MEPS and Labelling: an Introduction

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Efficient Appliances for People & the Planet

Function of Minimum Energy Performance Standards (MEPS) and Labelling

“Definition” of MEPS and Labelling

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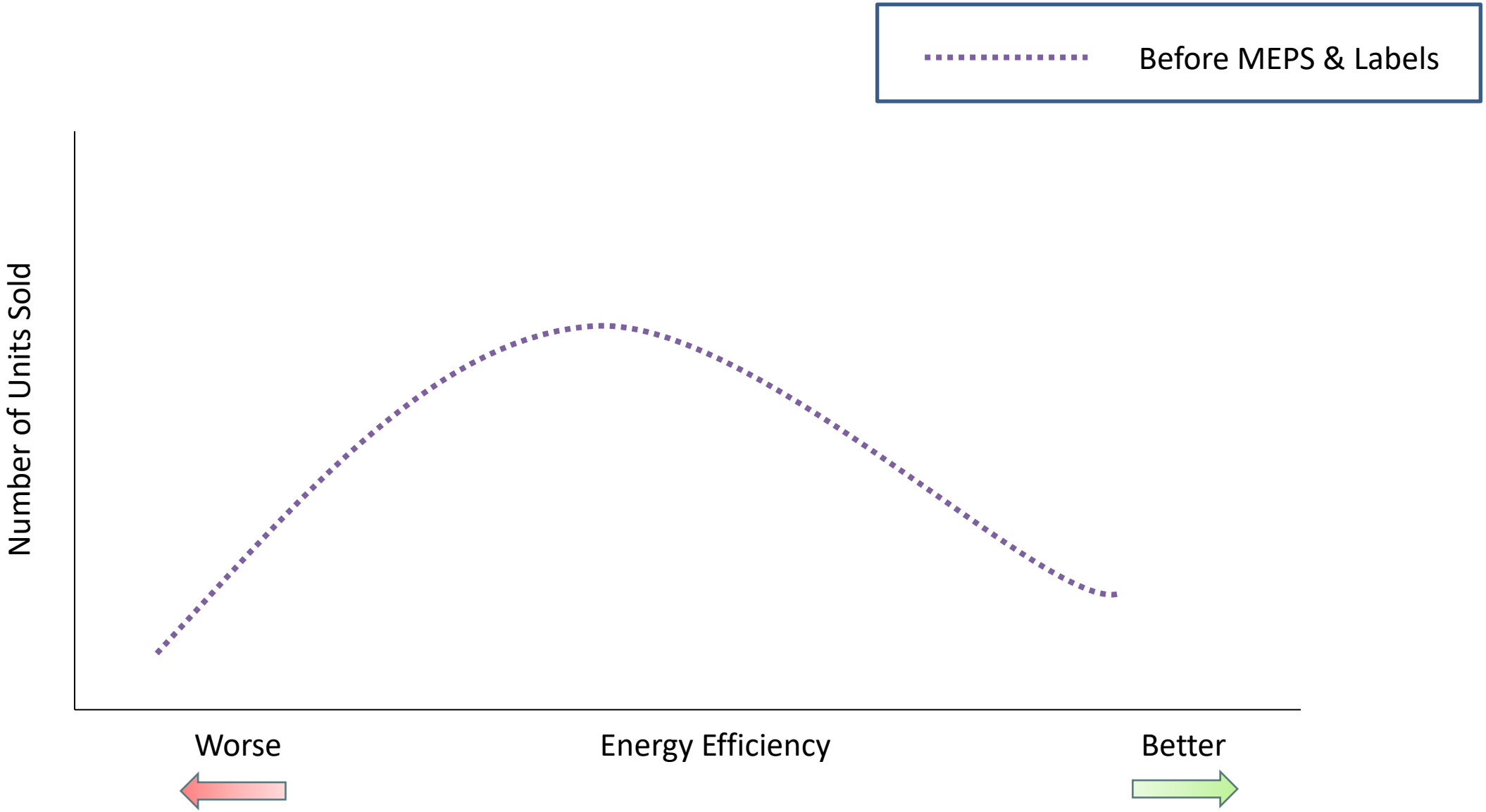
Labelling

