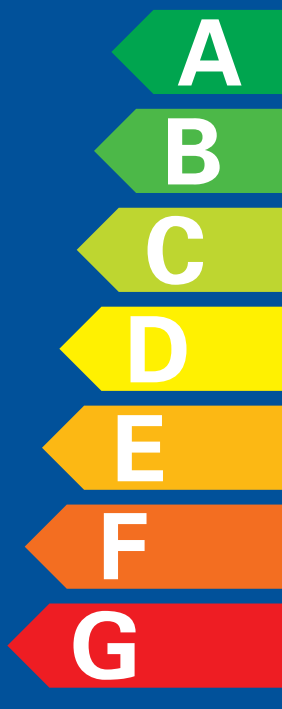
TRAINING PROGRAM FOR DOMESTIC APPLIANCES MANUFACTURERS, DEALERS AND RETAILERS

Energy Labelling: How to use it for your benefit?



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May 2006

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CONTENT

1 Executive Summary

Energy labels: a marketing advantage and how to use them to inform the customers

Appliance manufacturers and retailers play an important role in the selection process of final customers in several ways. But one influence on customer decisions, aside from choosing a particular brand in a particular shop, is the energy consumption of the appliance during its lifetime. This will affect both the customer's future energy bills, and the state of the environment through the associated emissions.

Helping the customers to choose an energy efficient appliance will not only help them to lower their own expenditures on energy bills, but also benefit the environment. In addition it will help you to promote your brand and company! Please read this brochure to find out how! It was designed to explain the rules of energy labelling and the related legislation and to provide appliance manufacturers and retailers with suggestions on how to use it for their own benefit.

Public polls show that energy efficiency is one of the main considerations for clients when choosing a new appliance. With the media regularly commenting on increasing energy prices this aspect can only gain in importance…

The energy label is a tool for simple marking of selected appliances commonly used in households by their energy consumption characteristics. But labels contain also other useful information, which help customers to make purchasing choices. If you help them to find and understand this information, you will get several benefits. Besides this placing labels on appliances at the points of sale is compulsory by law. An active information policy will help you to:

- Increase the turnover and income of the company,
- Increase the satisfaction of clients and shops visitors,
- Lower the number of queries and complains resulting from a lack of information,
- Make a positive impact on the protection of environment by promoting energy efficient appliances,
- Avoid any risk of negative rating from government officials controlling the fulfilment of the label legislation, and
- Gain a competitive advantage in using proper information above those not fulfilling this legal obligation.

If you as an appliance manufacturer or retailer give substantial importance to informing clients about the energy aspects of the appliances, through labels and the related information, you can gain by:

- differentiating yourselves from the competitors,
- increasing the quality of sales activities,
- gaining a further aspect of a marketing presentation of the brand or shop,
- increasing the number of potential clients.

Energy labels must be placed on appliances at the point of sale with no regard to which energy class they belong to. But fulfilling this legislative requirement may turn into a marketing advantage, if labels are further used in sales promotion activities:

- **Competition advantage:** placing labels correctly and using the information contained on it pro-actively may persuade the customers to make the right decision (both in terms of what brand and in which shop to choose it…),
- **Lowering energy bills and protecting the environment:** helping the customers to choose energy efficient appliances will fulfil their expectations and will give them a sense of achievement of something positive.
- **Increase revenues:** a satisfied customer is likely to return to the shop or select the same brand with his next purchase of another appliance. Also, indirectly, lower bills for energy by operating an efficient appliance will leave higher proportion of the family budget for further spending on goods.
- **Increase customer satisfaction:** by supplying the energy and other related information to clients, you answer in advance their questions and help them with the selection

process of the right appliance, brand and shop.

The customer, who buys an energy efficient appliance, will gain:

- A guarantee of returnable investment,
- Lower energy bills,
- Often higher quality level of the product,
- Positive feeling from helping to save the environment.

… it is good, if the customer gets this information and feeling from you…

The annual bill for operating the energy efficient appliance may be significantly lower (naturally, depending in the form of its operation) than of an average or an older one. Therefore the information on the annual energy consumption of the appliance may be crucial for the client to make the final decision. With the strong competition from other brands and shops, it is important that the client gets the information from you! But how to achieve it?

- Make sure that all appliances sold are equipped with the energy labels in a visible place.
- Get to know the information contained on the label and in the attached technical documentation in more detail. It is good to know more than just the energy class. Multiplying the expected annual electricity consumption by actual energy prices may be the right information for the client to make a comparison between various appliances.
- Use the information from the label in other forms of your communication with the clients: catalogues, internet site, email alerts, leaflets and posters, etc. Catalogues and internet pages could even contain a short independent section on explaining the information on labels in more detail.
- Since the image of the energy label is often widely known to the public, it is possible to let the clients know that the specific brand or shop is fully utilising energy efficiency for the benefits of its clients and that customers will find all requested information there!

2 Introduction

Energy is necessary for development and life. However, environmental constraints and lack of non-renewable energy sources reinforce economic and political stakes and encourage policy makers to design strategies which simultaneously fulfil the needs of sustainable development and minimize environmental damage and the economic and social costs arising from energy supply and energy consumption.

The European Commission adopted a Green Paper on Energy Efficiency outlining an ambitious programme with the objective to improve cost-effective energy savings for Europe, equivalent to 20 % of the total EU's current energy consumption. A significant part of this potential lies in households and electrical appliances.

The energy demand in households accounts for 25% of the final energy needs in the EU. Electricity used for domestic appliances in households show the sharpest increase. Higher standards of living and comfort, multiple purchases of electric appliances and the growing need for air-conditioning are some of the main reasons for this trend to prevail. Household appliances use over 600 TWh of electricity. For example, some 20 power plants with the installed capacity of 1000 MW are necessary to secure the operation of the European household's refrigerators and freezers. Energy consumption by consumer electronics and news media as Internet is also steadily growing.

To face the main energy, environment and economic issues, two main policies are used to act concerning energy consumption of domestic appliances:

- **Developing EU labelling schemes:** The aim is to increase consumer's awareness on the energy use of household appliances through a reliable and clear labelling at their sales points: washing machines, dishwasher, oven, air-conditioning systems etc.
- **Mandate Minimum Efficiency Requirements:** Compulsory minimum efficiency requirements which force producers of household appliances to improve the product design in order to lower the energy consumption during their operation.

But labels can also be used in the interest of the appliance manufacturers and retailers, for the promotion of their most energy efficient products, and for enhancing the customer information policy.

This brochure, written as a part of the CE-ECAP project, aims to present the EU energy labelling scheme for domestic appliances and to show it as a beneficial tool for manufacturers and retailers.

This paper is designed to give information and support to manufacturers, dealers and retailers who will find an explanation on what their interests should be and what benefits there are in one of their customers using the Energy Label.

The brochure will give information on the main topics related to Energy Labelling:

- Political and strategic aspects of EU energy policy,
- Directives and legal obligation framework,
- Why and how to do it?
- Consumers perception and behaviour,
- Practical information, for campaign designers, on how to promote energy efficient appliances.

Why were energy labels and energy efficiency standards introduced at all? Because they bring several benefits. When designed and implemented well, their advantages are that:

- They can produce very large energy savings;
- They can be very cost effective and helpful at limiting energy growth without limiting economic growth;
- They treat all manufacturers, distributors and retailers equally;
- The resulting energy savings are generally assured, comparatively simple to quantify, and readily verified.
- They require information supplied from a manageable number of manufacturers rat-

her than asking the entire consuming public to seek for it;

One of the quoted statements on energy savings achieved through energy labelling mentions the evaluation of the impact of the EU labelling scheme on the sales-weighted average energy efficiency of refrigeration appliances, which improved by 26% between 1992 and late 1999. Over one third of this change is attributable to labelling.

3 Political and strategic aspects of EU energy policy

The European Union, as a whole, has a lack of resources to cover its own energy consumption. The EU is therefore obliged to import fossil based energy from elsewhere. Even without high and volatile oil prices, which have led to a downgrading of prospects of economic growth in Europe, there would be very good reasons for the European Union to make a strong push towards an ambitious programme promoting energy efficiency improvement.

3.1 Main stakes of EU energy policy

Three main stakes are driving EU energy policy:

Increase competitiveness:
Although Europe has already made remarkable progress in energy efficiency equipment and services, considerable investments are still needed to harness the potential of cost-effective energy savings. This means the creation of many new high quality jobs in Europe, better living conditions for EU citizens and competitiveness improvement. An average EU household could save between €200 and €1.000 per year in a cost effective manner, depending on its total energy consumption.

