



CEA[®]
Consumer Electronics Association

www.CE.org

Energy Efficiency and Environmental Sustainability: Current Challenges and New Opportunities

*17th Annual World Electronics Forum Meeting
18-21 April 2012 – Cebu, Philippines*

Outline of Presentation

- CEA's approach to environmental sustainability
- Current activities
- New eco-labeling initiative
- Energy efficiency
 - *Guiding principles for energy efficiency in networked devices*

Consumer Electronics Association

- Represents more than 2,000 companies in the USD195 billion U.S. consumer electronics industry
- Membership includes component suppliers, device manufacturers, retailers, distributors, and service providers



Consumer Electronics



Environmental Sustainability: CEA Issues and Activities

- Electronics recycling
- Energy efficiency
- Chemicals and materials restrictions
- Packaging
- International CES

Comprehensive Approach

Partnerships

White Papers

Market Research

Conference & Events

Media Outreach

Consumer Education



Commissioned Studies

Industry Standards

Government Relations

Consumer Research

Online Resources

Product Demonstrations

Partnerships

- CEA, Environmental Defense Fund and InnoCentive eco-Challenge to develop compelling economic and environmentally preferable solutions for recycling old cathode ray tube (CRT) televisions and monitors

CEA Sustainability Report

- Product design
- Packaging
- Facilities
- Transport & Delivery
- Energy Efficiency
- eCycling
- Social Contributions



eCycling Leadership Initiative

- First-ever industry-wide electronics recycling initiative to recycle one billion pounds of electronics annually by 2016, more than a threefold increase over 2010



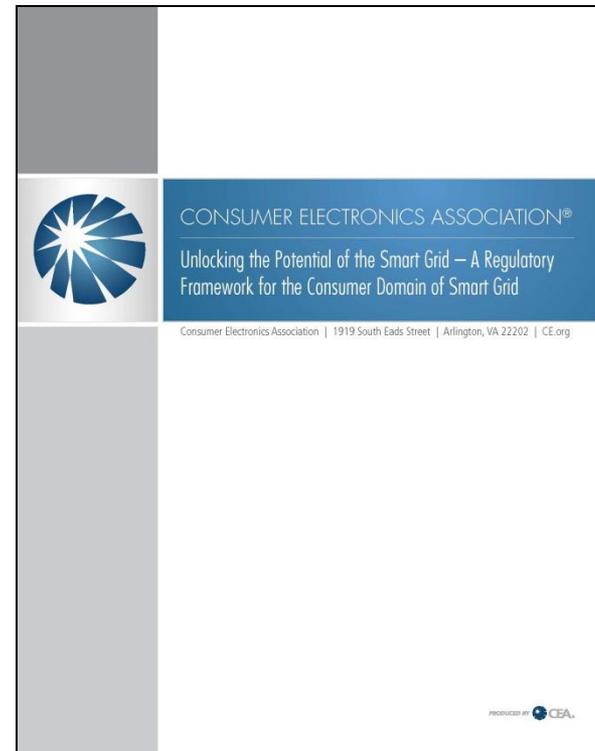
Energy Use Study

- Energy use study of consumer electronics in U.S. homes (2011)



White Paper on Smart Grid

- White paper on smart grid regulatory policies for consumers (2011)



Product Demonstrations

- Sustainable consumer electronics technology demonstration in California for legislators and regulators



Online Resources

- Launch of GreenerGadgets.org



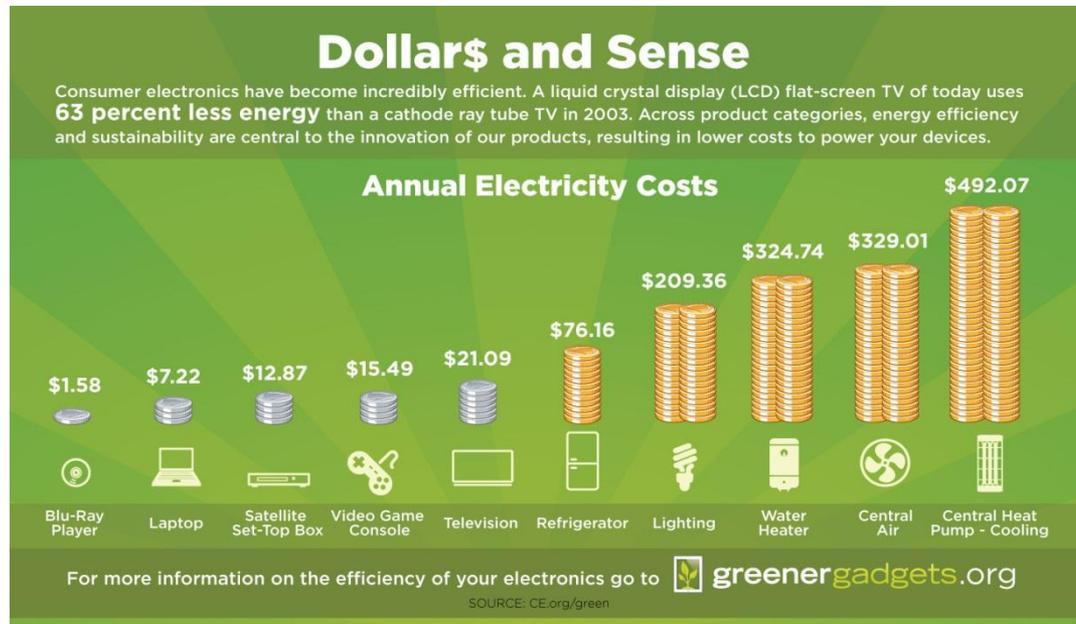
Media Outreach

- Recent CEA satellite media tour highlighting latest in sustainable consumer electronics products



