

EEDAL'06

INTERNATIONAL ENERGY EFFICIENCY IN
DOMESTIC APPLIANCES & LIGHTING CONFERENCE '06

Creating a virtuous circle for climate change with
consumers, manufacturers and sufficiency

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A virtuous circle for climate change

EEDAL conference

21 June 2006

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EU Member States' targets

Country	CO₂ reduction targets
Czech Republic	30% per capita by 2020 (vs 2000) 25% in aggregate
France	1.8tCO ₂ per capita by 2050 (75%)
Germany	45-60% by 2050 (vs 1990) [40% by 2020 if EU is 35%]
Netherlands	40% by 2030 60% by 2050
Poland	40% by 2020 (vs 1988)
Sweden	50% by 2050, all GHG
UK	60% by 2050

Present UK situation

- In 2005, electricity consumption 10% higher per household than 1990
- Smaller households
- High standard of living

- Consumers buying in ignorance
- Manufacturers produce profligate equipment
- Retailers not helping
- Dysfunctional circle

Plasma TV



fabulous flatscreen

(PDP42-H1EV)

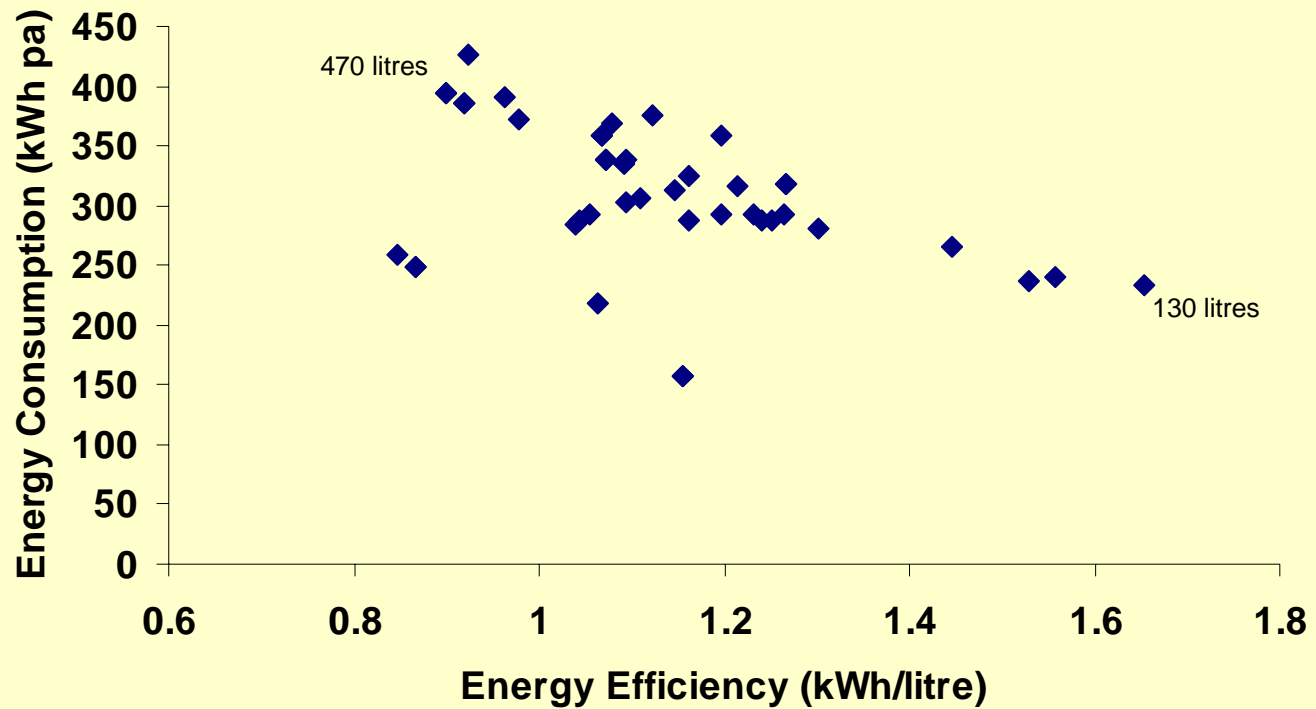
This Sanyo 42" high-definition, plasma TV comes complete with DVD player, stylish speakers and a fantastic table top stand. Modern features, superb quality and classic design simply make this package a must have! And with a fabulous saving of **£1,885** exclusively for you, FREE delivery and FREE installation, it looks even more attractive!

WAS £7099
NOW £5214
SAVE £1885
for you

Patio heater energy use

Average power of patio heater	8.90	kW
Days per year in use	30	days
Hours per day in use	4	hours
Energy used per year	1,068	kWh
CO ₂ emissions per year	229	Kg CO ₂

UK fridge freezers



Revise the energy label

- Consumption, not efficiency
- Absolute, not relative
- Encourage downsizing



Energy labels for everything

- Labelled before marketed
- Faster test procedures
- Both kW and kWh
- Consumption over lifetime, not pa?
- Clear, bright and informative, A-G
- By 2008
- No consumer need be ignorant

Green products only

- ‘Outlaw climate-damaging products’EST – Agenda for Change
- Extension to CE mark
- No product on the market unless it is environmentally beneficial
- Proactive – prevents problems rather than ameliorates afterwards
- Difficult to define

Personal carbon allowances

THE alternative to taxation

Can be traded

Equal allowance of carbon for every adult

Allowance reduced each year

All gas, electricity, petrol and aviation

Parallels non-domestic Emissions Trading Scheme, Climate Change Levy

All citizens learn about energy use

The virtuous circle

- Inform consumers
- PCAs and new labels
- Transform purchases
- Retailers alter stock
- Manufacturers alter range
- All consumers protected

