



Leveraging Product Databases to Improve the Effectiveness of Appliance Energy Efficiency Policies and Programs

BACKGROUND AND MOTIVATION



Why is model-level product data important?

Better access to product data → better decisions

- Policymakers
- Manufacturers
- Consumers



Data Types

- Model names and numbers
- Sales (explicit or derived)
- Prices
- Energy performance
- Other product attributes



Data Sources

- Public product certification databases
- Commercial data providers (NPD, GfK, Euromonitor)
- Manufacturer and retailer websites and catalogs
- Confidential manufacturer reporting to governments
- Reports (rare)



Data Uses

- Policymakers
 - Prioritizing products for policy attention
 - Deciding when to revise policies
 - Selecting levels and future targets for S&L policies
 - Program evaluation
 - Market monitoring and compliance verification
- Manufacturers
 - Product design, market intro. and development strategy
- Consumers
 - Product comparisons to inform purchase decisions



SEAD Activities

- Global Data Framework and Standards for Appliances
- Teleconferences for policymakers
 - February 2014: What can be done with high-resolution product data?
 - November 2014: Leveraging product databases
- Techniques for analyzing web-scraped market data
- Mobile app for shoppers in India
- www.superefficient.org/dataaccess



www.superefficient.org/dataaccess

- Reports and papers
 - Energy Efficiency Data Access Project: Final Report
 - The Benefits of Creating a Cross-Country Data Framework for Energy Efficiency (EEDAL 2013)
 - Recent and Historical Product Energy Efficiency and Life-cycle Cost Improvement in Swedish Appliance Markets
- Meeting materials
- List of mobile apps
- List of product databases



Product Databases

- Australia and New Zealand [Energy Rating product lists](#)
- California [Appliance Efficiency Database](#)
- Canada [searchable product lists](#)
- China [certification database](#)
- Chinese Taipei [certified products database](#)
- Hong Kong [labeled products database](#)
- India [Star Label product database](#)
- Japan [product database](#)
- Philippines [labeled and certified product lists](#)
- Singapore [Database of Registered Goods](#)
- U.S. DOE [Compliance Certification Database](#)
- U.S. EPA [ENERGY STAR Qualified Product Finder](#)



Objectives

- SEAD Data Access in general:
 - Respond to policymakers' interest in this topic
 - Provide a forum for collaboration
 - Identify and share best practices
- and on today's call in particular:
 - Expand thinking about what is possible
 - Identify opportunities for cooperation between countries
 - Consider where SEAD may be able to help



Presentations Today

1. Australia/New Zealand Energy Rating Product Lists
2. U.S. EPA ENERGY STAR Product Finder
3. India Star Label Product Database
4. China Energy Label Product Database