Develop environmental protection and reach EU's KYOTO commitments:
The majority of green house gas emissions result from energy use. Therefore energy efficiency is the major way to reduce green house gas emissions to meet Kyoto commitments and further stakes to avoid world temperature increase.

Improve security of supply:
By 2030, on the basis of the present trends, the EU will be 90 % dependent on imports for its requirements of oil and 80 % dependent regarding natural gas. Making a real effort to reduce energy demand would represent a major contribution to promote security of supply for the EU.

3.2 Main EU energy Directives

Within the current context of global uncertainty, the crucial issues of security of supply, green house gas emission impacts and energy prices consequences on European growth, must be addressed with a strong energy policy.

In the last 10 years, not less than 8 main Directives related to the energy field have been discussed and adopted by EU Member States, influencing both energy supply and energy demand:

- **Energy labelling for domestic appliances (92/75/EEC):** The objective of this Directive, which is presented in more detail in this brochure, is to enable the harmonization of national measures on the publication, particularly by means of labelling and of product information, of information on the consumption of energy and of other essential resources, and additional information concerning certain types of household appliances, thereby allowing consumers to choose more energy-efficient appliances. This Directive shall apply to the following types of household appliances, even where these are sold for non-household uses: refrigerators, freezers and their combinations, washing machines, driers and their combinations, dishwashers, ovens, water heaters and hot-water storage appliances, lighting sources, air-conditioning appliances.
- **Ecodesign (2005/32/EC):** This Directive creates a comprehensive and coherent legislative framework for addressing ecodesign requirements with the aim to ensure the free movement of energy-using products within the EU, improve the overall environmental performance of these products and thereby protect the environment, contribute to the security of energy supply and enhance the competitiveness of the EU economy, preserve the interests of both industry and consumers.

- **Common rules for the internal electricity (96/92/EC) and natural gas (98/30/EC) markets:** These two Directives establish common rules for the generation, transmission and distribution of electricity and natural gas.
- **Promotion of electricity produced from renewable energy sources (2001/77/EC):** Its purpose is to promote an increase in the contribution of renewable energy sources to electricity production and to create a basis for a future Community framework thereof.
- **Combined heat and power (2004/91/EC):** This Directive aims to increase energy efficiency and improve security of supply by creating a framework for promotion and development of high efficiency cogeneration of heat and power.
- **Energy efficiency in buildings (2002/91/EC):** Its purpose is to promote the improvement of the energy performance of buildings within the Community, taking into account outdoor climatic and local conditions, as well as indoor climate requirements and cost-effectiveness.
- **Promotion of end-use efficiency and energy services (2006/32/EC):** The prime objective of this directive is to ensure more efficient end use of energy supporting and accelerating the development of a smooth functioning, commercially viable and competitive market for cost-effective energy efficiency measures.

3.3 The EU green paper on energy efficiency

With the price of energy increasing and security of supply being a long term crisis, the European Commission has launched a general debate to identify the best ways to improve European energy efficiency in the year 2005 by publishing "The Green Paper on Energy Efficiency: Do more with less" in which it proposes to joint Member States efforts to define a common EU energy policy.

This Green Paper seeks to identify the bottlenecks presently preventing cost-effective efficiencies from being captured – lack of appropriate incentives, lack of information, lack of available financing mechanisms for example. It then seeks to identify options how these bottlenecks can be overcome, suggesting a number of key actions that might be taken. Examples include:

- Establishing Annual Energy Efficiency Action Plans at national level. Such plans might identify measures to be taken at national, regional and local level and subsequently monitor their success both in terms of improving energy efficiency and cost-effectiveness;
- Giving citizens better information, for example through better targeted publicity campaigns and improved product labelling;
- Improving taxation, to ensure that the polluter really pays, without however increasing overall tax levels;
- Using public procurement to "kick-start" new energy efficient technologies, such as more energy efficient cars and IT equipment;
- Using new or improved financing instruments, both at Community and national level, to give incentives, but not aid, to both companies and householders to introduce cost-effective improvements.

As a first conclusion from the appliance's organisations point of view, regular increase of energy prices and the attention given to environmental problems by both individuals and the official institutions gives higher priority to energy efficient appliances by both main consumer groups – the household and institutional buyers. So, the utilisation of energy savings potentials and its proper promotion by marketing and information instruments, like for example the energy labels, can help appliance manufacturers and retailers in their work. This evolution seems to be a very good opportunity to transform the appliance's market and should be anticipated by all stake-holders.

4 Energy labelling for domestic appliances

Policy Development in the European Union – appliances energy efficiency Directives and commitments

The present position of Central and Eastern European Countries (CEECs) – New Member States of the European Union or countries that are currently preparing EU Accession – provides the driving force for harmonisation of product related legislation on a national level with the EU internal market regulations and policies. The EU policy framework in the area of appliance energy efficiency is implemented by a combination of two elements: the EU Acquis and Negotiated Agreements.

4.1 EU Acquis

From the viewpoint of CEECs, major attention is paid to the EU Acquis, which takes the following forms:

4.1.1 Regulations
– binding and directly applicable

Regulations, which are binding and directly applicable in all Member States from the date of their coming into force. In the area of appliance energy efficiency, this refers to the Regulation (EC) No 2422/2001 of the European Parliament and of the Council on a Community energy efficiency labelling programme for office equipment.

4.1.2 Directives

Directives which are binding as to the result to be achieved but leave the national administrations to decide on the method of achieving that result. Member States are required to make the necessary changes in their laws and administrative arrangements to comply with the requirements of the directive by the date specified in it. With reference to the purpose of the respective directives, the main areas need to be distinguished:

Energy Labelling:

This area is based on a framework directive (92/75/EEC), which **provides a legal basis for energy labelling of household appliances, requiring the manufacturers to supply and the retailers to attach an energy performance indicating label to appliances when displayed for sale**. Its implementing directives provide a description of what the indication should be for a specific appliance, given an energy consumption measured according to a European test standard.

• Directive 92/75/EEC on energy labelling for appliances and implementing measures covers:
  – Refrigerators, freezers and combinations
  – Washing machines
  – Tumble driers
  – Dishwashers
  – Lamps
  – Ovens
  – Domestic air conditioners

4.1.3 Decisions
– binding upon whom they are addressed

Decisions, which are binding upon whom they are addressed. They may be addressed to Member States, but are usually addressed to particular undertakings or individuals as, for example, Commission Decision 2003/367/EC on the coordination of energy efficient labelling programs for office equipment between the EU and the US (Energy Star, which is a labelling programme that manufacturers can voluntarily participate in), which directly affects all EU-based companies, though the Energy Star mark is to be implemented by national administration.

The implementation of EU Acquis is dependent on national administrations for its transposition into national law. The European Commission, which is responsible for overseeing the application of EU law in the Member States and across the EU generally, scrutinises steps taken by each of the national administrations. The non-compliance

can lead to sanctioning measures, either against the individual free-riding companies, or against the responsible Member State(s). For this reason, it is of high importance that the Acquis reflects the national circumstances res. priorities.

4.2 Negotiated Agreements

The second element of EU policy in the area of appliance energy efficiency present the Negotiated Agreements, which are based on negotiations between the European Commission and appliance manufacturers or their associations, who agree to increase the energy efficiency of their products in return for not adopting mandatory legislation. The pay-off for the manufacturers, besides gaining a potential competitive advantage in terms of corporate image improvements, is the fact that the voluntary effort can be implemented to their preference, leaving upon them to decide how and when to achieve the objective of the agreement, which allows them to minimize the cost of the measure. Up to now, the European Commission concluded the following Negotiated Agreements:

- Washing Machines (agreed on 24. 7. 1997; applicable from 22.10.1997 to 31.12.2001) followed by 2nd CECED Unilateral Commitment on reducing energy consumption of domestic washing machines (2002-2008) (agreed 31. 10. 2001)
- Dishwashers (agreed on 19. 9. 2000)
- Domestic Electric Storage Water Heaters (DESWHs) (agreed on 19. 9. 2000)
- TV and VCR reduction of standby power consumption (agreed on 30. 4. 1997), super-seeded by the Industry Self-Commitment to Improve the Energy Performance of House-hold Consumer Electronic Products Sold in the European Union (in force from 1. 7. 2003)
- Electric motors (agreed on 15. 6. 2000)
- Voluntary commitment on reducing energy consumption of household refrigerators, freezers and their combinations (2002-2010) (agreed 31. 10. 2002)
- Code of Conduct on Energy Efficiency of Digital TV Service Systems (version 2; 26. 5. 2004)
- Code of Conduct on Efficiency of External Power Supplies (version 2; 25. 3. 2004)

It can be assumed that the some CEECs will profile themselves as production markets due to the expected shift of appliance manufacturers. This will of course increase the significance of the involvement of national administrations in the formulation of negotiated agreements.

