

Joint statement in support of the UK-IEA Product Efficiency Call to Action to raise global ambition through the SEAD initiative

1. Rapidly rising global energy demand risks outpacing efforts to decarbonise our energy systems. **High energy consuming products are a key driver of this growth in energy demand.** The proliferation of energy efficient equipment and appliances are an important part of sustainable economic growth and development. In order to equitably reduce energy demand growth, achieving high levels of energy efficiency in these products is critical.
2. A swift transition to higher efficiency equipment, including the addition of new high-performing equipment and the retirement of less efficient equipment from global markets, is a vital part of achieving a **clean and affordable energy transition**. Boosting energy efficiency will support grid stability, energy security, improvements in people's health and well-being, and the acceleration of the pace of decarbonisation in other high-emitting sectors – especially in buildings and industry. It is also an important means to support clean and resilient economic recovery from the COVID-19 crisis.
3. This transition is underway, with policy programmes being implemented in many countries to remove the least efficient products from the market and incentivise the uptake of super-efficient products, but more rapid progress is needed to meet our shared Paris Agreement targets¹.
4. As such, we welcome the **UK-IEA Product Efficiency Call to Action**² and the efforts to advance this through the **Super-Efficient Equipment and Appliance Deployment (SEAD) initiative** under the Clean Energy Ministerial (CEM). We recognise CEM's SEAD initiative as a key international platform for global and regional exchanges on policymaking for product energy efficiency, and fully support SEAD's primary objective: to help Governments raise the efficiency of high energy consuming products sold globally more quickly, easily and at a lower cost.
5. In response to the Call for Action, we are delighted to welcome **[x] new SEAD members**, bringing the total SEAD membership now to [x]. This demonstrates the growing recognition that improving product efficiency is critically important to our societies and to the planet.
6. To help deliver this accelerated transition, the CEM's SEAD initiative must now take a much more active role in shaping the product efficiency regulatory landscape of the future. We therefore underline our countries' commitment **to supporting the SEAD mission**, by agreeing to commit to at least one of the following priorities, and call on our other fellow SEAD members to consider doing the same:
 - a) To work towards **aligning our product standards** with the goal of doubling the energy efficiency of products sold globally by 2030 in order to meet our Paris goals, and to advocate for this internationally;
 - b) To commit to leading or co-leading a **programme of action** on one of the four high-energy consuming products associated with the COP26 Call to Action, or another globally relevant high energy-consuming product, and identifying opportunities in pursuit of the 2030 goal;
 - c) To actively engage in efforts to **promote ambitious products policy nationally, regionally and globally** to create stronger incentives, larger markets and lower costs for more efficient products.

[Signed by: -----]

¹ The IEA's 1.5-2°C Sustainable Development Scenario demonstrates that energy efficiency must account for more than one-third of total CO₂ emissions abatement to 2050 and achieving targets set under the Paris Agreement.

² The ambition to set countries on a trajectory to double the efficiency of key products sold globally by 2030 – motors, air conditioners, refrigerators, lighting – which together currently account for over 40% of global electricity consumption (IEA assessment).