

Asia Pacific Partnership

Mitigating Climate Change via Implementation of India's S & L Program

New Delhi, India

Presentation by
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CLASP

CLASP Mission:

- CLASP seeks to serve as the **primary international voice and resource for** energy efficiency standards and labeling (S&L) worldwide.
- CLASP has conducted & supported the work in more than 30 countries in South America, Africa, Eastern Europe, Middle East, South & South East Asia & other regions.
- CLASP has assisted with the implementation of 24 standards and/or labels in different countries. These efforts are expected to save over 115 TWh of electricity and 30 mega tonnes of CO₂ annually by 2020.
- The future plans are to support adoption of policies that save another 300 TWh of electricity and reduce 280 MtCO₂ per year by 2030.



APP – CLASP Partnership for India

Goal:

“To increase the uptake of more energy-efficient appliances in India through collaboration with local stakeholders”.

APP – CLASP partnership expects to result in:

- Enhanced capacity of stakeholders to quantify S&L impacts;
- Enhanced capacity of stakeholders to affect consumer awareness
- Enhanced NGO capacity to deliver EE messages;
- Greater public awareness of information labeling;
- Mechanisms for transfer of S&L Best Practice in APP Countries to India;
- Market support to labeling for consumer electronics;
- Platform for S&L regulation of new products; and
- An Indian appliance industry more engaged and favorably motivated toward EE.

Project Partners:

1. Bureau of Energy Efficiency (BEE)
2. Manufacture Association
3. Consumer VOICE
4. Network of NGO's
5. ICF International
6. Environmental Design Services (EDS)

Project Duration:

2.5-Years (2007-10)



Project Design

Target

Appliances/products:

- Refrigerators
- Air-conditioners
- Consumer Electronics
- Support in selection of new products

Project Activities:

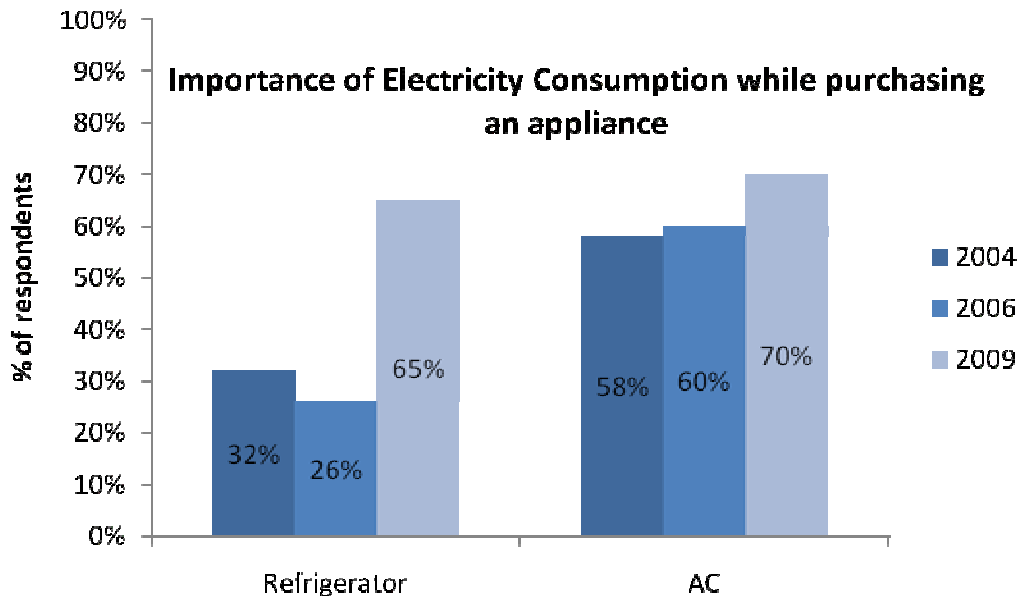
- Impacts Monitoring
- Promotion and Outreach
- Identification of Market Transformation Strategies
- Priority Setting Analysis
- Analysis of Best Practices in APP Countries
- Best Practice Workshops

Impact Monitoring of Refrigerator & Air Conditioner

- Objective & Status:
 - Analyze the impact that India's energy labeling and standards program has had in terms of – **changing consumer attitude, availability of energy efficient products, energy savings and GHG emissions mitigated from the program**
 - Secondary goal of the study is to create a replicable model for impacts analysis that can be applied to other products being labeled
 - The study is to be conducted in two phases – 1st phase is nearing completion and 2nd phase involves repeating the analysis after an year. This has been done to track the annual progress and also to make the methodology robust and easily replicable.

Impact Monitoring of Refrigerator & Air Conditioner

As per 2009 Survey



The analysis is based on consumer surveys conducted in 2004, 2006 & 2009

% of respondents is the percentage of people who considered electricity consumption as an important factor while purchasing refrigerator or air conditioner

Overall 3/5th of the respondents have reported purchasing Star rated product – marginally higher amongst AC buyers

19% of respondents were aware of BEE Star rating campaign

After exposure of star label 89% of the respondents claimed to have seen the label before purchasing refrigerator where as 76% said the same for AC

The respondents in the survey conducted in 2009 considered electricity consumption as the 2nd most important factor to be considered while buying a refrigerator or AC. (While the surveys in the 2004 & 2006 showed that amongst refrigerator buyers electricity consumption was 4th most important factor while for AC purchasers it was the 3rd most important factor

Market Transformation Strategies for Refrigerator, AC's & Consumer Electronics Products

- Objective & Status:

- Enhanced understanding of the barriers to energy efficiency for the target products of refrigerators, air conditioners and consumer electronics (Complete)
- Engagement of stakeholders (government, industry, etc) in a dialogue on realistic and highly effective elements of a MT strategy for each product (Complete)
- Development of a possible MT implementation Strategy for each product that has taken into account and balanced energy savings, cost and stakeholder feedback

Promotion & Outreach

- Objective & Status
 - Preparation of outreach materials explaining the label for refrigerators and train NGO partners to distribute these to the public and to track dissemination (Complete)
 - Increasing the uptake of more efficient appliances by aiding consumer awareness and generating demand for such products (Complete)
 - Technical assistance to Indian S&L by working with a key stakeholder—the NGO community (Complete)
 - About 20 NGO's were trained to distribute about 100,000 sets of outreach material was distributed. An overwhelming response from 16,000 respondents were received.

Support in Identification of New Products

- Objectives & Status

- Establish a procedure for selection of products for labeling (Complete)
- Establish a process for conducting analysis to prioritize the products based on energy use and market data (Complete)
 - The cases were developed for the three products – Geysers, Microwave Ovens and Color Computer Monitors

Best Practice Analysis & Best Practice Workshop

- Objectives & Status

- Increasing the uptake of efficient appliances by identifying relevant experience from APP country successes in expanding their own markets for EE products and assessing their applicability to India.
- Develop mechanisms for S&L best practice exchange among APP countries as well as technical assistance to Indian S&L.
 - The best practice analysis is in progress. The workshop will be organized in the beginning of 2010.



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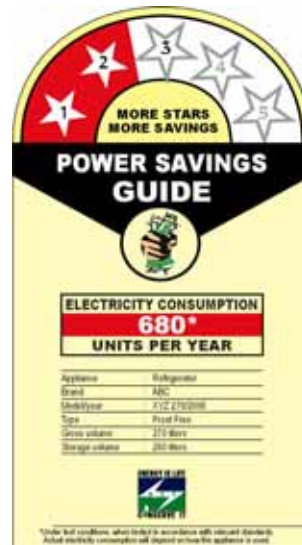
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