(FY 2021) Japan – Brazil Cooperation on Energy Efficiency and Conservation (EE&C) Possible Application of Keys of Top Runner Program

(Supplementary Information) Experiences in Japan : Points to Disseminate High Efficiency of Products





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Points to Disseminate High Efficiency of Products

1. Increase in Incentive
The Incentives Are the Key Factors to Accelerate
Dissemination of High Efficiency of Products.

Factors and Conditions

- 1-1 For Government: Energy Pricing by Market Mechanism
 - Appropriate Price of Energy with No Subsidy
- 1-2 Consumers
 - Cost Performance : Price < Monetary Merits (by Running Cost)
- 1-3 Manufacturers and Retailers
 - Profits : [(Sales Price) (Cost)] X (Sales Amount)
 - Reputations to Increase Sales



Points to Disseminate High Efficiency of Products

2. Basic Measures to Increase Incentive

2-1 Policy / Legal Measures for

- Monitoring to Keep Appropriate Energy Prices (METI)
- Timed Incentive (Subsidy) for Consumers to Purchase the Most Efficient Products (Eco Point – METI and MoE)
- Support for Makers to Research and Develop Better Technologies (Subsidies etc. for R&D by NEDO - METI)
- Demonstration Program to Prove Effects of High Efficiency of Technology and Equipment (NEDO - METI)
- Provision of Useful Data and Information for Consumers and Retailers(Labelling and Published Brochures) (METI)

NEDO: New Energy and Industrial Technology Development Organization



Points to Disseminate High Efficiency of Products

2. Basic Measures to Increase Incentive

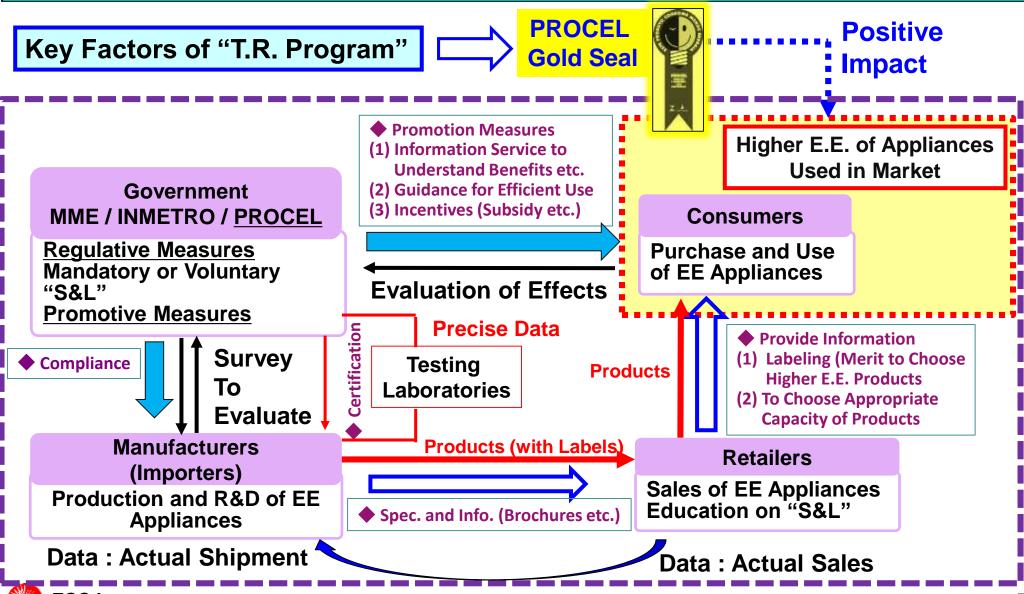
2-2 Promotional Measures (METI/ECCJ → ECCJ)

- Commendation System (EC Grand Prize for EE&C Excellent Products
- Certification System (Excellent Retailers to Sell High Efficiency of Products)
- Other System to Disseminate the High EE Products Including the Winners' Products with Advanced Technologies (Exhibition ENEX and Website etc.)

