

# iie-Notes



February 2005

e-Newsletter of the International Institute for Energy Conservation (IIEC)

## Top Stories



### Innovative Lighting Program launched in India



**Mr H D Revanna, Hon'ble Minister for Public Works and Energy, Government of Karnataka formally launching the BESPOM Efficient Lighting Program**

Compact fluorescent lamps (CFLs) are more expensive than traditional incandescent lamps, and the challenge is to overcome this barrier and to make it easy for ordinary consumers to purchase them. Through close cooperation with CFL suppliers, a new program launched in India should help stimulate market channels, while reducing the opportunity for sale of fake or sub-standard lamps.

In December 2004, a unique utility-driven lighting initiative the "BESCOM Efficient Lighting Program" (BESPOM) was launched by Mr H. D. Revanna, Honorable Minister for Public Works and Energy, Government of Karnataka. Initiated by the Bangalore Electricity Supply Company (BESCOM), BESPOM will reach out to 1.6 million residential consumers through innovative Direct Sale and Monthly Installment schemes. Consumers will have the option of either directly purchasing a CFL with a one-year warranty; or paying through an installment scheme on their utility bill, in which the extra cost of the CFL is recovered by consumers through monthly savings spread over a period of nine months. The market-based scheme used in BESPOM relies on close cooperation with the suppliers and a short-listing process through which three local suppliers of CFLs qualified to participate in the program.

Through this program, individual consumers can buy a maximum of five lamps from any of 400 outlets across the Bangalore urban district at subsidized rates. This unique residential lighting program gives consumers an opportunity to replace energy-intensive conventional lamps with energy efficient CFLs in areas of high usage such as corridors, the kitchen, and the portico. Each light replaced with a CFL will result in a savings of

approximately Rs15 (US\$ 0.34) per month. Another special feature of the program is a special hologram sticker with a unique identifier for each lamp. The hologram cannot be duplicated and will break if anyone attempts to remove it from the CFL.

This one-of-a-kind program will support energy conservation in India's residential sector with an emphasis on protecting consumer interests - primarily that of product pricing and warranty servicing. The BESPOM program is supported by the US Agency for International Development (USAID) as part of the ECO-II initiative in India, which is being implemented by IIEC. Visit <http://www.usaid.gov/in/MediaCenter/Press-Dec10-04.htm> for welcome remarks by Mr William Martin, Acting Mission Director, USAID India on the occasion of the launch. For more information on the ECO II program, contact Mahesh Patankar at [mpatankar@iiec.org](mailto:mpatankar@iiec.org).



### IIEC Celebrates 20th Anniversary

Many of IIEC's alumni, friends, and supporters joined Chairman Peter du Pont and President Nitin Pandit in Washington on 29 October for an evening reception to celebrate 20 years since the founding of IIEC and the expansion of IIEC to become a distributed organization with local offices and staff in seven countries. . Rob Pratt, founder and current Board member, was present along with several other current Board members, including Kingsley Haynes and John Mollet. Also in attendance were several past Board members of IIEC including John Fox of Perseus LLC; Russell Sturm of the International Finance Corporation; Matthew Mendis of IRG Consultants; Griff Thompson of the U. S. State Department; and Jim Wolf of James L. Wolf Consultants. Deborah Bleviss and Peter Garforth were on the road and sent their best wishes.





**Some IIEC Alumni celebrate the 20th Anniversary. Left to right: Peter du Pont, former IIEC-Asia Director and current IIEC Board Chair; Russell Sturm, former IIEC President and currently with the International Finance Corporation; Nitin Pandit, IIEC President; Griff Thompson, former IIEC President and currently with the U.S. State Department; Rob Pratt, founder and currently Director of the Massachusetts Technology Collaborative Renewable Energy Trust (MRET) and Board member of IIEC; John Fox, former IIEC Board Chair and currently with Perseus LLC; and Jim Wolf, former IIEC Board member and currently with James L. Wolf Consultants**

The evening was kicked off with ice-breakers and as noted by one IIEC alumnus, Mike Philips, seemed like a homecoming week for many friends and colleagues in the energy efficiency community. Terry Oliver, former IIEC-Asia Director, took a red-eye flight from the west coast and brought along albums of old IIEC photos for the participants to enjoy. Denise Knight, Bos Dewey, and Scott Knudsen gave the attendees a tour of "IIEC Today" using colorful maps of IIEC's worldwide operations printed in the Bangkok office.