- To categorise the energy performance of products to enable differentiation of the “better” products from the “less good” products.
  - *Consumers get more transparency for decision making*
  - *Allows effective implementation of other policy (e.g. procurement)*

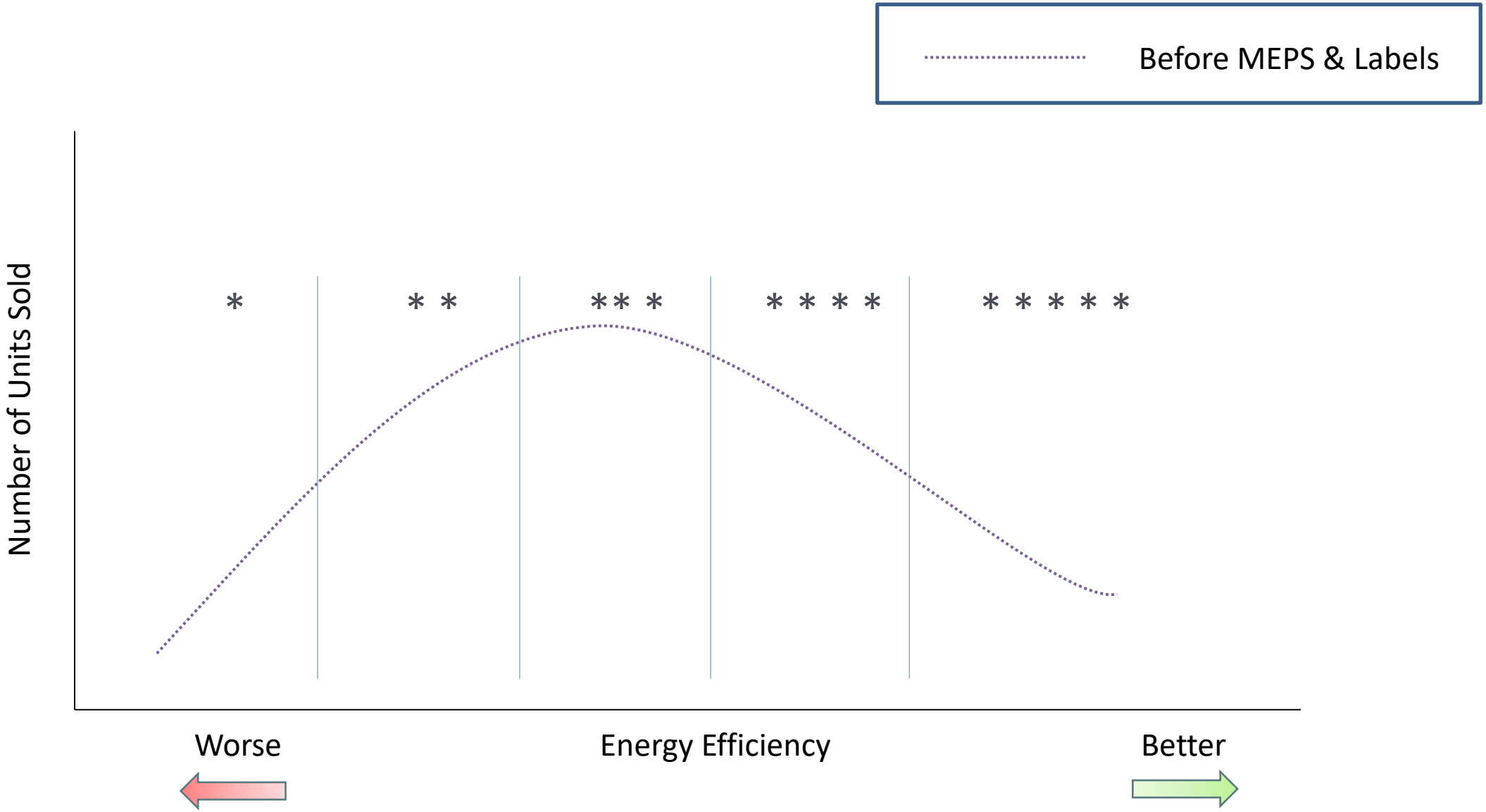
Minimum Performance Standards (MEPS)

- Removal from the market of products that are deemed to have unacceptably low energy performance.