2-3 Measures to Change Behavior of Consumers

- Provision of Data and Information with Guidance Useful for Consumers
- Education and Advertisement on EE&C

Dissemination: Key Roles of Stakeholders



Incentive to Promote Sale of High Efficiency of Products: Case in Japan

1. Eco Point (Timed Ad-hoc Subsidy)



"Top Runner Program": Timed Incentive

- Eco Point for Consumers to Purchase Most Efficient Products -

Duration: 2009 – 2011

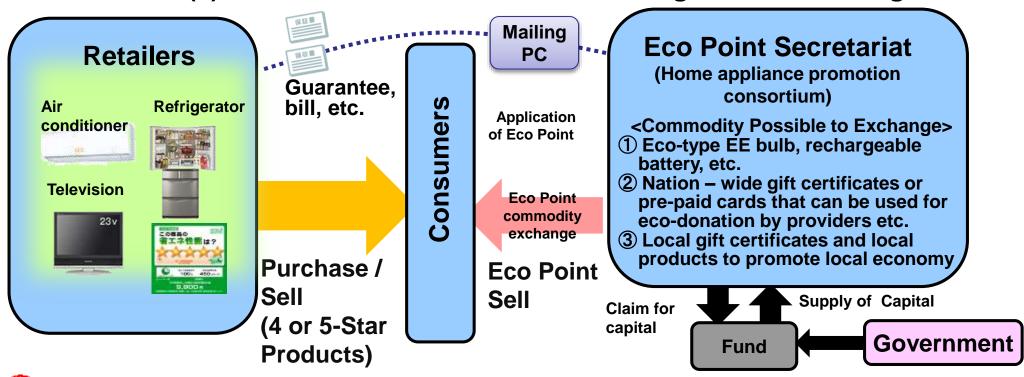
Application: Air Conditioner, TV Set for Terrestrial Wave Digital Broadcasting /

Refrigerator

Purposes: (1) Reduction in Emission of Greenhouse Effect Gas

(2) Stimulation of EE&C and Economy

(3) Smooth Start of Terrestrial Wave Digital Broadcasting





Display to Visualize High Efficiency of Products

- 1. EC Label S&L System: Information in Label
- 2. Label to Show the Winners' Products of the Commendation System (Energy Conservation (EC) Grand Prize)



"Top Runner Program": Labels to Show the EE Products - Labels to Visualize Excellent Performance -

- (Points) How to Comprehensively Visualize and Appeal the Excellent Performance
- (1) Display: Logo of "Winner for EC Grand Prize" with EC Label
- (2) Information on Raking of Energy Efficiency of Products (Maker and Model)
- (3) Guide for Users to Properly and Efficiently Use Air Conditioners etc.





Rating by Stars (5-Star Product)

Achievement Ratio (%): 112% and Annual Electricity Consumption: 249 kWh/Y

Name of Manufacturer / Product Name

Estimated Annual Electricity Bill: 6,720 JPY

→ (Cost Performance – Merits)



Label of "Winners' Products of Energy Conservation Grand Prize"

Provision of Useful Information and Data

Digital Brochure on the Following – HP of METI

- (1) "Top Runner Program"
- (2) Labelling and Information / Data
- (3) Ranking of Products in EE
- (4) Guide for Consumers to Efficiently Use the Appliances



"Top Runner Program": Digital Brochure to Give Information Give Useful Info. And Data / Visualize Excellent Performance -

Catalogue (pdf) for Downloading: https://seihinjoho.go.jp/frontguide/catdl.html







Cover of Brochure

Explanation of Labelling

Raking of Energy Efficiency (Example : Air Conditioners)



Main Contents

- (1) Basic Knowledge of Energy Efficiency and Conservation Energy Situations / EC Act and "Top Runner Program" Labelling System
- (2) How to Read and Utilize the Data and Information in the List
- (3) Individual Home Appliances:
 - ➤ Air Conditioner

 How to Efficiently Use Each Appliance

 How to Choose Energy Efficient Products

 Ranking of EE for Products
 - > LC TV Set (Contents Same as "Air Conditioner"
 - **➤** Electrical Refrigerator
- (4) Calculation of Effects and Benefits of Energy Conservation (Coefficient of CO₂ Emission / Monetary Coefficient etc.)

(1) Explanation: On "EC Act" and "Top Runner Program"





(2) Explanation: On Labelling / On Method and Points to Check Data

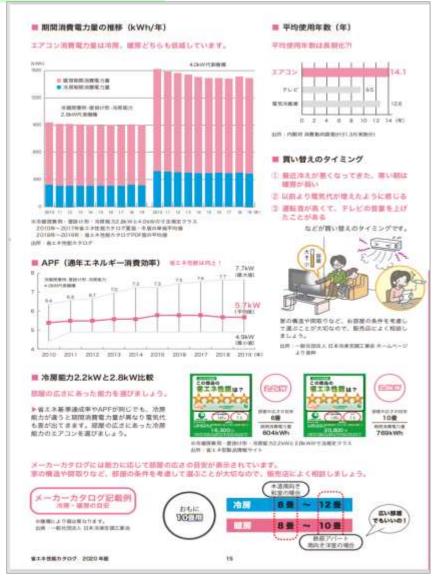






(3) – 1 Guide for Proper and Efficient Use (Air Conditioner)







