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HM Government

International Energy Agency

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SEAD

Raising Product Efficiency

I) SEAD Initiative
II) COP26 Product Efficiency Call to Action
III) Energy Performance Ladder

CLEAN ENERGY MINISTERIAL
Advancing Clean Energy Together

Energy Efficiency Hub

I) Super-efficient Equipment and Appliances Deployment (SEAD) Initiative

What is the SEAD Initiative?

The **Super-efficient Equipment and Appliance Deployment (SEAD) Initiative** is a voluntary collaboration between 23 member governments to **promote the manufacture, purchase and use of energy-efficient appliances, lighting and equipment worldwide.**

SEAD supports appliance energy efficiency policies and programmes in its member countries by:

Increasing partner participation and engagement	**Sharing experience between governments and partner organisations**	**Highlighting the benefits and urgency of product efficiency**	**Increasing awareness among manufacturers of market potential**

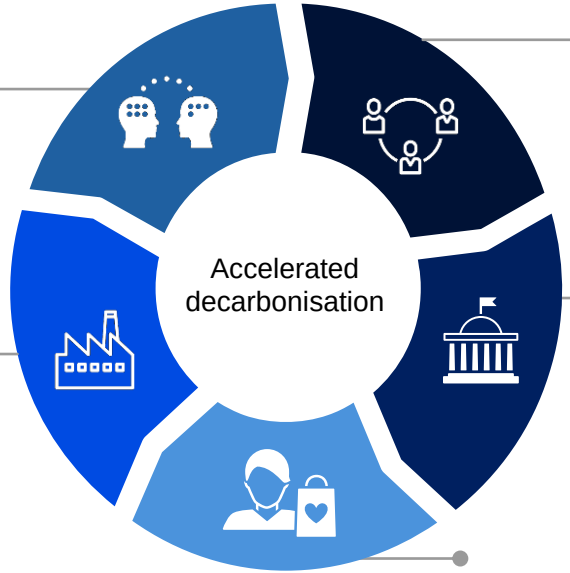
SEAD leadership

- Initially led by the US, SEAD was established in 2009 under the Clean Energy Ministerial
- Coordinated by the IEA since 2019
- Co-led by the UK, European Commission and India since 2016, with the addition of Sweden in 2021
- Became a Task Group of the Energy Efficiency Hub in 2021

Benefits of SEAD Initiative membership

Access to knowledge exchange and policy support
Opportunity to share and learn from 21 member Governments, including through webinars, masterclasses and other events

Manufacturers and industry
International market is simpler as countries coordinate product policy, bringing benefits for innovation and economies of scale



A framework for coordination
Domestic policy making becomes better-coordinated with regional and global partners

Governments
Enforcement is simpler and in-country oversight becomes easier, with possibility of reducing imports of low-efficiency products

Consumers
Demand is aggregated and costs come down for essential products and electricity bills reduce

SEAD Members and Partners

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II) COP26 Product Efficiency Call to Action

Doubling the energy efficiency of key products globally by 2030

An ambitious energy efficiency initiative

SEAD has been focusing on **four products that account for over 40% of global electricity consumption**

1) Industrial motor systems
2) Air conditioners
3) Refrigerators
4) Lighting




Doubling the energy efficiency of new products of these types sold across all SEAD member countries could

- Reduce electricity consumption by over **4,600 TWh per year by 2030** (equivalent to the generation of more than 2,100 coal-fired power plants
- Avoid **1.9 Gt of CO_2** emissions per year by 2030
- Result in additional benefits for **air quality, jobs** and **health**

Call to Action — Objectives

During its COP26 Presidency, the UK sought to drive international action on product energy efficiency policy. Ahead of COP26, the UK and IEA launched a **Call to Action** to strengthen the **Super-efficient Equipment and Appliance Deployment (SEAD) Initiative** to support countries in achieving raised ambition **more quickly, easily and at a lower cost**. The objectives of the call to action are to:

- **Set countries on a trajectory to double the efficiency of key products sold globally by 2030 –** industrial motor systems; residential lighting, ACs and refrigerators
- Support the delivery of crucial **national climate change targets**
- Provide consumers and businesses with more efficient products that are **affordable and cost-effective** to own and operate
- Stimulate **innovation** and provide businesses with **increased market and export opportunities**
- Promote a dual course of action, making products both **energy efficient and climate friendly** by reducing the use of refrigerants in cooling appliances

Support for the Call to Action

Fifteen SEAD member countries have endorsed the Joint Statement in support of the Call to Action, and SEAD is actively seeking to expand its membership.