Distribution of Performance of Products in Market

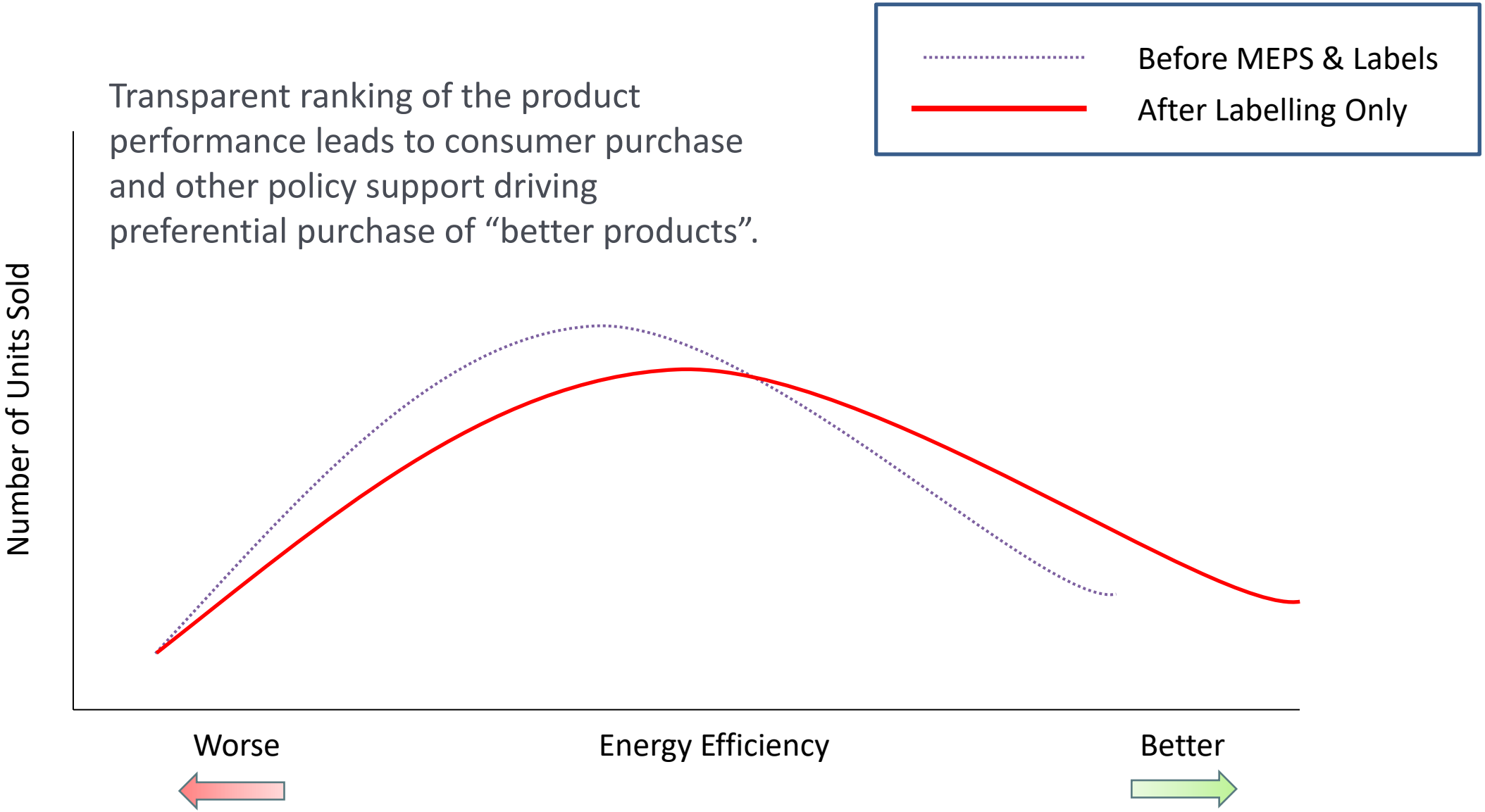


Effect of Labelling: Transparently "Grading" Product Performance

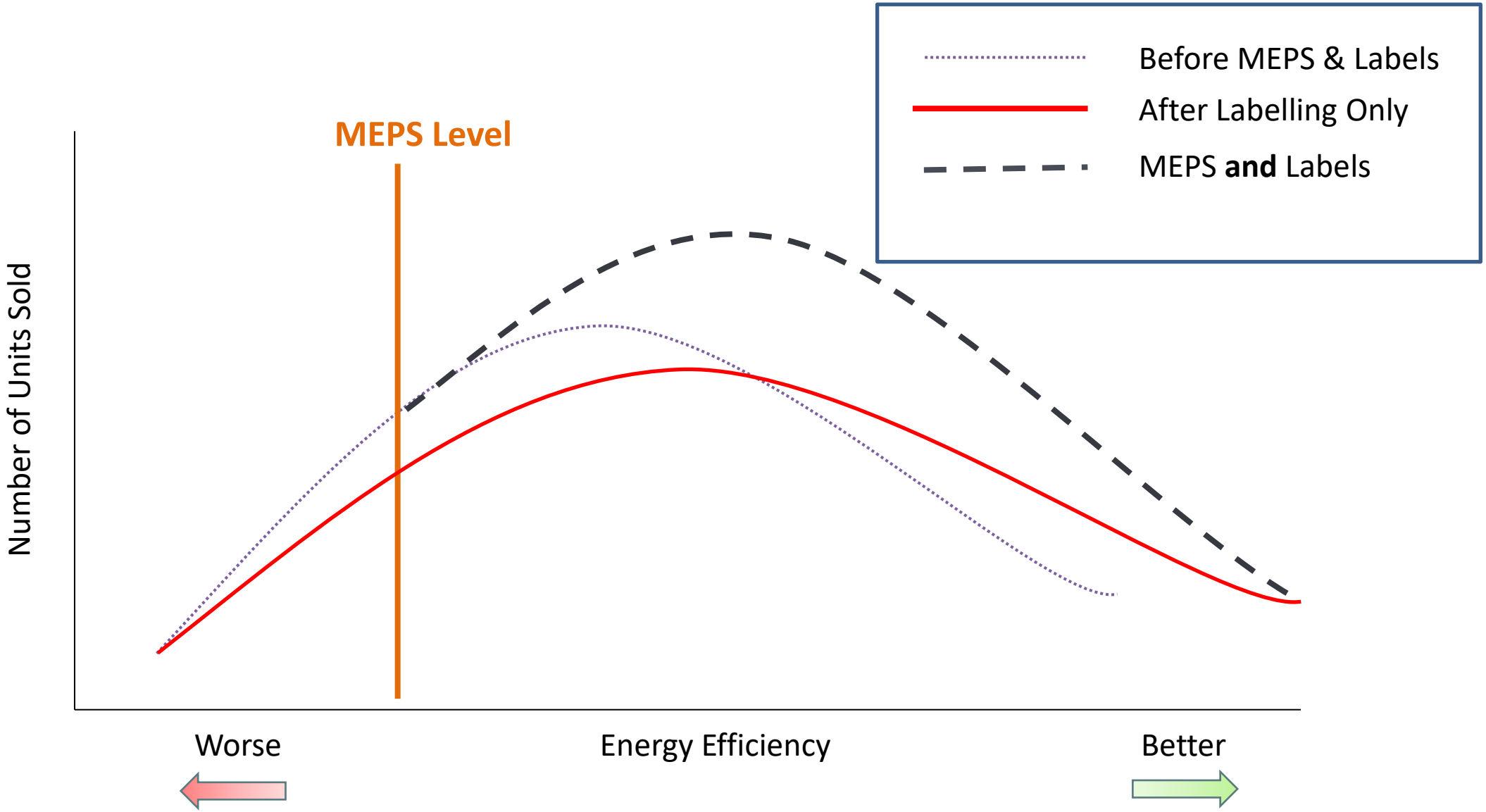


Effect of Labelling

Transparent ranking of the product performance leads to consumer purchase and other policy support driving preferential purchase of “better products”.



