

MEXICO

1. GOALS ON EFFICIENCY IMPROVEMENT

1.1. Overall energy efficiency improvement goals

a) Key Official Indicator

Reduction of national energy consumption over a baseline constructed.

b) Goals

To reduce final energy consumption to year 2012, with 26 action lines that include the electrical, thermal and engine fuel energy consumption.

c) Base year

Energy Sector Program (PROSENER): 2006, with a target of 21 685 GWh in savings from electrical power consumption.

National Program for Sustainable Use of Energy (PRONASE): 2009.

d) Goal year

Energy Sector Program (PROSENER): 2012, with a target of 43 416 GWh in savings from electrical power consumption.

National Program for Sustainable Use of Energy (PRONASE): 2012, with impact of around 43 TWh in energy reduction for final use of energy (from baseline).

1.2. Sectoral energy efficiency improvement goals

(a) Sector

From PRONASE, goals are addressed in seven areas:

1. Increase the full performance of the national vehicle park.
2. Increase the lighting park efficiency.
3. Increase the electrical and electronic appliances park efficiency.
4. Increase the cogeneration capacity.
5. Reduce energy consumption by environmental conditioning in buildings.
6. Increase the efficiency of industrial motors park with highest consumption.
7. Increase the water pumping systems efficiency.

In addition, there are some programs in permanent operation such as Daylight Saving Time; Energy Efficiency Standards Program; Energy Saving Program for the Federal Public Administration, among others.

(b) Goals

In the PRONASE, the opportunity areas that have the highest potential to reduce energy consumption are: transport (9.0 TWh 2010-2012), lighting (19.2 TWh in 2010-2012), equipments

and appliances (6.6 TWh 2010-2012), cogeneration (2.1 TWh 2010-2012), buildings (1.4 TWh 2010-2012), industrial motors (3.5 TWh 2010-2012) and water pumps (0.2 TWh 2010-2012).

(c) Base Year

The base year is 2006 for PROSENER and 2009 for PRONASE.

(d) Goal Year

For both programs the goal year is 2012, but the impact from PRONASE is estimated up to 2030.

1.3. Action plans for promoting energy efficiency

a) Name

Sustainable Use of Energy for Final Use

b) Objectives

1. Transport. Increase the performance of the national vehicle park.
2. Lighting. Increase the efficiency of the lighting park.
3. Equipment and appliances. Increase the efficiency of equipment and appliances.
4. Cogeneration. Increase the capacity of cogeneration.
5. Buildings. Reduce energy consumption by ambient air conditioning in buildings.
6. Industrial motors. Increase the efficiency of industrial motors of highest consumption in the park.
7. Water pumping systems: Increase the efficiency of water pumping systems.

c) Applicable sectors

Transport, Lighting, Equipments and Appliances, Cogeneration, Buildings, Industrial Motors and Water Pumping Systems.

d) Outline

PROSENER:

Strategy III.1.1 - To propose financial policies and mechanisms to accelerate the adoption of energy efficiency technologies in public and private sectors.

Strategy III.1.2 - To drive the optimization in the supply and use of energy from entities and organizations that make up the Federal Public Administration.

Strategy III.1.3 - To extend coordinated actions among public, social and private sectors, to encourage the efficient use of energy in the population.

Strategy III.1.4 - To promote the reduction of energy consumption in households and buildings.

Strategy III.1.5 - To promote efficient generation of electricity through self supply and cogeneration.

Strategy III.1.6 - To integrate public policy proposals that boost the potential of efficient cogeneration.

Strategy III.1.7 - To promote a series of regulations to allow the Regulatory Energy Commission (CRE) to broaden and strengthen its regulatory powers in regulating and promoting efficient cogeneration.

Strategy III.1.8 - To support research activities related to increasing efficiency in generation distribution and electrical energy consumption activities.

PRONASE:

Strategy 1.1: Increase fuel efficiency of the vehicles added to the national fleet.

Strategy 1.2: Improve best practices in vehicle utilization.

Strategy 2: Increase the efficiency of the lighting inventory.

Strategy 3.1: Increase the efficiency in equipments and appliances added to the inventory inventory.

Strategy 3.2: Replace inefficient equipments and appliances in the inventory.

Strategy 4: Promote the cogeneration in final users with high energy demand.

