



The United  
LATAM  
Government

# STRATEGY TO SUPPORT ENERGY EFFICIENCY ACTIONS FOR THE UNITED LATAM

An urgent and medium term focused strategy

# Where to focus and why?

Households represent 30% out of total energy consumption in our country.

According to the official projections the number of households will increase in 13% by 2030.

Cooling is one of the most relevant energy service within households energy consumption.

AC consumption is projected to increase 13% by 2030.

Energy consumption in the households sectors will be strongly affected by the effects of climate change.



# Objectives and goals

- Reduce cooling energy use intensity (per household) by % relative to x baseline in short term and % long term



# Challenges and barriers

Low efficient buildings

Existing AC in households are inefficient

Low levels of knowledge and information regarding energy efficiency options in homes.



# Policy Package

	Polices	Incentives	Indicator
Education	Educate people about setpoints		Level of information handled by consumers  average cost of the energy bill comparison
Appliance	MEPS for equipment fans and air conditioner  Increase efficiency and affordability of highly efficient cooling equipment  Energy Star certification - rating (e.g. 20% savings relative to baseline)	Promote compulsory replacement every 2-3 years  Descuento en factura electrica	Number of high efficiency equipments sold
Buildings	Insulation improvements A training program for technicians that would allow the proper installation of this type of equipment Right-sizing equipment Promote the maintenance and operation standards in the medium term Shading		Number of certificated technicians



# Communication Campaign

"You wouldn't dress me in clothes this big. Be sure to pick the right size equipment for your home."



The whole family has a part to play. Reduce your energy consumption, don't waste it, set your temperature to 24 °C



# Communication Campaign

Don't freeze up your family, keep your thermostat at 25°C.



¡No congeles a tu familia! Regula tu termostato a 25°C.

