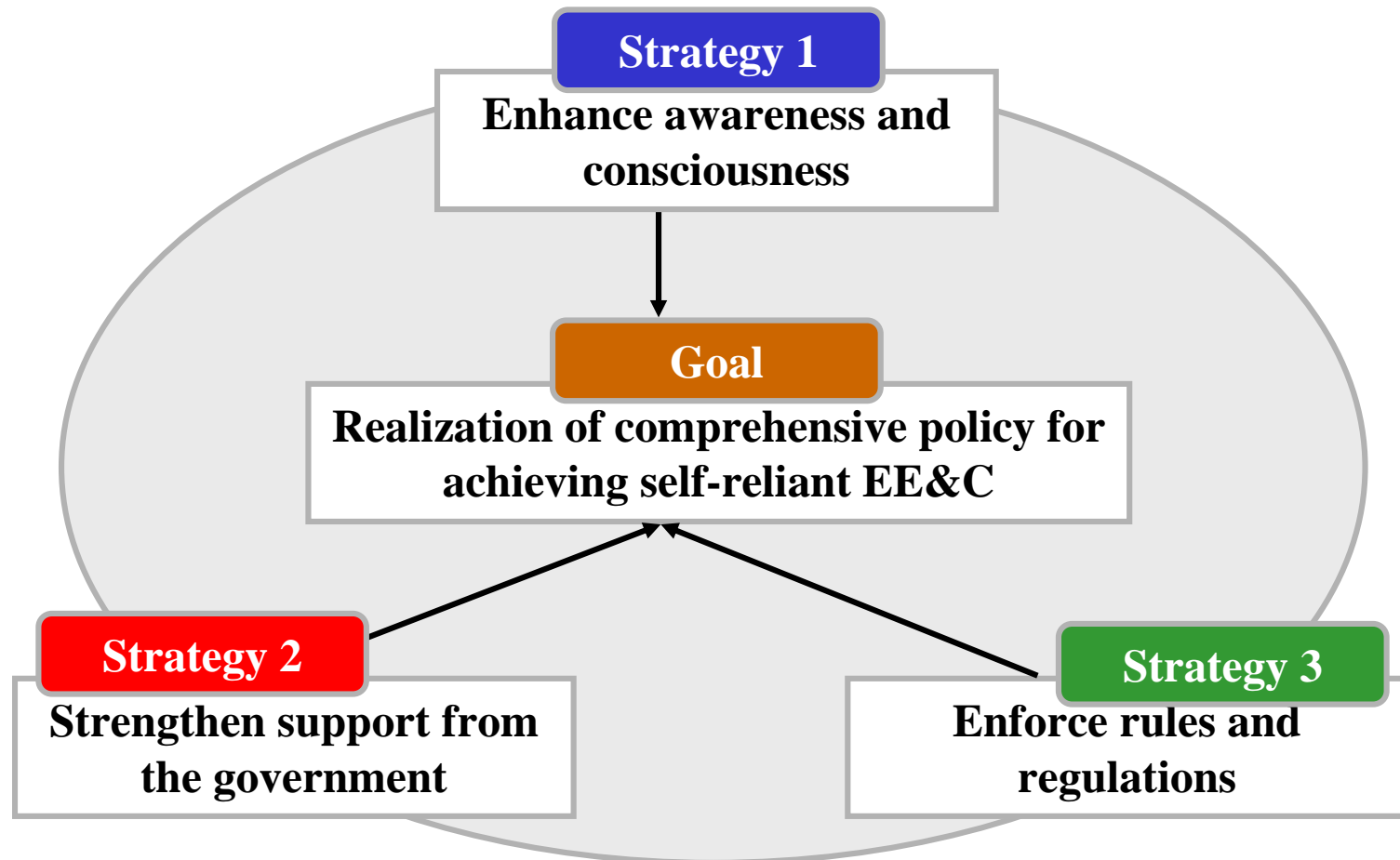


**Priority Programs
For
Promoting EE&C**

**March 2011
J-POWER**

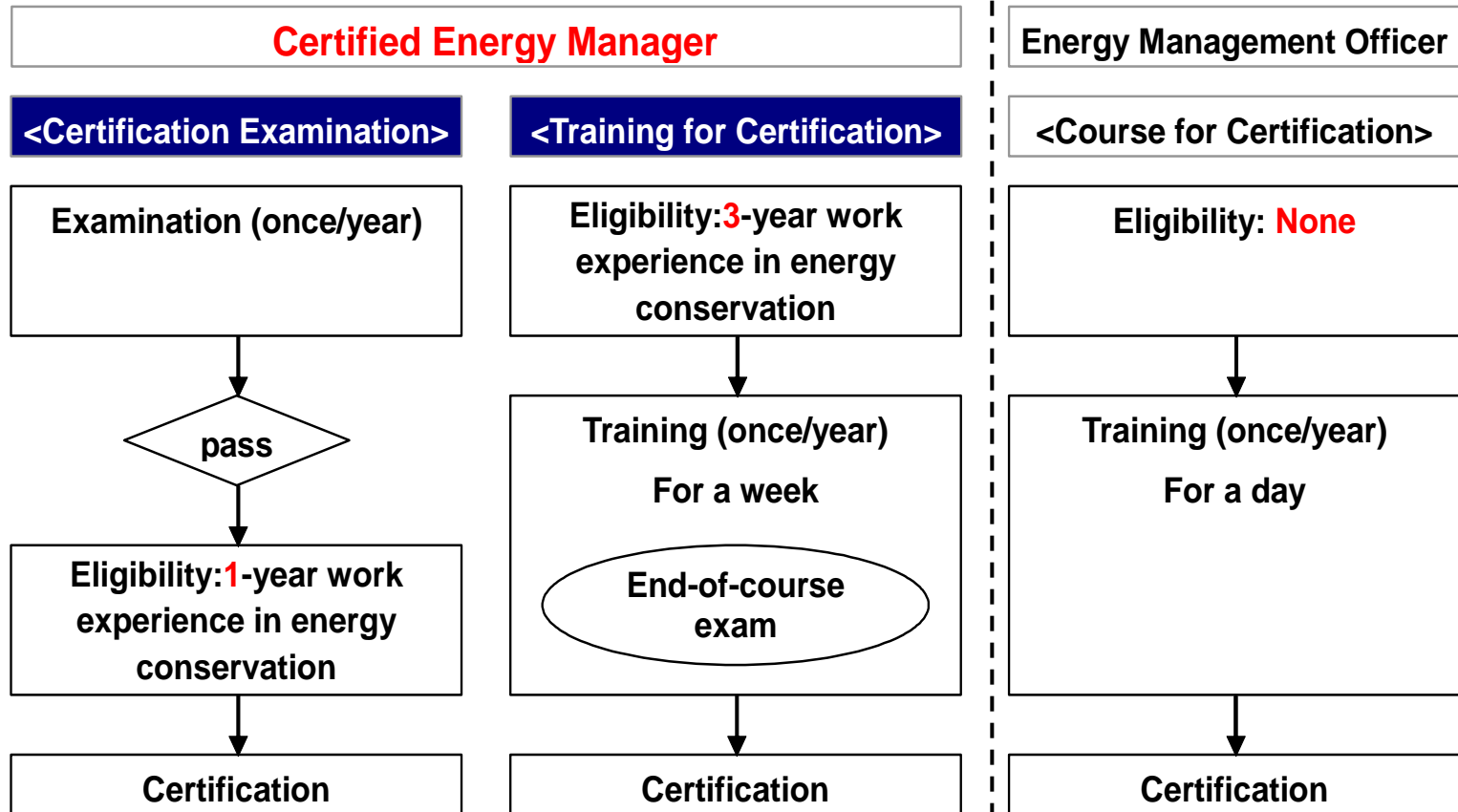
Basic Strategy ; Integrated



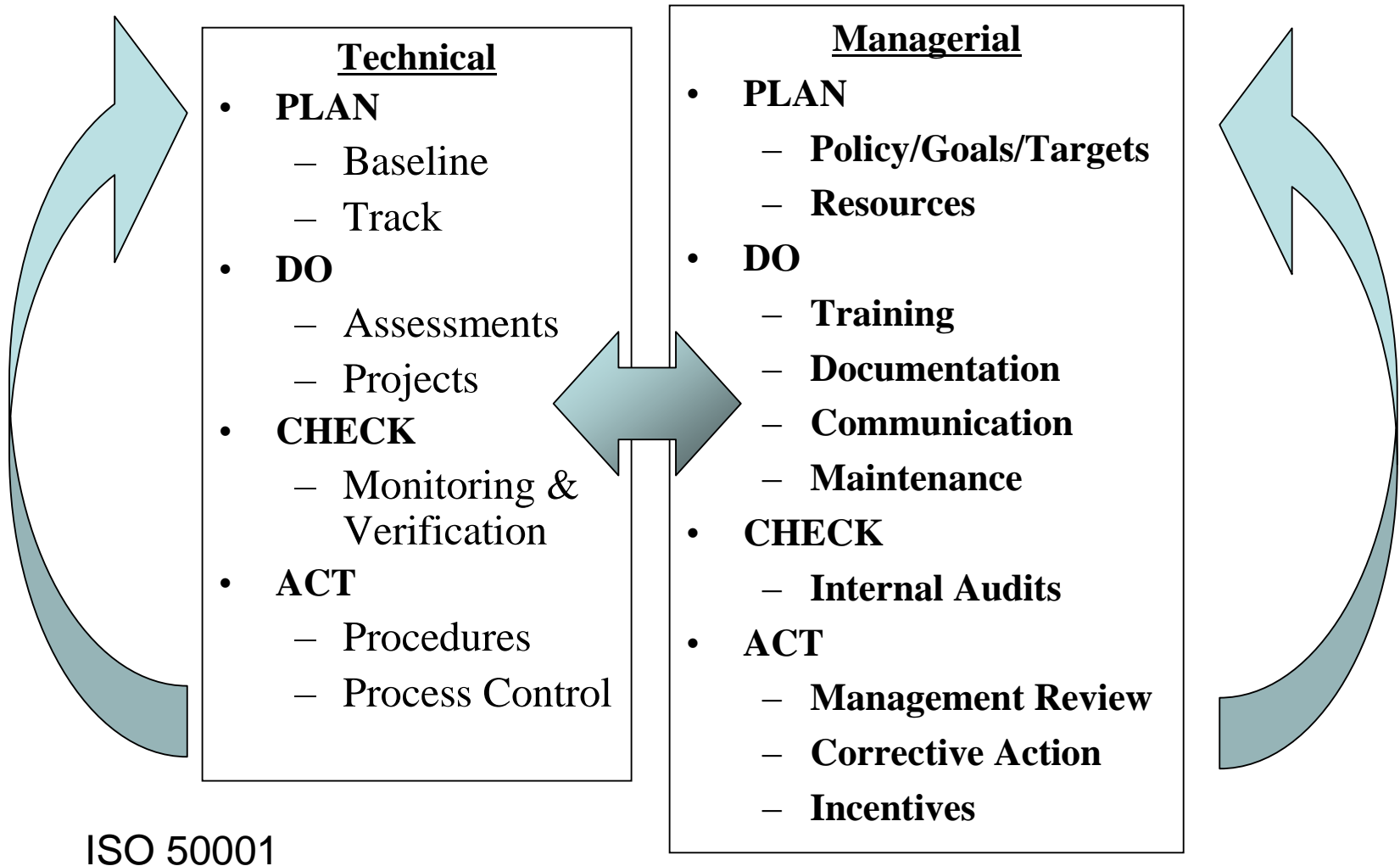
Priority ; Energy Manager Program

Appointment, submission of Annual energy consumption data
and EE& C plan

A. Case in Japan

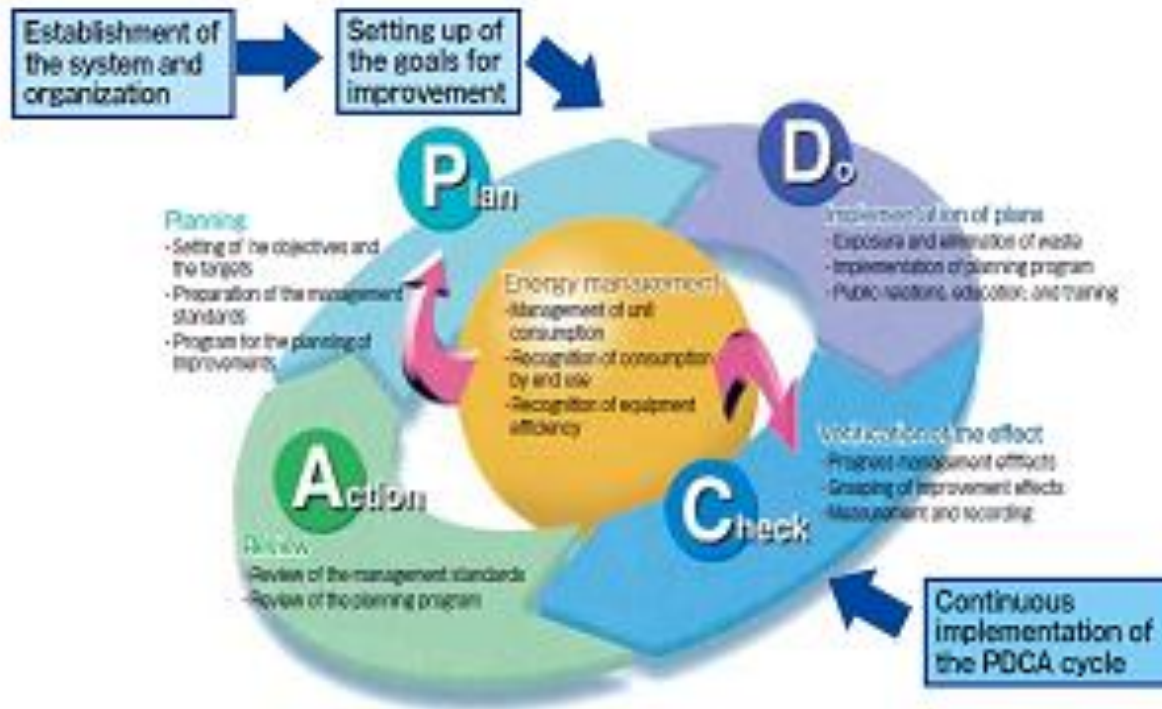


Energy management; PDCA cycle

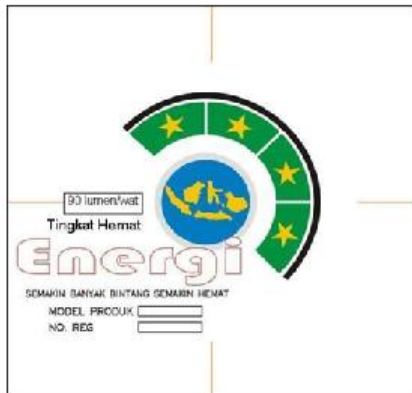


Application of PDCA for Energy Management

To ensure continuous and effective action, the PDCA cycle should be implemented by establishing a management system. An energy conservation promotion committee consisting of representatives from different sections will provide a good opportunity to put heads together, and will produce a significant effect.