Strategy 5.1: Improve the insulation on new buildings.

Strategy 5.2: Promote best practices in buildings.

Strategy 6.1: Increase the efficiency of industrial motors added to the inventory.

Strategy 6.2: Substitute inefficient industrial motors in the inventory.

Strategy 7: Refurbish existent pumping systems.

e) **Financial resources and budget allocation**

National Commission for the Efficient Use of Energy's (CONUEE's) budget is allocated by the Ministry of Energy (SENER).

f) **Method for monitoring and measuring the effects of action plans**

Monitoring is carried out every six months or annually and results are reported in the following documents: Activities Report of the Ministry of Energy, Government Report, Sector Outlook, and National Energy Balance. In addition, CONUEE has developed its Annual Work Program, according with the Law for the Sustainable Use of Energy and its ordinance, which is the programmatic document that establishes the objectives, strategies, action lines, goals and indicators for each fiscal year.

g) **Expected results**

PROSENER: 43 416 GWh (electricity)

PRONASE: 43 TWh (of the whole energy abatement impact between 2010 and 2012)

h) **Future tasks**

Goals are expected to be achieved by 2012

1.4. Institutional structure

1.4.1 Central Institutional Structure

a) Name of organisation

Mexico's public body in charge of energy efficiency programs for final use is the National Commission for the Efficient Use of Energy – CONUEE (formerly known as National Commission for the Energy Saving - CONAE) which is an independent government administrative agency of the Ministry of Energy (SENER), with technical and operative autonomy. It aims to promote energy efficiency and establish itself as a technical body, in terms of sustainable use of energy.

Within the current framework, energy efficiency comprises all actions leading to an economically feasible reduction of the quantity of energy required to satisfy energy needs of the services and goods demanded by society, ensuring an equal or higher quality level, as well as a decrease in the negative environmental impacts resulting from the generation, distribution and consumption of energy. This includes the replacement of non-renewable sources for renewable sources.

CONUEE's responsibilities are:

In terms of Standardization and other regulatory practices:

1. Implement the registration of users who have obtained the certificate of a person or institution responsible for energy;
2. Binding opinions to the agencies of the Federal Public Administration, in relation to best practices for sustainable use of energy;
3. Recommendations to states, municipalities and individuals; in relation to best practices for sustainable use of energy;
4. Develop a program for individuals seeking to promote the implementation of certification processes, products and services, and monitoring the implementation of voluntary processes that they develop in order to improve their energy efficiency; and according to the Regulation of the Law for the Sustainable Use of Energy in the ninth transitory, this one establish the publication of the certification program will take place in a period of one year after the publication of the already mentioned.
5. Order verification visits, request the submission of information as well as of personnel carrying out activities related to sustainable use of energy, to supervise and monitor the fulfilment of applicable legal provisions.

In terms of Public Policies for Sustainable Use of Energy:

1. Facilitate the optimal use of energy;
2. Develop and issue methodologies for the quantification of greenhouse gas emissions by the exploitation, production, processing, distribution and consumption of energy as well as emissions avoided, due to the inclusion of actions for the sustainable use of energy.
3. Develop and issue methodologies and procedures for quantifying the use of energy and determine the economic value of consumption and the avoided processes arising from the use of sustainable energy.

In terms of Liaison, Innovation and Promotion:

1. Prepare and publish books, catalogs, manuals, articles and technical reports on the work undertaken by the Commission.
2. Disseminate in scientific publications, results of studies and projects that promote sustainable use of energy.
3. Provide technical assistance on sustainable use of energy to the agencies of the Federal Public Administration, as well as to state governments and municipalities that request it, and the signing of agreements to that effect.
4. Participate in the dissemination of information between government and social sectors.