The highlight of the evening was a panel discussion by including present and former IIEC board members on "Mainstreaming Efficiency". The discussion was moderated by Peter du Pont and included short presentations by Rob Pratt, John Fox, Russell Sturm, Griff Thompson, and Nitin Pandit. The initial presentation was by invited guest, Dilip Limaye, who also made the evening possible through a generous donation by the Sharon Limaye Foundation.

The panel discussion brought perspective to the challenges of implementing and making systemic changes in the energy sector. While Dilip Limaye focused on the evolving mechanisms for integrating efficiency into the financial mainstream, Rob Pratt gave a stimulating synopsis of the catalytic role IIEC has played in bringing such new ideas to the energy-efficiency community. Griff Thompson reflected on how generic issues related to governance are directly related to energy efficiency; and Nitin Pandit provided a view of the emerging role of civil society in implementing the scale-up of energy efficiency programs. Russell Sturm provoked the audience by critiquing conventional energy-efficiency programs and noting that "we are the mainstream ... let's act like it." And in a seasoned reflection of the energy efficiency movement, John Fox emphasized that energy efficiency was even more relevant today... "In 1976, we all projected that primary energy use in the US would grow from 75 Quad to 150 Quad. Today, we are at 95 Quad - to some significant extent due to increase in efficiency. And yet, we have fiscal instability and war. Imagine what the world would have been like if our projections had come true."

With that, a number of attendees in the audience wished the best to IIEC and expressed the hope that the 25th anniversary would be on grand scale in some exotic location.

## Other Stories



### Stakeholder Meeting Endorses DSM Action Plan for Lao PDR

The Lao Peoples Democratic Republic (PDR) is on the way to developing a strategy and plan for demand-side management to assist in managing its future load growth.

Held on October 11, 2004, in Vientiane, Lao PDR, more than 20 representatives from local public and private sector organizations participated in a stakeholder meeting to discuss various DSM program options proposed by IIEC. The meeting, co-organized by Electricite du Laos (EdL), Department of Electricity, Ministry of Industry and Handicraft (MIH), and IIEC, and supported by the World Bank, is a crucial element in the formulation process of DSM action plan for the Demand-Side Management/Energy Efficiency (DSM/EE) program under the Southern Provincial Rural Electrification II Project (SPRE II).

Mr. Savath Phoumlavanh, Deputy General Manager, Distribution Division of EdL, stressed in his welcome speech the importance of gaining inputs from national stakeholders to finalize the DSM programs that could be undertaken by EdL in the coming years. During the meeting, participants shared their views, experience and concerns on various existing energy conservation initiatives that could be driven further and complemented by the proposed DSM program action plans. Participants agreed that the DSM/EE program is the important tool that will not only enhance export opportunities for EdL through electricity-saving in various domestic end-use sectors, but will also improve EdL's accounts receivable by reducing consumption in subsidized end-use sectors. In addition, the DSM/EE program will reduce production costs for the local manufacturing industries and increase their competitiveness as ASEAN becomes a free-trade region and other international trade barriers are reduced. For more information, contact Felix Gooneratne at [fgooneratne@iiec.org](mailto:fgooneratne@iiec.org).



**Participants of the Stakeholder Workshop on Demand Side Management for Lao PDR co-organized by Electricite du Laos and World Bank, held on October 11, 2004, in Vientiane, Lao PDR**





## Web Site Launched for Eco-Housing Mainstreaming Partnership in India



**Homepage of the Eco-Housing Mainstreaming Partnership website ([www.ecohousingindia.org](http://www.ecohousingindia.org))**

A new web site has been launched to provide information about the eco-housing concept while also updating partners and stakeholders about a new eco-housing partnership in India. IIEC, the principle implementing agency of the Eco-Housing Mainstreaming Partnership, recently launched a web site to provide information about the project. The web site provides users with project details, features the partners associated with the program and explains eco-housing concepts and the proposed project interventions. The site will also host a resource center and photo gallery on various aspects related to eco-housing and serve as a medium for updating program partners on ongoing project developments. Partners will be able to view project reports, presentations, timelines, meeting schedules and forthcoming events at [www.ecohousingindia.org](http://www.ecohousingindia.org).