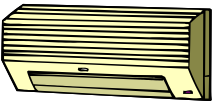

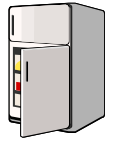


EE labeling



Energy		Fridge-Freezer
Manufacturer Model		
More efficient		A
A		
B		
C		
D		
E		
F		
Less efficient		
G		
Energy consumption kWh/year (Based on standard test results for 24h)		325
Actual consumption will depend on how the appliance is used and where it is located		
Fresh food volume l		190
Frozen food volume l		126
Noise (dB(A) re 1 pW)		***
Further information is contained in product brochures		
Norm EN 153:May 1999 Refrigerator Label Directive 94/EC		

Priority targets for EE labeling

Country	Lighting 	AC 	TV 	Refrigerator 
Japan	V	V	V	V
China	M	M		M
Korea	M	M		M
Singapore		M		M
Indonesia	V			
Thailand		V		M
India	M	M	M	M
Australia	M	M		M
Mexico	V	M		M,V
Brazil	V	M		M,V

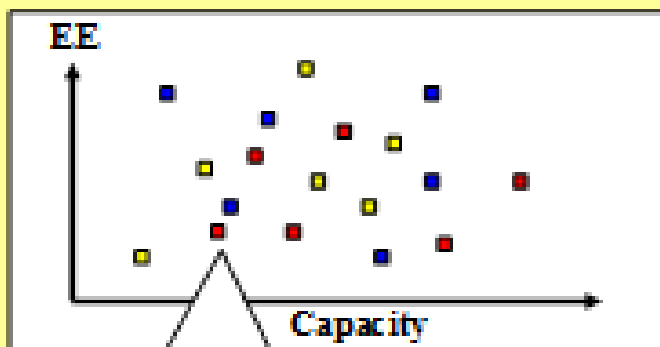
V; Voluntary **M; Mandatory**

Issues for EE labeling

International

Measurement Method

- EE indicator
- Calculation formula
- Test protocol

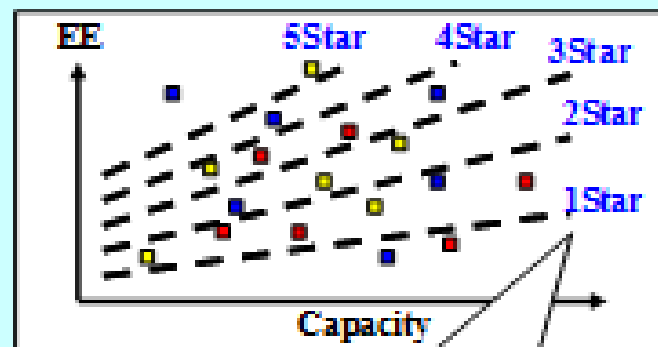


How to compare EE data under the specified measurement standard
(Technical Issue)

Domestic

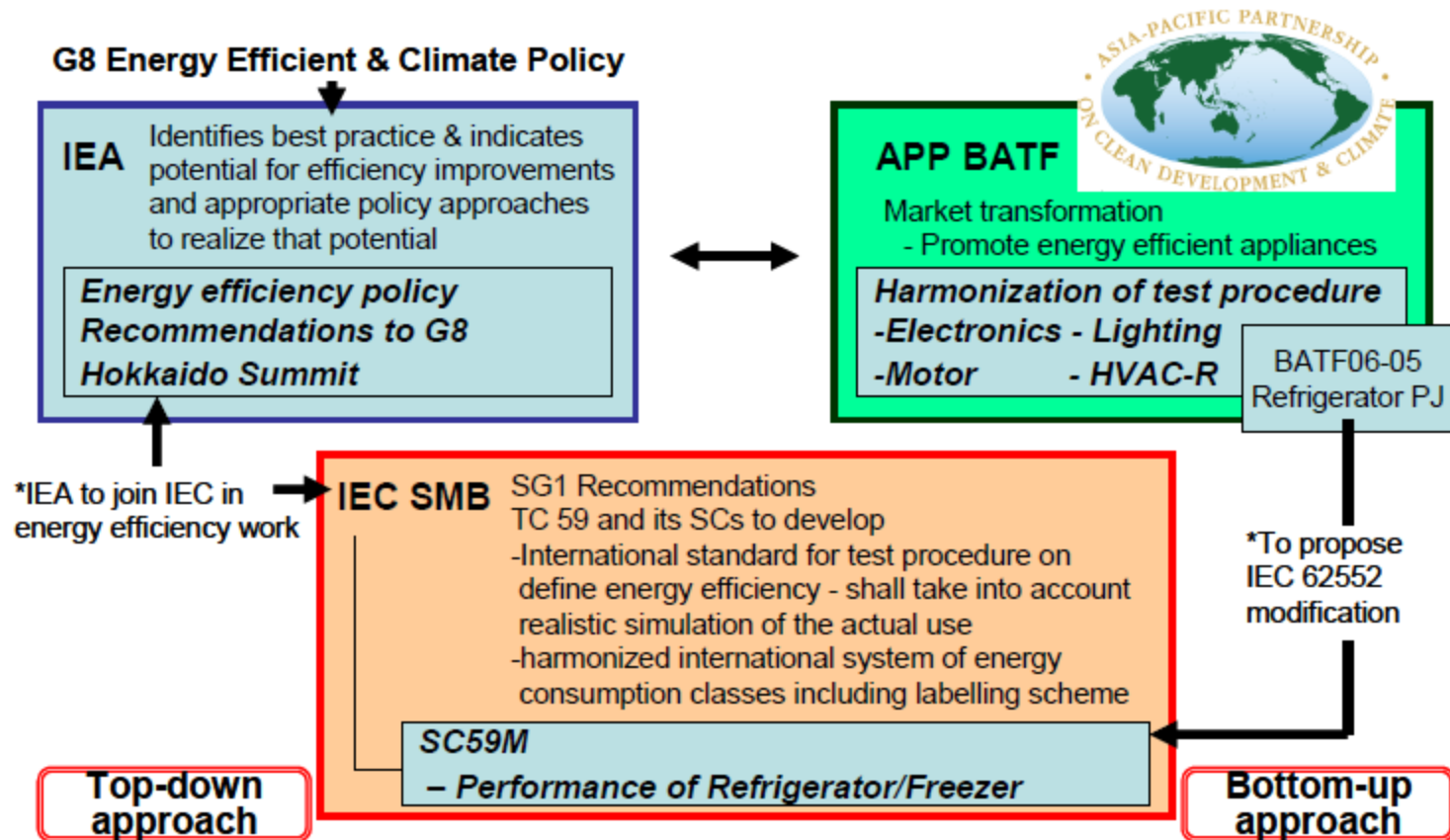
Labeling Criteria

- Star rating
- MEPS (Minimum Energy Performance Standard)