In terms of Information and Evaluation:

1. Implement the National Information Subsystem about Use of Energy and its update and availability.
2. Implement and update information about Funds and Trust Funds aimed at sustainable use of energy and that have been constituted by the Federal government, receiving federal resources or where the Federal government offers guarantees.

b) Status of organisation

CONUEE: technical arm of the Ministry of Energy, supervisor and implementation entity with the aim to articulate the sustainable use of energy policies in the country.

c) Roles and responsibilities

- Promote energy efficiency.
- Constitute itself as a technical character body to articulate national policy in sustainable use of energy.

d) Covered sectors

Transport, Lighting, Equipments and Appliances, Cogeneration, Buildings, Industrial Motors, and Water Pumps.

e) Established date

CONUEE was created from the entry into force of the Law for Sustainable Use of Energy, published on 28 November, 2008, which also stated allocation of all human and material resources belonging to the formerly National Commission for Energy Saving (CONAE).

f) Number of staff

86 employees

1.4.2 Activities on energy efficiency improvement.

The National Commission for Energy Efficiency (CONUEE) is a quasi-decentralized administrative agency of the Secretary of Energy, with technical and operative autonomy. It aims to promote energy efficiency and establish itself as a technical body, in terms of sustainable use of energy. CONUEE was created from the entry into force of the Law for Sustainable Use of Energy, published on November 28, 2008, which states that all human and material resources of the National Commission for Energy Saving (CONAE) shall be allocated to this new Commission

Sustainable Use of Energy, is conceived as the optimal use of energy in all processes and activities for exploitation, production, processing, distribution and consumption, including energy efficiency.

Within the current framework, energy efficiency means all actions leading to an economically viable reduction of the quantity of energy required to satisfy energy needs of the services and goods demanded by society, ensuring an equal or higher quality level, as well as a decrease in the negative environmental impacts resulting from the generation, distribution and consumption of energy. This includes the replacement of non-renewable sources for renewable sources.

CONUEE's responsibilities are:

- a) In terms of Regulations:
 1. Implement the registration of users who have obtained the certificate of a person or institution responsible for energy;
 2. Binding opinions to the agencies of the Public Federal Administration, in relation to best practices for sustainable use of energy;
 3. Issue recommendations to states, municipalities and individuals; in relation to best practices for sustainable use of energy;
 4. Develop a program for individuals seeking to promote the implementation of certification processes, products and services, and monitoring the implementation of voluntary processes that they develop in order to improve their energy efficiency;
 5. Order verification visits, request the submission of information as well as of personnel carrying out activities related to sustainable use of energy, to supervise and monitor, the fulfilment of applicable legal provisions.
- b) In terms of Public Policies for Sustainable Use of Energy:
 1. Facilitate the optimal use of energy from their exploitation to its consumption;
 2. Develop and issue methodologies for the quantification of greenhouse gas emissions by the exploitation, production, processing, distribution and consumption of energy as well as emissions avoided, due to the inclusion of actions for the sustainable use of energy;
 3. Develop and issue methodologies and procedures for quantifying the use of energy and determine the economic value of consumption and the avoided processes arising from the use of sustainable energy.
- c) c) In terms of the Promotion and Dissemination:
 1. Prepare and publish books, catalogs, manuals, articles and technical reports on the work undertaken by the Commission;
 2. Disseminate in scientific publications, results of studies and projects that promote sustainable use of energy;
 3. Provide technical assistance on sustainable use of energy to the agencies of the Federal Public Administration, as well as to state governments and municipalities that request it, and the signing of agreements to that effect;
 4. Participate in the dissemination of information between Government and social sectors.
- d) In terms of Information and Evaluation:
 1. Implement the National Information Subsystem for the Sustainable Use of Energy;

2. Implement and update information about Funds and Trust Funds aimed at sustainable use of energy and that have been constituted by the Federal government, receiving federal resources or where the Federal Government offers guarantees.

1.4.3 Regional or Local Institutional Structure

a) Name of organisation

Mexico has established a National Network of Energy State Commissions (RENACE) to streamline state and federal efforts to achieve energy sustainability of the country. RENACE contributes with the elaboration of a sustainable energy policy at national and local level, through the development of projects and programs related to energy sustainability and conservation. RENACE also promotes the creation of information systems and information network in most states.

b) Status of organisation

Policymaker, regulator and implementer

c) Roles and responsibilities

Achieve the combined efforts of the states with the Federal government to ensure the energy sustainability of the country.

d) Covered sectors

Industrial, commercial and services, residential, transport, government

e) Established date

2008

f) Number of staff

The personnel depends on each State Commission

1.5. Information dissemination, awareness raising and capacity building

a) Information collection and dissemination

The monitoring of results is done every six months or annually and they are reported in the following documents:

- Activities Report of the Ministry of Energy
- Government Report
- Sector Outlook documents
- National Energy Balance

b) Awareness raising

Electrical Energy Savings of 19 774 GWh in 2008 for PROSENER goals. (Energy Efficiency Standards, Industrial, Commercial and Public Sector, Daylight Saving Time and Residential Sector).

c) Capacity building

No information available

1.6. Research and development in energy efficiency and conservation

PRONASE, in order to capture the identified potential by sustainable use of energy strategies, requires actions of collaboration between multiple organizations. These actions must be translated into public policy enforceable in the short and medium term.