Effect of MEPS and Labelling



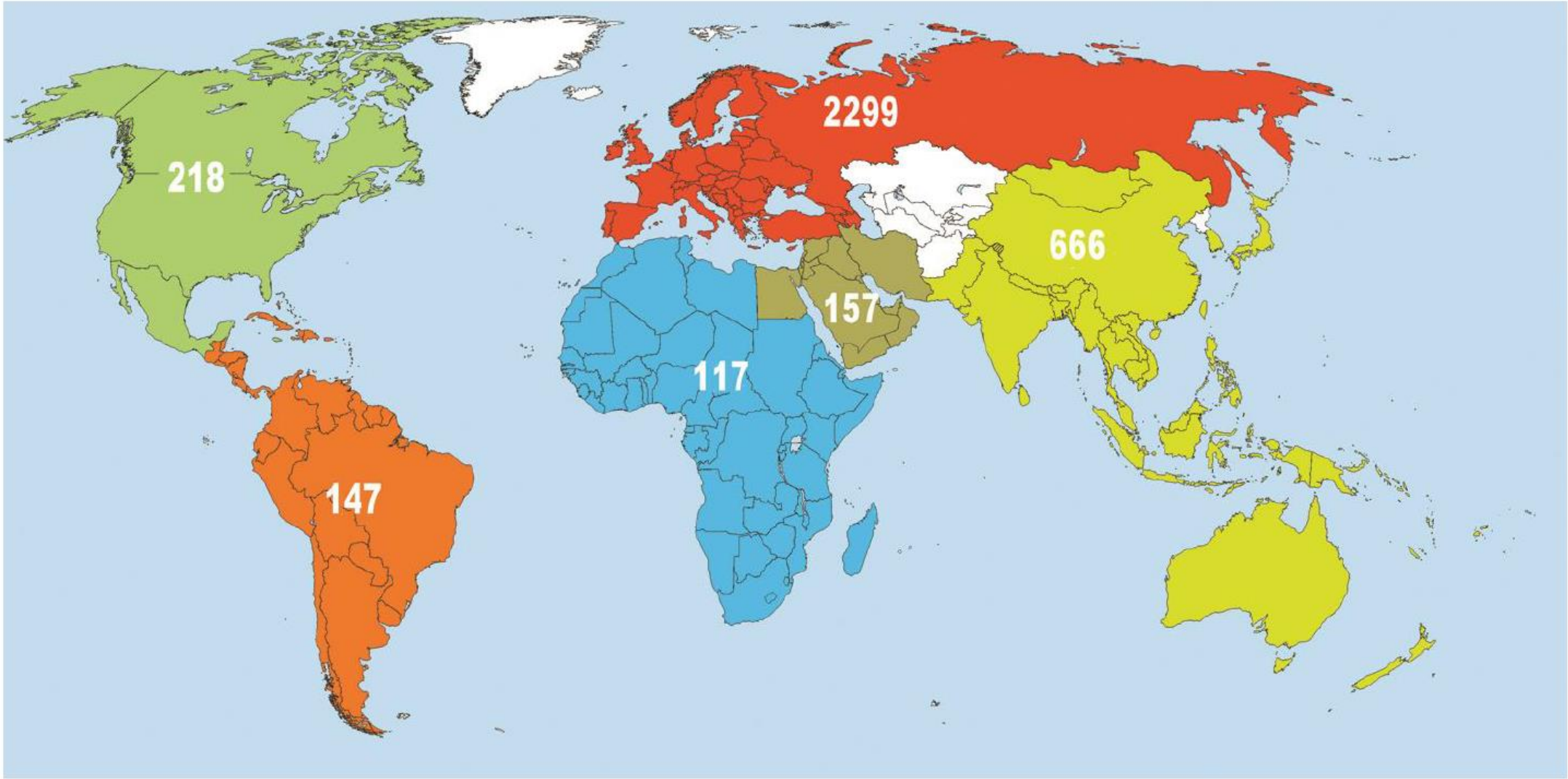
MEPS and Labelling Use

MEPS and Labelling around the world (2014)

