

Market study of appliance energy labeling in Mexico

CLASP seeks to hire a contractor to conduct a study about the energy labeling program by CONUEE – Comisión Nacional para el Uso Eficiente de la Energía in Mexico.

DUE: 24 FEBRUARY 2026 at 23:59 US EST¹ **QUESTIONS: Imiranda@clasp.ngo**

About CLASP

[CLASP](#) is the leading global authority on efficient appliances' role in fighting climate change and improving people's lives. With 25 years of expertise, CLASP collaborates with policymakers, industry leaders, and other experts to deliver clear pathways to a more sustainable world for people and the planet.

CLASP is a global non-profit with offices in Europe, India, Indonesia, Kenya, and the United States. We have worked in over 90 countries since our inception in 1999. We are mission-driven and committed to a culture of inclusion, transparency, collaboration, and impactful work. Find out more [about CLASP](#).

Introduction

CLASP is working with CONUEE – Comisión Nacional para el Uso Eficiente de la Energía – to strengthen energy efficiency policies for appliances and equipment in Mexico. Through this collaboration, both organizations aim to analyze the effectiveness of the labeling program and provide recommendations to better inform end-users and other stakeholders about the benefits of energy efficiency.

Background

Mexico has a long history of regulating appliance and equipment energy efficiency. CONUEE, Mexico's main authority on energy efficiency, has developed minimum energy performance standards (MEPS) and labeling requirements for 29 products in total. In 2024, energy savings from appliance energy efficiency policies in Mexico were GWh², or about 10%³ of the residential electricity use in the same year.

Mandatory labeling requirements are included in each Mexican Official Standard (NOM). To date, 19 products⁴ have labeling requirements specified in the NOMs⁵. These standards

¹ Standard Eastern Time, United States of America

² CONUEE, "Normas Oficiales Mexicanas de Eficiencia Energética - Balance 2024," November 2025, https://www.gob.mx/cms/uploads/attachment/file/1044053/BALANCE_NOM-ENER_2024.pdf.

³ Calculated from the 2024 National Energy Balance and the Mexican Official Standards for Energy Efficiency – 2024 Balance.

⁴ CONUEE, "Etiquetas de Eficiencia Energética," [gob.mx](http://www.gob.mx/conuee/acciones-y-programas/etiquetas-de-eficiencia-energetica-349576), <http://www.gob.mx/conuee/acciones-y-programas/etiquetas-de-eficiencia-energetica-349576>.

⁵ Comisión Nacional para el Uso Eficiente de la Energía, "Normas de Eficiencia Energética Publicadas," [gob.mx](http://www.gob.mx/conuee/acciones-y-programas/normas-de-eficiencia-energetica-vigentes), <http://www.gob.mx/conuee/acciones-y-programas/normas-de-eficiencia-energetica-vigentes>.

indicate the minimum information that must be included, its placement, and other requirements. Figure 1 shows an example of a label.

Figure 1 Legend of the energy efficiency label in Mexico



Source: CONUEE, 2025

CONUEE and the Secretariat of Environment and Natural Resources (SEMARNAT) have conducted previous efforts to better understand the perception of consumers and key stakeholders. Studies in 2021⁶ and 2024⁷ allowed to gather information about the use and perception of its labeling program for selected products. The results of both efforts showed that while most of the survey respondents were familiar with the label, they would prioritize access to product information (i.e. annual cost and emissions savings) that was not easy to find in the existing label design.

Considering that residential electricity consumption represents a significant portion of total electricity consumption in Mexico (in 2024 it accounted for a quarter of all electricity consumed⁸), energy efficiency labels play an important role in raising consumer awareness about the importance of energy efficiency and encouraging the purchase of more efficient

⁶ CONUEE, *Informe de La Encuesta Sobre La Etiqueta de Eficiencia Energética 2021* (2023), https://www.gob.mx/cms/uploads/attachment/file/818934/Informe_final_encuesta_de_etiqueta_V13abril.pdf.