4.3 Ongoing Process: Ecodesign of Energy-Using Products

Apart from the user's behaviour, there are two complementary ways of reducing the energy consumed by products: labelling to raise awareness of consumers on the real energy use in order to influence their buying decisions (such as labelling schemes for domestic appliances), and energy efficiency requirements imposed to products from the early stage on the design phase.

The production, distribution, use and end-of-life management of energy-using products (EuPs) is associated with a considerable number of important impacts on the environment, namely the consequences of energy consumption, consumption of other materials/resources, waste generation and release of hazardous substances to the environment. It is estimated that over 80% of all product-related environmental impacts are determined during the design phase of a product. Against this background, Ecodesign aims to improve the environmental performance of products throughout the life-cycle by systematic integration of environmental aspects at a very early stage in the product design.

The Council of the European Union and the European Parliament therefore adopted a Directive on establishing a framework for setting Ecodesign requirements (such as energy efficiency requirements) for all energy using products in the residential, tertiary and indu-

strial sectors (Directive 2005/32/EC of the European parliament and of the Council establishing a framework for the setting of ecodesign requirements for Energy Using Products). Coherent EU-wide rules for ecodesign will ensure that disparities among national regulations do not become obstacles to intra-EU trade. The directive does not introduce directly binding requirements for specific products, but does define conditions and criteria for setting requirements regarding environmentally relevant product characteristics (such as energy consumption) and allows them to be improved quickly and efficiently. It will be followed by implementing measures which will establish the ecodesign requirements. In principle, the Directive applies to all energy using products (except vehicles for transport) and covers all energy sources.

The products for which currently (2006) an implementing measure is prepared are: *Boilers and combi-boilers; personal computers (desktops & laptops) and computer monitors; imaging equipment: copiers, faxes, printers, scanners, multifunctional devices; consumer electronics: televisions, standby and off-mode losses of energy using products; battery chargers and external power supplies; street lighting; residential room conditioning appliances electric motors 1-150 kW, water pumps (commercial buildings, drinking water, food, agriculture), circulators in buildings, ventilation fans (nonresidential); commercial refrigerators and freezers, including chillers, display cabinets and vending machines; domestic dishwashers and washing machines.*

Efficiency Standards:
The efficiency standards are now implementing measures of the Ecodesign directive. The legislation in this area prohibit sales of appliances, which fail to meet certain energy performance limits. Such directives have been issued presently for refrigerators, freezers and their combinations (96/57/EC), boilers (92/42/EC) as well as ballasts for fluorescent lighting (2000/55/EC).

The directive 96/57/EC regulates that only refrigerators and freezers can be placed on the market, which energy consumption meet or fall below the specified limits on energy efficiency requirements (please see therefore Table 4.1). The compliance has to be proven by a CE marking on the appliance. Therefore manufacturers of cold appliances are responsible for ensuring that each appliance placed on the market conforms with the directive's requirements.

	Energy Class
Refrigerators	C
Fridge-freezers	C
Upright freezers	C
Chest freezers	E

Table 4.1: Minimum efficiency level for cold appliances

5 What is the energy label?

The labelling scheme is based on an "energy efficiency index" generated by comparing the appliance with the average European model when the bands were set at the end of 1993, using values that vary according to the category of appliance. This average is constant, and was set at the point dividing classes D and E, to allow efficiency improvements over time. The energy efficiency index is of course continuous, while the Label groups each appliance into one of seven classes. The class into which the individual appliance falls is determined by segmenting the energy efficiency index as outlined in Table 5.1

For instance the energy efficiency index for cold appliances is derived from dividing annual energy consumption by the net volume of the appliance (adjusted to equalise for different temperature zones). It effectively reflects the consumption in kWh per litre of net volume. Thus it is possible to compare appliances, even though they are of varying sizes with different proportions of cool and frozen space.

Energy efficiency index: I	Energy efficiency class
I < 30	A++ *)
30 ≤ I < 42	A+ *)
42 ≤ I < 55	A
55 ≤ I < 75	B
75 ≤ I < 90	C
90 ≤ I < 100	D
100 ≤ I < 110	E
110 ≤ I < 125	F
125 ≤ I G	G

*) Please note: The A to G classes are defined for the other appliances also, but the methodology is different for each one. The classes A+ and A++ are applicable for refrigerators, freezers and their combinations only!

Table 5.1: Freezers and refrigerators energy efficiency index and energy efficiency classes (example of cold appliances)

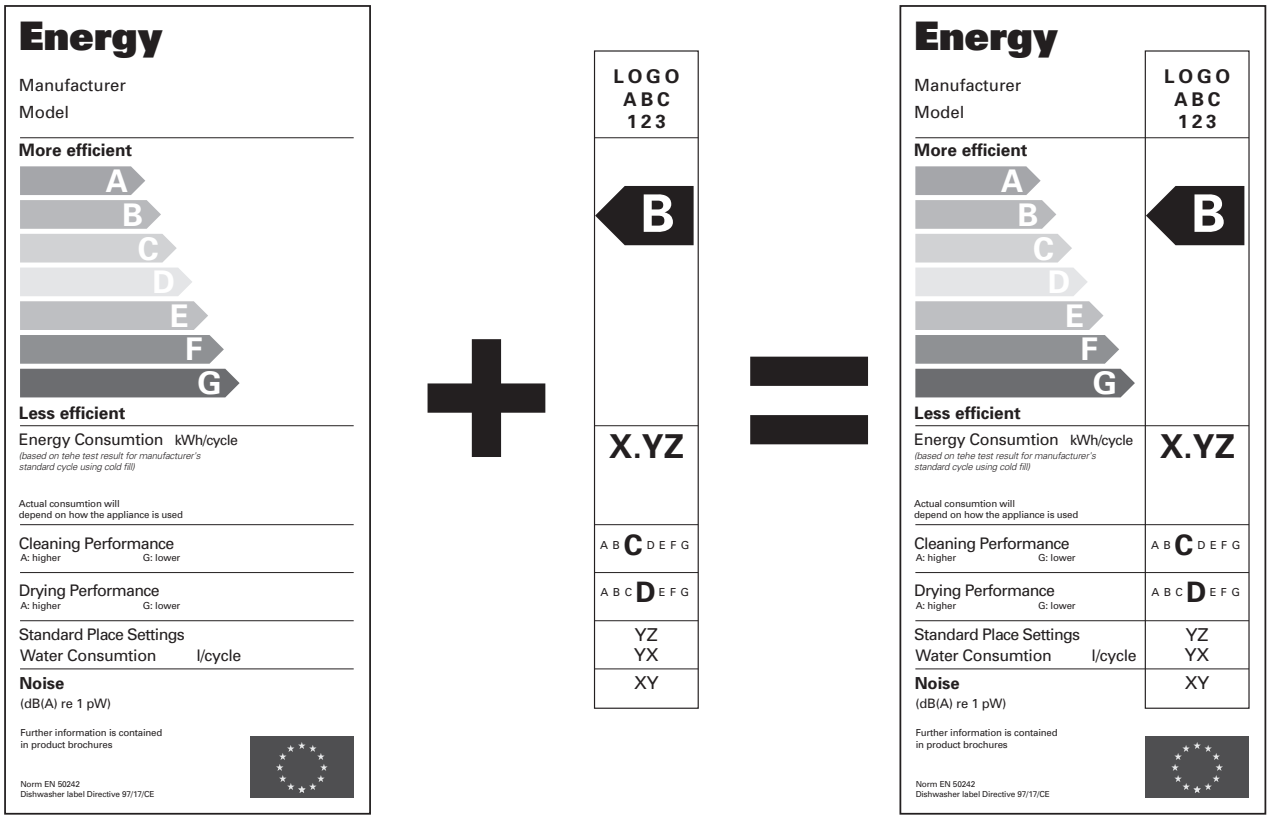


Figure 5.1: The Energy Label and its components

The Energy Label communicates the relative energy efficiency of models through colours, arrows and the alphabet (Figure 5.1). The A-G scale ranks appliances from the best (A) to the worst (G): green denotes "more efficient" and red "less efficient"; the arrows show relative energy efficiency for a given level of service.

