



CLEAN ENERGY  
MINISTERIAL



# SEAD

Super-efficient Equipment and Appliance Deployment SEAD Initiative  
SUPEREFFICIENT.ORG

## Potential Incentive Programs Super-efficient Clothes Dryers



# The Clean Energy Ministerial & International Interest

- The Clean Energy Ministerial (CEM) is a forum for 23 major-economy governments to accelerate the transition to clean energy technologies.

Together, the national markets account for  
➤ **90% of Global Clean Energy Investment**  
➤ **80% of Global GHG Emissions**

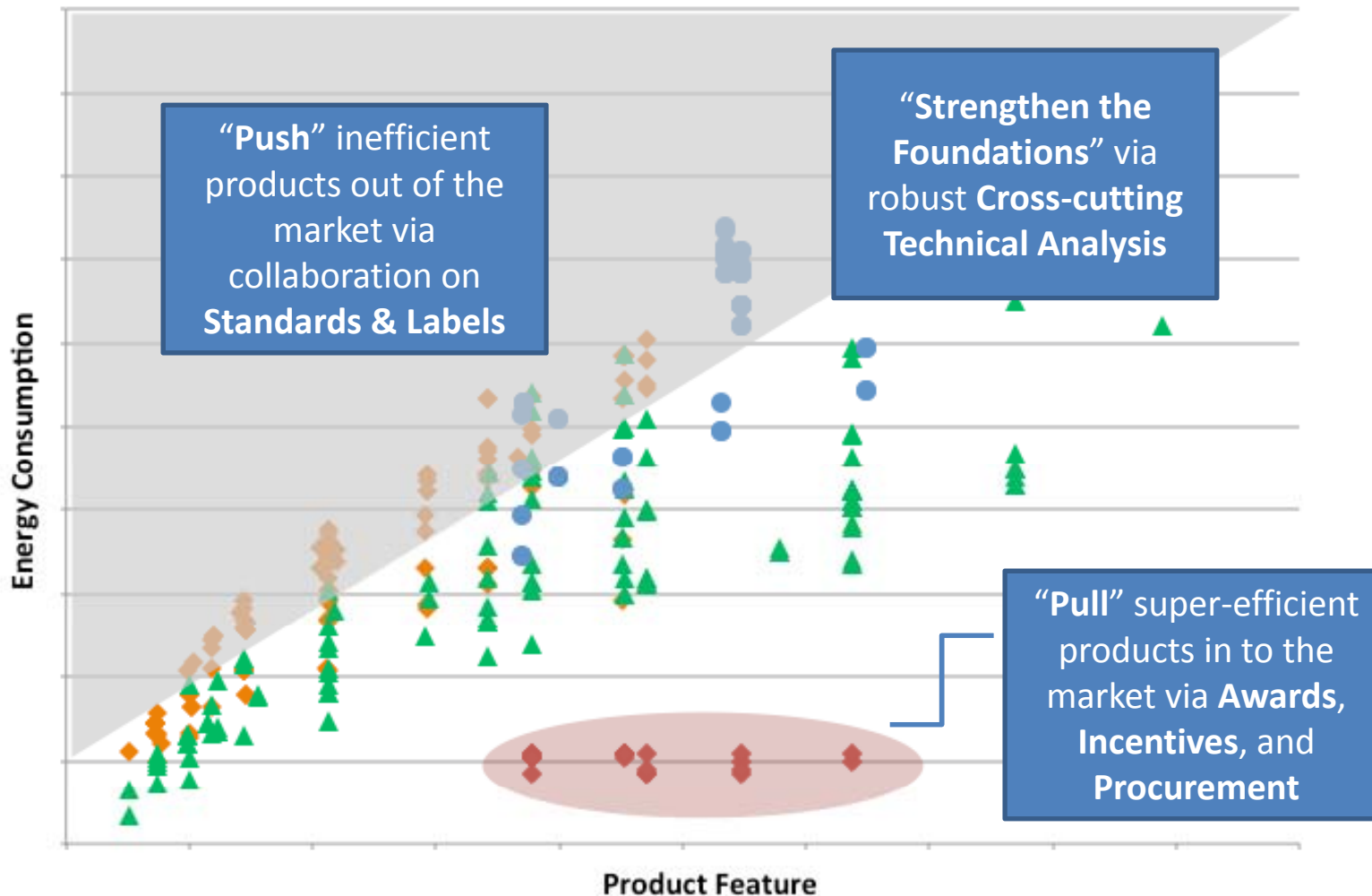


- Energy ministers come together on a regular basis to review and drive progress within eleven technology-focused initiatives

- The next meeting (CEM3) will be in London in April 2012, followed by CEM4 in New Delhi and CEM5 in Seoul.



# SEAD (Super-Efficient Appliance Deployment) Objectives



# Expanding the “High Performance Challenge” Concept

- US DOE is actively engaged in helping bring new, more efficient products into the market.
- DOE has done this in its US Commercial Building Energy Alliances through the “High Performance Rooftop Unit Challenge” which is bringing new 18 iEER commercial rooftop air conditioning units to market.
- DOE organized more than 14 large companies to demand the new, high-efficiency product.



# A Residential “High Performance Challenge”?

- With thousands of potential buyers, we need new program designs for bringing high performance challenges to the residential market
- DOE recognizes the extra cost and extra benefits that derive from very early adoption of very high performance technologies
- Because of performance risks and technology learning curve benefits from early adoption, first purchasers deserve extra-high consumer incentives



# How can DOE help?

Are there concrete ideas on the type of technical assistance that DOE might be able to provide that could assist in the development and acceleration of emerging super-efficient technology adoption programs?