⁷ SEMARNAT CONUEE, *Estudio para evaluar la viabilidad de actualizar la etiqueta amarilla de las NOM de Eficiencia Energética* (2025), <http://www.gob.mx/semarnat/documentos/estudio-para-evaluar-la-viabilidad-de-actualizar-la-etiqueta-amarilla-de-las-nom-de-eficiencia-energetica>.

⁸ SENER, *Balance Nacional de Energía 2024*, February 2025, https://www.gob.mx/cms/uploads/attachment/file/1047704/Balance_Nacional_de_Energ_a_2024.pdf.

household appliances. In this regard, the Mexican government is interested in understanding the impact of energy efficiency labels on consumer purchasing decisions.

CLASP is seeking to hire a contractor to conduct a nationally representative market study to investigate and analyze consumers' perceptions and understanding of energy efficiency labels, as well as their impact. The market study, which must include a representative survey, will address the following:

- Perception and understanding of the information included on the label according to the requirements indicated in the Mexican Official Standard (NOM) for each product included in the study. This information refers to minimum efficiency, product efficiency, additional efficiency graph, product energy consumption, and notes at the bottom of the label.
- Consumers' perception and understanding of the role of CONUEE (National Commission for the Efficient Use of Energy) and the NOMs for household appliances.
- Consumers' and retailers' knowledge of the energy efficiency of household appliances and their willingness to pay for more efficient appliances.
- Consumers' receptiveness to new and/or different elements on the labels – for example, cost savings, efficiency classes with a letter (or number) scale instead of a percentage bar for additional efficiency, etc.
- Retail stores and/or salespeople's receptiveness to new and/or different elements on the labels based on their purchasing experience.
- Impact of including links and/or QR codes to direct consumers to more information online.
- Strategies used by retail stores and salespeople to promote the sale of more efficient appliances.

The results of the market study will be used by CLASP to evaluate the impact of the current label and to propose recommendations for improvements to achieve a greater impact.

Timeline

Contract Timeframe: MARCH – AUGUST 2026 (estimated at 5 months)

Activities are expected to begin in March 2026 and run through August 2026.

Deadline for Application: [24 FEBRUARY 2026] at 23:59 US EST

Application includes registering as a Consulting Partner and submitting the technical and financial proposals per the instructions below.

Deadline for Questions: [12 FEBRUARY 2026] at 23:59 US EST

All questions must be addressed in English to Lorena Miranda at miranda@clasp.ngo. We request all inquiries be made to this e-mail address and not by phone.

Scope of Work

CLASP is seeking to hire a contractor to conduct a nationally representative market study to investigate and analyze consumers' perceptions and understanding of energy efficiency labels, as well as their impacts. For the successful execution of this study, the contractor must carry out the following tasks in coordination with CONUEE and CLASP.

Task 1: Define methodology and study design

- The contractor will design the study, which will include methods for identifying the target group and representative sample, data collection, and a timeline (Gantt chart).
- Data collection will include surveys and other methods such as focus groups, interviews, document review, etc. For this purpose, the contractor will consult with CONUEE regarding the labeling program, key stakeholders in this field, among others, to gather information.
- For each method, the contractor will define the instruments to be used and the key considerations for each.
- The methodology must ensure the necessary conditions for meaningful participation of the respondents.
- For the survey, the contractor must consider the variables indicated in Table 1 for sample selection.

Table 1 Variables to consider for survey sample selection

Geographical diversity	Different climates and locations can mean different needs in terms of household appliances and the level of access to information about these products.
Gender-representativeness	This includes understanding the difference in gender roles within the household and their influence on decision-making in the household economy.
Age groups	Age can determine the level of access to information for making decisions related to the purchase of household appliances.
Education level	The level of education can influence consumers' level of knowledge about energy efficiency labels and their use.
Income-level representation	Income levels affect purchasing decisions for household appliances.

- The final approach to the study methodology and design must be approved by CLASP and CONUEE.
- While the contractor may propose the methodological combination it deems most appropriate, the study design is expected to primarily include surveys conducted through in-person and other means. In addition, the contractor will consider the complementary use of focus groups or other qualitative instruments. The methodology presented by the contractor must ensure the representativeness and participation of diverse population

groups, including those with varying levels of education, socioeconomic status, age, and access to digital media, and considering geographical location.