	Minimum Standards	Comparative Labels
Europe	939	652
Asia Pacific	243	228
North America	92	44
Central America	43	88
Middle East	79	78
Africa	57	59
Total	**1453** 1,900+	**1149**

Source: Energy Standards and Labelling Programmes Around the World: in 2013, Department of Industry, Australia (2014)

Standards and Labels Adopted Globally



Label Examples

Vietnam

Thailand

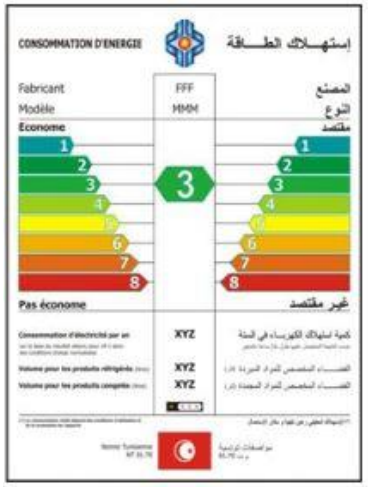
South Korea

Indonesia

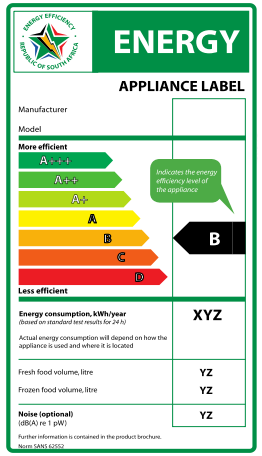
Malaysia

Singapore

Tunisia



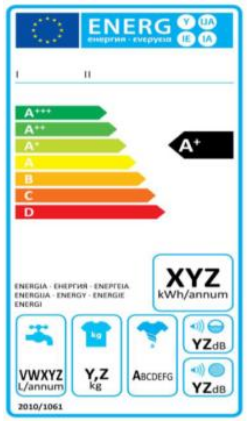
South Africa



Brazil

China

EU



Labels in Use (Refrigerators in China)

Standards and Labelling in Pakistan

Currently Voluntary for Fans

Soon to be Mandatory

- Fans
- Air Conditioners
- Refrigerators
- Electric Motors
- *Water Heaters*
- *Transformers*
- *Commercial Refrigeration*

Benefits of Standards and Labels

National/Provincial

- Reductions in overall electricity/gas consumption (or slowing of growth) = Fewer/shorter blackouts
- Reduced capital investment in energy supply increased energy independence
- Increased employment *(Efficient goods and services resulted in 900.000 additional jobs in the EU)*