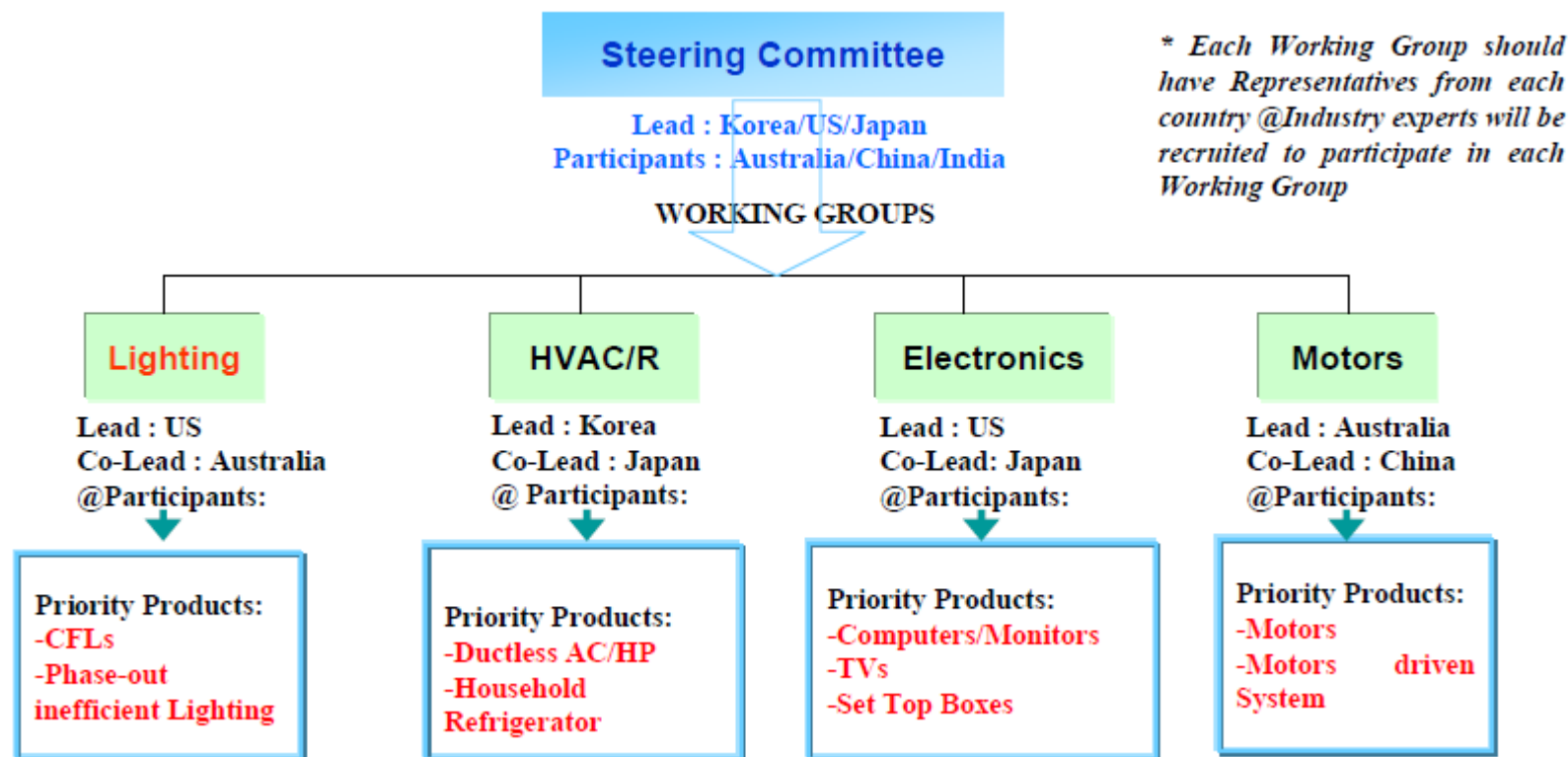
How to give ranks on the products
(Social and Political Issue)