- The methodological approach should balance coverage, representativeness, and operational feasibility, allowing the contractor to technically justify the selection of the proposed methods.
- **Deliverable No. 1: Methodology and study design**
 - This deliverable (in a format agreed upon with CLASP and CONUEE, which may be a Word document or PowerPoint presentation) must describe the contractor's work plan and include the research questions, the survey design, other methods and instruments for collecting information in addition to the survey, the detailed timeline, and specific aspects of the study design.
 - The contractor will present the deliverable to CLASP and CONUEE in a virtual meeting.

Task 2: Develop questionnaires and other instruments

- The contractor, CONUEE, and CLASP will work together to define the survey questions and other instruments based on the project objectives and the topics to be addressed, as described in the Background section.
- The contractor will prepare the questionnaires for the survey, as well as any additional instruments to be used, according to the methods defined in the study design.

Task 3: Conduct the survey and gather information

- The contractor will conduct the survey, as well as any additional research, based on the methodology and instruments developed and agreed upon in Tasks 1 and 2.
- The contractor will report to CONUEE and CLASP (frequency to be agreed upon) on the progress of the survey while it is being conducted. In addition, the contractor will report any difficulties it anticipates in relation to the implementation of the research study.
- The contractor will send CLASP and CONUEE the collected survey responses in Excel format (format to be agreed upon) upon completion of this stage. This includes cleaning the data sheet(s) and conducting a general quality review before submission.

Task 4: Analyze survey results

- The contractor will analyze the data and information collected during Task 3.
- The contractor is expected to identify the key findings from the analysis, which will lead to recommendations for CONUEE and CLASP.
- The contractor will prepare this analysis and write a report (in a format agreed upon with CLASP and CONUEE).
- **Deliverable No. 2: Preliminary Analysis and Survey Results**
 - This deliverable is a preliminary document that should include details of the survey background and other research methods and instruments used, sample

selection, the data collection process, and other sections that CLASP, CONUEE, and the consulting contractor deem relevant.

- The contractor must include a description and justification of the methods used for the analysis.
- The findings from the analysis must be presented clearly and concisely, supported by the information obtained through the survey.
- This deliverable will be presented at a meeting with CLASP and CONUEE.

Task 5: Prepare final report

- Based on the feedback from Task 4, the contractor will prepare a final report, which must include recommendations.
- **Deliverable No. 3:** Final report with results and recommendations
 - The final report (in a format agreed upon with CLASP and CONUEE) must include the content developed for Deliverable No. 2 and the feedback from CLASP and CONUEE. In addition, it must include the complete analysis with the main conclusions, recommendations, and supporting annexes.
 - The contractor will give a presentation based on the final report to a group of key stakeholders (which may include manufacturers, importers, and other industry representatives) in support of public consultations that CLASP and CONUEE will conduct as part of this project.

Project General Requirements

The contractor must:

- Provide regular project updates via email and/or participate in follow-up calls with CLASP and CONUEE throughout the duration of the contract.
- Provide relevant data, guidance, and resources to CLASP and CONUEE via email.
- Respond in a timely and detailed manner to questions and comments from the CLASP and CONUEE team.

Key Milestones and Deliverables

1. **Deliverable No. 1:** Methodology and study design
2. **Deliverable No. 2:** Preliminary Analysis and Survey Results
3. **Deliverable No. 3:** Final report with results and recommendations
4. **Final project presentation** – based on Deliverable No. 3

Key Qualifications

- Demonstrated expertise in researching consumer behavior.

- Demonstrated expertise in design and implementation of market research methodologies such as, but not limited to, consumer surveys, focus groups, interviews, etc.
- Knowledge and understanding of Mexico's energy efficiency labeling program and energy efficiency policies.
- Familiarity with consumer communication and awareness programs.
- Experience implementing projects in English (applies to the contractor and key personnel). Key personnel must be proficient in both English and Spanish.
- The contractor must be based in Mexico and have relevant experience in the country.
- Key personnel must have demonstrated experience in preparing reports that include market research analysis, conclusions, and recommendations.