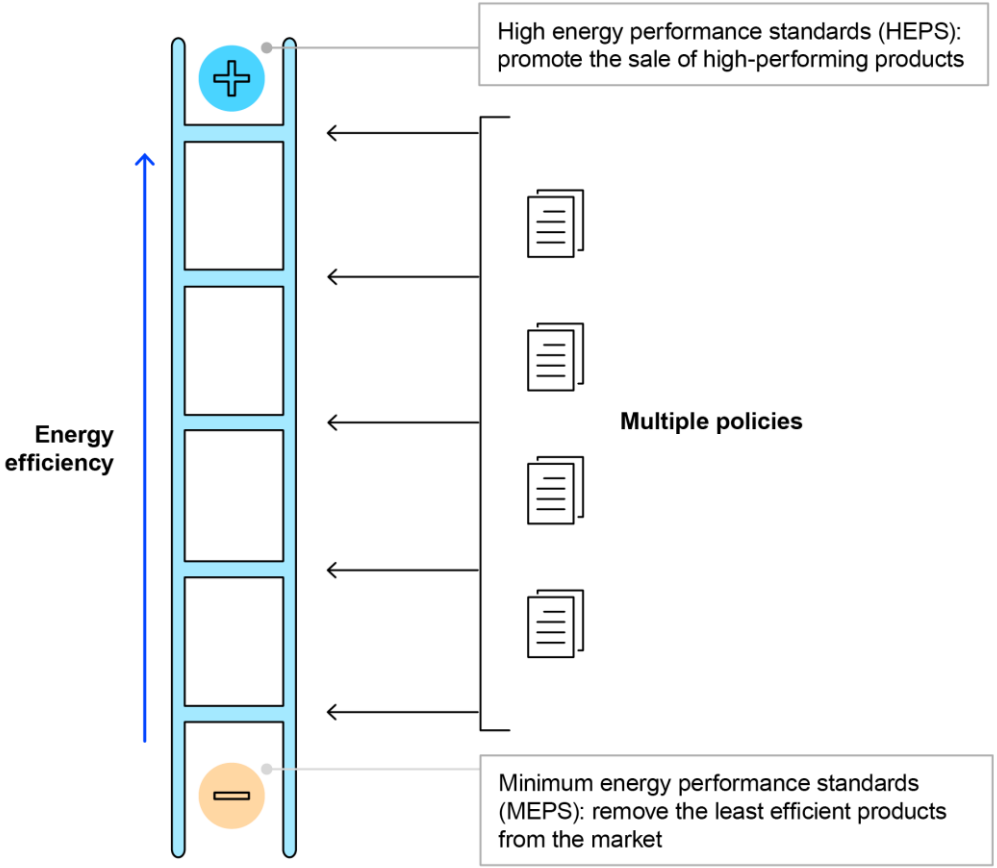
The G7 supported the goals of the Call to Action in the 2021 and 2022 G7 commitments to action, and in the G7 Communiqué by Environment Ministers.

At COP26, SEAD was recognised as a key initiative for international collaboration as part of the Breakthrough Agenda.

III) Energy Performance Ladder

A common framework for improving appliance energy efficiency

Energy performance ladder



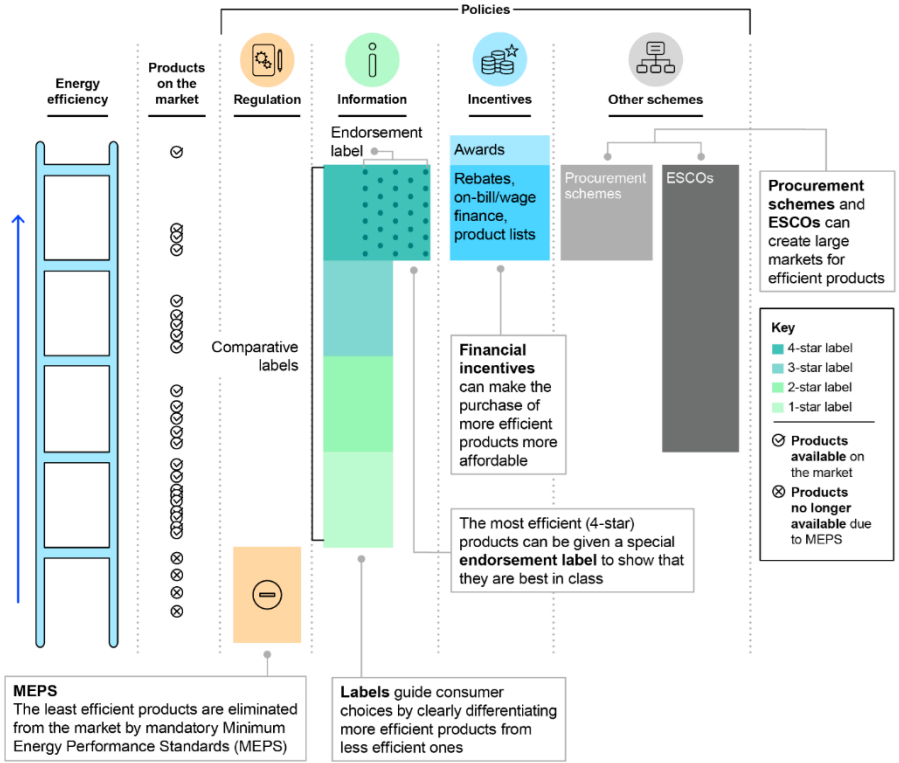
The **energy performance ladder** brings together multiple policies under a single consistent set of performance thresholds. Each step on the ladder represents a level of energy efficiency that a discrete policy threshold is set at. As policies move up the ladder, appliance energy efficiency improves.

