



DOCKET

11-AAER-1

DATE Aug 30 2011

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Karen Douglas
Commissioner and Presiding Member
Efficiency Policy Committee
Submitted by email to Docket@energy.state.ca.us

RE: Comments for Docket No. 11-AAER-1, Rulemaking Proceedings on Appliance Efficiency Regulations.

Dear Commissioner Douglas,

The Smart Electronics Initiative (SEI) commends you and the Energy Commission for initiating the process to amend the Appliance Efficiency Regulations (Title 20, California Code of Regulations, Section 1601 through Section 1608). SEI was recently created with a coalition of industry and environmental leaders in the consumer electronics industry to bring attention to the energy use in consumer electronics and solutions to reducing their energy demand.

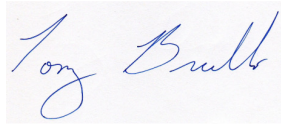
Electronic devices currently account for over 15% of household electricity consumption with that share rapidly rising. The energy consumed by electric devices and consumer electronics, according to a recent International Energy Agency report, will "double by 2022 and increase threefold by 2030 to 1,700 Terawatt hours (TWh)." This same report found opportunities for energy savings would be considerable. Electricity consumption from consumer electronics devices could be cut by more than half by use of "best available" technology and by making hardware and software work together more effectively to ensure energy is only used when needed.

To realize these savings, the Smart-Electronics Initiative (SEI) was created as a call to action for consumer electronics industry leaders to facilitate improved energy efficiency for all consumer electronics and to provide consumers with the information to make an educated choice in their decision to purchase and use electronics. In particular, SEI is focused on facilitating collaboration among consumer electronics leaders, energy efficiency experts and policy-makers to resolve this policy gap. Together, these groups can help increase the energy efficiency of consumer electronics to reduce the world's energy use and associated carbon emissions.

California has been a global leader in promoting energy efficiency in the state and, in particular, in making electronic devices such as televisions, laptops and mobile phones more energy-efficient. However, despite anticipated improvements in the efficiency of electronic devices, these savings are being overshadowed by the rising demand for electronic devices around the globe. *We encourage you to keep the current list of consumer electronic standard devices listed in the announcement and to add additional devices if possible. However, most important is to ensure that the proceedings over the coming years deal appropriately and effectively in increasing energy efficiency standards for consumer electronics.*

SEI will be here in the following years to help provide balanced information on the energy efficiency opportunities in consumer electronics and look forward to partnering with you and your staff immediately to help in any way we can. Please contact me at tony@greentechleadership.org or at (916) 718-8292.

Best regards,

A handwritten signature in blue ink that reads "Tony Brunello". The signature is written in a cursive, flowing style.

Anthony J. Brunello
SEI Executive Director