The A-G scheme is also applied for performance indicators where relevant, as for washing machines there is a declaration regarding the washing performance and spin drying performance.

There are two parts to the Energy Label: a colour background and a data strip. These often come separately and have to be combined, when they are stuck on the appliance. A few manufacturers print the Label as a single entity. The colour background is generic and can be applied to any appliance in given category, e.g. cold appliances (provided it is in the correct language). The data-strip contains model-specific information and is applied to all identical models irrespective of the language of the destination market.

The following information is required

- Supplier's name or trade mark
- Supplier's model identifier
- Energy efficiency class
- Eco-label (if awarded to the appliance)
- Energy consumption
- Further date specific to the appliance type:
  e.g. for **cold appliances**:
  – net cold (fresh food) storage volume
  – net frozen storage volume
  – star rating of frozen storage compartment
  – noise (optional).
  e.g. for **air-conditioners**:
  – cooling output
  – energy efficiency ratio
  – type
  – noise
  e.g. for **dishwashers**:
  – cleaning performance class
  – drying performance class
  – capacity
  – water consumption
  – estimated annual consumption
  – noise, where applicable

The Energy Label has to be supported by an information fiche, a standard table of information relating to a particular model of appliance. The fiche has to be contained in all product brochures and, if these are not provided, with other product literature supplied with the appliance. The fiche was introduced in order to give the consumer an additional source of information to the label, so that consumers who wish to take more time to decide on their purchase can take the information away with them in the same way as other product information.

A third mechanism set out in the labelling framework directive is product information in mail-order catalogues and by the internet sales. The information to be included in mail order catalogues is similar to that required on the standard label.

The "A, A+ and Super A"-Theme

Some manufacturers tend to promote their upper-level products with premium labels, which are highly appreciated by consumers. Since there is rare common data –suppliers use identifiers like "Super A" or "A super Plus", or even "A+" for non cold appliances.

In order to safeguard consumers against confusion and misleading, European governments are recommended to prevent such attempts at an early stage, as it is not allowed by the legislation.

In 2002, European manufacturers also requested the introduction of a new A+ category for clothes washers, but this was ultimately rejected by the EU Energy Labelling Regulatory Committee and the European Commission, largely because the A+ approach adopted for refrigerators was seen as a temporary measure in advance of a more holistic revision of the existing labelling scheme.

5.1 Impact of Energy Labelling

5.1.1 Principle Effectiveness of Standards and Labels

As a basic principle standards shift the distribution of energy efficient models of products sold in the market upward by eliminating in-

efficient models and establishing a baseline for programs that provide incentives for "beating the standard." Labels shift the distribution of energy-efficient models upward by providing information that allows consumers to make rational decisions and by stimulating manufacturers to design products that achieve higher ratings than the minimum standard.

As key advantages of mandatory energy efficiency requirements – like labels and standards – appear:

- They can produce very large energy savings.
- They can be very cost effective and helpful at limiting energy growth without limiting economic growth.
- They require change in the behaviour of a manageable number of manufacturers rather than the entire consuming public.
- They treat all manufacturers, distributors, and retailers equally.
- The resulting energy savings are generally assured, comparatively simple to quantify, and readily verified.

Energy labels affect stakeholders in four interconnected ways:

- They provide consumers with data on which informed choice and selection of the most efficient and suitable product is possible,
- They encourage manufacturers to improve the energy performance of their models by making energy efficiency transparent to the market place,
- They encourage distributors and retailers to stock and display efficient products,
- They can provide a basis for a wide range of other stakeholders, including other government programs, consumer and environmental groups, electric utilities and other organisations to implement outreach and education.

6 Legal obligations

6.1 National Government Officials and Experts: translate EU Directive in national Law, fulfil national commitments and obligations

To fulfil with the EU Directive on Energy Labelling for Domestic Appliances, Member States must translate the Directive in their own National Law scheme.

Then, they shall take all necessary measures to ensure that: all suppliers and dealers established in their territory fulfil their obligations under this Directive.

The introduction of the system of labels and fiches concerning energy consumption is accompanied by educational and promotional information campaigns aimed at encouraging more responsible use of energy by private consumers.

Where the provisions of this Directive and of the implementing directives are satisfied, Member States shall neither prohibit nor restrict the placing on the market of the household appliances covered by an implementing directive.

Unless they have evidence to the contrary, Member States shall deem labels and fiches to comply with the provisions of this Directive and the implementing directives. They may require suppliers to furnish evidence of fulfilling their obligations.

If this is likely to mislead or confuse, the display of other labels, marks, symbols or inscriptions relating to energy consumption which do not comply with the requirements of this Directive and of the relevant implementing directives is prohibited. This prohibition shall not apply to Community or national environmental labelling schemes.

Member States had to adopt provisions necessary to comply with this Directive by 1 July 1993 and bring it into force by 1 January 1994.

After the Member States adopted these measures, they shall contain a reference to this Directive or shall be accompanied by such reference on the occasion of their official publication. The methods of making such a reference shall be laid down by the Member States.

Member States shall communicate to the Commission the main provisions of domestic law which they adopt in the field covered by this Directive.

6.2 Manufacturers, dealers and retailers: comply with energy labelling obligations

Legal obligations for Suppliers (Manufacturers)

Regarding Energy Labelling Framework Directive 92/75/EEC

- Supply of labels and (product) fiches, complying with the directive and implementing directives (art 3(1,2))
- Supply the necessary labels free of charge to the dealers (art 4(b))
- Accuracy of the labels and fiche (art 3(3))
- Technical Documentation shall be established which shall be sufficient to enable the accuracy of the information contained

Legal obligations for Dealers (Retailers)

Regarding Energy Labelling Framework Directive 92/75/EEC

- Attachment of an appropriate label, in the clearly visible position specified in the relevant implementing directive, and in the relevant language version (art 4(a))
- Potential customers are provided with the essential information in the label or the fiche before buying an appliance, in the case the potential customer cannot be expected to see the appliance displayed. (art 5)
- No other misleading or confusing labels, marks, symbols or inscriptions related to energy consumption should be displayed (art 7(2))

For the purpose of the Labelling Directive:

- Supplier means the manufacturer or his authorized representative in the Community or the person who places the product on the Community market,
- Dealer means a retailer or other person who sells, hires, offers for hire-purchase or displays household appliances to end-users,
- Information sheet means a standard table of information relating to the appliance in question,
- Other essential resources means water, chemicals or any other substance consumed by an appliance in normal use,
- Supplementary information means other information concerning the performance of an appliance, which is helpful in evaluating its use of energy or other essential resources.

To fulfil with the EU Directive on Energy Labelling for Domestic Appliances, manufacturers, dealers and retailers must respect the following obligations.

Information relating to the consumption of electric energy, other forms of energy and other essential resources and supplementary information shall be brought to consumers' attention by means of a fiche and a label related to household appliances offered for sale, hire, hire-purchase or displayed to end-users.

Details relating to the label and the fiche shall be defined by directives relating to each type of appliance adopted pursuant to this Directive.

The supplier shall establish the technical documentation.

6.2.1 Practical hints for working with the energy labels in shops

The energy label for appliances is defined exactly in the legislation. In practice however the label consists of a coloured background sticker and a data strip. The reason for their separation is to reduce costs and simplify handling: only the black & white data strip needs to be packed with each individual appliance. The background sticker with the coloured bars, which is appliance type-specific but not brand or model specific, is provided to the dealer separately in larger amounts.

However, all retailers should note that all legal obligations refer to the label. Thus the dealer who displays only the data-strip is not complying with legal obligations, since (s)he is not displaying the (full) label. Furthermore, it means that the supplier not only has to deliver the datastrip, but also the background sticker.

The retailers should make sure that:

- the layout of the label contains the coloured bars (a black & white copy is not allowed, except for lamps)
- the labels do indicate the correct type of appliance, e.g. is not a dishwasher label displayed on a washing machine
- the labels do contain all the data, i.e. the correct and complete datastrip; including the model number of the appliance which should correspond with the model number on the nameplate.
- the labels are correctly placed in a clearly visible position specified by the relevant implementing directive.