The groups of actions to be undertaken to achieve the objectives are:

1. Institutional Strengthening
2. Inter-agency coordination
3. Education, training, information and communication
4. Linking with outside

These groups focus in research, development and conservation in energy efficiency through actions like:

- Set up a formal education and researcher's development
- New institutional programs for all education levels
- Standard Program for energy efficiency.
- Get accurate and effective information for population in relation with their energy consumption
- Prepare and publish books, catalogs, manuals, articles and technical informs about energy efficiency works.
- Promote technology application, and equipment, appliances and vehicles energetic efficiency.

2. MEASURES FOR ENERGY EFFICIENCY IMPROVEMENTS

2.1. Government Laws, Decrees, Acts

a) Name

LASE - *Ley para el Aprovechamiento Sustentable de la Energía* (Law for Sustainable Use of Energy).

RLASE – *Reglamento de la Ley para el Aprovechamiento Sustentable de la Energía* (Ordinance of the Law for Sustainable Use of Energy)

b) Purpose

Promote a sustainable use of energy through the optimum use of it in all its processes and activities from its holding to its consumption.

c) Applicable sectors

All sectors

d) Outline

28 November 2008 was published.

11 September 2009 was published.

e) Financial resources and budget allocation

Depending on availability of resources for each fiscal year.

f) Expected results

Mexican government expects fulfilment through PROSENER and PRONASE.

2.2. Regulatory measures**2.2.1. Minimum Energy Performance Standards (MEPS) and labelling****a) Name**

Energy Efficiency Standards

b) Purpose

Create standards to effectively contribute to the saving and efficient use of energy

c) Applicable sectors

Industry, residential, commercial and services, government

d) Outline

Mexico's mandate for Energy Efficiency Standards comes from a generic law, the Ley Federal sobre Metrología y Normalización (Federal Metric and Standardization Law) of July 16, 1992, which defines the Normas Oficiales Mexicanas – NOM (Official Mexican Standards). The NOMs are enacted by the Federal Secretariats, according to their areas of competence. In the case of energy efficiency, it is the Ministry of Energy, through the National Commission for the Efficient Use of Energy – CONUEE (formerly CONAE), that enacts the mandatory standards.



Figure 2. Official Mexican Standards (NOM's) logo

Firstly, Mexico adopted energy standards in 1995 and has since established standards for eighteen products. Many of their standards are modeled on those of the U.S., but have been adapted to local situations and experience from their own program.

The following table presents the Official Mexican Standards (NOM's) in energy efficiency that have been published:

Norm Code	Product
NOM-011-ENER-2006	Central Air Conditioner (Packaged Terminal)
NOM-011-ENER-2006	Central Air Conditioner (Split Type)
NOM-017-ENER/SCFI-2008	CFL's
NOM-005-ENER-2000	Clothes Washers
NOM-015-ENER-2002	Freezers
NOM-009-ENER-1995	Insulation (Thermal)
NOM-013-ENER-2004	Lighting System (External)
NOM-007-ENER-2004	Lighting System (Indoor)
NOM-014-ENER-2004	Motors (1-phase Induction)
NOM-016-ENER-2002	Motors (3-phase Induction)
NOM-004-ENER-2008	Pumps (Centrifugal)
NOM-006-ENER-1995	Pumps (Deep Well)
NOM-010-ENER-2004	Pumps (Submersible)
NOM-001-ENER-2000	Pumps (Vertical)
NOM-021-ENER/SCFI-2008	Room Air Conditioners (Packaged Terminal)
NOM-021-ENER/SCFI-2008	Room Air Conditioners (Window)
NOM-015-ENER-2002	Refrigerator
NOM-015-ENER-2002	Refrigerator – freezer
NOM-022-ENER/SCFI/ECOL-2000	Refrigerators (Commercial)
NOM-003-ENER-2000	Water Heaters (Gas)
NOM-019-ENER-2009	Tortilla mechanical machines

Sources: www.clasponline.org and www.conuee.gob.mx/wb/CONAE/CONA_1002_nom_publicadas_vigen

Under Mexican law and as an element of the standards, CONUEE also implements a mandatory (as shown in Figure 3) comparative labelling program for room and central air conditioners, refrigerators and/or refrigerator-freezers, clothes washers, centrifugal residential pumps, gas water heaters, commercial refrigeration, and non-residential building envelopes.