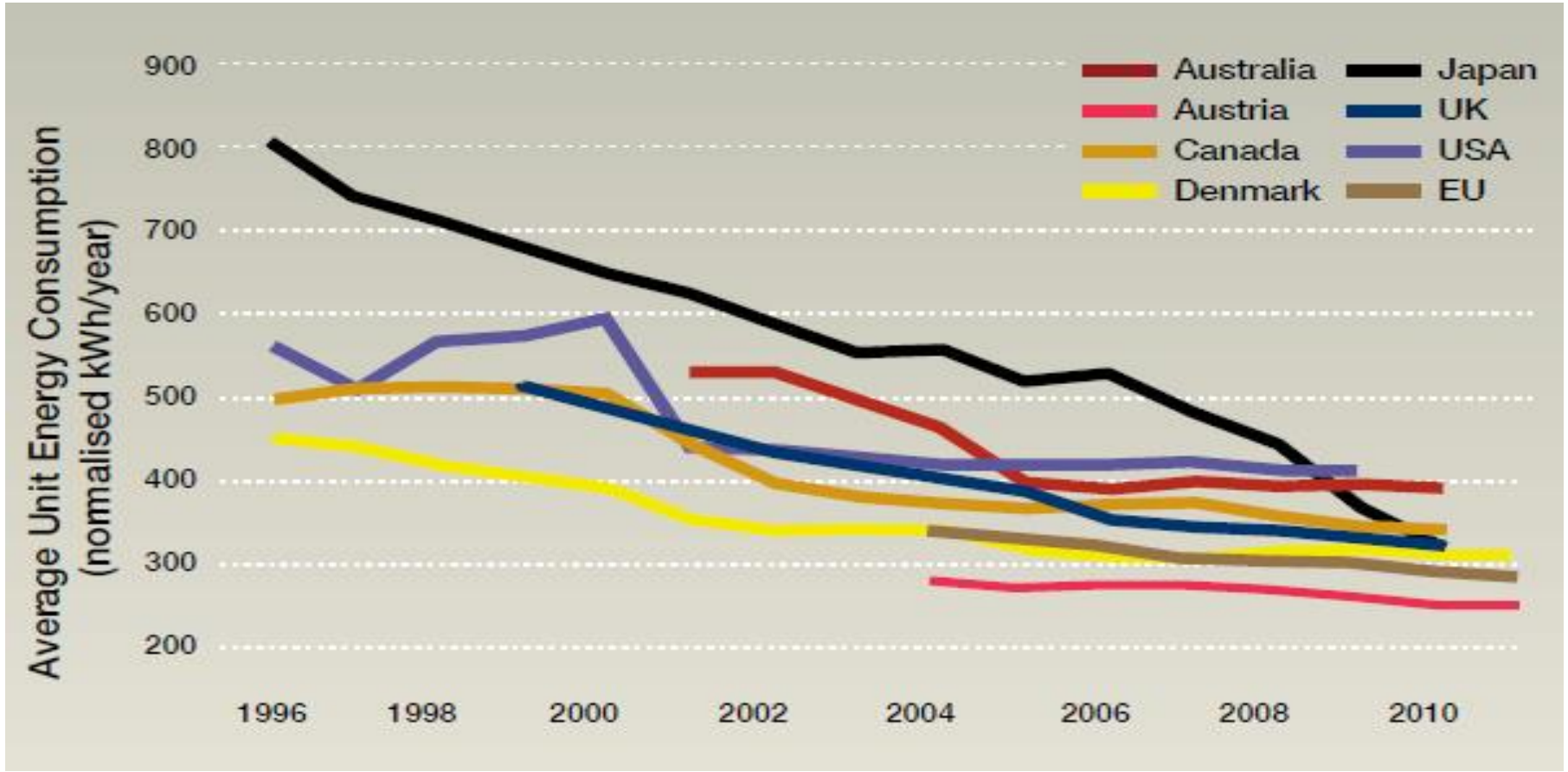
Manufacturers

- Government supported level playing field/transparent competition
- Market openings for companies with low marketing budgets
- Product protection through Monitoring and Verification

