



Breaking out of the Pack: New Efforts to Identify Low-Carbon Products

Gregg Hardy

VP Research & Policy

Ecos Consulting

Top Ten Makes it Easy to Buy the Most Efficient Products

The screenshot shows the homepage of the Top Ten USA website. At the top left is the logo for "top ten USA" with the tagline "Energy-saving products. Because efficiency counts." To the right is a search bar with the placeholder text "Search Top Ten USA" and a magnifying glass icon. Below the logo and search bar is a navigation menu with links for "Home", "How We Evaluate", "Rebates", and "About Us". Further down is a secondary menu with links for "Refrigerators", "Freezers", "Televisions", "Computers", "Vehicles", "Dishwashers", "Clothes Washers", and "Monitors". The main content area features a large text block on the left that reads: "Better climate. Lower bills. The most efficient products you can buy." Below this text is the "Supported By" logo for ACEEE. On the right side of the main content area is a grid of nine product categories, each with a representative image and a label: "Top Ten Medium Televisions", "Top Ten Large Refrigerators", "Top Ten Laptop Computers", "Top Ten Large Televisions", "Top Ten Dishwashers", "Top Ten Freezers", "Top Ten Cars", "Top Ten Small Televisions", and "Top Ten Small Clothes Washers". A right-pointing arrow is visible between the middle and bottom rows of the grid.

top ten USA™
Energy-saving products. Because efficiency counts.

Search Top Ten USA

Home How We Evaluate Rebates About Us

See us on

Refrigerators Freezers Televisions Computers Vehicles Dishwashers Clothes Washers Monitors

Better climate.
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products you can buy.

Supported By
ACEEE

Top Ten Medium Televisions
Top Ten Large Refrigerators
Top Ten Laptop Computers
Top Ten Large Televisions
Top Ten Dishwashers
Top Ten Freezers
Top Ten Cars
Top Ten Small Televisions
Top Ten Small Clothes Washers