Figure 3. Energy Efficiency label for a washing machine

Labelling is mandatory for the following electrical products offered for sale in Mexico:

- Central air conditioners (packaged terminal)
- Central air conditioners (split type)
- Clothes washers
- Freezers
- Pumps (centrifugal)
- Room air conditioners (packaged terminal)
- Room air conditioners (window)
- Refrigerators
- Refrigerator-freezers
- Refrigerators (commercial)
- Water heaters (gas)

e) Financial resources and budget allocation

For 2009, the budget considered for the National Commission for the Efficient Use of Energy was \$51.35 million Mexican pesos (equivalent to 3.92 million USD)¹

f) Expected results

From 17 963 GWh (2007) to 22 397 GWh (2012) for PROSENER

From 2009 to 2030 1 738 TWh for PRONASE (new standards for light and heavy vehicles; lighting; appliances and heater; homologation of some other standards with USA and Canada; air conditioning, and industrial engines)

2.3. Voluntary measures

2.3.1 Voluntary Certification Program for Products, Processes and Services

The Law for Sustainable Use of Energy establishes that the National Commission for the Efficient Use of Energy will develop a program to promote process, products and services certifications, as well as supervision of them. On behalf of these, this Commission will:

- Develop a methodology for process, products and services certifications.
- Establish an approving and accreditation system of official auditors and/or officials. Determining the procedures and requirements that will need to fill the people interested to full fill the already mentioned system, in which on each case, they will observe what is established under the Metrology and Standardization Federal Law.
- Develop training programs in auditory and official matters of energetic character.
- Instrument an identification system to aloud the identification of the firms that have been certified their process, products and services.

¹ At an average currency of 2009 of 13 MXN per 1 USD.

- Promote the creation of support regional centers for small and medium firms, with the final purpose to facilitate the certification of process, products and services.
- Agree or arrange between individual or legal, public or private entities on the certification

2.3.2 Mexican Standards (NMX)

The Ley Federal sobre Metrología y Normalización (Federal Metric and Standardization Law) of 16 July 1992, defines the voluntary standards called Normas Mexicanas – NMX (Mexican Standards). In Mexico, the Asociación de Normalización y Certificación - ANCE (Standardization and Certification Association) is in charge of elaborating the NMX related to the electric sector. It can also certify other sectors and has its own laboratory for conducting various standardized test procedures.

Mexican Standards are voluntary; however, if an Official Mexican Standard (NOM) makes reference to one or more Mexican Standards (NMX), the product must comply with the requirements on those Standards, as well.

2.3.2 The Electrical Power Saving Trust Fund (FIDE) mark

Mexico has the Sello FIDE, a voluntary energy efficiency endorsement seal given by the Electric Power Saving Trust Fund (FIDE) since mid 1995. Manufacturers have to submit certified test results on their products to confirm that these cover the Sello FIDE requirements if approved, manufacturers pay for marking and sign an agreement stipulating length of validity of the Sello FIDE endorsement, how it can be displayed, renovation and cancellation of labeling, etc. Manufacturers can then display the Sello FIDE (as shown in Figure 4) on their products. FIDE advertises the Sello FIDE in order to entice consumers to look for it when purchasing electrical equipment.



