

Market study of appliance energy labeling in Mexico

Responses to clarification questions

FEBRUARY 2026

This document contains CLASP's responses to the questions submitted by interested contractors. Each questions is listed as it was received.

1. Involvement of Industry Stakeholders (Manufacturers) Given that one of the study's key objectives is to address "retail stores and/or salespeople's receptiveness to new and/or different elements on the labels," does CONUEE consider it valuable to go a step back in the value chain and include qualitative interviews with original equipment manufacturers (OEMs)? This would help identify potential technical barriers during the implementation stage of new labeling elements.

Response 1: CLASP and CONUEE are already planning industry consultations as part of this effort, on a separate activity. However, the contractor may include qualitative interviews to industry stakeholders in the proposed methodology if deemed relevant, and any additional cost should be indicated.

2. Design of Test Materials (Dummies) Regarding the assessment of consumer and retailer receptiveness to new elements (such as letter scales or QR codes), does CONUEE already have official schematic designs or dummies available? Alternatively, is the contractor expected to propose and design these visual materials for user testing, or should the elements be presented only in a textual list format?

Response 2: This is to be determined in coordination with CONUEE and CLASP. We don't expect to have a new design under this study, so testing new elements will be based on examples drawn from international labeling requirements.

3. Definition of Geographical Representativeness To ensure the study is "nationally representative," does CONUEE have a specific preference for sample segmentation? For instance, should it be based on Nielsen regions, major high-consumption metropolitan areas, or is a statistical sample covering each of the 32 Mexican states required?

Response 3: The contractor should provide a methodology that they deem most appropriate to respond to the terms of this RFP.

Geographic representativeness should be ensured through a statistically sound sampling approach. Multiple criteria may be considered for this purpose. While for several appliance categories national representativeness may be adequately captured through major consumption centers, for specific products the geographic relevance may differ. For example, appliances such as air conditioning units may warrant greater emphasis on regions with higher climatic relevance. Accordingly, the relative geographic importance and the prioritization of specific product categories may be defined as part of the study design.

In addition, the proposed methodology should ensure the participation of a broad spectrum of the population, reflecting diversity as per variables listed in the RFP.

The contractor shall propose a technically justified approach that balances national representativeness with product-specific geographic relevance. The final sampling

design, including regional segmentation and product prioritization, will be defined and validated in coordination with CLASP and CONUEE during the study design phase.

4. Sample Size and Confidence Levels Has a specific confidence level and maximum margin of error been defined for the national survey, or should these parameters be proposed entirely by the contractor in the technical bid?

Response 4: These parameters and appropriate technical justification must be proposed by the contractor.

5. Fieldwork Methodology in Retail For the data collection process at points of sale and with sales staff, will CONUEE or CLASP facilitate access to retail chains through formal letters of introduction or existing institutional agreements to streamline entry permits for field personnel?

Response 5: during the preparation of the data collection activities, in coordination with CLASP and CONUEE, institutional letters of introduction will be provided to the contractor, as appropriate, to facilitate access to points of sale and engagement with retailers.

6. Product Category Prioritization While the labeling program currently covers 19 products, does CONUEE wish to prioritize analysis for specific categories (e.g., refrigeration or air conditioning) due to their significant weight in residential energy consumption?

Response 6: A selected group of products will be prioritized. This is to be determined in coordination with CONUEE and CLASP during the study design stage.

7. Access to Previous Studies The link provided in the RFP for the "Informe de La Encuesta Sobre La Etiqueta de Eficiencia Energética 2021 (2023)" appears to be broken or returning an error. Is there an alternative way to access this study? Having access to this background information can be helpful for strengthening our technical approach.

Response 7: Please use this link:

<https://drive.google.com/file/d/1EMTEV5GWkQxPRrZOV3eNVw7RSGsFtbC3/view>

In case the link is still not working, the document can be found on CONUEE's website:

<https://www.gob.mx/conuee/acciones-y-programas/documentos-de-interes-349626>

8. In the Key Qualifications section, it is stated that "The contractor must be based in Mexico and have relevant experience in the country." Could you please clarify whether an international company with extensive experience in Mexico can lead the proposal in partnership with a Mexican-based firm?

Response 8: The contractor must be based in Mexico or have a team based in Mexico (i.e., an international company with an office in Mexico can apply).

9. The document mentions 29 products with MEPS and labeling, but later states that only 19 products have mandatory labeling requirements in the NOMs. When looking at CONUEE's website, we see that only 17 labels exist. Furthermore, we understand that the study is limited to households' appliances, and thus exclude motor-pump system, insulation and windows. Please confirm our understanding or kindly specify which appliances and equipment are included.

Response 9: While Mexico's energy efficiency regulatory framework includes a broader set of products subject to minimum energy performance standards (MEPS), mandatory labeling requirements currently apply only to a subset of residential appliances.

For this study, the scope is limited to appliances for residential use that are subject to energy efficiency labeling requirements. A selected group of products will be prioritized and defined in coordination with CLASP and CONUEE during the study design stage, as indicated in Response 6.

