



# 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

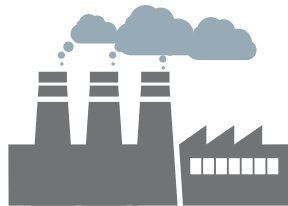


### REDUCE GLOBAL ELECTRICITY USE



→ by over  
**2,500**  
TWh

→ more than  
**10%**  
of global use  
of today



SAVE ELECTRICITY  
equivalent to **600** large  
power plants

### REDUCE GLOBAL CO<sub>2</sub> EMISSIONS

by **1.25** billion  
tons/year



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.