The program, which is funded by the US Agency for International Development (USAID) and the US Global Development Alliance (GDA), commenced in October 2004 and aims to initiate a market development process and support the long-term sustainability of eco-housing practices in India. Initiated by the U.S. Asia Environment Partnership (USAEP) project of USAID, the partner agency representing this US-India bilateral program, the project will establish baselines for eco-housing practices; support the formation of eco-friendly financing packages; and showcase a model eco-housing project. Initially, the program will be focused in the western region of India and will include a business model for subsequent geographic extension.

IIEC is focusing on building partnerships and working together with stakeholders in different areas of expertise to institutionalize eco-housing practices in the country. With this objective in mind IIEC has already initiated a dialogue with key partners, including the Pune Municipal Corporation, which has offered land for demonstrating the development of Eco-Housing; associations of builders and architects in India; and leaders in housing finance products. The program will also develop a focused plan for training of target stakeholders and establish long-term capacity building partnerships with other organizations to support entrepreneurship in eco-housing. For more information, contact Veena Dharmaraj at [vdharmaraj@iiec.org](mailto:vdharmaraj@iiec.org).



## ASEAN and APEC Delegates Examine Ballast Test Methods in Australia

The Australian Greenhouse Office (AGO) and the Collaborative on Labelling and Standards Programs (CLASP), led by IIEC, organized a study tour for technical experts from APEC and ASEAN economies to visit Australia from 22 to 26 November 2004. The tour brought together high-level technical experts from lighting testing laboratories and certification bodies in China, Indonesia, Malaysia, Philippines and Thailand, and it provided a unique opportunity for these experts to discuss the test methods and procedures for energy performance testing of fluorescent lamp ballasts.

During the study tour, official delegates had a number of meetings with Australian organizations based in Victoria and New South Wales including the Australian Greenhouse Office (AGO); the Department of the Environment and Heritage; the Office of the Chief Electrical Inspector Victoria (state energy regulator); the Lighting Council of Australia (industry association); Standards Australia (national standard body); and two testing laboratories (Tridonic.Atco, the largest lighting manufacturer in Australia, and LightLab)

As a result of the study tour, delegates agreed to work with CLASP and AGO in conducting "round-robin" testing within participating laboratories to confirm the usefulness of the Australian/New Zealand ballast test methodology, which references IEC and EN standards, within APEC economies. The results on this round-robin testing are expected to be available by mid-2005. For more information, contact Sommai Phon-Amnuaisuk at [sphonamnuaisuk@iiec.org](mailto:sphonamnuaisuk@iiec.org).



**Study tour participants at the Standards Australia**



## Brazil Receives Representative of Kenyan Manufacturers

Mr. Paul Kirai, General Manager of the GEF-KAM (Kenya Association of Manufacturers) program, visited Brazil for four days and during this period IIEC-Brazil arranged his schedule and joined him in several meetings. Mr. Kirai's objectives were to receive information and understand the ongoing activities related to energy efficiency in industrial sector. Mr. Kirai met with the following organizations:

**PROCEL** Brazil's national energy efficiency program, which has developed projects in industry and currently develops an extensive capacity building program in partnership with industry state federations. Presently, PROCEL has agreements with 13 federations, and the objective is to carry out more than 200 audits in industrial facilities.

**GERBI** (Greenhouse Gas Emissions Reduction in Brazilian Industry). This program aims to support Brazilian agents (industries, consultants and financiers) in the creation of market-based transactions that use energy efficiency to reduce GHG emissions.

**LIGHT** (local utility). In Brazil, utilities invest 0.5% of annual revenues in energy efficiency actions, and Mr. Kirai had the opportunity of understanding better the mechanisms of this program, responsible for injecting more than US\$ 100 million per year into the market.

**SEBRAE** SEBRAE is an organization with the mission of supporting small and medium-size companies in Brazil. It has operated for 10 years and has programs related to energy efficiency, productivity, and environmental improvements.

For more information, contact Raymundo Aragão at [raragao@iiec.org](mailto:raragao@iiec.org).

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