(Reference) "Top Runner Program": EE Ranking of Products

Electronic Catalogue: https://seihinjoho.go.jp/catalog/now

1. Select Product -

2. Choose Conditions (Capacity, Type etc.)

Cyber Search System





(Reference) EE Ranking of Products (Example - Air Conditioners)

Cyber Search System

Product

(From Left)

- Manufacturer
- Product Name
- Product Type and Model

Label Information

(From Left)

- Rating Stars
- e-mark
- Achievement Ratio
- APF
- Annual Power Cost
- Voltage

Data (Cooling)

(From Left)

- Capacity
- Power Consumption
- Power
 Consumption
 (In Cooling
 Season)

Data (Heating)

(From Left)

- Standard Capacity
- Power

Consumption

- Capacity in Low Temperature
- Power Consumption (In Heating Season)

| | ••••• | • | | | 省エネフベリ | ノング制度 | | | | | 冷层 | | | | 暖房 | | |
|---|-------------------------|---|--------------------|-------|-------------|-------------------------|------------------------------|--------------------|-----------------------|-----|-------------------------|----------------------------|---|-------------------------|------------------------------------|--------------------------------------|----------------------------------|
| | メーカ <u>ー</u> またはブランド | 製品愛称 | 機種名 <u>(型番)</u> | 多段階評価 | 省エネ性 マーク | 省工ネ 基準 達成率 (%) | APF (通年 エネルギー 消费効率) | 年間 電気代 (円/年) | 電源電圧 (<u>V)</u> . | | 消费 電力 (<u>W)</u> | 冷房期間 消費 電力量 (kWh) | 暖房 標準能力 <u>(外気7℃)</u> (<u>kW)</u> | 消费 電力 (<u>W)</u> | 暖房 期間消費 電力量 (<u>kWh)</u> | 暖房 低温能力 (外気2℃) (<u>kW)</u> | 期間 消費 電力量 (<u>kWh)</u> |
| | 三菱電機 | New 弱ヶ峰 | MSZ-X71215 | **** | • e | 115 | 5.2 | 73,900 | 200 | 7.1 | 2,600 | 690 | 8.5 | 2,300 | 2,046 | 8.4 | 2,736 |
| | 三菱電機 | New 霧ヶ峰 | MSZ-X6321S | **** | ● e | 114 | 5./ | 59,800 | 200 | 6.3 | 1,970 | 565 | /.1 | 1,840 | 1,650 | 8.1 | 2,215 |
| P | 三菱電機 | New 霧ヶ峰 | MSZ-X5621S | **** | ● e | 114 | 5./ | 53,200 | 200 | 5.6 | 1,850 | 518 | 6./ | 1,580 | 1,451 | /.4 | 1,969 |
| | 三菱電機 | New 雰ヶ峰 | MSZ-X4021S | **** | ● e | 120 | 5.9 | 36,/00 | 200 | 4.0 | 1,110 | 348 | 5.0 | 1,090 | 1,010 | 7.2 | 1,358 |
| | 二菱電機 | New 弱ヶ峰 | MSZ-X3621 | **** | ● e | 116 | 5.7 | 34,200 | 100 | 3.6 | 950 | 313 | 4.2 | 910 | 953 | 5.1 | 1,266 |
| | 二菱电機 | New 穷ヶ峰 | MSZ-X2821 | **** | ● e | 115 | 6.7 | 22,600 | 100 | 2.8 | 580 | 207 | 3.6 | 715 | 630 | 5.0 | 837 |
| | 三菱電機 | New 索ヶ峰 | MSZ-X2521 | **** | ● e | 115 | 6.7 | 20,200 | 100 | 2.5 | 550 | 185 | 2.8 | 525 | 563 | 4.0 | 748 |
| | | | _ | | | | | | | - 1 | | _ | | | | | |



Dissemination Measure – 2 Promotion of Sales of Higher E.E. Products

Points to Consider: Procedures of Promotion

- (1) For Consumers (Eco Point etc. by Government)
- (2) For Retailers (Award : Excellent Retailers)
- (3) For Manufacturers (Award : Grand Prize for Equipment)



"Top Runner Program": Timed Incentive Dissemination of EE Appliances: Eco Point for Consumers

