Getting Beyond Theory – Helping Developing & Emerging Countries Move on Energy Efficiency

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50% of Savings We Need to Keep the 2°C Climate Goal Alive Can Be Achieved With Energy Efficiency

Image: Columbia Sportswear Company, Santiago de Chile (2009)

Figures: IEA WEO Special Report ‘Redrawing the Energy-Climate Map’ 2013
Countries Risk Locking-in Inefficient Products

Global stock of room air conditioners
- OECD: +25%
- Non-OECD: +78%
- 2010: 
- 2030: 

Global stock of distribution transformers
- OECD: +30%
- Non-OECD: +195%
- 2010: 
- 2030: 

With No Action, Electricity Demand in non-OECD Countries Will Double by 2030

![Graph showing electricity generation in World, OECD, and Non-OECD countries from 2011 to 2030.](chart)

Source: IEA World Energy Outlook 2013, current policies scenario
Most Developing Countries Do Not Have Policies in Place Today to Leapfrog to Efficient Products

MEPS in 2013: mostly in OECD Countries

Our goal: MEPS in all countries by 2020!

Source: UNEP, 2014
Global Consumption of Electrical Products in 2030

Global Electricity Consumption in 2030 – Business as Usual

- Heating
- Motors >375kW
- Electrolysis

Total: 31,000 TWh

Sigma 56% of global electricity use

Data Sources: IEA Key World Energy Statistics 2013, IEA World Energy Outlook 2013, Lawrence Berkeley National Laboratory BUENAS Model; USEIA, UNEP
The Potential of Improving Energy Efficiency in the Top 6 High-consuming Products

Source: UNEP, 2014 (estimated annual figures for 2030)
Getting Beyond Theory – Accelerating the Move to Efficient Products in Developing & Emerging Countries

Country assessments of potential savings & policy readiness

Global consensus on best practice policies

Gain political commitment from countries and regions

Implement national & regional product policies
Modus Operandi to Transform Markets

Integrated policy approach

- Minimum Energy Performance Standards
- Supporting policies promoting demand for efficient products and financing mechanisms
- Monitoring, verification and enforcement programmes that discourage non-compliant products
- Environmentally sound life-cycle management of mercury, electronic waste, ozone depleting substances...
The en.lighten Initiative Supported 48 Countries in Shifting to Efficient Lighting

- > 25 TWh saved per year
- > 14 million tonnes annual CO₂ savings
- > 2.75 billion US$ savings per year

In total 66 partner countries

Source: UNEP en.lighten Initiative, 2015
# COLLECTIVE IMPACT

## Five Conditions for Collective Impact – with elements

| COMMON AGENDA | A shared vision leading to a common understanding of the problem  
|               | A joint approach to solving it through agreed upon actions |
| SHARED MEASUREMENT | Collecting data and measuring results consistently  
|                     | Aligning efforts  
|                     | Holding each other accountable |
| MUTUALLY REINFORCING ACTIVITIES | Projects and activities that are differentiated while still being coordinated through a mutually reinforcing plan of action |
| CONTINUOUS COMMUNICATION | Consistent and open communication across the many players to build trust  
|                           | Reinforcing mutual objectives and the common motivation |
| BACKBONE SUPPORT | Strategic direction, facilitating dialogue, managing data collection and analysis, communication and outreach, and mobilizing funding |

## Mindset Shifts
- **Who is involved?**
- **How to work together?**
- **How progress happens?**

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|   | Involve all actors, including those with radically different perspectives  
|   | Do not underestimate the power of relationships and trust  
|   | Sharing credit with others is far more powerful than taking credit  
|   | No single network has the silver bullet – it has be crafted together |

## Preconditions for collective impact:
- **Influential champion or champions** *(small group)*
- Sustained and adequate **financial resources** *(for at least 3 years)*
- Sense of “**urgency for change**” around the issue

*Kania, & Kramer, 2011  
Hanleybrown, Kania, & Kramer, 2012  
Hanleybrown, Kania, & Splansky Juster, 2014*
Make the Global Shift to Efficient Appliances & Equipment

- Make energy efficiency a reality beyond OECD countries
- Move beyond lighting to the next ‘High-consumption products’
- Apply European experiences in transforming markets to other countries