

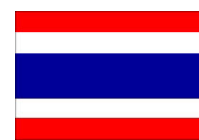


BARRIER REMOVAL TO THE COST-EFFECTIVE DEVELOPMENT AND IMPLEMENTATION OF ENERGY EFFICIENCY STANDARDS AND LABELING PROJECT (BRESL)

Han Wei

Project Manager

China Standard Certification Center





Brief Description

- BRSEL is funded by GEF with the total amount of USD\$ 7.8 Million.
- Project will start in 2008 and the project duration is 5 years.
- The participating countries now include Bangladesh, China, Indonesia, Pakistan, Thailand, Vietnam. South Korea and Japan (under discussion) will be observers.
- BRSEL is aimed at rapidly accelerating the adoption and implementation of energy standards and labels (ES&L) in Asia, and in so doing bring about energy savings from the use of energy efficient appliances.
- Products covered by BRSEL:
 - Refrigerators;
 - Room air conditioners;
 - Electric motors;
 - Ballasts for FLs;
 - Electric fans;
 - Compact fluorescent lamps;
 - Rice cookers.



Brief Description

BRESL will facilitate the transformation of the manufacture and sale of energy-efficient appliances and equipment through:

- ***A regional initiative in Asia.*** The project will focus on regional ES&L program cooperation and harmonization with provision for general information, tools and training to all interested developing countries in the region.
- ***National technical assistance to 6 developing countries in Asia.*** The project will focus on capacity building and assisting government, manufacturer, distributor, retailer, consumer and relevant stakeholders throughout the Asian region to implement the most cost-effective ES&L program.



Project Strategy

- BRESL is intended to reduce greenhouse gas emissions in the participating countries by removing barriers to effective ES&L programs and policies, leading to significantly expanded ES&L programs in the region, thereby substantially reducing energy consumption in the participating countries.
- BRESL will be implemented on a regional basis in order to transform the regional product markets of the targeted appliances, equipment and lighting products, and address the common barriers to, and concerns about, ES&L by the participating countries.
- The project also facilitates harmonization of test procedures, standards and labeling programs among the participating countries.



BRSEL is comprised of five major components

- ES&L Policy-Making Program - Establishment of legal basis for standards and labels and assisting with the development of regulations for the targeted products.
- ES&L Capacity Building Program - Building of institutional and individual capacity to secure on-the-ground implementation of standards and labels, including establishment of regional working groups for each of the targeted products.
- ES&L Manufacturer Support Program - Information and technical assistance for local product manufacturers to help them develop efficient products and realize profit opportunities from efficient products.
- ES&L Regional Cooperation Program: Regional cooperation activities that will aid individual countries with development and implementation of their ES&L programs and that will take important steps towards regional harmonization of standards and labels.
- ES&L Pilot Projects: Pilot activities implemented on a demonstration basis by individual countries, or groupings of countries with coordination across the region, as well as the initial work on regional harmonization led by China, showcasing various aspects of the design, facilitation and implementation of ES&L programs.



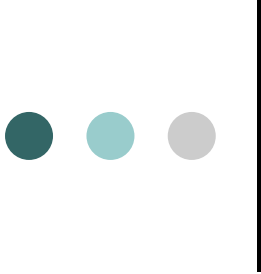
Component 1: ES&L Policy-Making Program

- Activity 1.1: Strengthening of the Policy Context for Energy Standards and Labels.
- Activity 1.2: Adoption and Implementation of Energy Standards and Labeling Regulations.



Component 2: ES&L Capacity-Building Program

- Activity 2.1: Training to Strengthen and Enable Public Institutions to Support Development and Implementation of ES&L Programs.
- Activity 2.2: Capacity Enhancement in the Development and Implementation of Standards and Labeling for the 6 Targeted Products.
- Activity 2.3: Strengthening of National and Regional Testing and Labeling/Certification Infrastructure.
- Activity 2.4: Strengthening of Data Collection and Reporting Procedures on Equipment Availability and Sales by Efficiency Level in Participating Countries.



Component 3: ES&L Manufacturer Support Program

- Activity 3.1: Product Technical Analysis and Reports.
- Activity 3.2: Educational Workshops for Manufacturers and Retailers on Impacts of Standard and labeling programs and Ways to Work with Standards and labeling to Increase Profitability.
- Activity 3.3: Technical Assistance to Manufacturers.



Component 4: ES&L Regional Coordination Program

- Activity 4.1: Project Web Site.
- Activity 4.2: Lessons Learned Reports.
- Activity 4.3: Regional Energy Efficiency Standards and Labeling Network.
- Activity 4.4: Regional ES&L Harmonization Initiative.
- Activity 4.5: Preparation of a Plan for Regional Activities and Coordination after the GEF-Funded Project Ends.



