



COOL NRG CDM DEE

SCALING UP DOMESTIC
ENERGY EFFICIENCY

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Cool nrg CDM DEE Scaling Up Domestic Energy Efficiency

Rising Emissions

The International Energy Agency (IEA) states that if countries adopted all policies currently being considered for energy related emissions reduction, then by 2030 world energy demand would still rise 36% and associated emissions 54%

The Intergovernmental Panel on Climate Change has said 50-80% emissions reduction from 1990 levels is required by 2050 to avoid 'dangerous' climate change.



Beyond the Supply Side

The response so far has been directed at the generation and supply of energy: carbon trading schemes, renewable energy targets, nuclear power and carbon capture and storage.

But up to two thirds of emissions reduction can come from proven and simple energy efficiency technology distributed quickly on a mass scale.

Energy efficiency could cut energy emissions by 25% and dramatically reframe the energy supply and demand problem – and do so at negative cost.

Developing Countries

Developing countries are major contributors to energy demand and emissions. They will account for 90% of emission growth in the next two decades.

These increases will contribute to temperature rises and potentially catastrophic climate change.

So mass scale and rapid action is needed in developing countries.

Action that transforms energy consumption provides economic growth and delivers significant anti-poverty results.

Cool nrg's CDM DEE delivers these actions using the Kyoto Clean Development Mechanism (CDM), which allows developed countries to meet emission targets by financing projects that cut emissions in developing countries.

CDM DEE builds on the existing 1170 registered CDM projects, which have mobilized billions of dollars of investment to change the emission trajectory for potent greenhouse gases in 49 countries.



CDM DEE

Cool nrg's CDM DEE delivers Domestic Energy Efficiency by distributing energy saving technology to millions of households in developing countries.

Energy efficiency technology, which – when installed on a mass scale – cuts energy use, reduces carbon emissions and delivers cost savings to households.

Programmatic CDM

CDM DEE brings energy efficiency into the climate change policy mainstream and unleashes the full potential of programmatic CDM (pCDM).

It corrects the severe under representation of domestic energy efficiency in CDM and moves beyond large-scale renewable and industrial projects.

Rather than one project at one site, CDM DEE uses pCDM to deliver emissions reduction through a program of energy efficiency over a broad area.

CDM DEE programs are implemented by millions of individual households where the distributed energy savings products are installed.

The aggregated emissions reduction can equal abatement from large-scale CDM projects.

And project activities rolled out under the same CDM DEE program don't require separate UNFCCC registration.

Delivering DEE

CDM DEE brokers unique partnerships with businesses and governments to deliver mass scale and rapid distribution, and build public awareness of energy efficiency.

CDM DEE premium emissions reductions are generated through best practice additionality, sustainable development and program eligibility. This gives CDM DEE greater investment certainty post 2012.

CDM DEE delivers the zero and low cost abatement potential of energy efficiency with competitive cost and risk compared with large scale CDM projects.

Global Anti-Poverty Action

Climate change action under CDM DEE delivers relief directly to low-income households. The energy cuts that create households savings lead to significant poverty alleviation.

This anti-poverty action through energy efficiency can occur in a broader range of countries – not just major developing countries.

The lower transaction costs and flexibility of pCDM allows significant emissions reduction in least developing countries throughout Asia, the South Pacific and Africa where the impacts of climate change are most acute.

Case Study: CDM DEE Mexico

Cool nrg's CUIDEMOS Mexico (Campana De Uso Inteligente De Energia Mexico) will give away 30 million energy saving lights (CFLs) to low-income households.

CUIDEMOS Mexico will deliver cost-effective emissions reductions, household poverty alleviation and electricity subsidy savings.

Carbon emissions will be cut by 8 million tonnes of CO₂ over ten years.

Households will save US \$165 million through the use of light bulbs – five times more than USAID development cooperation to Mexico in 2007

And it is estimated that the programme could save the Mexican government US \$200 million in avoided electricity subsidies.



A CDM Bridge

CDM is an offset mechanism necessary to finance the transition of major developing countries – like China and India – to binding domestic targets.

CDM DEE ensures this transition occurs with programs that deliver sustainable development and genuine emissions reduction.

CDM DEE, in implementing pCDM, also acts as a bridge for CDM reform towards sector wide emission reductions in developing countries.

So CDM DEE paves the way for this industry-by-industry approach by transforming residential energy use – providing lessons on how Sectoral CDM can be implemented post 2012.