Duration: 2009 – 2011

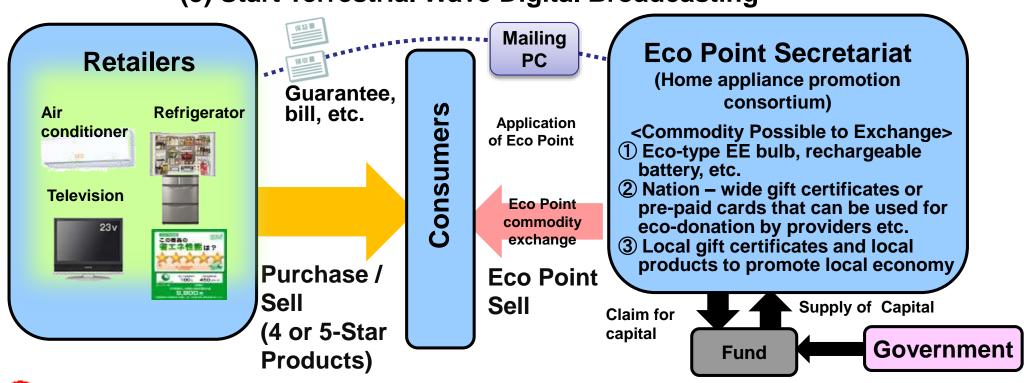
Application: Air Conditioner, TV Set for Terrestrial Wave Digital Broadcasting /

Refrigerator

Purpose: (1) Reduction in Emission of Greenhouse Effect Gas

(2) Stimulation of EE&C and Economy

(3) Start Terrestrial Wave Digital Broadcasting





"Top Runner Program": Certification System

- Excellent Store to Promote Sales of E.E. Products -

Duration: 2004 – 2011

Purpose : Recognition of Excellent Stores to Promote Sales of E.E.

Appliances for Consumers

Procedure: (1) Certification of Excellent Store to Sell E.E. Products of Over 50% of Total Sales Amount, etc.

• (Floor Area) ≥ 500 m² : Large Size of Stores

• (Floor Area) < 500 m² : Small and Medium Size of Stores

(2) Recognition by Showing the Logo Mark of the Excellent

Shops Certified







"Top Runner Program": Commendation System "Energy Conservation (EC) Grand Prize" to Award EE Products

Duration: 1990 – (On-going)

Purpose : Recognition and Promotion of Sales of the Most Efficient

Products

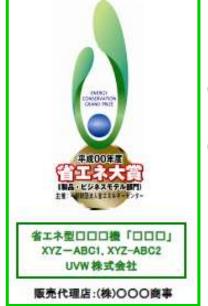
Procedure: (1) Application of the Most Efficient Products by Manufacturers

(2) Assessment and Select of the Applied Products

(3) Commendation of Winners

(4) The Winners Can Use the Logo and Are Invited to Present Their Products and Technologies at ENEX (Energy and Environment Exhibition) Implemented by ECCJ





(Left)
Logo Used by Manufacture
(Right)
Logo Used by Sales Agent



"Top Runner Program": Commendation System EC Grand Prize" to Award EE Products – History (1)

Duration: 1990 – 2008 (Started in 1990 with Fund from METI)

| | Name of Award System | Year Started | Category | Award |
|---|---|-----------------|--|---------------------------------|
| 1 | Excellent Cases for Energy Conservation | 1975 | ` ' ' ' | Minister / ANRE DG / R.B. DG |
| 2 | Excellent Factories for Practicing Energy Management | 1980 | (1) Energy Management (2) Factory | Minister / ANRE DG / R.B. DG |
| 3 | Excellent Contributors to Establish Energy Management | 1980 | (1) Energy Management (2) Personnel | Minister / ANRE DG / R.B. DG |
| 4 | Grand Prize for Energy Efficient Home / Electrical Appliances | 1990 | () () | Minister / ANRE DG / Others |
| 5 | Excellent Retail Shops for Promotion Sales of Energy Efficient Home / Electrical Appliances for Dissemination | 2004 | (1) Energy Efficient Appliances (2) Retail Shop | Minister / ANRE DG / R.B. DG |
| 6 | Excellent Energy Efficient Machine / Equipment | 1980 | () | Minister / ANRE DG / Others |
| 7 | Excellent ESCO Projects through Business | 2005 | • • • | Minister / ANRE DG / R.B. DG |

Minister: Minister of Economy, Trade and Industry

ANRE: Agency of Natural Resources and Energy, METI

R.B.: Regional Bureau, METI

DG: Director General



"Top Runner Program": Commendation System EC Grand Prize" to Award EE Products – History (2)

