The Utility Role in Driving Efficiency Forward for Electronics

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Consumer Electronics: The next BIG utility efficiency opportunity!

Electronics account for more than 11% of consumer and almost 8% of non-residential U.S. electricity use.

Electronics load is growing at 6% per year vs. 1.8%.

If left unabated U.S. consumer load may reach 18% by 2015.

Sources: CEA, CEE, Energy Solutions

International Energy Agency - Paris, France

Consumer electronics is "the fastest growing area and it's the area with the least amount of policies in place."

Existing technologies could slash consumption by 30% - 50% at a small cost.
Challenges Shaped Program Design for Business and Consumer Electronics

**Challenges**

- Large diversity of products
- Wide range of efficiency levels (small per unit savings)
- Ever changing consumer preferences and fast paced market
- Multiplicity of market channels

**Program Design**

- Directed at channel players (Retailers, Manufacturers, Distributors)
- Impact stocking, promotion and sales behaviors for products that meet or exceed ENERGY STAR specifications
- Yield significant savings
- Launched 12/08
  - Televisions, Desktop Computers, Monitors
PG&E launched the Business and Consumer Electronics Program (BCE) to Address Growing Plug Load

COLLABORATION OF UTILITIES TO TRANSFORM THE ELECTRONICS MARKET

WORKING WITH MAJOR ELECTRONICS CHANNELS BY PROVIDING:

- Financial and Marketing Incentives
- Tools to identify most efficient products
- Point of Purchase materials
- Consumer education talking points
- Opportunities for collaboration around other initiatives

Business-to-Consumer
(Residential and SMB Customers)

Business-to-Business
(Commercial Customers)

Note: Retailer participation may vary from state to state
### What’s next?

#### Today
- **Flat screen TVs** (Nov 2008)
- **Computer Monitors** (June 2007)
- **Computer Desktops** (March 2007)

#### Soon
- **Laptops** (April 2011)
- **Printers/MFDs*** (April 2011)

#### The Future?
- **Game Consoles**
- **Advanced Power Strips / “Smart” Plugs**
- **Commercial TVs**
- **Set-top Boxes / Set-top Box Alternatives**
- **Tablet Computers**
- **Battery Charger**

* Pending Regulatory Approval
Will the challenges again shape program design?

### Challenges

- Small per unit savings
- Incremental cost for efficiency
- Limited manufacturers for certain product categories
- Convergence of technologies
- Behavior related energy savings
- Hardware vs. software solutions

### Program Design
Questions?

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