Asia Pacific Partnership for EE labeling

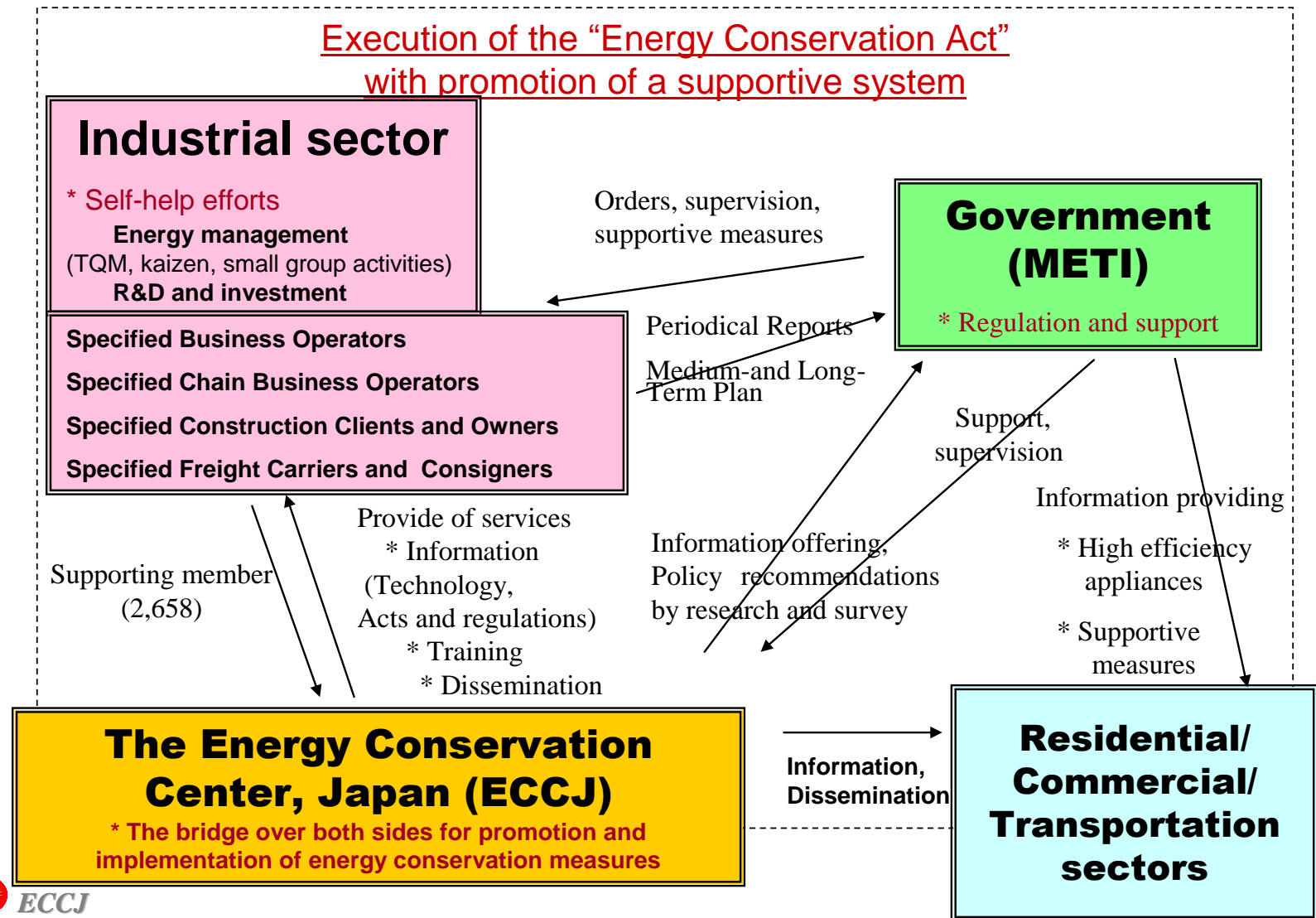


ASIA PACIFIC PARTNERSHIP ON CLEAN DEVELOPMENT & CLIMATE BUILDINGS AND APPLIANCES TASK FORCE

Theme 1



Energy Conservation center for Dissemination



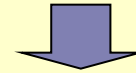
Major tools for policy inducements

Subsidies

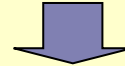
Tax reductions

Policy-based financing

= Policy execution through loans

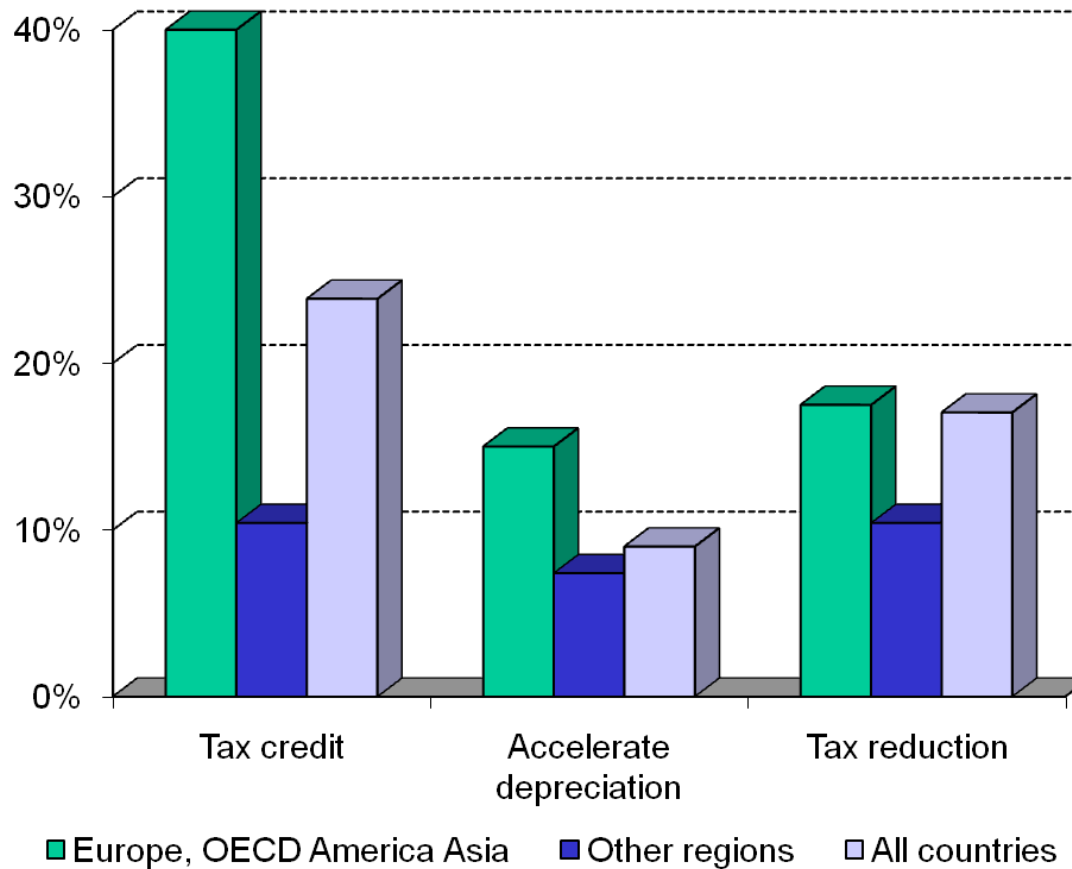


- Priority placed on certainty of reimbursement with a long-term perspective
- Promotion of self-help by end users
- Monitoring functions and involvement in business
- Flexible allocation of resources in response to changes in the times and the environment



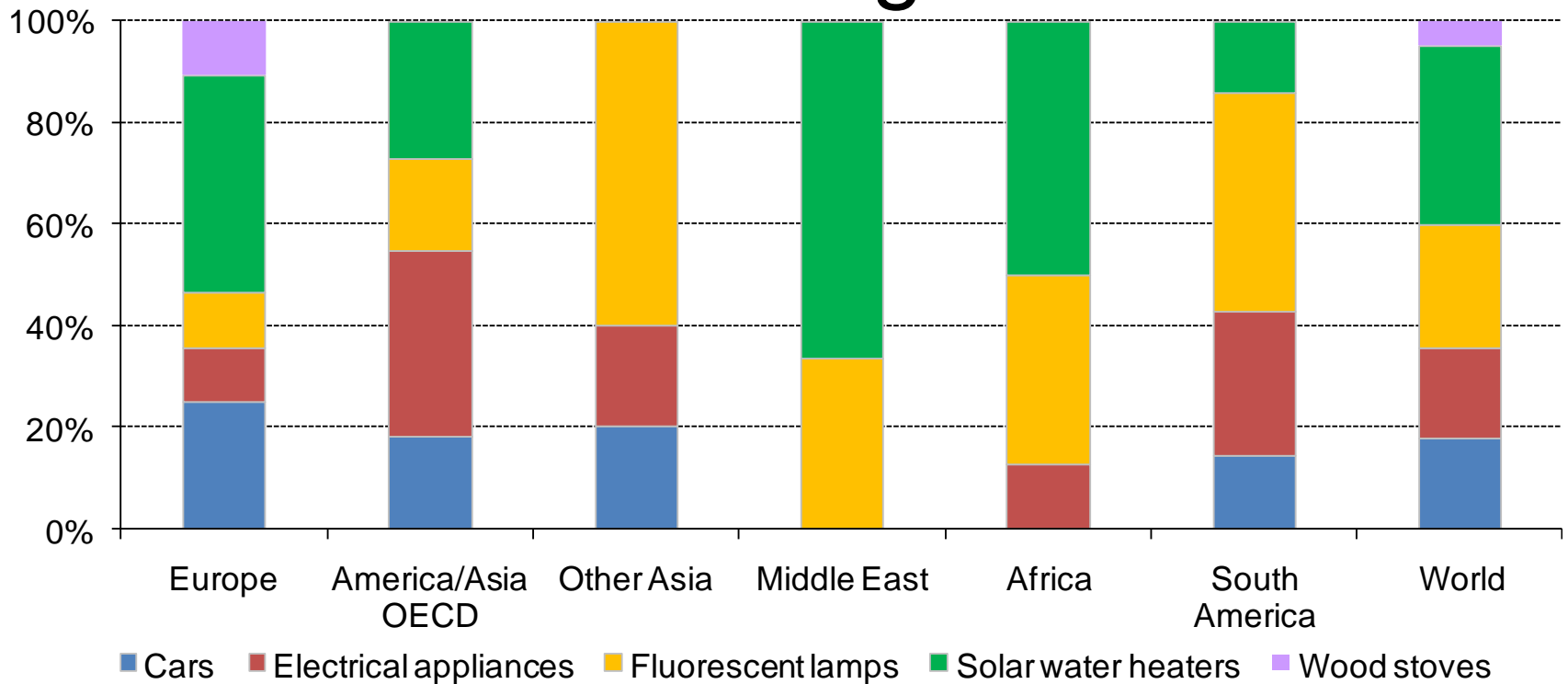
Efficient, effective and flexible execution of policy

Fiscal incentives by type



Source: Enerdata, (WEC ADEME survey 2009)

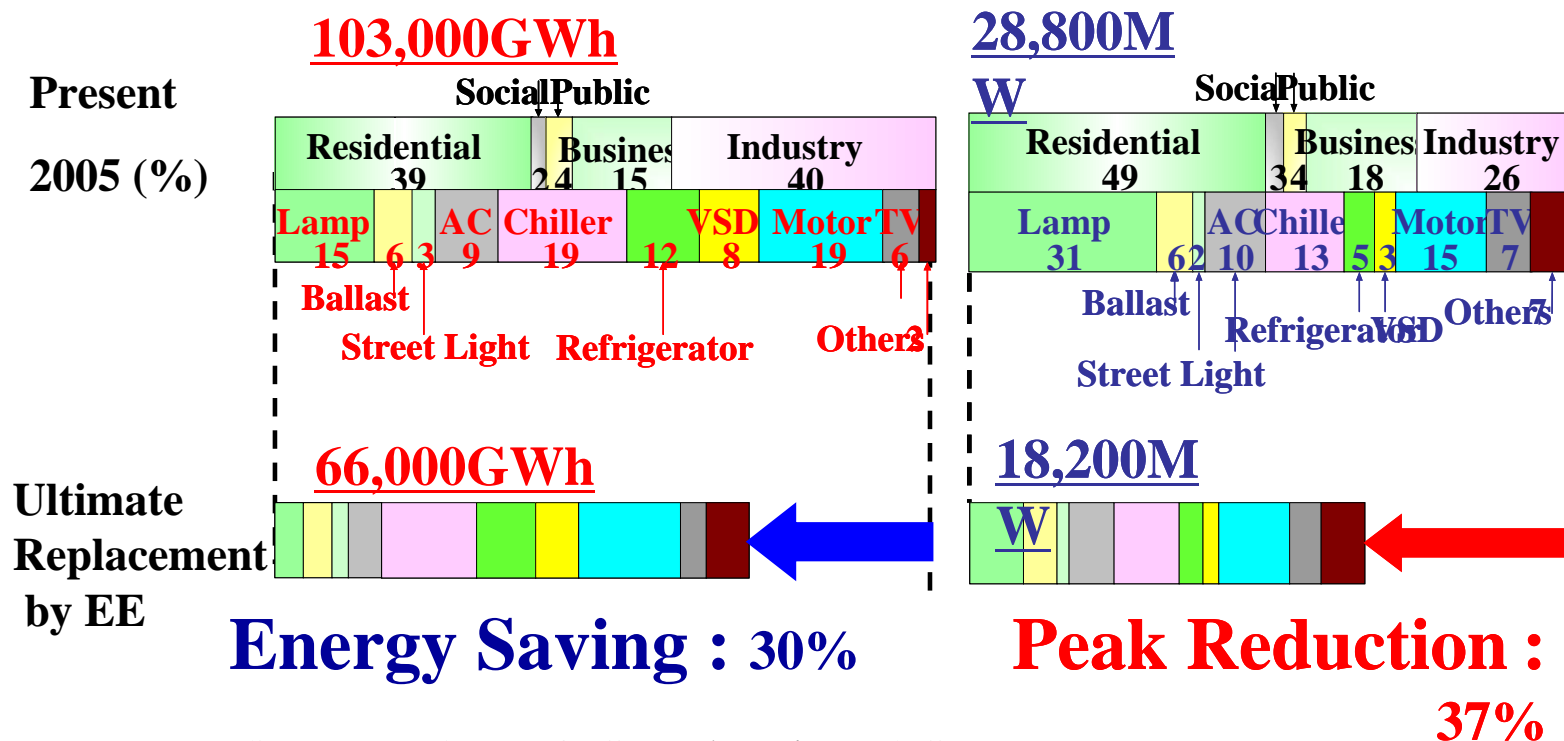
Investment subsidies by type of equipment and world region



