

# ENERGY STAR

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**WWF EPO - Climate Change and Energy Unit**

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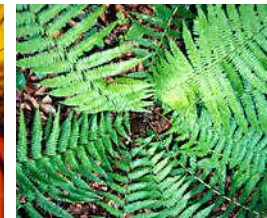
# Energy Star

## General considerations

Energy Star important potential to bring efficient products to the market:

- Clear and simple signal towards the consumer
- Companies are willing to participate
- Broad reach: US, Japan, Australia, EU, Canada

a useful step in the right direction, but....





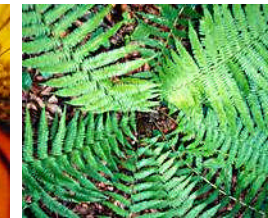
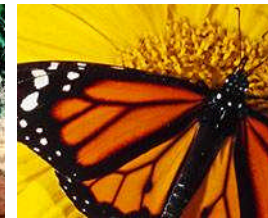
# Energy Star

## General considerations (2)

- Considering the impact of Office Equipment (OE) on European energy consumption not appropriate to react only with a voluntary agreement.
- Energy Star shouldn't be a stand-alone policy → **coordination with Eco-design directive and EU labeling system**

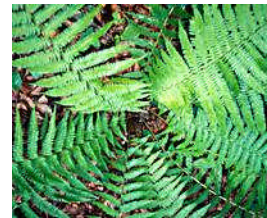
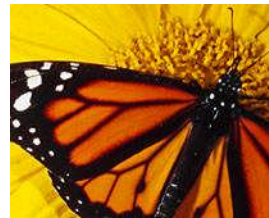
Energy Star could be first step towards a EU-wide system including:

- **EU mandatory labeling or mandatory declaration of energy performance for all products**
- **Minimum energy performance standards (MEPS)**
- **Public database for best available products**
- **Compliance monitoring**
- **Promotion (EE campaigns + link to **public procurement**)**





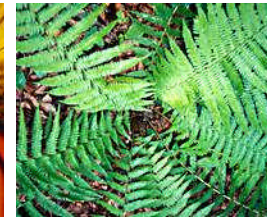
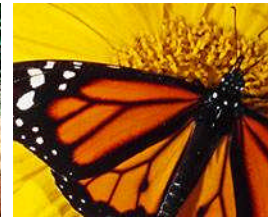
- **Mandatory declaration of energy performance for all models** of concerned categories needed (not only for products complying with the criteria and for Energy Star partners)
- **Harmonized** performance and testing standards → demanding and continuously adapted
- Systematic and **independent equipment testing** (not only industry self declared)
- Link with **public procurement** (i.e. USA) → push market transformation





## Remarks on proposed regulation

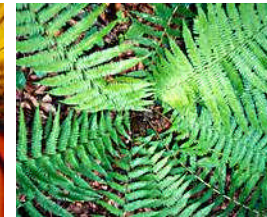
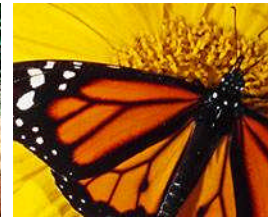
- Market can be driven towards energy-efficient products and significant energy savings if **technical specifications** are **demanding** during the whole duration of the programme, not only at the time the criteria are set → **label to cover max 25% of the models**
- « [...]the Energy Star database managed by the Commission may be used by national, regional and local authorities as a basis for activities to promote particularly energy-efficient office equipment ». YES + **guarantee data quality & transparency**
  - Producers should be obliged to put data online before being allowed to promote them as Energy Star product.





## Remarks on proposed regulation (2)

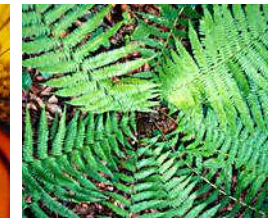
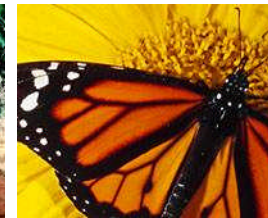
- **Define monitor data and product specifications process** to ensure that energy declaration of producers are correct
- Tender for a market survey on office equipment to support future upgrades of the energy-efficiency criteria  
→ manufacturers to provide **sales figures combined with energy performance**





## Conclusion

- Energy Star potentially beneficial
- To be integrated to other policies (EuP + Energy label)
- Criteria for equipment to be strengthened:
  - only 25% of the equipment should meet the targets →clear signal to the consumer and manufacturers
  - monitoring system & dynamic revision process
- Trust in label & promotion (conditional to criteria)
- Need to create a **value** for the Energy Star label



# Thank you for your attention

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