Current Product List



Medium televisions



Large Refrigerators



Laptop Computers



Large Clothes Washers



Extra-Large Refrigerators



Large Monitors



Large Televisions



Dishwashers



Freezers



Light Trucks and 4WD SUVs



Non-Expandable Desktops



Small Monitors



Cars



Small Televisions



Small Clothes Washers



Medium-Sized Refrigerators

Coming Soon: Water Heaters and Room Air Conditioners

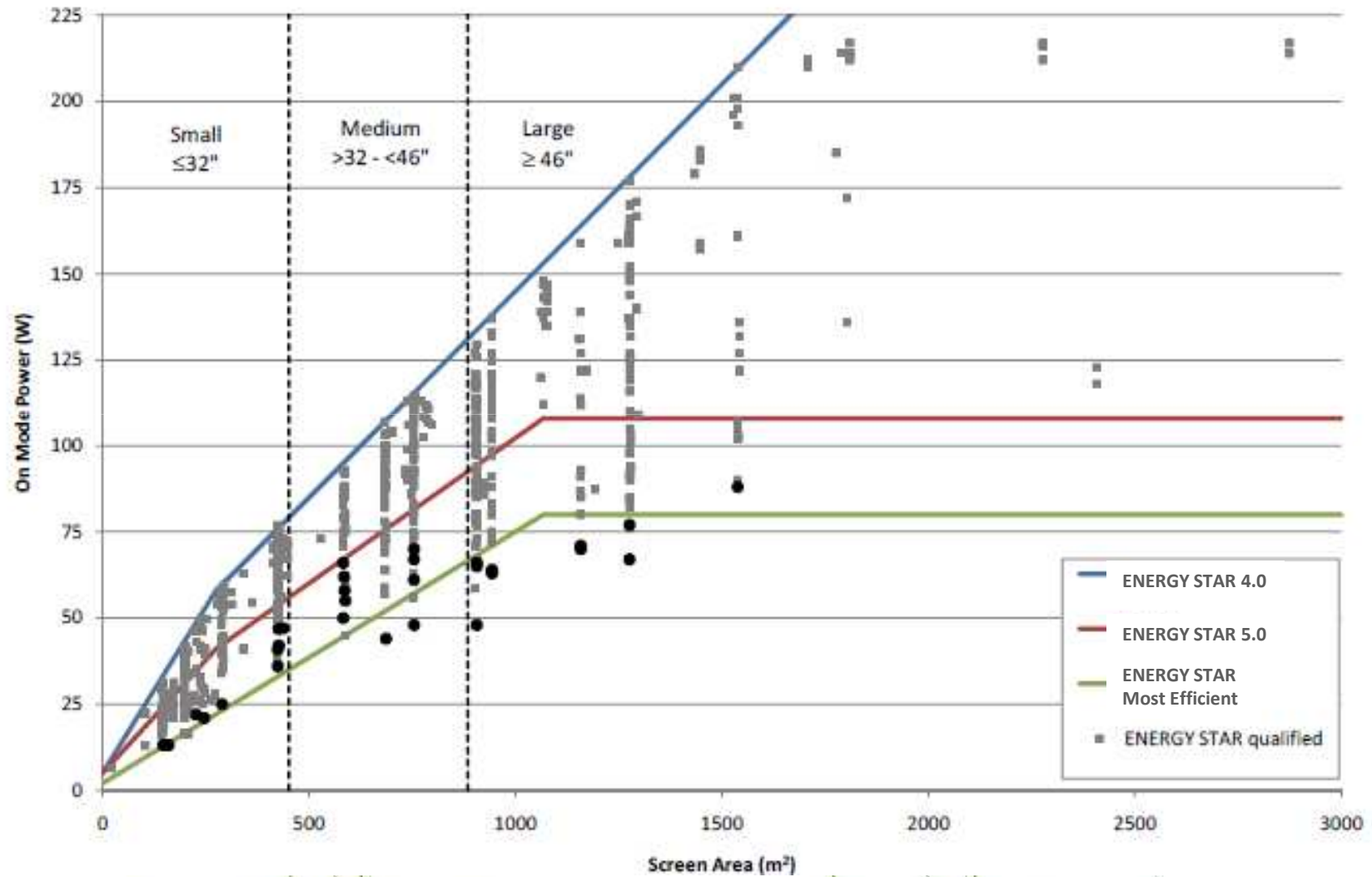


Segmentation Example: TVs

	Small (10 Models)		Medium (10 Models)		Large (10 Models)	
	15 to <27	27-32	> 32 to ≤37	>37 to <46	≥46 to <52	≥52
Number of <u>TopTen</u> Models	5	5	5	5	5	5



Sample TV Selection Plot



We Can Do it All – One Stop Shopping

Televisions

Large Televisions > List View > #1

How We Evaluate Our Televisions



#1 Samsung UN46C5000QF

Description:

This is a 46-inch, LED-backlit TV

- ✓ Ranked by square inches of screen illuminated for every watt of electricity used: 18.9
- ✓ Annual Energy Use (kWh): 95
- ✓ Lifetime energy savings vs. average Energy Star product: 1062 kilowatt hours
- ✓ Lifetime cost savings vs. average Energy Star product: \$81 to \$206

Specifications:

Display technology: LED-backlit LCD
Screen size (inches): 46
Resolution: 1920 x 1080
Automatic brightness control: Yes
Power on (watts): 48
Standby power use (watts): 1.0

Pricegrabber

Seller	Seller Rating	Price	Available	Shop Online
Sears.com	★★★★☆ 102 reviews	\$1249.99	yes	Shop
Buy.com	★★★★☆ 11820 reviews	\$1353.00	yes	Shop
PC Connection Express	★★★★☆ 8277 reviews	\$1249.99	yes	Shop
ABT	★★★★☆ 1269 reviews	\$1247.00	yes	Shop
Amazon.com	★★★★☆ 409 reviews	\$1349.00	yes	Shop
Target.com	★★★★☆ 20 reviews	\$1499.99	yes	Shop
PowersellerNYC	★★★★☆ 1325 reviews	\$1245.00	yes	Shop

Samsung UN46C5000 46" LED TV by PriceGrabber.com

Find it near you:

Enter Zip Code



Product Last Modified: September 14, 2010

Consumer Friendly Features

Energy Use

Price & Availability (Online)

Price \$ Availability (Local)

Rebate Information
(if any)

EPEAT 101



What is EPEAT®?

