Fighting Climate Change One Appliance at a Time in Six Pacific Island Countries

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The Pacific Appliance Labelling Programme – **PALS**

PALS’ 10 Pacific Island Countries (PICS)

- Fiji
- Samoa
- Solomon Islands
- Vanuatu
- Kiribati
- Cook Islands
- Tuvalu
- Tonga
- Niue
- Papua New Guinea
PALS Logic:
Enable PICs to Adopt Minimum Energy Performance Standards and Labelling (MEPSL)

1. Confirm political commitment
2. Establish enabling environment
3. Build regional capacity
4. Support adoption and operation
MEPSL Benefits

- Fossil fuels
- GHG emissions
- Electric bills

- Quality and safety
- EE awareness
- Gender equality
- Regional Trade
Evaluation Scope and Methods

- Qualitative process and outcome evaluation
- End of programme March - May 2019
- Team of four evaluators, six countries
- Programme records, lit review + 68 stakeholders
PALS Jumpstarted MEPSL in the South Pacific

- 5 of 6 PICs *would NOT have considered MEPSL without PALS*
- Three PICs adopted legislation; a fourth to expand coverage
- High praise for managers, advisors, and in-country staff
- High compliance
- Regionwide network, recognized brand
We are so thankful for the PALS project – it got us to where we are. . . We see people are getting energy efficient electrical appliances. . . we have big improvement in revenues. . . great impact on our economy, our country, our people.

Government Stakeholder, Samoa
Key Success Factors

- Built high-level support
- Focused on MEPSL visibility
- Funded legal experts
- Developed Pacific Appliance Database
- Supported PIC staff
- Built consumer and retailer public awareness
- Built regional capacity
- Responded to donor needs
Key Sticking Points and Solutions

❖ Passing legislation
  ❖ Assume **EVERYTHING will take longer**
  ❖ Embed **flexible language** in legislation
  ❖ Involve **stakeholders early**
  ❖ Adjust **staff workloads**

Plan A
Plan B
Plan C
A Note on Everything Will Take Longer

<table>
<thead>
<tr>
<th>Country</th>
<th>Product(s)</th>
<th>Estimated Years to Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeted PICs</td>
<td>Refrigerators, Freezers, A/C, Lighting</td>
<td>4-6</td>
</tr>
<tr>
<td>Europe</td>
<td>Ecodesign/Energy Labeling Directive</td>
<td>10+</td>
</tr>
<tr>
<td>Brazil</td>
<td>Industrial Motors</td>
<td>14</td>
</tr>
<tr>
<td>Brazil</td>
<td>Distribution Transformers</td>
<td>6</td>
</tr>
<tr>
<td>Australia</td>
<td>Refrigerators, Electric Water Heaters</td>
<td>7</td>
</tr>
<tr>
<td>Tunisia</td>
<td>Refrigerators</td>
<td>5</td>
</tr>
</tbody>
</table>
Key Sticking Points and Solutions

❖ Operations and enforcement
  ❖ Include shipping agents as target audiences
  ❖ Provide consistent rules
  ❖ Rely on regional expertise
  ❖ Create and update on-line database

❖ Maintaining MEPSL knowledge
  ❖ Cross-train staff
  ❖ Continue regional opportunities
  ❖ Regularize MEPSL staff in budgets
Key Sticking Points and Solutions

❖ Building the brand
  ❖ Use long-term campaigns
  ❖ Use multiple proven strategies
  ❖ Look for compatible partners
  ❖ Consider market tests to move faster

❖ Demonstrating programme value
  ❖ Develop “hard” products
  ❖ Conduct impact and process evaluations
Fund PALS!

❖ Region near tipping point, but PALS has ended
❖ For a modest price (~AU $250,000/year for 3 years)
  ❖ Support 2-3 “best bet” PICs
  ❖ Update Pacific Appliance Database
  ❖ Fund MEPSL “boosters” – impact evaluation, regional exchanges
  ❖ Test market incentives or financing
Thank you!
Questions?

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