Component 5: ES&L Pilot Projects

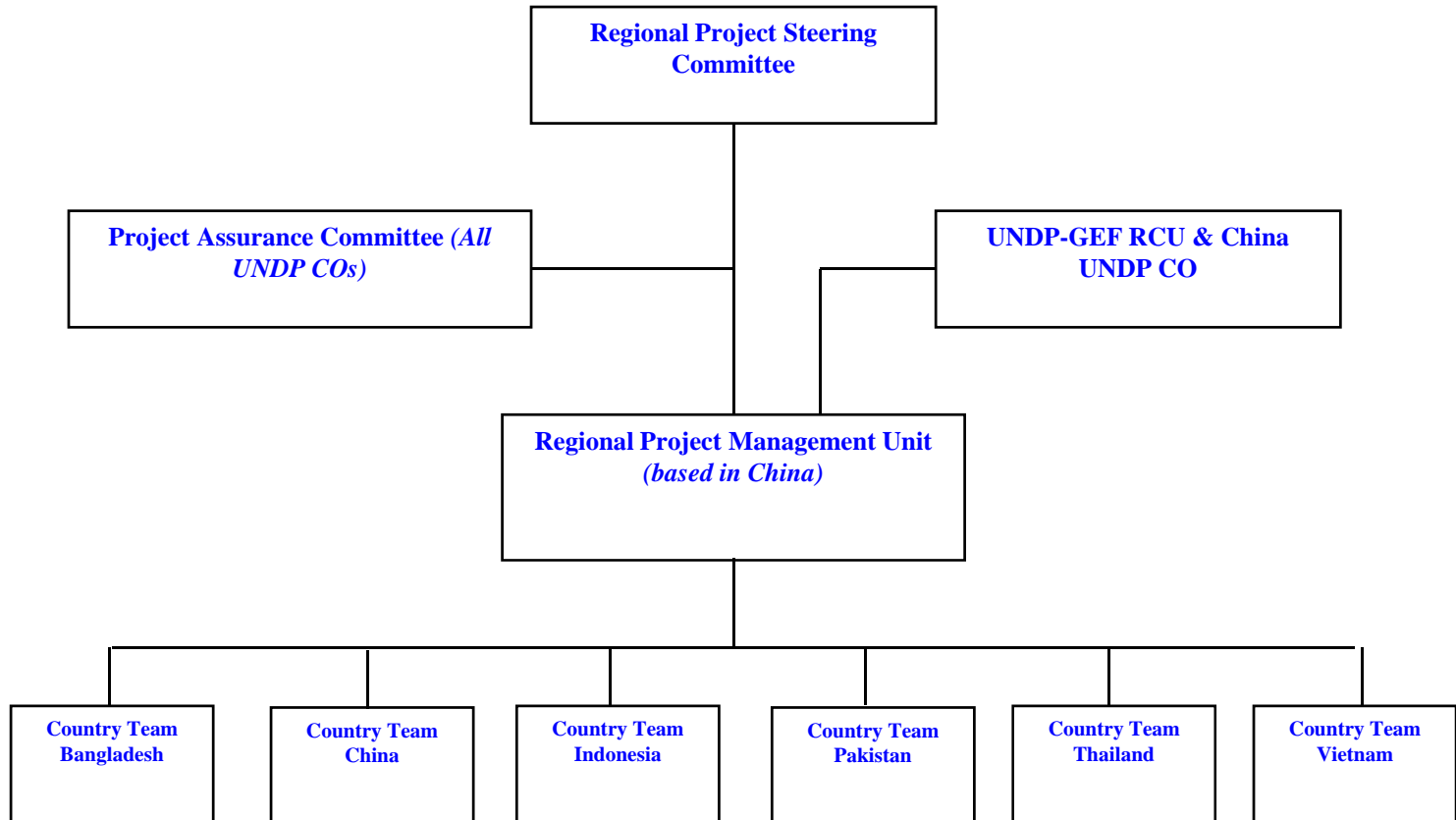
- Activity 5.1: Government Procurement (*Bangladesh, Indonesia, Thailand, and Vietnam*).
- Activity 5.2: Database (and Web Site) of Energy-Efficient Equipment (*Bangladesh and China*).
- Activity 5.3: Development of Consumer Education Schemes (*Bangladesh, Indonesia and Pakistan*).
- Activity 5.4: ES&L Initiatives Financing (*Indonesia*).
- Activity 5.5: Regional Harmonization Promotion (*China*).



Project Management

- China is designated as the leading country for the role of overall project management of ensuring that all activities are executed accordingly and as per the approved Project Document.
- China National Development and Reform Commission (NDRC) will be the Executing Agency for the BRESL project while the China Standard Certification Center (CSC) is the Designated Implementing Agency.
- A Regional Project Management Unit (RPMU) will be established by UNDP-China, together with the NDRC and CSC.
- A Regional Project Steering Committee (RPSC) will be established and will comprise of the representatives of the UNDP-GEF Regional Coordination Unit (RCU) for Asia-Pacific, UNDP-China, participating country's Government Focal Points (GFP), NDRC, CSC and the Director of the Regional Project Management Unit (RPMU).

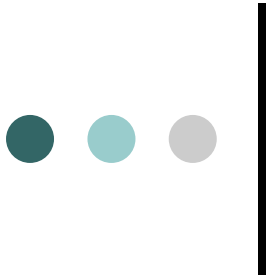
BRESL Project Organizational Structure





Project Expected Outcomes

- New minimum efficiency standards for air conditioners, refrigerators, fluorescent ballasts, CFLs and electric motors adopted in at least 4 countries, reducing energy use for these products by at least 10% relative to business as usual.
- At least 4 countries adopt new or improved appliance and equipment energy efficiency labeling schemes.
- ES&L programs are operating by project end in at least 5 participating countries, with plans in place to continue these programs after the GEF project ends.
- Regional cooperation and harmonization on ES&L makes it easier for all countries to develop and maintain ES&L programs. and countries will continue this coordination after the GEF project ends.
- A majority of manufacturers in the region recognize the opportunities for ES&L efforts to increase their profits.
- Mutual recognition agreements on product labeling/certification and testing procedures in place so testing and labeling/certification in one country generally meets requirements in other countries, easing burdens on manufacturers and promoting regional trade.
- Increased market share of EE equipment/appliances in the different countries and in the region as a result of the ES&L programs.



Thanks!

Contact:

Han Wei

China Standard Certification Center

Add: No.4 Zhichun Road, Haidian District, Beijing
100088 China

Tel: +86-10-58811545

Fax: +86-10-58811549

Email: hanw@cecp.org.cn