Source: Enerdata, (WEC ADEME survey 2009)

Synergy between EE&C and peak clipping

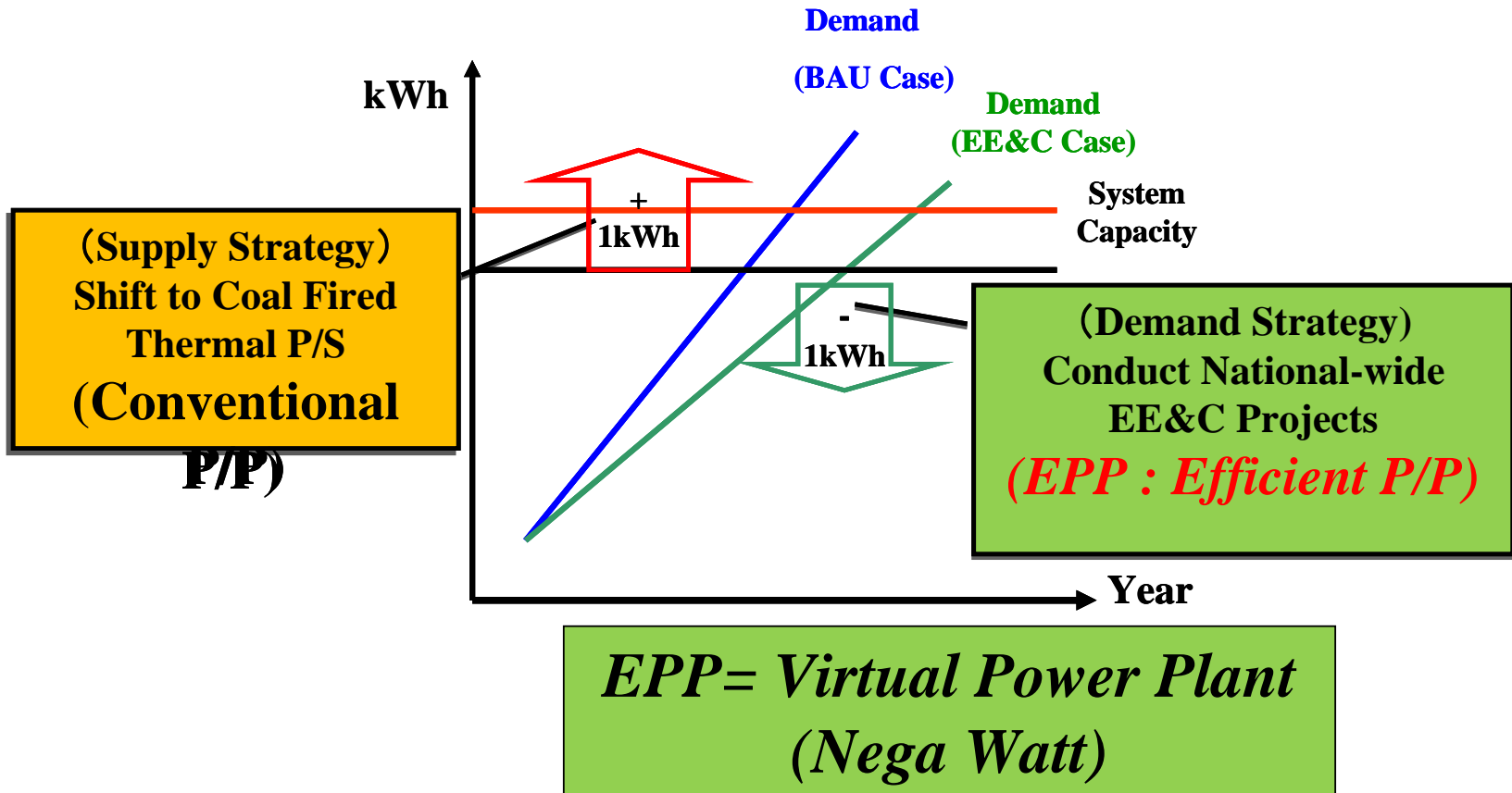
Double Benefit of Electricity Conservation



Source; J-POWER/JICA Indonesia EE&C Report

Electricity EE&C is equivalent to electricity supply

Counter measure to match 'Deficit of Supply'
and 'Growing Demand'