Submittal

Register as a Consulting Partner

Interested parties must [register as a CLASP Consulting Partner](#).

Submit Technical and Financial Proposals

Interested parties should submit separate technical and financial proposals electronically, in English, via this [form link](#) (preferably in PDF format). The files should be named as per the following example:

[CONTRACTOR_NAME] _Technical Proposal_ RFP 2026-01-28

[CONTRACTOR_NAME] _Financial Proposal_ RFP 2026-01-28

The length of the technical proposal should not exceed 20 pages and should include:

- Detailed approach and methodology for the design, implementation, and management of the project
- Detailed timeline for all project activities, tasks, milestones, and deliverables for the project within the time frame indicated above
- Background and experience of conducting similar activities
- A summary of the qualifications and experience of key personnel that will execute the project
- Other relevant information

The financial proposal (in USD) should include a detailed budget with all direct and indirect cost estimates for executing the project, including a breakdown (in days) of the level of effort and costs associated with each team member that will be engaged in the project.

CVs and related summaries of experience and qualifications of proposed project team staff should be included in an Annex and should not exceed 10 pages.

Optional At This Stage – Fill Out Pre-Qualification Questionnaire (PQQ)

All contractors must complete the [Pre-Qualification Questionnaire \(PQQ\)](#) before they can begin work with CLASP. However, at the **RFP stage**, completing the PQQ is **optional** (i.e. you can decide to fill it out at a later stage, only if you are selected).

The PQQ is a comprehensive due diligence screening used to collect legal and financial information about potential partners or vendors. While **not required at the RFP stage**, it **must** be completed if a contract is awarded. Contracts are **contingent on successfully passing** this due diligence process.

If your organization has already completed the PQQ, you do not need to submit it again—unless there have been changes to your business structure and/or you submitted the PQQ more than two years ago. If you're unsure, please contact Andrea Testa at atesta@clasp.ngo for guidance.

Evaluation Procedure

A committee appointed by CLASP will evaluate proposals received. Selection of qualified companies or organizations will be based upon the following criteria:

Technical Approach (35%): The technical approach described in the proposals will be evaluated on:

- The demonstrated understanding of the overall project context (15).
- The detailed work plan and approach clearly defining the target objectives and the strategy to achieve the objectives as outlined in the scope of work (20).

Management Structure and Staff Qualification (25%): The proposed management structure and staff will be evaluated on:

- The professional qualifications and the extent to which the requisite expertise and experience of the key personnel will directly contribute to the completion of the tasks (25).

Past Performance and Corporate Experience (20%): The experience and capacities of the contractor will be evaluated based on:

- The past performance, familiarity, and experience in understanding policies and program related to standards and labelling (10).
- Extent of local expertise including experience, qualifications, and track record in implementation of similar programs (10).

Cost Evaluation Factors (20%): While the overall Technical Evaluation is the key factor in reviewing the proposal, the Cost Evaluation is also an essential factor in determining the final

contract award. The entire proposal will be evaluated for feasibility, completeness, and practicality.

The contract with the selected contractor will be signed in English. The contract management will be conducted in both Spanish and English.

As noted above, CLASP is a global nonprofit whose mission is to improve the energy and environmental performance of the appliances & equipment we use every day, accelerating our transition to a more sustainable world. CLASP's values and culture include transparency, collaboration, serving others, bringing positive impact to the world, providing equal opportunity, and fostering an inclusive environment without regard to individuals' background, identity or circumstances.

CLASP has found that partnering with entities with a demonstrated commitment to its values and mission leads to the best outcomes. Accordingly, we encourage you to include additional information you think shows why your organization would be a good partner for this project.

CLASP looks forward to reviewing your responses and would like to thank you in advance for your participation in this Request for Proposals. CLASP will notify all respondents who submit proposals when a decision has been made.