Media Outreach

- Consumer-focused advertisements



Green Standards for CE

- CEA recently formed a working group on multi-attribute green standards and disclosure
- Several green standards and disclosure programs under development in U.S.
 - *EPEAT/IEEE 1680, The Sustainability Consortium, UL Environment, ENERGY STAR*

Typical Green Standards/ Disclosure Elements

- Environmentally sensitive materials
- Design for product end-of-life
- Product longevity/lifecycle extension
- Energy conservation
- Product end-of-life management
- Packaging

Challenge to Industry

- Suppliers
 - *Material selection, and data*
 - *Design for product end-of-life*
 - *Energy conservation*
 - *Packaging*
- Manufacturers – *All issues*
- Retailers – *Consumer education*

CEA's Energy Efficiency Activities

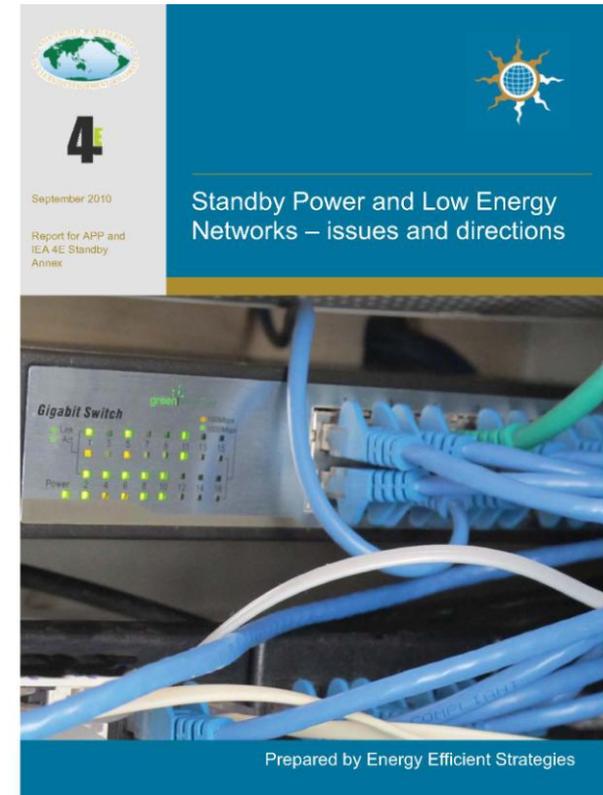
- Research and analysis
- Public policy
- Industry standards
- Consumer education
- Promotion and recognition

Challenges and Opportunities

- Myth vs. reality
- Energy use disclosures
- Convergence and mobility
- Consumption vs. efficiency
- Consensus industry standard test procedures
- Harmonization

Energy Efficiency and Networked Products

- Research
- Regulatory interest
 - *Asia-Pacific: AUS & NZL*
 - *Americas: USA*
 - *Europe: EU*
 - *Multilateral: IEA*



Proposal: Guiding Principles

- “Guiding Principles for Energy Efficiency in Networked Consumer Electronics”
 - *Raising global industry awareness*
 - *Supporting industry-government interaction*

09 April 2012

Guiding Principles for Energy Efficiency in Networked Consumer Electronics

This is a proposal for consideration by World Electronics Forum participants during the WEF annual meeting in April 2012. The WEF member contact for this issue is Douglas Johnson, Consumer Electronics Association (CEA), djohnson@cea.org.

Background and context:

The energy consumption and efficiency of consumer electronics is continually evolving with advances in technology, product features and service. A key part of this evolution is network connectivity, which delivers new capabilities to products. Network connectivity can increase power consumption in two ways: operation of the hardware that enables communication, and time spent in higher power-consuming modes due to network activity and simply maintaining network connectivity. Also relevant to the power consumption of networked consumer electronics are the underlying technology standards for network interfaces, network protocols, and user expectations for device behavior.

Guiding principles:

As leading organizations representing the consumer electronics industry around the world, we support the following guiding principles with respect to advancing energy efficiency in networked consumer electronics:

1. Government and industry should support voluntary, market-oriented programs and initiatives, including industry-led standard test procedures. Emphasis should be on initiatives that support continued innovation, expanded consumer choice, and enhanced product functionality.
2. Government and industry should pursue harmonized policy approaches that benefit the global marketplace for consumer electronics.
3. Network technologies should actively support power management and follow generally accepted international power management principles and designs.
4. Consumers should be informed about and have reasonable control over power management, including but not limited to understanding power states and how network-connected sleep modes affect the user experience.
5. To the extent possible, industry should embrace open networking standards, such as Internet Protocol, so that future audio-visual devices can interoperate with other networked devices in buildings, such as computers and lights, for functionality and energy savings.

Continued

Questions and More Information



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