The ladder provides a framework that can:

- **Show a clear trajectory for improving** appliance energy performance over time, by defining how policy will move up the ladder in future
- **Benchmark energy performance across markets**, while allowing policy to be set that is suited local market conditions
- **Aggregate markets** to reduce operational costs and increase the customer base of high-performance products

A single framework for a range of policies

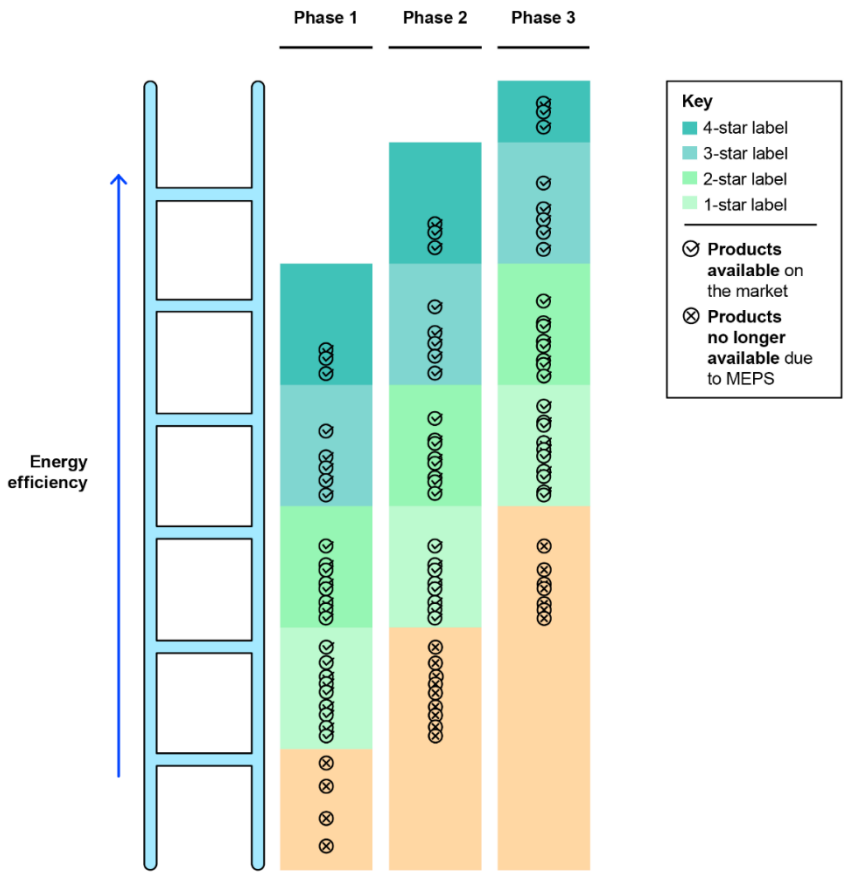
A range of policies can improve the efficiency of electrical appliances, lighting and motors sold in a market.