10. Do you have a database of retail stores or vendors that could be used to support the surveys? Additionally, would it be possible to obtain a letter of support or similar endorsement from CONUEE and CLASP to facilitate the consultations and help increase the response rate?

Response 10: CONUEE does not maintain a centralized database of retail stores or vendors for survey purposes. Please refer to Response 5 regarding the second part of this question.

11. We understand that the market study should only focus on consumers (households) and retailers, thus excludes surveying the stakeholders from the commercial and industrial sectors. Please confirm.

Response 11: We confirm that the scope of the study is appliances for residential use.

12. Could you please confirm whether a firm that submits its own proposal as the lead bidder is also allowed to participate as a subcontractor in another firm's proposal under the same solicitation?

Response 12: Subcontractor(s) is(are) not preferred under this RFP. Please also refer to Response 8.

13. Do you have the list of articles or appliances that will be considered in the research?

Response 13: Please refer to Response 6.

14. Do we have specific brands for each appliance?

Response 14: The labeling program in Mexico applies to all appliances sold in the country and that are subject to the current labeling regulation, regardless of the brand. Please refer to the RFP for more information about the labeling program.

15. We are considering actual purchasers (last 12 months) for different appliances, is that ok?

Response 15: The contractor shall define minimum considerations to best respond to the RFP and to guarantee a representative sample to implement survey(s). The inclusion of recent purchasers may be considered as part of the sampling strategy. However, the study should not be limited exclusively to recent buyers. The contractor is expected to propose a sample that allows understanding both actual purchase experiences and general consumer perception and understanding of the energy efficiency label, ensuring overall representativeness.

16. In point 1 on page 3 they indicate the perception and understanding of the information included in the label for each product included in the study, how many products should be evaluated in the market study?

Response 16: Please refer to Response 6.

17. In point 3 of the same page, does the knowledge of consumers and retailers refer to 2 classes of informants, that is, that the segment of final consumers and additionally that of retailers should be considered in the sample design?

Response 17: We expect the study to inform about the perception of the energy efficiency label by final consumers, and the perception of it by salespeople in retail

stores to better understand their knowledge about the label and their role during the consumer decision-making process.

18. Will all deliverables and presentation of the final report to the group of key stakeholders be done in English?

Response 18: The deliverables and presentations will be in Spanish.

19. Regarding the financial proposal, they indicate that it must include a detailed budget with all the direct and indirect cost estimates to execute the project, including a breakdown (in days) of the level of effort and the costs associated with each member who will participate in the project. The firm estimates costs per project, not specifically in days, since the period of work requested will be considered, however, if more time is required to be invested for the correct completion of the study, the firm includes it within a global budget, is it feasible to make the quote with the main concepts that impact the final price of the study?

Response 19: It is ok for the financial proposal to include the cost breakdown based on the main components or activities for the project.

20. The inclusion of CVs and related summaries of the experience and qualifications of the proposed project team staff that must be included in an annex and that must not exceed 10 pages, are these 10 pages in addition to the 20 pages of the technical proposal?

Response 20: Yes.

21. Is there a prior reference or expectation for the minimum sample size (nationally and by strata)?

Response 21: The contractor shall define the characteristics of the study design based on the requirements of the RFP. The contractor is expected to propose a statistically robust sample that ensures national representativeness and allows meaningful analysis across relevant population segments. The proposed sample size and stratification must be technically justified and aligned with the study objectives.

22. Do CLASP or CONUEE have databases, previous studies, or microdata that should be considered mandatory inputs?

Response 22: The purpose of this market study is to collect new data.

23. If data from previous years must be used, is it standardized across different regions?

Response 23: Please refer to Response 22.

24. Is there a preferred platform or tool for the surveys, or should the contractor develop the solution? If a digital platform or website is required:

Response 24: The contractor shall define the most appropriate tools to respond to the requirements of the RFP, based on their previous experience of similar exercises. No specific survey platform or proprietary system is required. The contractor may use the tools they deem most appropriate for data collection and analysis. The project does not require the development of a dedicated digital platform or system integration.

25. Will the contractor be responsible for hosting?

Response 25: The contractor will be responsible for any activities and/or costs associated with hosting a digital platform to collect data for this project.