Duration: 2009 (Restructured)

| Category | Sub-Category | Prize & Guideline of Max. Number | | | | | |
|---|---|--|--|--|--|--|--|
| 1. Personel | 1-1. Internal Enterprise | Minister*: 1 Cases D.G. of ANRE**: 1 Special***: 8 Cases (Total of A Category) | | | | | |
| | 1-2. Supporting Service | Ditto | | | | | |
| 2. Organization | 2-1. C.G.O+ / Enterprise | Minister* : 1 Case D.G. of ANRE** : 1 Case Special*** : 1 Case | | | | | |
| | 2-2. Excellent Case - Enterprise (Industry Sector) | Ditto | | | | | |
| | 2-3. Excellent Case - Enterprise (Commercial Sector - Buiildings) | Ditto | | | | | |
| | 2-4. Excellent Case - Supporting Service | Ditto | | | | | |
| 3. Equipment / | 3-1. Residence | Minister* : 3 Cases D.G. of ANRE** : 3 Case | | | | | |
| Appliance / System | 3-2. Commercial Facility 3-3. Automobile Related | D.G. of SMEA**** : 1Case Special*** : 3 Cases | | | | | |
| Minister* : Minister of Economy, Trade and Industry D.G. : Director General | | | | | | | |

C.G.O+: Chief Green Officer

ANRE**: Agency of Natural Resources and Energy

Special***: Chairperson of ECCJ

SMEA****: Small and Medium Enterprise Agency

"Top Runner Program": Commendation System EC Grand Prize" to Award EE Products – History (3)

Duration: 2011 – Present (No Fund of METI)

| Category | Sub-Category | Prize & Guideline of Max. Number | | | | |
|---|--|---|--|--|--|--|
| 1. Excellent Cases on Energy Conservation | No (Cases Realized in Business Units Such As Factories and Buildings) | Minister* : 3 Cases D.G. of ANRE**: 5 Cases D.G. of SMEA***: 1 Case C.P. of ECCJ****: 10 Cases Special*****: 1 Case | | | | |
| 2. Products / Business Models | 2-1. C.G.O+ / Enterprise | Minister*: 3 Cases D.G. of ANRE**: 3 Cases D.G. of SMEA***: 1 Case C.P. of ECCJ****: 7 Cases Special*****: 1 Case | | | | |

Minister*: Minister of Economy, Trade and Industry ANRE**: Agency of Natural Resources and Energy SMEA***: Small and Medium Enterprise Agency

ECCJ**** : The Energy Conservation Center, Japan

Special ***** : Special Award by Assessing Committee

D.G.: Director General D.G.: Director General

C.P.: Chairperson



(Reference) "Top Runner Program": Commendation System EC Grand Prize" to Award EE Products – Category etc.

Categories (Product / Business Category)

- (1) Commercial Area
- (2) Residential Area
- (3) Transportation Area
- (4) Architecture Area
- (5) Business Area
- (6) Electric Power Saving Area

Evaluation Items

- (1) Process of Research and Development
- (2) Advancement and Creativity of Technology
- (3) Energy Efficiency
- (4) Saving and Recycling of Resources
- (5) Marketability and Economical Performance
- (6) Environmental Protection and Safety



Published Brochure of Awarded Cases for Dissemination

(Reference) "Top Runner Program": Commendation System EC Grand Prize" to Award EE Products – Awarded Case (1)

Case for Minister of Economy, Trade and Industry



(Reference) "Top Runner Program": Commendation System EC Grand Prize" to Award EE Products – Awarded Case (2)





(Reference) "Top Runner Program": Commendation System Commendation of "Grand Prize" for E.E. Products

Presentation for Evaluation and Dissemination



Ceremony to Show Up
Winners
Presentation of Awarded
Cases by Winners at ENEX

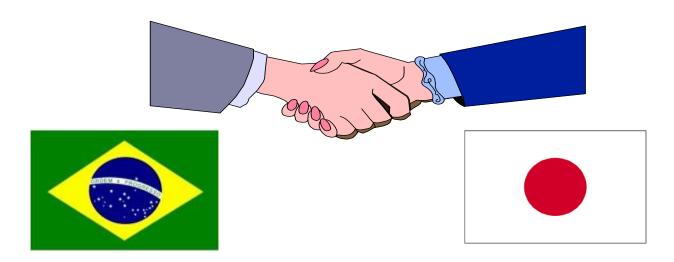


Exhibition of Winners' Products and Useful Information at ENEX





Thank you very much



For More Information

The Energy Conservation Center, Japan (ECCJ)

https://www.eccj.or.jp

<u>Asia Energy Efficiency and Conservation Collaboration</u> <u>Center (AEEC)</u>

https://www.asiaeec-col.eccj.or.jp/index.html

<u>Japanese Business Alliance for Smart Energy Worldwide</u>

https://www.jase-w.org/english/top/