Ladder 'steps' are defined as energy performance levels, and thresholds for different types of policy can then be set at steps:

- **Regulation:** Mandatory **Minimum energy performance standards (MEPS)** eliminate the least efficient products from the market
- **Information:** **Energy performance labelling** allows consumers to make more informed purchasing decisions, given information about a product's energy use and operating costs
- **Incentives:** **High energy performance standards (HEPS)** promote the sale of the highest-performing products using financial incentives (such as obligation programmes and rebates) and technology product lists
- **R&D policy** can help drive innovation in the longer term

Moving up the energy performance ladder



The ladder can be used to set out **how policy ambition will increase in** future. For example, a country with MEPS and energy labels can set points in time at which policy thresholds move up the ladder, so that:

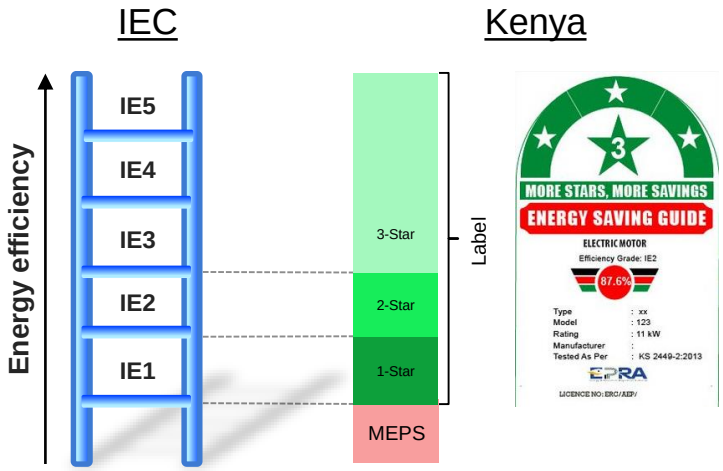
- The MEPS level set during Phase 2 would be at the level of the 2-Star label under Phase 1, the 2-Star label during Phase 2 would be at the level of the 3-Star label under Phase 1, etc.
- Another round of rescaling would shift the MEPS level under Phase 3 to the level of the 2-Star label during Phase 2 and the 2-Star label during Phase 3 to the level of the 3-Star label during Phase 2, etc.

Defining the ladder

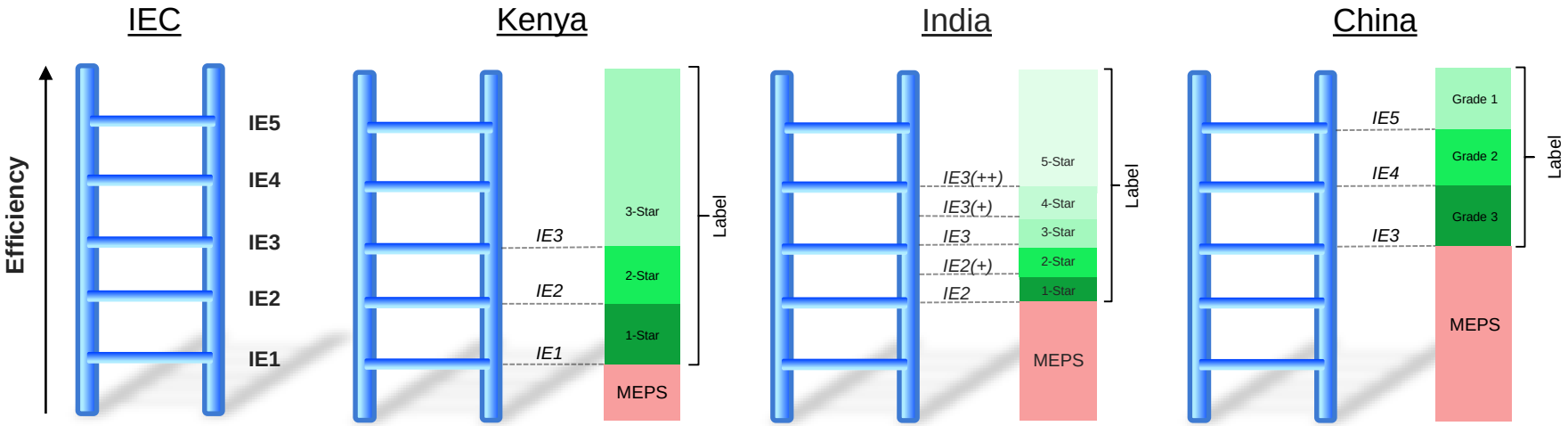
Key steps for developing an energy performance ladder, aligning each where possible:

1. Agree testing procedures to measure efficiency
2. Define efficiency thresholds (ladder steps)
3. Map existing requirements by collecting data on the efficiency of stock within the market
4. Set the target steps and timeframe to climb the ladder

Motors example:



