



REDUCE ENERGY NEEDS BY INCREASING EFFICIENCY



The quickest and most cost-effective way to mitigate climate change is by **improving energy efficiency**. Energy-efficient appliances and equipment, such as lighting, air conditioners, refrigerators, electric motors, distribution transformers and information and communication technologies are key to reducing global energy demand. Efficient products are available today and offer better services for a lower cost over their lifetime.

Transforming global markets to energy-efficient lighting, appliances and equipment can reduce global electricity consumption by more than 10% and save 350 billion US\$ on electricity bills **per year!**



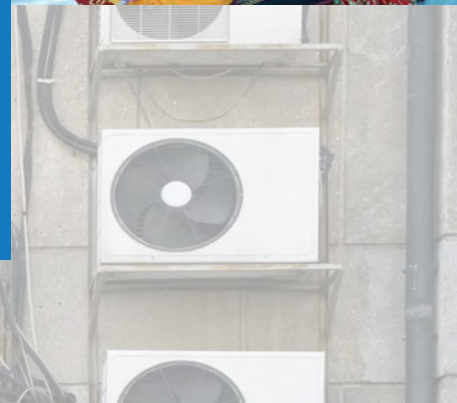
United for Efficiency (U4E) is a global effort led by the United Nations Environment Programme (UNEP), the Global Environment Facility (GEF), the United Nations Development Programme (UNDP), the International Copper Association (ICA), CLASP and the Natural Resources Defense Council (NRDC). It provides tailored assistance to governments of developing countries and emerging economies to achieve a permanent and fast transition to energy-efficient and environmentally sustainable products.

Product Efficiency – Key to Achieving Sustainable Energy for All

In September 2011, UN Secretary-General Ban Ki-moon launched Sustainable Energy for All (SE4ALL) as a global initiative to mobilize action from all sectors of society on renewable energy, energy efficiency and energy access.

With a total saving potential nearly equivalent to the annual electricity consumption of the European Union, global action to promote energy-efficient products is key to achieving the SE4ALL energy-efficiency objective.

SE4ALL has established a Global Energy Efficiency Accelerator Platform to help reach the energy-efficiency objective. Through United for Efficiency, UNEP and its international partners are leading the implementation of the Energy Efficiency Accelerator for Appliances and Equipment.



AN INTEGRATED POLICY APPROACH FOR LEAPFROGGING GLOBAL MARKETS TO ENERGY-EFFICIENT PRODUCTS

United for Efficiency proposes policy and strategy options following a proven integrated policy approach with the following components:

Development and implementation of **energy-efficiency policies** such as minimum energy performance standards (MEPS) to ensure the efficiency and quality of the products available in the marketplace.

Development and implementation of **supporting policies and mechanisms** to restrict the supply of inefficient products, and assist consumers, businesses, and manufacturers in overcoming barriers in the transition to energy-efficient products.

Establishment of **monitoring, verification and enforcement (MVE) systems** to ensure that products in the market comply with national MEPS.

Environmentally sound life-cycle management for used products containing electronic waste, ozone-depleting substances and persistent organic pollutants.

GLOBAL COORDINATION PLATFORM

United for Efficiency has set up a global platform to create an enabling global policy framework for action at national and regional levels. It supports the development and implementation of national projects to leapfrog to energy-efficient products and ensures overall coordination of activities.

The global platform will focus on the following activities:

1 A global multi-stakeholder platform to achieve consensus on the need to adopt effective national and regional product efficiency policies, standards, testing methods and certification procedures, and to develop global policy recommendations.

2 A global leadership and an action campaign to mobilize political leaders and to encourage the support of key energy-efficiency stakeholders.

3 A virtual Center of Excellence gathering experts from international organizations, the private sector, and technical and environmental organizations to provide product-specific guidance and technical expertise to governments to support market transformations at national and regional levels.

THE GLOBAL POTENTIAL OF PRODUCT EFFICIENCY



REDUCE GLOBAL ELECTRICITY USE



→ by over
2,500
TWh

→ more than
10%
of global use
of today



REDUCE GLOBAL CO₂ EMISSIONS

by **1.25** billion
tons/year



SAVE ELECTRICITY

equivalent to **600** large power plants



equivalent to
500
million passenger cars

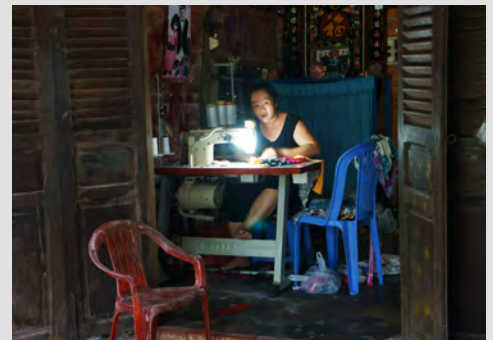


SAVE ON ELECTRICITY BILLS

350 billion US\$

SAVE INVESTMENTS IN POWER GENERATION

500 billion US\$



Reduce electricity bills every month



Improve business opportunities and create new jobs



Increase purchasing power in developing countries



BENEFITS OF PARTNERING

By joining United for Efficiency, partners will:

- **Contribute to reducing** the world's growing electricity consumption and mitigate climate change, while allowing more people to benefit from the energy-efficient products.
- **Help to achieve** the energy efficiency goal of the UN Secretary-General's Sustainable Energy for All initiative.
- **Participate in the development** of ambitious energy-efficiency standards and new policy approaches enabling sustainable market transformations to efficient products.
- **Increase competitiveness, reduce costs** of product development and testing, and enhance market transparency.
- **Access new markets** and expand existing markets for efficient products through the global and regional harmonization of minimum energy performance standards, providing reduced trade barriers and better-quality products.
- **Increase the purchasing power** of consumers by reducing electricity bills of end users and expanding access to financial support programmes.
- **Avoid costly investments** in new power generation and reduce the occurrence of blackouts.

If you would like to receive additional information or if you are interested to partner with United for Efficiency, please contact:

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