Consumer

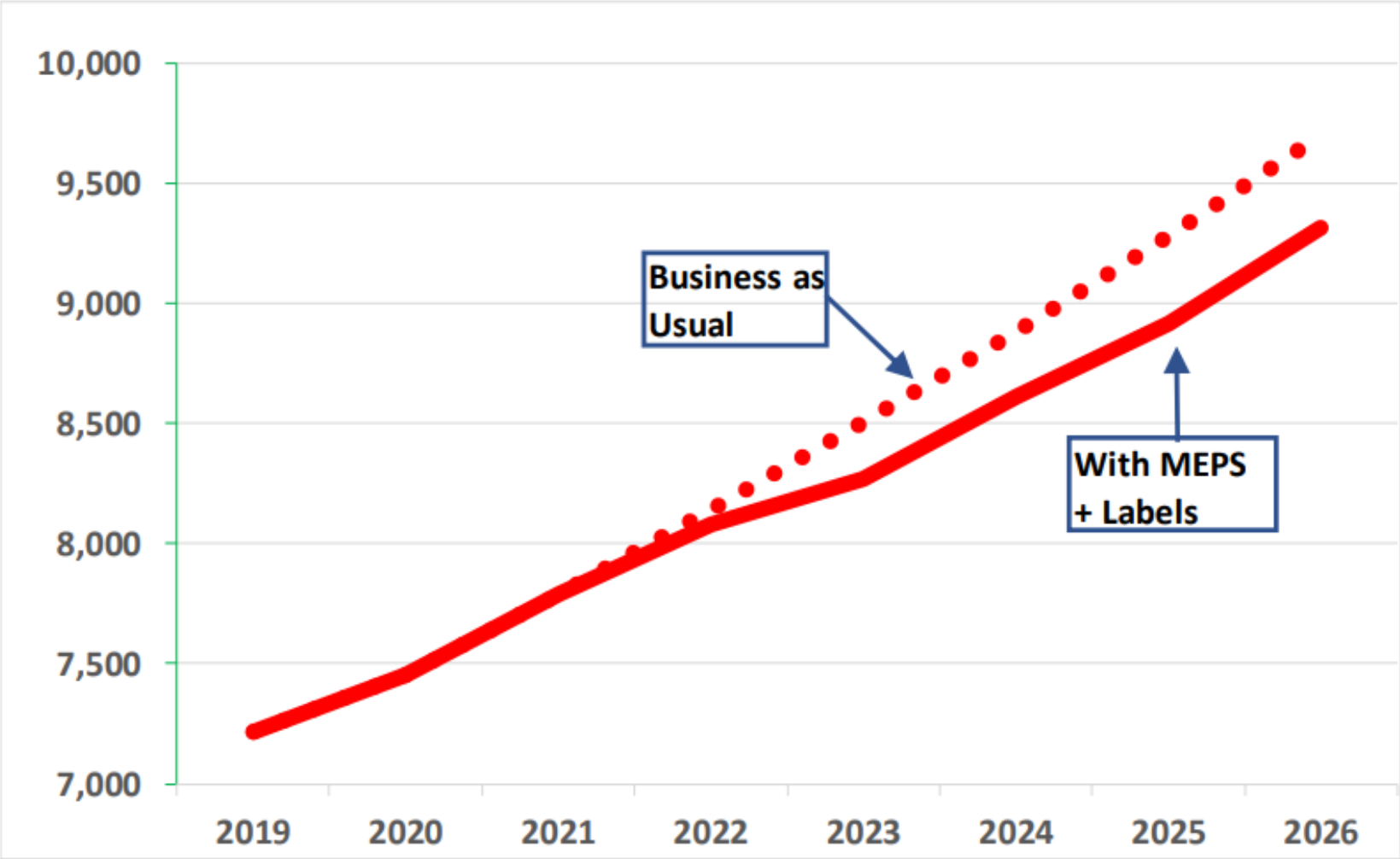
- Consistent and reliable product performance information to enhance decision making choice
- Potential to reduce lifetime cost(purchase plus running cost)

Do MEPS and Labelling Work?



…Refrigerator volumes increased by 30% over the same period

Potential Policy built on Standards and Labels: Fan replacement in the Punjab



Designing regulations: Example of Motor Regulations

New 3-Phase: ≥0.12kW and ≤5kW

All New single-phase

	2020	2021	2022	2023	2024	2025	2026
Voluntary Registration *If registered, mandatory:* • Display security sticker • Declaration of serial number of all motors prior to import • Information on nameplate, technical/promotional material		★					
Mandatory Registration • Display of security sticker • Declaration of serial number of all motors prior to import • Information on nameplate, technical/promotional material							
Mandatory Performance Requirement • Minimum Efficiency (under review for local manufacture)				IE1 ★★		IE2★★★	

MEPS and Labelling: Summary

Summary

- MEPS and Labelling Used Globally
  - Proven to be effective

- MEPS removes worst performing from the market
- Labelling allows consumers to preferentially choose better performing products **and** the implementation of other supporting policies (e.g. procurement)

- MEPS and Labelling already in place in Pakistan and is being rolled out to all key energy consuming products in the future.

Thank you