Industrial motors – All countries employ the same ladder

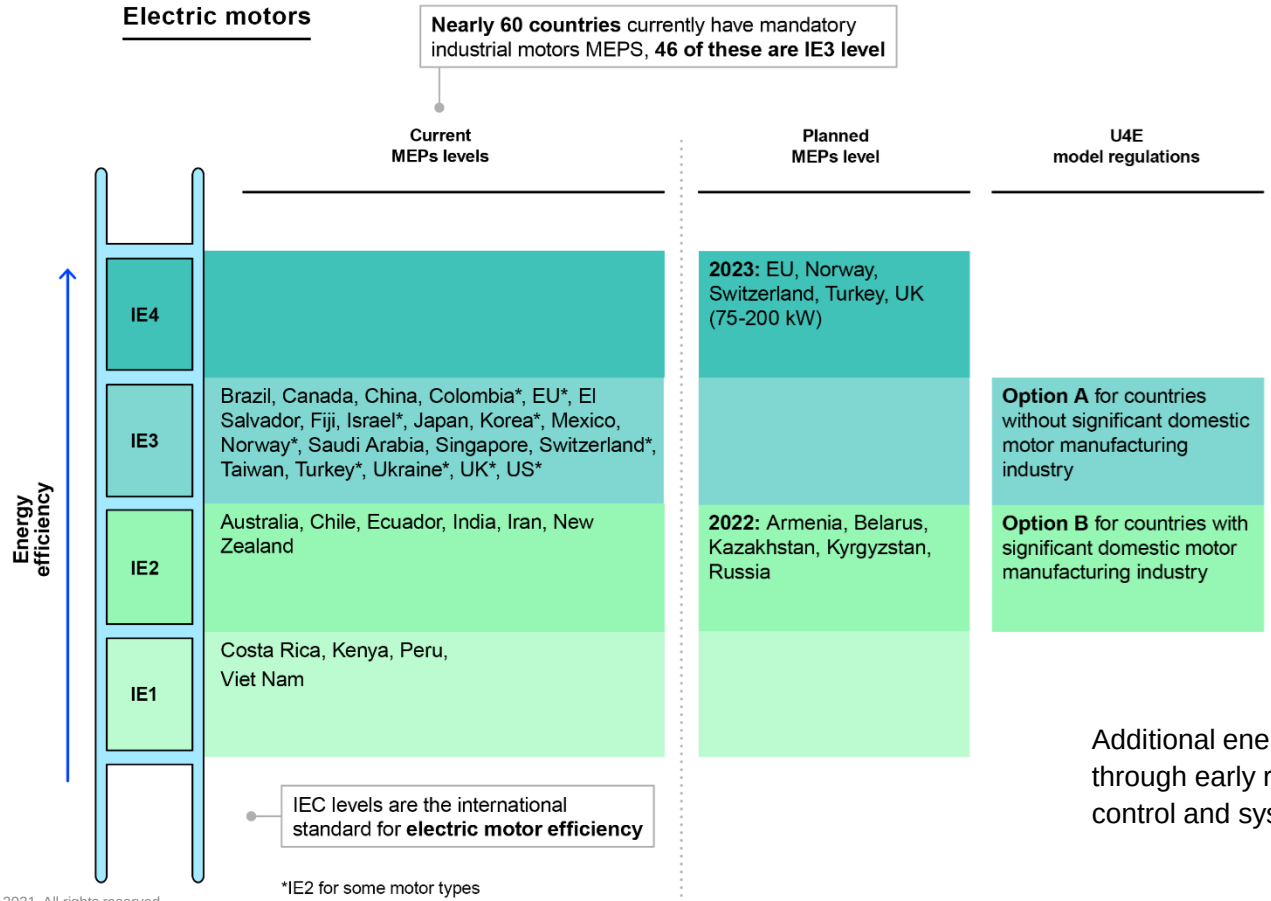


Many countries already use the same ladder for their policy thresholds.

MEPS for industrial motors consistently rely on the IEC Energy Efficiency classes. Kenya, India and China use different levels for MEPS (IE1, IE2 and IE3 respectively). These countries also use steps on the same ladder for their comparative labels.

