



ENERGY EFFICIENT TECHNOLOGY MARKETS

Transforming Markets for Climate-Friendly Technologies: A UNEP Framework for promoting the diffusion of cleaner technologies in support of the objectives of the UNFCCC

INTRODUCTION: Energy performance standards and labels are an effective tool to increase the successful transfer of innovative technologies from the laboratory to end-users in both developing and developed countries. They also encourage technology transfer and greenhouse gas mitigation at least cost. Global standards might be difficult to develop, but regional initiatives have been successful, particularly where the costs of developing standards were shared among participating countries. The development of efficiency standards requires coordinating the work of certification bodies and testing laboratories at the national and regional levels and consultation with concerned industry stakeholders, suppliers, retailer associations and consumer organizations.

SOLUTION: UNEP proposes developing *Energy Efficient Technology Markets* to stimulate “market-pull” for technology transfer by developing standards and norms for selected technologies. Promotion of these energy efficiency performance standards will expand markets for energy efficient products. The project will focus on regionally supporting governments in the development and adaptation of universal minimum performance standards for energy-efficient technologies.

This work builds upon the model currently being used in a UNEP/ Global Environment Facility (GEF)-funded project to phase-out inefficient lighting technologies. It also benefits from ongoing cooperation between UNEP and several global industry associations. The project will be implemented in coordination with UNIDO and will integrate learning from work on standards and certification conducted by the International Energy Agency, the Collaborative Labeling and Appliance Standards Program, UNDP and the World Bank.

DELIVERING RESULTS: The following activities will occur for selected products in various regions:

- Select the top technologies in terms of mitigation potential in a given region;
- Identify obsolescent technologies and conduct technology evaluations across all sectors;
- Create a forum for relevant stakeholders to collectively develop appropriate efficiency standards for the five target technologies;
- Design a training component to ensure the long-term viability of the effort; and more.

BUDGET: Total cost of this project is estimated to be \$7 million to \$15 million depending upon geographical scope.

- In this framework, UNEP is already developing a project aiming at assessing the technology needs in up to 45 countries, co-financed by the GEF, the targeted countries and Norway.