Electronic Product Environmental Assessment Tool

➤ Guidance for Purchasers

An environmental procurement tool designed to help IT purchasers address environmental concerns in their purchasing process for desktop computers, laptops, integrated systems and monitors.

➤ Guidance for manufacturers

Provides clear and consistent performance criteria for the design of products and provides an opportunity for manufacturers to secure market recognition for efforts to reduce the environmental impacts of their products



EPEAT® Performance Criteria

➤ Required & Optional Criteria

➤ 8 Performance Categories

- Environmentally Sensitive Materials
- Materials Selection
- Design for End of Life
- Product Longevity/Life Cycle Extension
- Energy Conservation
- End of Life Management
- Corporate Performance
- Packaging






51 Criteria in Computer Standard

➤ 23 Required Criteria, including

- Most recent ENERGY STAR standard
- RoHS compliance
- Availability of OEM take-back and recycling
- Min. 65% recyclable/reusable
- Upgradeable with common tools
- Extended warranty available
- Elimination of toxic metals in packaging
- Company EMS, policy and reporting



EPEAT[®] Registered Products

EPEAT Quick Search Tool				
For Products Registered in <input type="text" value="United States"/>				
	 BRONZE	 SILVER	 GOLD	Totals
Desktops	<u>2</u>	<u>31</u>	<u>74</u>	<u>107</u>
Displays	<u>1</u>	<u>93</u>	<u>94</u>	<u>188</u>
Integrated Desktop Computers	<u>0</u>	<u>33</u>	<u>11</u>	<u>44</u>
Notebooks	<u>30</u>	<u>472</u>	<u>426</u>	<u>928</u>
Thin Clients	<u>0</u>	<u>9</u>	<u>0</u>	<u>9</u>
Workstation Desktops	<u>1</u>	<u>0</u>	<u>10</u>	<u>11</u>
Workstation Notebooks	<u>0</u>	<u>1</u>	<u>5</u>	<u>6</u>
Total:	<u>34</u>	<u>639</u>	<u>620</u>	<u>1293</u>




US registrations as of 02/10/2010. See www.epeat.net for current numbers.



