

***Resolution Supporting the Super-efficient Equipment and Appliance Deployment Initiative  
(SEAD)***

**WHEREAS**, Appliance and equipment efficiency is among the most cost effective means of achieving energy efficiency, leading to reduced energy bills for residential and business consumers, pollution reduction, job growth, improved reliability and reduced demand pressure on energy prices; *and*

**WHEREAS**, The National Association of Regulatory Utility Commissioners (NARUC) has a long history of supporting appliance and equipment energy efficiency standards, including resolutions adopted in 1996, 1997, 1999, 2000, 2004, and 2009, because of the benefits energy efficiency standards provide to energy consumers, energy utility companies, and society as a whole; *and*

**WHEREAS**, On February 24, 1999, NARUC adopted a *Resolution in Support of Appliance Efficiency Standards Internationally* that urged the U.S. Department of Energy (DOE) to develop a program for sharing its successful experience promulgating appliance efficiency standards in the U.S. with its counterparts in other nations in order to help facilitate the use of energy efficiency standards globally; *and*

**WHEREAS**, On August 2, 2006, NARUC adopted a resolution supporting the National Action Plan on Energy Efficiency, which included the following five recommendations: “(1) Recognize energy efficiency as a high priority energy resource; (2) Make strong, long-term commitments to cost-effective energy efficiency as a resource; (3) Broadly communicate the benefits of and opportunities for energy efficiency; (4) Promote sufficient, timely, and stable program funding to deliver energy efficiency where cost-effective; and (5) Modify policies to align utility incentives with delivery of cost-effective energy efficiency and modify ratemaking practices to promote energy efficiency investments;” *and*

**WHEREAS**, On December 14, 2009, U.S. Secretary of Energy Steven Chu, accompanied by Indian Environment Minister Jairam Ramesh and Italian Environment Minister Stefania Prestigiacomo, announced in Copenhagen the launch of the Super-efficient Equipment and Appliance Deployment initiative (SEAD), which is a global market transformation for super-efficient equipment and appliances, operating through information sharing and coordinated programmatic and technical action by governments committed to increasing efficiency; *and*

**WHEREAS**, SEAD will coordinate efforts both to “push” inefficient devices off the market (e.g., through minimum standards) and to “pull” highly efficient devices into the market (e.g., through governmental and utility incentives); *and*

**WHEREAS**, Preliminary analysis by the Collaborative Labeling and Appliance Standards Program (CLASP) indicates that international collaboration to accelerate increasing appliance efficiency standards, as would be facilitated by SEAD, could globally avoid between 4,000 and 11,000 TWh consumption in 2030, thereby eliminating the need for between 1,300 and 3,700 mid-size coal power plants; *and*

**WHEREAS**, Preliminary analysis by the Lawrence Berkeley National Laboratory indicates that SEAD-coordinated incentive programs targeting televisions, lighting, air conditioning, and standby power could globally avoid about 300 TWh of annual electricity consumption within 10 years and about 860 TWh in 20 years, and thereby eliminate the need for about 100 mid-size (500 MW) coal power plants by 2020 and about 290 such power plants in 2030; *and*

**WHEREAS**, Coordinated utility-based appliance efficiency incentive programs in the United States and Canada have reduced the costs of program implementation by minimizing duplication in technical work and program design, and have through market transformation proved highly effective at increasing the energy savings associated with appliance efficiency programs; *and*

**WHEREAS**, Market transformation initiatives coordinated internationally through SEAD can leverage greater economies of scale than can utility, State, or national market transformation initiatives conducted in isolation; *and*

**WHEREAS**, Participation by utility and third-party program administrators in SEAD-coordinated market transformation initiatives can therefore benefit rate-payers through cost savings resulting from accelerated reductions in the price of highly efficient products and gains in the efficiency of the most efficient products; through improved reliability resulting from reduced demand pressure; and through the widespread economic and environmental benefits of climate change mitigation; *now, therefore be it*

**RESOLVED**, That the Board of Directors of the National Association of Regulatory Utility Commissioners, convened at its 2010 Summer Committee Meetings in Sacramento, California, expresses its support for the Super-efficient Equipment and Appliance Deployment Initiative (SEAD) and U.S. engagement therein; *and be it further*

**RESOLVED**, That NARUC encourages efforts by utilities and third-party program administrators to engage with SEAD and to participate in SEAD-coordinated equipment and appliance efficiency programs.

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*Sponsored by the Committee on Energy Resources and the Environment  
Adopted by the NARUC Board of Directors July 21, 2010*