National energy or trade inspectorates often conduct shop visits, during which they control the proper presence of labels on appliances. We bring you a description of how this is usually conducted!

The selected shops are visited without warning. However, to enhance the effect of selected shop visits, a general information letter is sometimes sent to the national retail and/or industry organisation informing that shop visits will take place in the next time period to check the energy label.

It should be stressed that the following excuses from dealers for not labelling one or more appliances cannot be accepted during the shop visits:

- the dealer did not receive the labels (data strips) from the supplier (this is highly unlikely since the data strip is put in the packaging at the factory)
- the dealer did not receive the background sticker from the supplier, so only the data strip is displayed

Appliance	Position
General	The label shall be attached in the clearly visible position specified in the relevant directive.
Refrigerators, freezers and their combinations, Washing machines,Tumble driers, Combined washer-driers, Dishwashers, Air conditioners	The label shall be placed - on the outside of the front or the top of the appliance - in such a way as to be clearly visible, and not obscured.
Lamps	The label shall be placed or printed on, or attached to, the outside of the individual packaging of the lamp. Nothing else placed or printed on, or attached to, the individual packaging of the lamp shall obscure it or reduce its visibility
Ovens	The label shall be placed on the door of the appliance in such a way as to be clearly visible and not obscured. For multi-cavity ovens, each cavity shall have its own label, except a cavity which does not fall within the scope of the harmonized standards.

Table 6.1: Position of the label

- the dealer did put the label on the side or inside the appliance because otherwise it would disturb the design of the appliance.

Position of the label

The table above describes exactly how the label should be positioned on an appliance in order to fulfil the legislation and to serve the customer in the best way. The label status of appliances is recorded according to the checklist and the shop is informed of the next steps. Depending on the enforcement procedure in the national law, enforcement action, e.g. imposing a fine, can be done during the visit or afterwards.

If verification action of the state control institution has resulted in product or retailer non-compliance, enforcement action should follow. This can take many forms, although differently for supplier and retailer issues.

For a product not complying (incorrect information on the energy label or an energy efficiency index above the level set by the minimum energy performance standard, as for cold appliances), a government could sanction a supplier by the means allowed by national law.

Typical options are:

- forcing to change the label,
- withdraw of the appliance from the market,
- imposing a fine, or
- other means, dependent on national law.

For a shop not complying (incorrect labelling of the appliances on display), a government could sanction the retailer by:

- forcing to apply the correct labels,
- imposing fines, or
- other means, dependent on national law.

7 Manufacturers, dealers and retailers: why will you do this?

Energy labels aim to transform market for energy consuming appliances by increasing the amount of information available to customers. With better information on the energy use of competing appliances, it is assumed that consumers will choose the more efficient ones. This will provide incentives to both retailers to stock the more efficient appliances in any particular category and manufacturers to improve the efficiency of the range of appliances they produce.

7.1 Manufacturers, dealers and retailers' main interests

Survey findings show that the general attitude of manufacturers towards energy label scheme is clearly positive, although some of them have thought differently in the past. They consider that the label has a real commercial impact and play an important role in the competition between manufacturers. It was powerful in pushing manufacturers far beyond quality levels set in minimum efficiency standards and impulse product development programme to improve energy efficiency.

Its use is also a good opportunity to address sustainable development concept and advertising messages to consumers and inform them about energy consumptions and environmental impact of domestic appliances.

Some regional differences appear in the relationship between suppliers and retailers:

- In countries where large retail chains are dominant, it is easier to distribute information to retailers and to involve them in the scheme; on the contrary, where there are a large number of independent shopkeepers, it is a much more difficult task.
- In countries were there has been an intensive promotion campaign by government or utilities or local authorities, more retailers use the Energy Label mainly because consumers ask information about it.

In the relationship between manufactures and retailers, manufacturers generally attribute any failing in the application of Energy Label to reluctance or lack of knowledge on the part of retailers.

On the contrary, more and more retailers now believe that applying the Energy Label is in their best commercial interest, as consumers are interested in the energy use and operation costs of domestic appliances.

Finally, manufacturers, dealers and retailers have many common interests in promoting Energy Labels for domestic appliances and must work together to improve their market transformation:

- Increase the turn over and accelerate the renewal process of existing old appliances and markets transformation,
- Improve the average quality of their productions and sales and increase their financial benefits,
- Benefit of better competition conditions to face low quality products,
- Respect the legal framework which is mandatory and then avoid being in fault with the European legislation and market rules,
- Give more employment,
- Involve the staff in the sustainable strategy of companies and sales of products,
- And last but not least, improve customer general satisfaction and give a good commercial image of their company.

The Energy Label is seen by most organisations in the appliance market as a positive and meaningful information instrument rather than simply as legal necessity.

7.2 Main barriers to be overcome by manufacturers and retailers

The main barriers to market transformation seem to be:

- **Innovation and new efficient technology costs:** European manufacturers have already invested heavily over the last decades to

reduce the environmental impact of household appliances. This have been especially influenced and driven by both a strong competition between manufacturers on the markets and regulatory authorities who have set thresholds for energy efficiency and other environmental performance and quality products. Technological development and innovations by industry have costs. They are only fruitful for environment and companies if they can help to implement a continuous process of market transformation. This point requires a strong co-operation between all stakes-holders.

- **Companies' size:** Big companies have already launched their Energy Label action plan through all European countries. However, it is clear that individual manufacturers and retailers should mostly rely on national or local trade association to help them to promote the Energy Label. These organisations must be clearly involved in the advertising process and should contribute to the scheme for better appropriation and scale costs reduction for small sized retailers by grouping expenditures for advertising, information and training.
- **Lack of retailer's information:** Not all retailers are completely informed about the labelling scheme, especially in countries where the scheme has only recently been introduced or for newly labelled appliances. The situation varies by country according to how active trade press has been involved, how company's information and communication capacities are efficient and how long the duration of information campaign is.
- **Logistics:** Logistics and some other practical difficulties may occur on supplying Energy Label to retailers or find place on the appliance to appose the label or get a new Label back.
- **Training of shop assistants:** It is also clear that retailers should organise progressive training programmes of their commercial staff and shop assistants to make them able to promote quality products and answer to customer's questions about appliance's energy efficiency end use and about the Energy Label impact and practical use.
- **Institutional or local partnership:** To reduce operative costs of the Energy Labelling scheme, more especially within information campaigns and training costs, it should be necessary or interesting to associate local authorities, independent organisation and / or electricity utilities to become partners for customers information and shop assistant training programmes.

7.3 Consumers aims and main interests

The main issue of interest of the Energy Label is the proportion of consumers who actually change their buying behaviour as a result of the Energy Label.

Of course, the link between purchasing behaviour and Label depends on a complex interaction including consumer understanding of the Label, consumer concern about the environment and the appliance energy use and costs, the proportion of appliances fully labelled in the shops and last but not least, the trust in the information on the Energy Label.

Different European or national surveys show that more and more consumers are motivated in their purchasing attitude by the Energy Label.

This survey, realized in 1998 after the first 3 years of application of the European Energy Label shows that it did influence a large panel of customers in purchasing their appliance mainly in the Northern EU countries for the best results (DK, NL, SE, AT, FI) but also in some southern EU countries (PO, FR, SP).

In half of the country sample, energy efficiency seemed to be of major importance as a criterion of motivation for choosing quality products.

A more recent survey (realized in France in 2004) confirms this analysis and shows the improvement of customer's motivations towards energy efficiency:

- Electricity consumption is the second most important criterion (22 %) identified by

	Compliance *** > 70 % ** 50 – 70 % * < 50 %	Importance of energy efficiency *** > 70 % ** 50 – 70 % * < 50 %	Influence of Label on purchase behaviour (%)
Denmark	***	***	56
Netherlands	***	***	45
Austria	**	***	39
Sweden	**	***	39
Finland	**	**	41
Portugal	*	**	35
UK	***	*	24
France	**	*	32
Ireland	**	*	15
Spain	*	*	19
Greece	*	*	4

Table 7.1: Overall effectiveness of labelling as of 1998, three years after full label implementation

the sample (10.000 French households) to choose and purchase an appliance, this criterion coming just behind the most important one, appliance price (31%), and after the third one, technical characteristics (19 %), and other less important criterions.

