

**U.S. Department of Commerce**  
**Renewable Energy and Energy Efficiency Advisory Committee**  
**Charter V, 2018-2020 | Recommendation Fact Sheet**

**Recommendation #3 [Approved February 28, 2019] on  
U.S.-European Union Trade Agreement Negotiating Objectives**

We recommend that the Secretary provide advice and technical support to the Office of the U.S. Trade Representative in negotiation of a U.S.-European Union Trade Agreement (“Agreement”) that will enable U.S. exports of renewable energy and energy efficiency goods and services to EU Member States to be fairly compared for their ability to deliver best value to energy markets. The terms of the Agreement should include commitments that facilitate market access and create greater compatibility with international standards and thereby enhance the export competitiveness of U.S. companies seeking to serve the EU market.

**Sub-Committee:**

Market Access

**Background Information:**

The European Union has set ambitious goals for reduction of energy usage as well as the percentage of energy demand to be met by renewable generation. However, market share of U.S. suppliers remains low relative to EU-based competitors. The EU has also recently adopted new legislation on energy and electricity regulation, renewable energy, energy efficiency, and energy performance of buildings. In the area of product energy efficiency, the EU has and is developing more minimum energy performance regulations for specific products under its Ecodesign Framework Directive.

**Expected Effect on U.S. Export Competitiveness:**

A U.S.-EU Trade Agreement should commit the parties to (1) much greater transparency and information exchange on RE&EE matters, including safety and performance standards, and (2) market liberalization and openness in the EU to U.S. RE&EE products and services exports.

**Specific Agencies Responsible for Implementation:**

U.S. Department of Commerce, Office of the U.S. Trade Representative, U.S. Department of State, and U.S. Department of Energy

**Key Milestones to Track Success:**

- Inclusion of RE&EE-export-beneficial provisions in the U.S.-EU Trade Agreement, including:
  - Liberalization of energy services and tariff-free market access for RE&EE goods and services (referencing technologies covered in the REEEAC charter)
  - Adoption of modern regulatory approaches and market designs that fairly compare all energy sector technologies
  - Adoption of technology-agnostic procurement mechanisms that deliver evidence-based best lifecycle value to meet energy market requirements
  - Compliance with robust and enforceable intellectual property rights
  - Provisions eliminating tariffs for imports in the sector, with an emphasis on products that are subsequently re-exported to third countries
  - Elimination of unjustified barriers to international harmonization of codes and standards for hardware, software, communications, safety and security
- Value of U.S. exports to EU of RE&EE products and services