 25% of the market. Does this mean 25% of models or sales? In which (geographical) markets? Is it for when the

- specification is finalized or for when it is effective? The specification will represent the top 25% of models when the specification is finalized.
- What kinds of warranties do manufacturers offers? There was discussion of what is offered in different countries.
  - How sensitive are the energy consumption curves to different voltages? Under which voltage does a monitor perform worse or better?

A brief presentation was made by Chris Calwell of Ecos Consulting, Inc. on his research of power supplies. Those with specific interest or questions regarding power supplies were encouraged to contact Chris directly at [ccalwell@ecosconsulting.com](mailto:ccalwell@ecosconsulting.com).

### **Next Steps**

Four major action items resulted from this meeting:

- 1) EC representatives will provide names of individuals to serve on the committee to develop a test procedure for monitors. This committee must continue work toward developing a testing procedure for monitors to be distributed to the group. Subsequently, manufacturers will be asked to test monitors so that a new specification line can be drawn based upon this new data set. This new specification will also be distributed to the group for review.
- 2) Participants who have an ENERGY STAR database should provide an IT/database contact to EPA. EPA's database contractor will then contact them regarding the content and format of these existing databases and methods for data transfer.
- 3) EPA will continue work toward a centralized product database. EPA will also gain a better understanding of the legal implications, if any, of the use of information submitted by manufacturers. The EC will provide EPA with a list of topics for consideration in the context of the design and use of the database.
- 4) EPA will create a message board to facilitate communication among ENERGY STAR program implementers.