- 67 % of the total sample knew what the Energy Label and were able to recognise its significance
- Of these 67 %, around 80 % of the households declared that the Energy Label had an important influence on their purchasing behaviour, mainly because of household awareness on energy efficiency and energy expenditures reduction.

Concerning cost effectiveness from the customer point of view, based on an example

Appliance	Energy Label	Net Volume	Annual Consumption	Selling Price	Annual Energy Expenditure	Ten years Total cost
N° 1	A++	192 l / 92 l	220 kWh	450 €	23 €	680 €
N° 2	C	190 l / 89 l	550 kWh	300 €	57 €	870 €

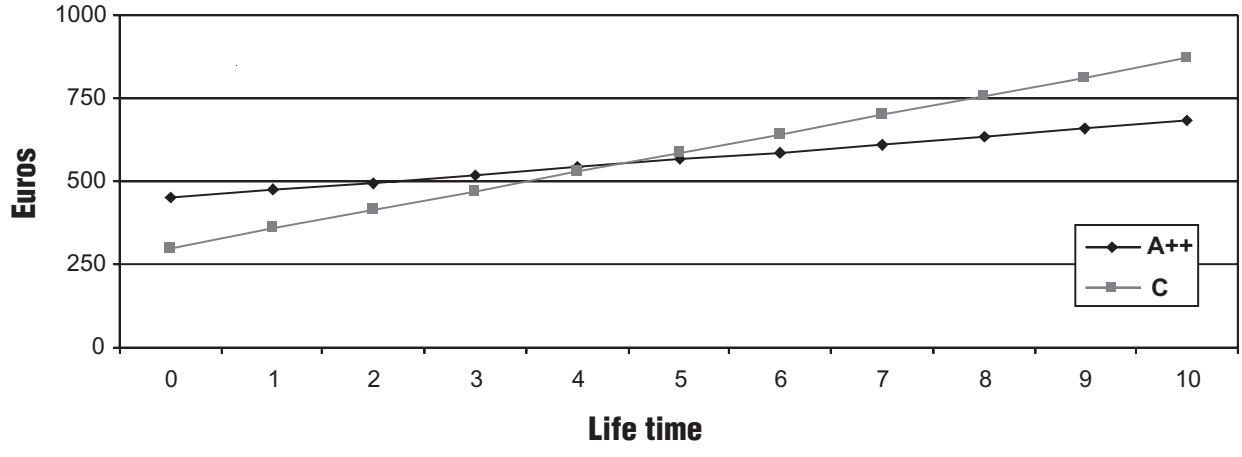


Table and fig. 7.2: Compared cost effectiveness for two refrigerators According to the Energy Label categorie (French case)

on 2 doors refrigerator on the French market, the payback period, integrating on the one hand the purchasing investment and, on the other hand, the consumption annual expenditures on an average life time of 10 years, shows a payback period of 4.4 years. This shows that on average the difference of price of appliances should be reimbursed within 5 years through energy savings.

7.4 General conclusions

As a general conclusion about the interest of the Energy Label for appliance's organisation and end-users, it clearly appears that many opportunities and quality results exist, providing the measures are well implemented.

The Energy Label is a very good instrument of dialogue between suppliers and consumers and it gives valuable information on quality of products, energy consumption and environmental impacts.

The information is clear, easy to understand and neutral from any commercial consideration.

Standardization and measurement methodologies are available and give guaranties on comparing performances for different appliances in competition.

Energy savings, energy expenditures reduction and water savings for washing machines, gives a sense of the cost effectiveness of best quality products and how consumers can benefit from better and new appliances with a good chance to reduce their electricity and water bills.

The Label also gives a chance to develop environmental protection concepts and behaviours towards households, in their domestic habits.

It is a major argument to emphasis the market of quality and best available appliances and favour early replacement of old less efficient appliances and will help both manufacturers and retailers to develop and propose to the market more efficient appliances for the benefit of consumers.

8 How to do this?

Of course, the first action is to organise, for each manufacturer, dealer and retailer companies, the way in which the Energy Labelling scheme is going to become operational.

This means that every company defines its own organisation to fulfil, as easily and costless as possible, the Directive and national transposition obligations. In simple steps this can mean:

- To be interesting for all parties and stakeholders, it is needed, on one hand, to put the Energy Label on the appliances when they are sold and, in the other hand, to have the best available technologies asked by costumers.
- Manufacturers have to produce the Energy Label and to deliver it with their appliances to dealers and to retailers.
- Dealers and retailers have to apply the Energy Label to the correct appliance in their shops or catalogues, and to inform consumers about its meaning. They should also provide, as a complementary service, some general information about energy efficiency and best practices in their shops.
- All this will be facilitating if information campaigns at national, regional or local level are launched. These campaigns should be addressed to consumers, using information leaflets which can be produced and disseminated easily and at low cost. Trade news reviews and other news papers or radio or TV reports should help to develop consumer Label knowledge. The topic of current household behaviour is of big interest for TV's reporters.
- It should also be mutually beneficial to build local partnerships with organisations such as energy agencies, consumer groups, local communities and authorities in order to gain credit and get clear independent arguments for better advices and visibility. This should be an opportunity to involve these organisations in information campaigns and potentially also get some financial contribution from them.
- Last but not least, the whole commercial staff of the company and all the shop assistants must be informed about energy conservation options, energy saving potentials, best available appliances and the Energy Label to be able to answer consumers' questions. Customers are interested in advice to choose their appliance in the shop. Therefore there is a need to organise training sessions for the commercial staff. It is also a way to develop sustainable development management and involvement inside the company for better productivity.

After all, this is not such a huge effort to get back so many advantages and benefits for all stake-holders and for our planet!!!

8.1 How to do it simply?

But how can all this be done? Communicating the benefits of energy efficient appliances to the potential customers has many similarities with other marketing campaign. However, some differences occur and in the following chapter we will focus and guide you through the main steps on how to organise it the most efficient way!

When planning a marketing and information campaign, appliance producing and / or selling organisations should follow the main steps:

- Include information about labels to a communications campaign at its design stage sufficient budget for this activity and securing stakeholder support for the task.
- Specify clear goals and desired outcomes of the campaign, related to the usage and appearance of energy efficiency information.
- Focus on specific target audiences for each element of the campaign.
- Develop a few well-articulated messages that encapsulate the campaign.
- Choose an implementation strategy that can fully reach the target audience within the available budget.

- Include industry, consumer groups, and corporate retail representatives as campaign partners.
- Choose a realistically long timeline for the campaign.
- Remain flexible to make mid-course corrections to campaign messages, information distribution, or overall strategy.

8.1.1 The Definition and Importance of Communication Campaigns

For standards-setting and labelling programs (whether mandatory or in some forms also voluntary) to be effective and accepted in the marketplace, program implementers must communicate with other stakeholders – industry, retailers, and consumers. Implementers often overlook or underestimate the value of communications and instead focus attention only on marketing and technical assessments.

Several analyses of labelling programs and related market-transformation efforts highlight the importance of communications and promotional activities in program success. These studies show, not surprisingly, that there is a correlation between level of effort – a large part of which is communications – and progress toward market acceptance of energy-efficient products and services. These are the main lessons learned:

- success in the market is achieved when efficient products/services can be differentiated from conventional products in the eyes of consumers
- promotion (e.g. advertising and educational materials) is a key component of most successful initiatives. Promotional activities raise awareness among potential purchasers as well as sellers and service providers and work best when these activities show the full range of benefits, not just energy savings
- understanding market barriers to energy efficiency helps to identify, develop and implement successful activities
- sales training, which can be part of an overall communications campaign, plays an important role in overall success
- most successful initiatives are multi-faceted efforts, which involve several different outreach activities that evolve over time.

Depending on campaign needs, available resources, and design, communications tools can be limited to one or two simple tactics or can be a varied, multifaceted, highly planned and strategic "symphony" designed to increase awareness, inform, or influence behaviour among targeted audiences. The range of communications tactics available to implementers falls broadly into three categories: advertising, public relations, and special events:

- Advertising is the use of media to market an idea (in the case of social marketing) or product. Ads in papers, in magazines, on television, on the radio, and online are common advertising tactics.
- Public relations is the use of publicity to create enthusiasm for an idea or product. Press releases, celebrity endorsement, and editorials are common public-relations tactics. The objective of all public relations is free publicity, noting that "news is free." Thus, public relations can be an important strategy for resource-constrained campaigns focusing on appliance efficiency and energy labels.
- Special events are often used in combination with advertising and public relations to focus attention on the issue in question. They often take advantage of important dates related to the issue. In the case of standards and labelling, common opportunities for special events include: the launch of a label or model, support to national energy conservation days or weeks, and Earth Day.