Least Cost Analysis

Supply Side

Utility

Raising Tariff

New Plant Construction

Supply Side Option

Demand Side

Customers

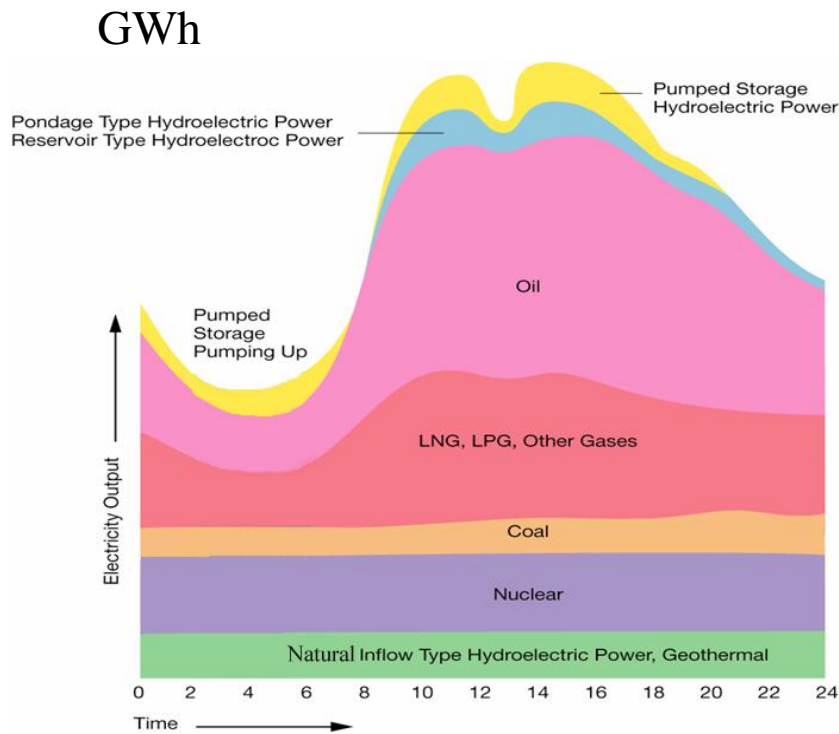
Harmonization

Least Cost Option

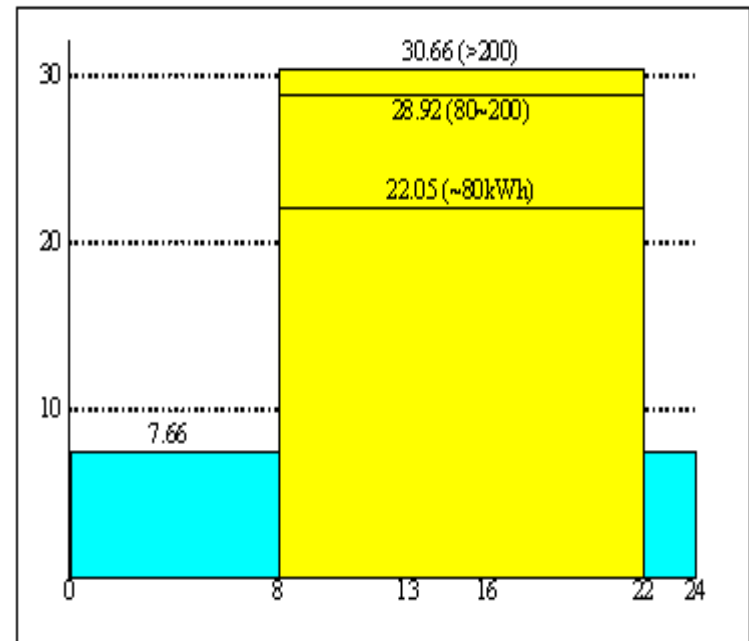
Demand Side Option

Energy Conservation

Japan's Load Curve and TOU Tariff



Yen

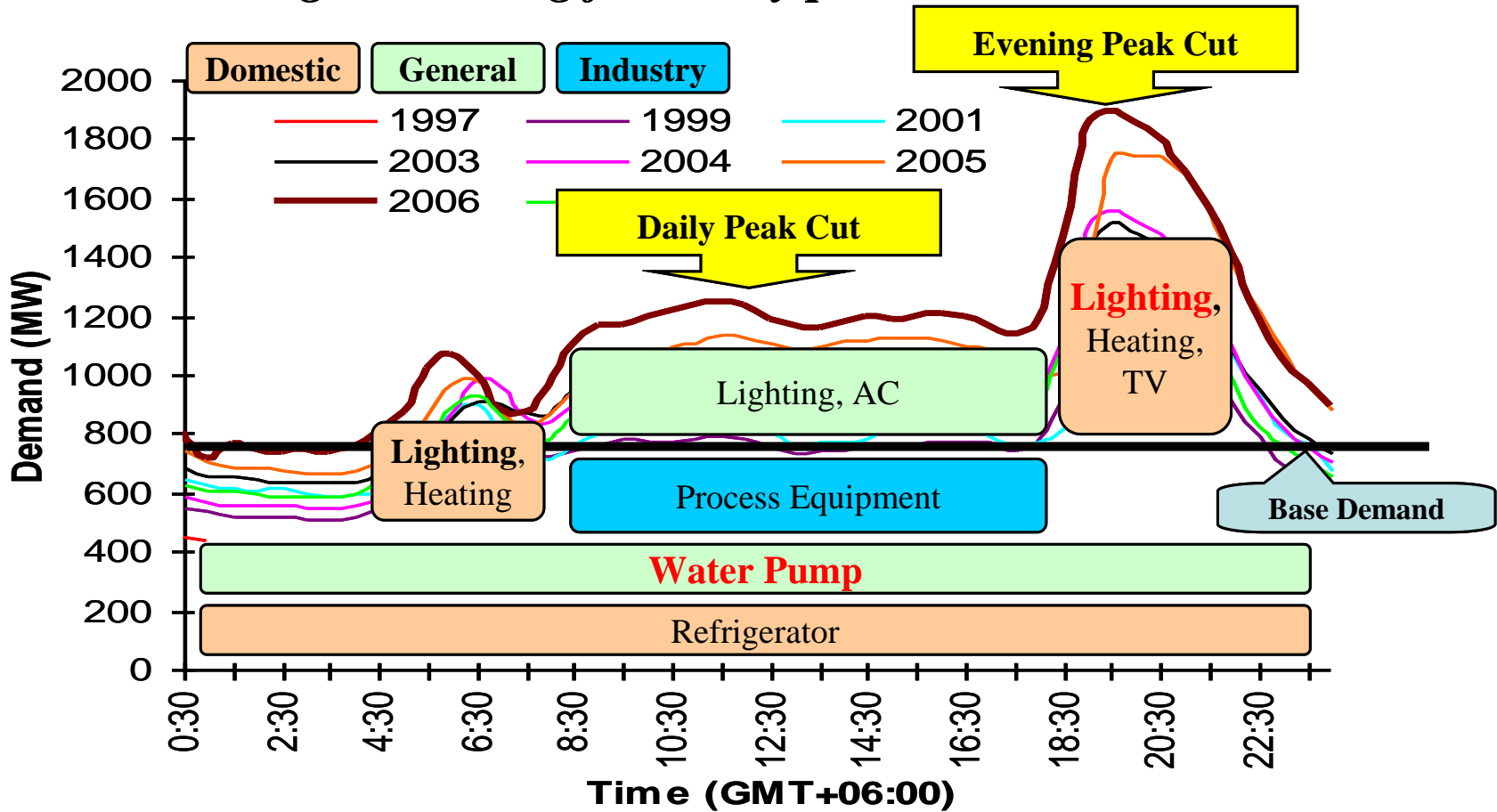


Hour

Case of Sri Lanka

1st Target : Lighting for 'Evening peak cut'

2nd Target : Cooling for 'Daily peak cut'