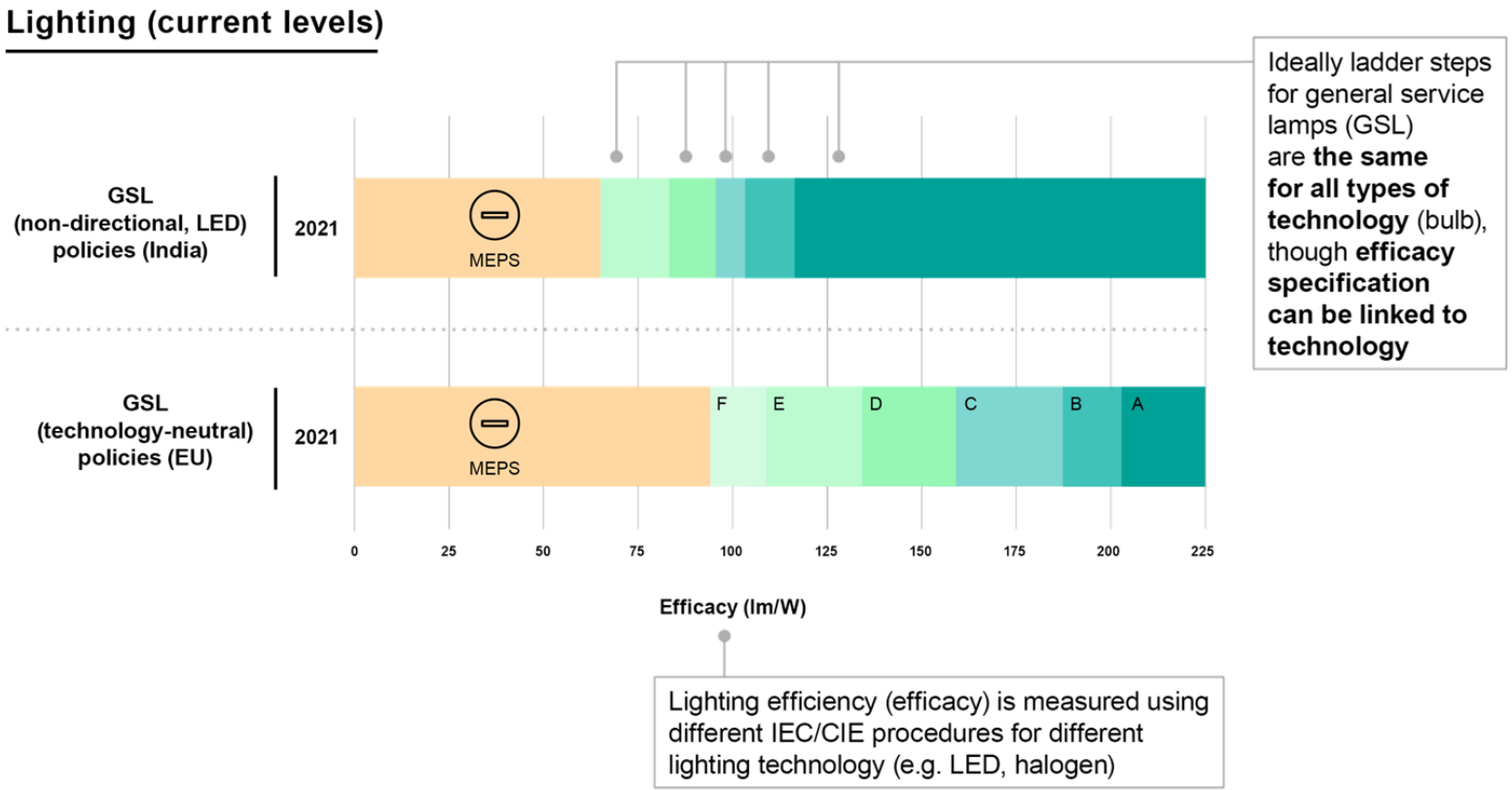
Other countries use higher steps for incentive programmes.