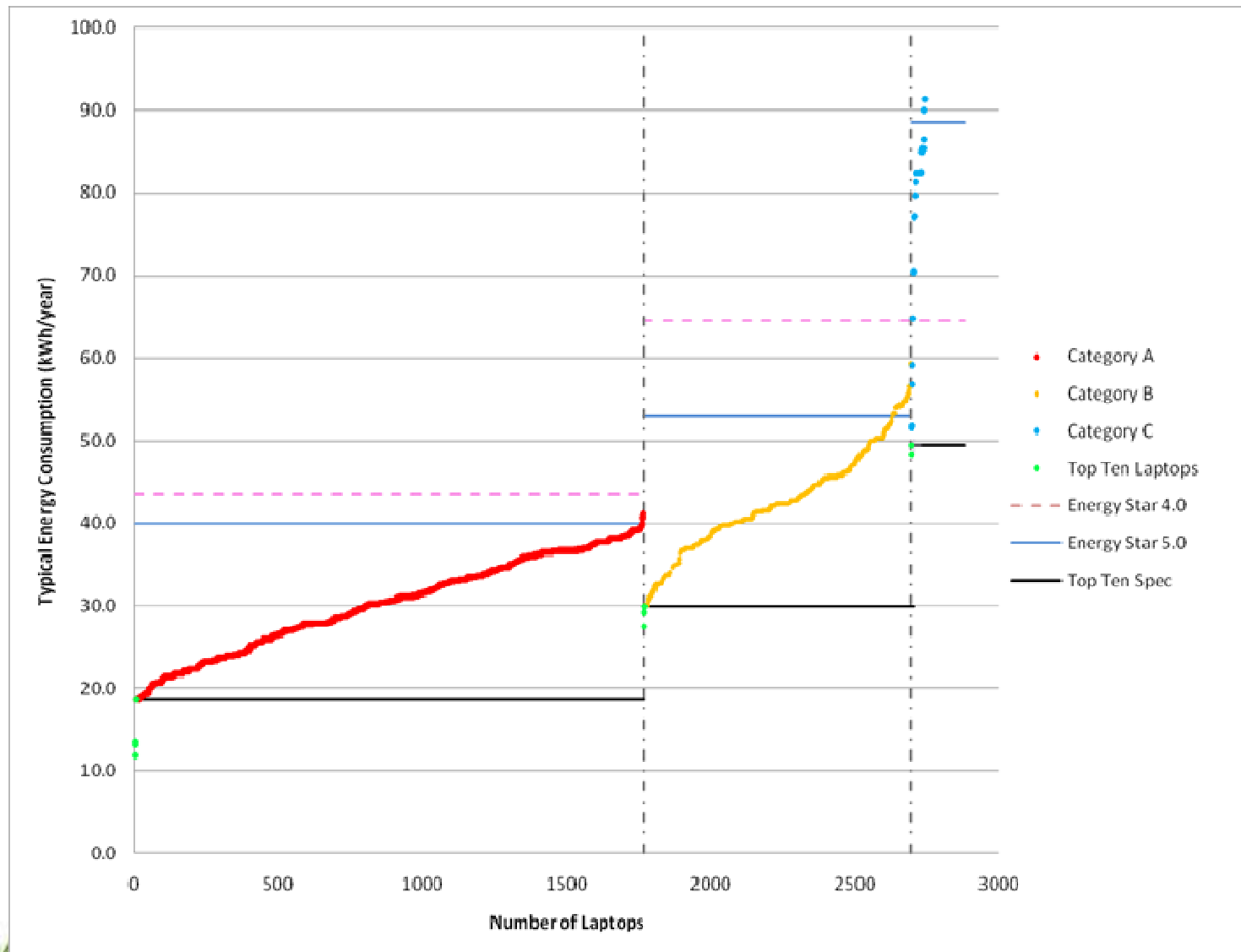
Thank you

Gregg Hardy
VP Research & Policy
Ecos Consulting
ghardy@ecosconsulting.com

Segmentation Example: PCs

ENERGY STAR Category	Desktop Market Segment		Laptop
	Non-Expandables		
	Small	All-in-one	  
A	2	2	2 < 13" Diag. Screen 2 ≥ 13" Diag. Screen
B	2	2	4
C	1	1	2
D			N/A

Sample Laptop Selection Plot



EPEAT[®] Development

- 3-year multi-stakeholder process supported by US EPA to address difficulty with “green computer” sourcing
 - Extensive engagement of:
 - Environmental advocacy groups
 - Manufacturers, Technical Experts, Recyclers
 - Private and public purchasers
 - Consensus achieved on environmental criteria and the EPEAT[®] system
 - Board of Advisors from all stakeholder groups
- EPEAT[®] is developed and guided by *all stakeholders*



EPEAT[®] Expansion

- Development of related IEEE standards
 - Printers/Imaging devices (underway)
 - TVs (underway)
 - Servers (Expected to start development 2011)
 - Mobile devices – cell phones, PDAs
- Update of computer standard – launch Spring 2010
- Internationalization
 - Country-specific registry launched 08/10/2009
 - Covers 41 regions – EU, EFTA, Japan, China, Taiwan, Singapore, Brazil, Mexico
 - Country addition process supports ongoing growth



EPEAT[®] Tiers



EPEAT Bronze

- Meets all 23 mandatory criteria



EPEAT Silver

- Meets all mandatory criteria and at **least 50%** of the optional criteria



EPEAT Gold

- Meets all mandatory criteria and at **least 75%** of the optional criteria

