

Consumer Electronics Association

- Represents more than 2,000 companies in the \$190 billion U.S. consumer electronics industry
- Membership includes component suppliers, device manufacturers, retailers, distributors, and service providers



Consumer Electronics



U.S. Industry Initiatives

- Research and analysis
- Public policy
- Industry standards
- Consumer education
- Promotion and recognition

CEC Draft Staff Report on Buildings

- “...Ever-increasing number of electronic devices...”
- “Unregulated energy use has been climbing...”
- “Appliance efficiency standards are critical...”

CEC Draft Staff Report on Buildings

- “Data-driven policy and market transformation...”
- “Establishing effective policy for achieving energy savings in California starts with the gathering and synthesizing of good raw data.”

Lessons Learned from CEC Rulemakings on Electronics

- Stale data, erroneous calculations, faulty assumptions
- Overreliance on input from stakeholders with vested interests
- Failure to account for impact of existing programs and initiatives, including ENERGY STAR

National Initiatives

- ENERGY STAR specification revisions (TVs, STBs, computers, displays, imaging products, A/V products)
- Energy use disclosures (U.S. FTC EnergyGuide labeling)
- U.S. DOE rulemakings (battery chargers, external power supplies, set-top boxes, televisions)
- How is CEC participating?

Trends and Achievements

- Industry and company initiatives
- 2011 revision of CE energy use study
- ENERGY STAR accomplishments

Opportunities

- Policy differentiation between consumer electronics and other appliances and equipment; creative approaches needed
- Ensuring current and appropriate industry standards for measuring energy use in electronics
- Good data and analysis
- Consumer education