Industrial motors – Current and future MEPS levels



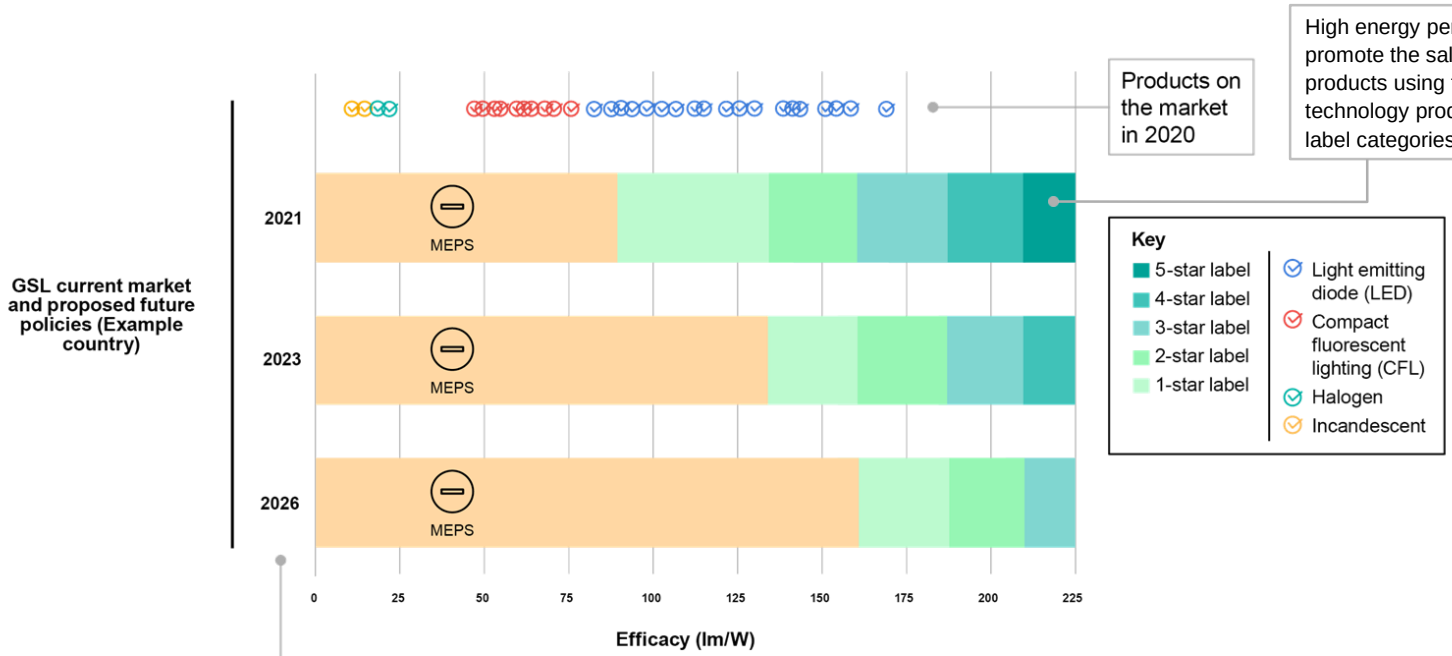
Additional energy savings will be available through early replacement of motors, improved control and system optimisation.

Residential lighting – Energy performance ladder



Residential lighting – Energy performance ladder

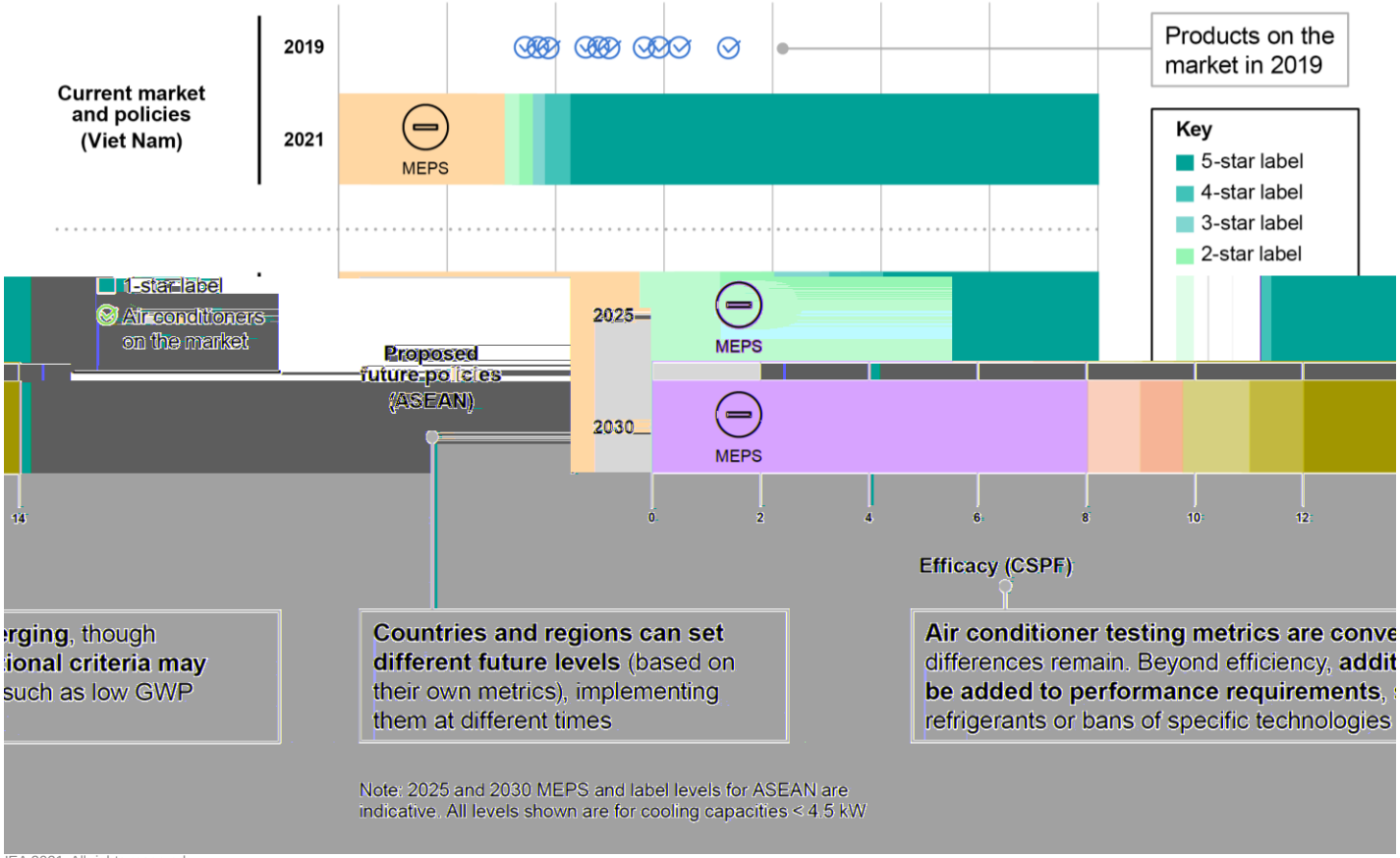
Lighting (example of future levels)