Figure 4. FIDE's Mark logo

a) Name

Responsible Energy Users Registry (Registro de Usuarios Energéticamente Responsables)

b) Level

Central, regional and local

c) Purpose:

To develop a registry

d) Applicable Sectors:

Industry, transport, commercial and services

2.4. Financial measures taken by the government**2.4.1. Tax scheme**

No information available

2.4.2. Low interest loans

No information available

2.4.3. Trusts and Funds

The main goals of the Hydrocarbon Sector Funds is to foster scientific research and applied technology for the exploration, operation and refinement of hydrocarbons, like production of basic petrochemicals, as well as the adoption, innovation, assimilation, technological development and training of specialized human resources in the afore mentioned issues. On the other hand, the financial resources of the Sector Fund for Energy Sustainability will be allocated for the financing of projects which main objectives are scientific research and applied technology for renewable energy sources, energy efficiency, use of clean technologies, diversification of primary sources of energy, as well as the adoption, innovation, assimilation and technological development in the indicated matters.

Both funds will receive financial resources from the annual payment of PEMEX Exploration and Production's duty which is will reach a rate of 0.65% of the annual crude oil and natural gas sales, in order to support scientific and technological research on energy topics. In 2008 the Income Law considered from an amount of 1 100 million MXN, that 55% would be allocated to the Sector Fund of Hydrocarbons; 10% to the Sectorial Fund for Sustainable Energy and the remainder 35% to the Scientific Research and Technological Development Fund of the Mexican Petroleum Institute (IMP).

The Sectorial Funds will contribute to the development and technological innovation for two main national priorities: to ensure the energy supply and the care of the climate change.

a) Level of Government (central/regional):

Central and Regional.

b) Name of Policy:

Sector Funds of Hydrocarbons and Energy Sustainability.

c) Responsible Department / Agency:

Ministry of Energy (SENER) – Science and Technology National Council (CONACYT).

d) Applicable Sectors:

Industry, Transport, Commercial and Services, Power, Government.

e) Other information:

According to the Law for the Sustainable Use of Energy, CONUEE has gathered information about other funds and trusts that support directly or indirectly the sustainable use of energy, these are:

- Scientific and Technological Development Fund for the promotion of the production and financing of dwelling and housing sector performance from the National Housing Commission.
- Electric Energy Saving Trust (in short, FIDE)
- Trust Fund for the Constitution of a Financing Revolving Fund for the Program of Mexicali Valley House Insulation (in short, Fipaterm)
- Trust Funds for Rural Development (in short, FIRA)
- Fund for the Energetic Transition and Sustainable Use of Energy from the Ministry of Energy.

2.5. Energy pricing

Prices and tariffs of electricity, natural gas and liquefied natural gas are regulated by the Energy Regulation Commission (CRE).

2.6. Other efforts for energy efficiency improvements

2.6.1. Cooperation with non-government organisations

Mexican Government cooperates with Non-Government Organizations (NGO's) to stimulate energy efficiency; some of these organisms are listed below:

- Asociación de Empresas para el Ahorro de Energía en la Edificación
- Asociación de Técnicos y Profesionistas en Aplicación Energética, A.C.
- Asociación Nacional de Energía Solar
- Centro Mexicano de Derecho Ambiental
- Centro Mexicano para la Producción más Limpia
- Foro para el Desarrollo Sustentable, A.C.
- Mexico – United States Foundation for Science (FUMEC)
- Fundación para el Desarrollo Sustentable, A.C.
- Greenpeace – Mexico
- Grupo de Estudios Ambientales
- Centro Mario Molina
- International Center on Clean Transportation, among others.

2.6.2. Cooperation through bilateral, regional and multi-lateral schemes

The Mexican Government cooperates through bilateral schemes with some European countries. In the case of Europe, Mexico has bilateral cooperation with Germany by the German Technical Cooperation (GIZ for its name in German, formerly known as GTZ) for the promotion of

renewable energies and energy efficiency, and recently with The Netherlands through the “Understanding Memorandum” for bilateral cooperation in energy matters.

Also, the Mexican Government has multi-lateral schemes such as the North American Energy Working Group (NAEWG) formed by Canada, United States and Mexico, to fostering communication and cooperation among the governments and energy sectors of the three countries; enhancing North America energy trade, development, and interconnections; and promoting regional integration and increase energy security for the people of North America.

On the other hand, the Mexican Government has bilateral cooperation with Japan by the Japan International Cooperation Agency (JICA) to get an Energy Management System which aloud the certification of process, products and services as well as human resources experts on the field and at the superior institutions and engineering colleges that will make future students to get a sustainable and efficient use of energy knowledge.

2.6.3. Other cooperation/efforts for energy efficiency improvements

- No information available

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