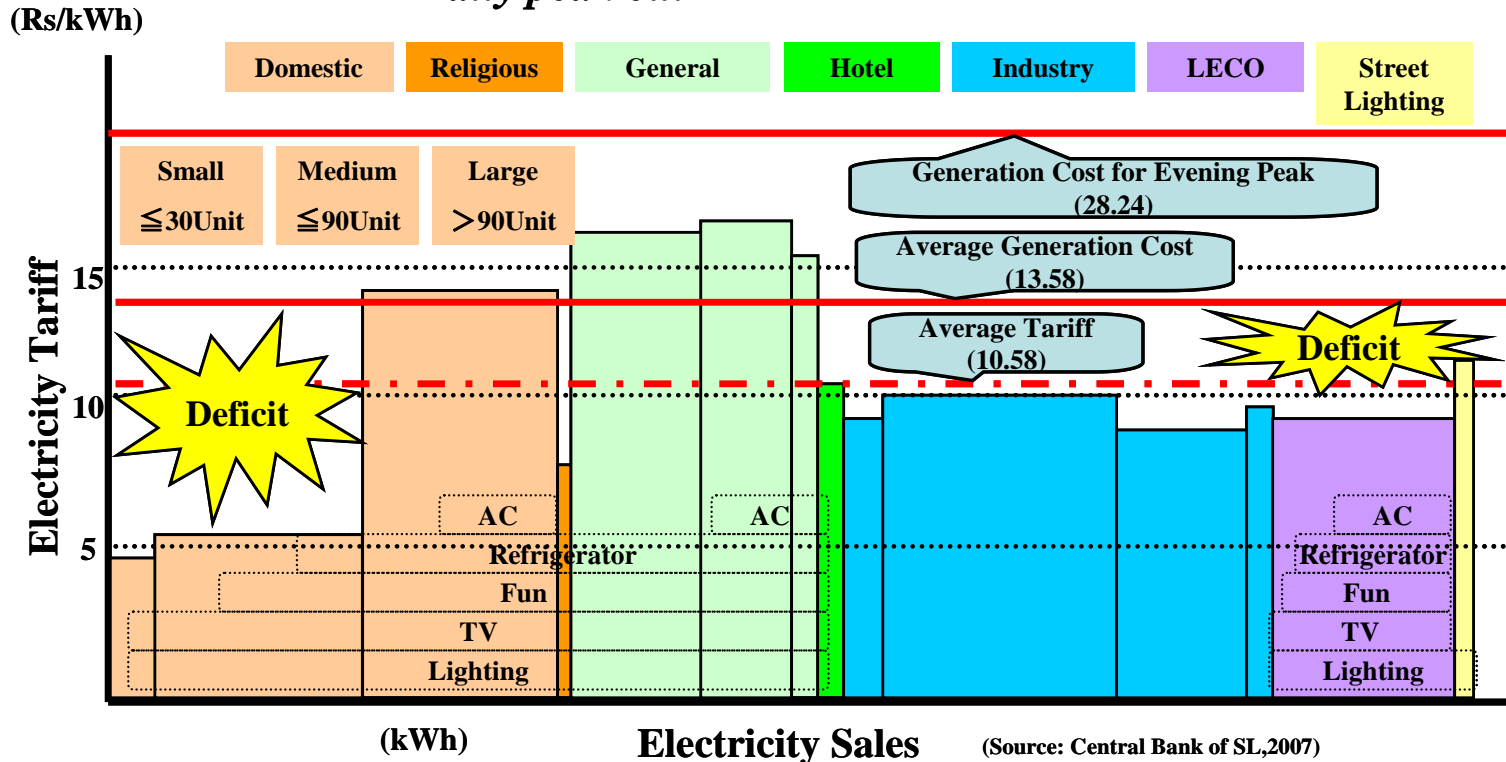
Case of Sri Lanka

1st Target : Lighting for Domestic (Small, Medium)

⇒ 'Subsidy reduction' and 'Evening peak cut'

2nd Target : Cooling for Domestic (Medium, Large) and General consumer

⇒ 'Daily peak cut'



TRANSFORMATION PARADIGM OF NATIONAL ENERGY MANAGEMENT

ENERGY SUPPLY SIDE MANAGEMENT

SUPPLY  DEMAND

Supplied by Fossil Energy,
at any cost

(Subsidize)

Inefficient Sectoral
Energy Demand:
Household
Transport
Industry
Commercial

Renewable Energy as an
alternative

ENERGY DEMAND SIDE MANAGEMENT

DEMAND  SUPPLY

Efficient Sectoral Energy
Demand:
Household
Transport
Industry
Commercial

(CONSERVATION)

Maximize the supply and
utilization of New
Renewable Energy, with
Avoided Fossil Energy
Costs
(DISVERSIFICATION)

Fossil Energy
as balancing factor

Indonesia

Current condition:

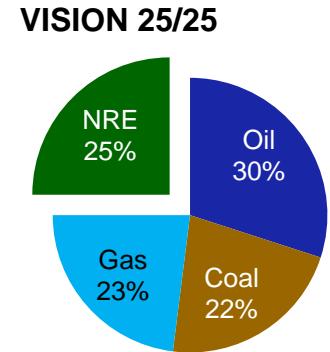
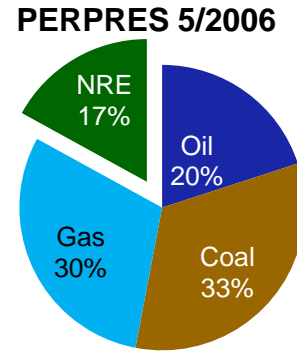
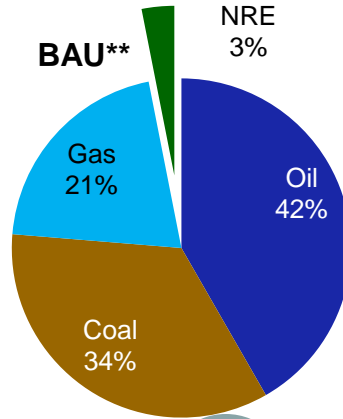
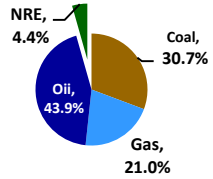
1. Energy needs has not been efficient
2. Energy needs are met with fossil energy at a cost of whatever and even subsidized
3. Renewable energy as an alternative only
4. Renewable energy sources that are not utilized is wasted God's gift

JICA/J-POWER

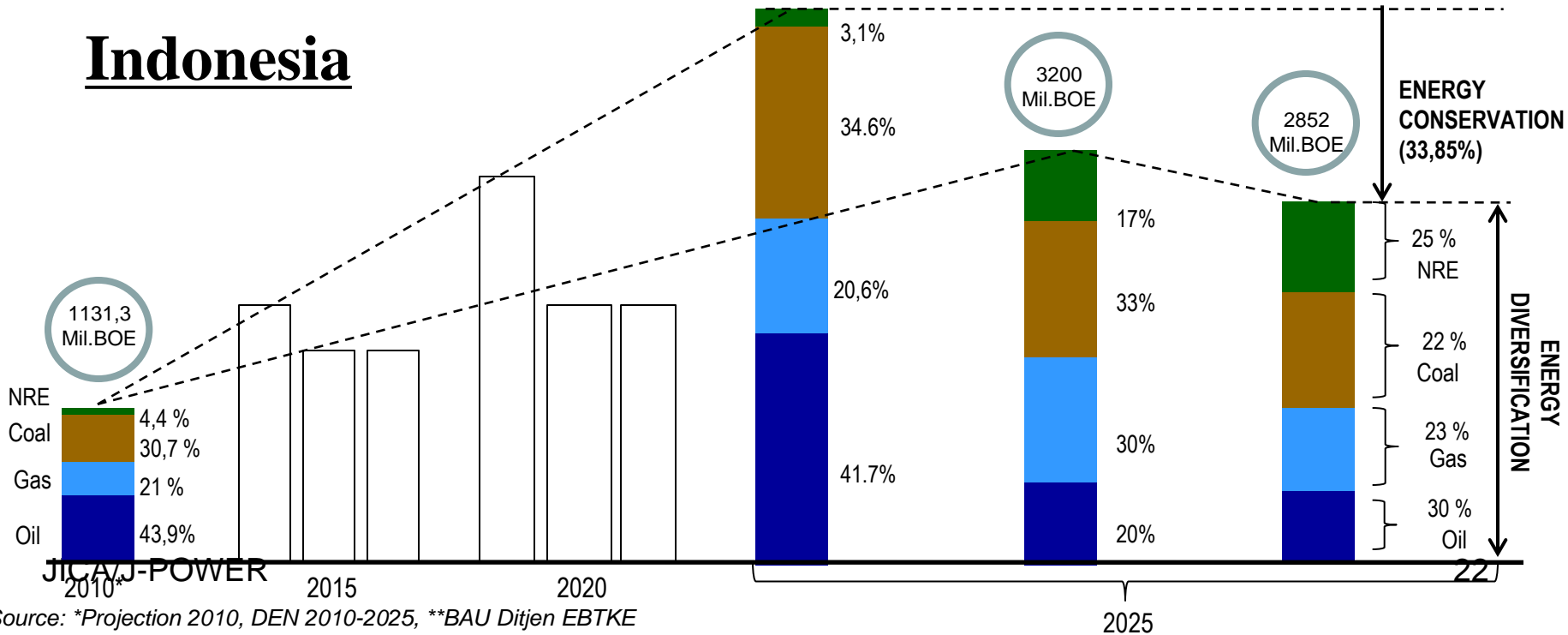
Future Condition:

1. Minimize the energy requirements
2. Maximize the provision and utilization of renewable energy, at least with the price of fossil energy avoided cost, if necessary, subsidized
3. Fossil energy is used as a counterweight
4. Fossil energy sources are not utilized as a legacy for their children and grandchildren / exported

POLICY DIRECTION



Indonesia





Sri Lankan Top Leadership

**National Award for EE&C
19 awarded, 60 registration
President speech**

**National Target ; Electricity Load Factor 1% /year
Load Factor = MWh/year / Peak MW*8760h**

*Thank you for your
Kind attention !*