Vampire Power: Slaying energy use in the consumer electronic supply chain

Wednesday, October 31, 2012
11:30 a.m.-1:00 p.m.
University of California Center Sacramento
1130 K Street, Room LL3, Sacramento, CA

Vampires are lurking all around us. Vampire power is the power used by your electronics -- television, set-top box, DVR, cellphone charger, etc. -- when they are turned off or not performing their primary function. Today, low power mode energy use accounts for about 5% of household electricity consumption, but closer to 10% in California homes. With over 2.9 billion consumer electronics devices in the US and growing, there is a tremendous opportunity for consumers and policy-makers to identify solutions for reducing vampire loads and otherwise improving energy efficiency in these devices. Through supply-chain improvements and new technologies we can significantly reduce energy consumption which will benefit consumers and energy providers alike.

This session will look at new innovations that can minimize unnecessary energy usage and how California policy-makers are helping to realize these savings through research, new standards, and incentives. Businesses will discuss new technological innovations, including those incorporated within devices and separate from them to better manage energy use without sacrificing utility. The California Energy Commission (CEC) will outline recent “plug-load” regulatory proceedings on consumer electronics and leading academic researchers will present recent data on electronics energy use and new technologies.

This policy forum will ask the following key questions:

1. How much energy is used by popular electronic devices like computers, servers, TVs, and set top boxes and where are the greatest energy savings opportunities?

2. How does electronic device energy use impact overall building energy consumption?

3. Where are the greatest technological innovations occurring in consumer electronic devices and how will these influence future energy use patterns?

4. How can energy saving innovations play a role in guiding state appliance standards and vice versa?

In honor of the Halloween season, the person with the best costume at this event as judged by our panel will receive a Smart Electronic Initiative Vampire Slaying kit!
Speakers and panelists:

**Anthony Eggert (Moderator)** is the executive director of the UC Davis Policy Institute for Energy, Environment and the Economy which is dedicated to leveraging university expertise to inform better policy. From 2007 through 2012 Eggert served as an appointee of Governors' Brown and Schwarzenegger in several senior policy positions overseeing clean energy and environmental policy development for California including Science and Technology Policy Advisor to the Chair of the Air Resources Board, Commissioner for the California Energy Commission, and Deputy Secretary for Energy Policy of the California Environmental Protection Agency. Prior positions include advising the University of California on federal energy and climate policy, directing research on low-carbon fuels and vehicles at UC Davis’ Institute of Transportation Studies, and as an engineer and then manager for Ford Motor Company.

**Bruce Nordman** is a research scientist at Lawrence Berkeley National Laboratory. He has degrees in Architecture and Energy & Resources from U.C. Berkeley. He works on energy policy, including for the Energy Star program, as well as helps develop network technologies that reduce energy use.

**David Hungerford** advises California Energy Commissioner Andrew McAllister on energy efficiency policy. He formerly served as Special Advisor to Commissioners Arthur Rosenfeld and Anthony Eggert. His areas of responsibility include energy efficiency, appliance standards, building standards, alternative transportation fuels, smart grid, and demand forecasting. He most recently served as the Energy Commission’s Lead Staff on demand response policy development. Dr. Hungerford’s professional career has focused on conducting and overseeing evaluation research of energy efficiency and demand response programs and using those results to analyze the impacts of policy change for the purpose of developing and guiding policy initiatives. He has served on two National Academy of Sciences panels, developing reports to Congress on energy policy issues including appliance standards and national energy surveys, and on numerous technical advisory committees for investor-owned utility programs and public interest energy research (PIER) projects. His professional focus is in energy policy analysis and his research interests are in technology/society issues, technology adoption, consumer behavior, and social change applied to the problem of energy consumption. He received his Ph.D. in 2003 from the University of California, Davis in Human Ecology and holds a B.A. in English and Environmental Studies from Baylor University.

**Panama Bartholomy** is a special advisor to the Speaker of the Assembly, John A Perez. He was recently the Deputy Director of the California Energy Commission’s Efficiency and Renewables Division. He spent four years as an advisor for Chairmen Douglas and Pfannenstiel, where he led efforts on their behalf on the American Reinvestment and Recovery Act, clean energy workforce development, land use, renewable energy, and green building for the Division of the State Architect where he started and then ran the Sustainable Schools program. He serves on the City of Sacramento Planning Commission and the County of Sacramento Environmental Commission, and is the president and board member of the Northern California Chapter of the United States Green Building Council.