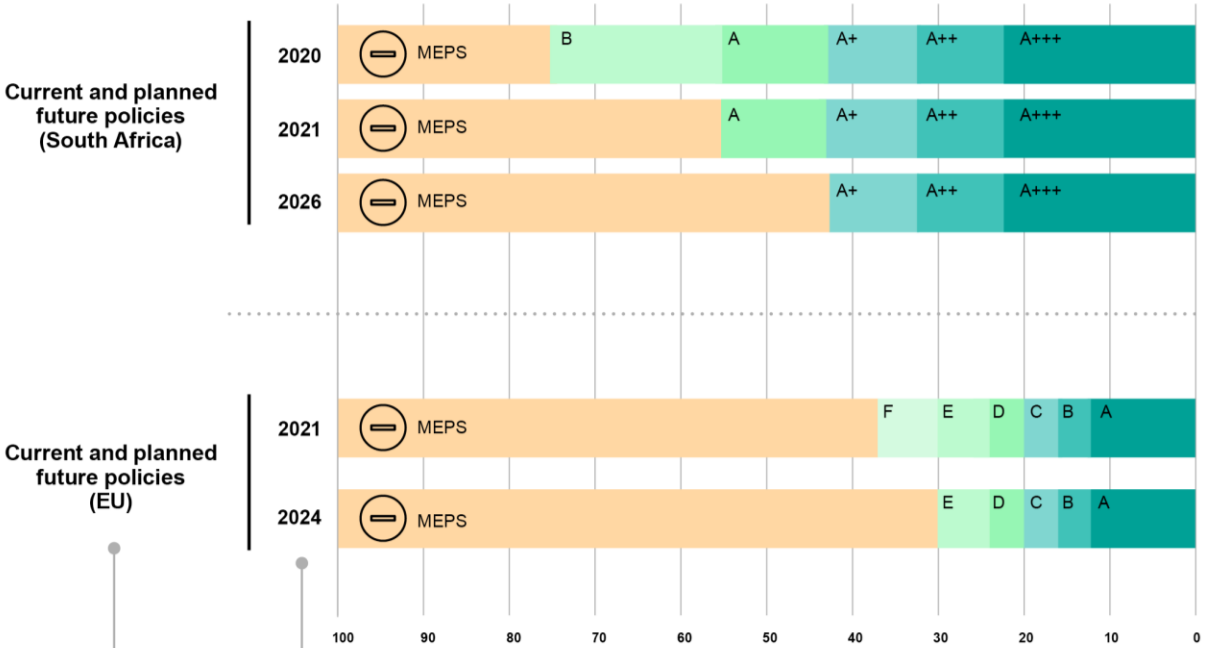
By setting **ambitious levels up to 2030** and beyond, governments can provide **long-term clarity to manufacturers**

Beyond efficacy, **additional criteria may be added to performance requirements**, such as lifetime, colour rendering or mercury content

Residential ACs – Energy performance ladder



Residential refrigerators – Energy performance ladder



Countries and regions can set different future levels, implementing them in different times

By setting **ambitious levels up to 2030** and beyond, governments can provide **long-term clarity to manufacturers**

SEAD SUPER-EFFICIENT EQUIPMENT & APPLIANCE DEPLOYMENT

AN INITIATIVE OF THE CLEAN ENERGY MINISTERIAL

HM Government

European Commission

सत्यमेव जयते
Goverment Of India

Government Offices of Sweden

International Energy Agency

U4E United for Efficiency

clasp

APEC
Asia-Pacific Economic Cooperation

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