Specific dissemination channels include traditional methods such as mailings (e.g., consumer brochures, action guides, and utility-bill inserts), events, radio, newspaper and other print media, transit ads, and television as well as newer technology methods such as CD-ROM demonstrations, electronic mail distributions, dedicated websites and/or banner advertisement.

8.1.2 Establish Goals and Objectives

The first step in designing a communications campaign is to establish goals and objectives for the activities. Organizers must decide how to define success, and set limited and/or broad goals to accomplish that success.

Successful communications campaigns may selectively target consumer recognition and trust of energy labels, which is an important first step. Or they may target consumer comprehension of energy labels and utilization, when analyzing a purchase, of the information presented on labels. Campaigns may target the use of energy labels by retail sales staff as a part of sales pitches. Or perhaps campaigns will comprehensively include all of these and more, to create a strong communications campaign that, over time, is designed to help create positive attitudes towards energy efficient appliances and their economical and environmental benefits.

A typical assessment of needs involves the following steps:

- Determine resources (time, personnel, money) that the campaign or activity can allocate to communication needs. Do you have staff trained in communications? Are printing resources available? If resources are limited, adjust your goals and objectives to fit your resources.
- Review existing information on energy efficiency (if there is any). Do consumers have access to this information? Have they needed it in the past? How is energy efficiency being addressed in the implementation area?
- Identify target audience(s).
- Identify which consumers make appliance- and product-purchase decisions. Do men or women play the main role in product selection and purchasing in your program area? Gender considerations can greatly influence communications tactics and messages. Are other demographic groupings relevant?
- Identify appropriate communications channels, i.e., where do most people get information about energy from: government or energy utility information, at point of sales/in store, through national or local mass media (newspapers, magazines, television, radio), community/consumer groups, or websites? Which information sources do consumers trust the most (from government agencies to local citizens groups)? This information could influence with whom to team up and how to package and distribute information cost effectively.
- Identify supplementing and partner organizations that can provide delivery channels and/or offer in-kind support for a communications campaign. These might include NGOs, consumer associations, or manufacturers (e.g., by committing a portion of their advertising budget to be coordinated with the campaign).

8.1.3 Select the Target Audience

The next step is to identify potential audiences for communications, prioritize the primary audiences, and allow for segmentation if needed. For example: the primary audience might include supply-side stakeholders, e.g. manufacturers, trade associations, equipment distributors, retailers, or sales cooperatives; the secondary audience might consist of consumers (whole population, or targeted to certain demographic groupings). Audiences are prioritized based on program goals and objectives, and a brief profile of each group should be created based on research or other information. Then, barriers and possible motivations that would influence each group's use of new standards or labels should be considered.

Does the up-front research show that some groups may be more receptive to the message than others? Should distinct messages be developed for distinct subsets of those targeted? If so, the target audience may be stratified. Possible stratification schemes may include:

- no stratification (i.e., focus on the general public)
- stratification by demographic groupings (e.g., gender, age, income bracket and/or geographical location)
- stratification by role in supply chain (equipment distributors, wholesalers, retailers,

sales cooperatives, government officials, consumers)
- stratification by interest group (consumer groups, environmental groups, trade associations)
- stratification by the nature of the buying decision, considering separately the motivations of those purchasing a new appliance because of: replacement at end of an appliance's useful life; early replacement for remodeling; early replacement for efficiency; or a need for an "extra" appliance.

8.1.4 Develop and Test Messages – Keep it simple

Messages should be as simple as possible, relevant to the audience(s), and focused on benefits. Messages should make the desired behaviour – use of efficiency labels and efficient appliances – attractive and easy and demonstrate benefits to consumers, starting with energy savings, and going beyond. Often, monetary savings (including quick payback in exchange for investment in a higher-priced product) is a strong consumer motivator in all communications campaigns about efficiency. Some industry representatives have indicated that helping the country or national economy is a key motivator for their support of standards and labelling programs. The list below gives an array of possible motivations and good messages that might be employed.

Purchasing energy-efficient products:
- saves money
- helps the environment
- improves health
- is good for the country
- is a reason for social/civic responsibility/ pride
- increases self assurance or esteem
- increases convenience
- increases comfort
- creates more/better choice
- gives consumers better quality

Communications campaigns should always accentuate the positive and focus on the range of benefits and outcomes that consumers will enjoy as a result of seeking out and selecting labelled equipment. If consumers can feel good about the outcome, they are more motivated to take an interest in the label and understand why it is meaningful to their purchasing decision. A dry, factual message will have less impact than positive, beneficial statements. Many early energy-information programs failed because they simply made information available without a serious effort to use psychologically motivating messages.

International experience suggests that the appearance of an energy label is a fundamental factor that influences its future impact. The efficiency label itself is a powerful communication tool, so its design is an important element of the program's communications strategy. The label must be visually striking and convey information quickly and intuitively. Coordinated education, promotional efforts, and salesperson training are important for sustaining awareness and understanding of labels. However, awareness of the label by itself is not enough to influence purchasing behaviour. Good label appearance needs to be supplemented with effective communications about its benefits.

8.1.5 Design the Communication Plan

Research has shown that there is no set cause-and-effect progression from knowledge and awareness of an issue like energy efficiency to attitude and behaviour change. Thus, campaign designers must pay attention and link traditional media and behaviour-change strategies with on-the-ground community action to make the social and policy environment supportive of the desired campaign results. Energy-efficiency campaigns have borrowed from social marketing models to create tactics that make label identification and use desirable and accessible. They look at the barriers to as well as benefits of energy efficiency as they develop communications campaigns.

The literature on communications campaigns suggests developing a "Theory of Change" that expresses what program imple-

menters are doing to lay out the pathway by which they expect change to occur. The next figure shows a theory-of-change diagram for a standards and labels communications program whose primary goal is influencing individual appliance purchases.

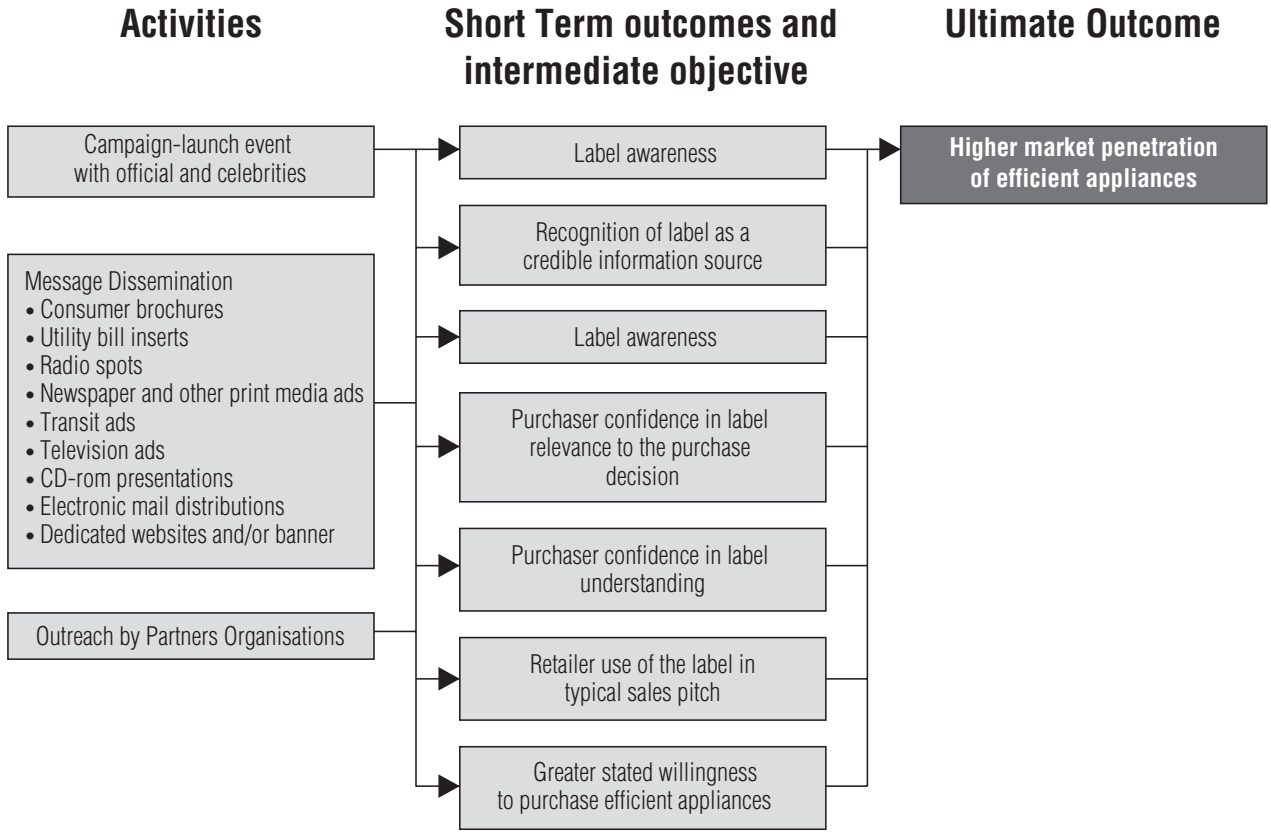
The experiences with prior standards and labels communications campaigns revealed three additional relevant lessons:

1. It is much more practical to focus on and influence consumers who are actively engaged in appliance purchases than to influence the general public.
2. Retail appliance sales representatives have substantial influence on consumer choice. Incentives oriented to retail sales representatives coupled with simple sales tools can help sales representatives influence consumer product selections.
3. Direct financial incentives to consumers may not be necessary, especially when consumers are already intending to purchase an appliance and the goal is to get the consumer to upgrade by purchasing a more-efficient model.

8.1.6 How to Prioritize Tactics

The most effective communications campaigns use a variety of tactics to increase awareness throughout the product distribution chain and among consumers. The first tactics should reach consumers at the time of purchase. Consumer information must be available at the right time and in the right place, before or when purchasing decisions are made. A new labelling program and its benefits to consumers should be publicized, for example through a press release, ceremony, advertisement, or announcement that would be disseminated by the media or community organizations.

Secondary tactics should help develop the infrastructure for a broad communications campaign to consumers. These tactics inclu-



de a company's website or hotlines containing databases of labelled or top-performing products, community workshops, sales training for retailers, retailer displays and promotions, and advertising. Messages should be consistent among all strategies, for each target audience identified.

8.1.7 Timing

After the initial stages of introducing a program, a communications campaign can take anywhere from three months to three years to reach and begin influencing consumers. A campaign should be developed in stages with enough lead time to work with third-party distribution channels, such as retailers or buyers groups. If faced with the common market barriers to efficiency, implementers must sustain communications over the long term and raise and allocate appropriate resources to communications efforts. Programs aimed at creating preferences for energy-efficient products require long-term information and marketing strategies.

8.1.8 Evaluation

The broadest definition of the evaluation process starts with campaign planning and needs assessment. As needs are assessed and research is gathered to determine initial awareness, context, and behaviours related to efficiency, a type of evaluation is already in progress. The baseline data and context information collected beforehand will help measure changes attributable to the communications campaign.

Whenever possible, it is best to track changes through the course of a campaign, using several data collection points. The focus should be on looking for trends in the data, and campaign authors should be prepared to alter tactics to take advantage of lessons learned from evaluations.

9 ANNEX

9.1 Important internet links

- CEECAP project homepage: http://www.ceecap.org
- EU energy efficiency legislation for labelling and minimum standards:
  http://europa.eu.int/comm/energy/demand/legislation/domestic_en.htm
  http://europa.eu.int/scadplus/leg/en/lvb/l32004.htm
- Ecodesign of Energy Using products:
  http://europa.eu.int/comm/energy/demand/legislation/eco_design_en.htm
- Overview of Energy Intelligent Europe projects focused on energy savings:
  http://europa.eu.int/comm/energy/intelligent/projects/save_en.htm
- Collaborative Labelling and Standards Program: http://www.clasponline.org
- International Energy Agency, Energy Efficiency page:
  http://www.iea.org/Textbase/subjectqueries/index.asp → Energy Efficiency
- European Energy Network Labelling and Ecodesign Working Group:
  http://www.enr-network.org/labelling.htm

9.2 References and further reading

For the production of this publication, two main sources were used:

• **CEECAP Guidelines:** *Policy Design Verification & Enforcement and Market Introduction, Klinckenberg Consultants, 2004.* Authors and Co-authors: Frank Klinckenberg, Klinckenberg Consultants, the Netherlands, Martin Bella, Slovak Energy Agency, Slovakia, Hans Paul Siderius and Antoinet Smits Siderius, SenterNovem, the Netherlands, and Emmanuel Bergasse, International Energy Agency. The publication was produced with the financial support from the Ministry of Economic Affairs of the Netherlands and the International Energy Agency.

• **CLASP:** *Energy-Efficiency Labels and Standards: A guidebook for Appliances, Equipment, and Lighting*, Wiel S., McMahon J.E., et.al., CLASP, Wahsington DC, February 2005. The publication was produced with the support of the U.S. Agency for International Development and the United Nations Foundation. Further supporters include the United Nations Development Programme's Global Environment Facility, the U.S. Environmental Protection Agency, the International Copper Association, the Australian Greenhouse Office, Natural Resources Canada, and the U.S. Department of Energy.

Further references:

- **SEVEn**: Energy labels and their use for appliance selling, instruction material for appliance retailers, prepared for the ELAR project, Prague 2003
- **Hans-Peter HAASE**, President of CECED, 2nd International Conference on Energy Efficiency in Household Appliances and Lighting, 2001
- **University of Oxford**: Cool Labels – Energy & Environment Programme, Oxford, 1998
- **SOFRES**: DSM Household's behaviour in France, Paris, 2004
- **IEA**: Cool Appliances – Policy Strategies for Energy Efficient Homes, International Energy Agency / OECD, Paris, 2003
- **IEA**: Energy Labels and Standards, International Energy Agency / OECD, Paris, 2000

Energy

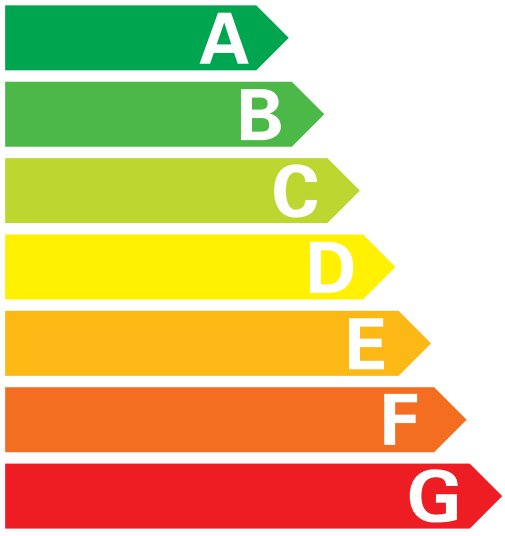
Dishwasher

Manufacturer

Model

LOGO
ABC
123

More efficient



Less efficient

A

Energy Consumtion kWh/cycle

(based on tehe test result for manufacturer's standard cycle using cold fill)

X.YZ

Actual consumtion will depend on how the appliance is used

Cleaning Performance
A: higher G: lower

A B **C** D E F G

Drying Performance
A: higher G: lower

A B C **D** E F G

Standard Place Settings YZ

Water Consumtion l/cycle YX

Noise
(dB(A) re 1 pW) XY

Further information is contained in product brochures

Norm EN 50242
Dishwasher label Directive 97/17/CE

Project partners

SEVEn,
The Energy
Efficiency Center
Czech Republic
www.svn.cz

KAPE,
The Polish National Energy
Conservation Agency
Poland
www.kape.gov.pl

ARCE
Romanian Agency
for Energy Conservation
Romania
www.arceonline.ro

EnEffect
Center for Energy Efficiency
Bulgaria
www.eneffect.bg

LEI
Lithuanian
Energy Institute
Lithuania
www.lei.lt

A.E.A.
Austrian Energy Agency
Austria
www.energyagency.at

ADEME
Agence de l'environment
et de la matraise
de l'energie
France
www.ademe.fr

Klinckenberg
Consultants
The Netherlands

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