

Mexico's Appliance Energy Efficiency Programme

*Session 2 – Overcoming Challenges and Leveraging Success
Factors in MEPS Implementation, November 18, 2025*

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Mexico's MEPS Journey: Overview

01

- First MEPS in mid-1990s; >30 appliances now covered

02

- Led by a strong energy efficiency architecture

03

- Continuous cycle: design → consultation → testing → revision

04

- Alignment with North American supply-chain standards

Institutional Architecture

- SENER – policy direction

- CONUEE – technical authority

- Standards Bodies (NOMs) – mandatory standards

- PROFECO – consumer protection & enforcement

- Utilities & FIDE – incentive programmes

Key Achievements



- Major reductions in electricity consumption (5TWh/year)



- 'Cash-for-Coolers' replaced ~1.5M appliances



- 20–40% efficiency gains through MEPS updates



- Strong coordination with US/Canada

Challenges in MEPS Design



- Limited early testing infrastructure



- Industry concerns about compliance timelines



- Need for harmonisation with trading partners



- Balancing affordability with performance

Challenges in MEPS Implementation



- MARKET SURVEILLANCE GAPS



- INFORMAL APPLIANCE MARKET



- POLITICAL
CONTINUITY
CHALLENGES



- LABELLING
COMPLIANCE OUTSIDE
MAJOR RETAIL CHAINS

Success Factors

- Stakeholder engagement from the start
- Clear communication on compliance pathways
- Complementary incentives & financing
- Culturally relevant public education
- Data-driven revision cycles

Consumer Education Strategy

- Large telenovela-based campaigns
- Messages on savings, trust, product quality
- Strong impact on label recognition
- Demonstrates value of culturally aligned outreach

Lessons for APEC Member Economies



- GOVERNANCE + COMMUNICATION + INDUSTRY ALIGNMENT



- INCENTIVES TO SUPPORT AFFORDABILITY



- REGIONAL HARMONISATION LOWERS COSTS



- INVESTMENT IN TESTING & CONFORMITY ASSESSMENT



- STRUCTURED MEPS REVIEW CYCLES

Conclusion

- MEPS deliver long-term cost savings & competitiveness
- Mexico experience offers transferable lessons
- Many elements applicable across APEC economies

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