26. Are there specific requirements for information security, Mexican data protection laws (LFPDPPP), or interoperability with CLASP/CONUEE systems?
Response 26: The contractor will be responsible for ensuring appropriate data protection and confidentiality measures and must comply with applicable data protection regulations in Mexico, including the Federal Law on Protection of Personal Data Held by Private Parties (LFPDPPP) and other relevant provisions.
27. Is there a preference or restriction regarding the balance between in-person and remote data collection?
Response 27: The contractor shall propose an appropriate balance between in-person and remote data collection methods. The proposed approach should ensure adequate participation of diverse population groups, including those with limited access to digital channels, and support a representative sample.
28. Are there specific consumer groups that should be prioritized (e.g., specific regions, income brackets, types of appliances)?
Response 28: Please refer to Response 3.
29. Is the involvement of retailers and salespeople mandatory or optional within the methodological design?
Response 29: The scope of the study must include retailers/salespeople, according to the RFP. The contractor shall determine what retailers to include to ensure representativeness of the study. Household appliances sold in retail stores must display the energy efficiency label according to the applicable regulation, and salespeople often play a key role in explaining the information contained in the label with the potential to drive the consumer's purchase decision. Therefore, understanding aspects such as, but not limited to, the salespeople's knowledge and perception of the label could help understand consumer behavior in this sector
30. What is the expected level of involvement from the contracting party and beneficiary throughout the project (technical validation, field monitoring, intermediate approvals)?
Response 30: The contractor will closely coordinate with CLASP and CONUEE throughout the project. CLASP and CONUEE will review, provide feedback and approve deliverables, as well as will monitor progress. The contractor will consult with CLASP and CONUEE any relevant matters to ensure the successful implementation and shall maintain communication with CLASP and CONUEE.
31. Are intermediate workshops expected in addition to the formal presentations of deliverables?
Response 31: The main purpose of the study is data collection, and the key activities are outlined in the RFP. If the contractor deems relevant, the proposal could include additional activities to those in the RFP.
32. Should meetings and workshops between the parties be held in person, hybrid, or virtually?
Response 32: Most meetings will be held virtually, and there may be a need for in-person meetings in Mexico City.
33. Is there a preferred format or template for reports and databases?
Response 33: This is to be determined once the contract starts.

34. How will intellectual property and the confidentiality of the collected data be handled?
Response 34: The default terms are that CLASP owns the intellectual property of the study. The contractor must respond to intellectual property and confidentiality obligations, which will be detailed in the contract. If an exception may be made, it will be assessed on a case-by-case basis.
35. Can the collected data be reused by the contractor for academic or institutional purposes?
Response 35: Following Response 34, the contractor may use any data or material made publicly available by CLASP.
36. Is there an indicative budget ceiling for this contract?
Response 36: The contractor is expected to determine the cost to submit the financial proposal. Please refer to the appropriate section in the RFP.
37. Should field expenses (travel, logistics, interviewers) be presented in an aggregated or detailed format?
Response 37: Field expenses shall be presented with enough detail to identify the number of trips, number of people, among other relevant information.
38. Could you confirm whether this project includes financial compensation for the selected contractor, or is it intended to be pro bono?
Response 38: The market study will be paid according to the agreed terms with the selected contractor. The RFP clearly indicates that interested organizations must submit a technical and a financial proposal.
39. Is there any plan to publish the results or findings of this study? If so:
a) Could you specify what type of content or findings are expected to be published?
Response 39a: CLASP expects to use the results from the market study as input for recommendations to improve the energy efficiency label in Mexico. CLASP may use content from this project which may be made publicly available on its website.
b) For what purpose will the information be used publicly?
Response 39b: In case material(s) are published based on this market study, the objective will be to disseminate relevant information about the benefits and the opportunities for improvement of the energy efficiency label in Mexico.
c) Through which channels or media are the study results expected to be disseminated?
Response 39c: In case material(s) are published based on this market study, CLASP and CONUEE will use its regular channels, such as websites and LinkedIn.
40. How many products should be included in the study? Are the 19 products that currently have labeling requirements under the NOMs considered?
Response 40: Please refer to Response 6.
41. What is the main objective of the project, given that part of the consumer audience may not be familiar with energy efficiency labeling, its KPIs, or the NOMs?
Response 41: The objective of the market study is to understand consumers' perceptions and understanding of energy efficiency labels for household appliances, as well as the impact of the label on consumer behavior in this sector.

42. Does the study also require the inclusion of retailers? If so, what type of retailers or chains are considered a priority? What role is expected for this segment—should it be evaluated whether labeling is mentioned during demonstrations? Could you share more detail on this point?

Response 42: Please refer to Response 29.

43. The document mentions “salespeople.” Could you confirm which specific profiles this refers to (e.g., in-store promoters, sales advisors, department managers, etc.)?

Response 43: For the proposal submission, the contractor shall determine this based on their experience and the information provided in the RFP. Further definitions will be coordinated with CONUEE and CLASP.

44. In the data collection section, it is indicated that the contractor must consult CONUEE and other key stakeholders. Does this imply conducting audits, or only interviews and documentary reviews?

Response 44: Please refer to Response 1.

45. Does CLASP expect that the questions derived from the RFP be integrated at this stage into the technical proposal?

Response 45: The responses contained in this document are meant to clarify certain aspects of the RFP. Therefore, proposals are expected to respond to the RFP, taking these clarifications into account.

46. For Deliverable 2 (Preliminary Analysis and Survey Results / “Topline”), could you detail what type of information is expected to be included in this preliminary document?

Response 46: As outlined in the RFP, Deliverable No. 2 is expected to show key preliminary highlights or findings based on the data collected. These preliminary findings are about consumer’s perception and understanding of the label and its specific elements, decision making to purchase an appliance, salespeople’s role regarding the consumer’s decision, among others.

47. Is there any specific guideline regarding format, level of depth, or type of analysis for this deliverable?

Response 47: The contractor shall determine the structure and contents of the deliverable based on their previous experience of similar exercises and in coordination with CONUEE and CLASP.

48. Although our company does not currently have verifiable experience in the electrical segment, we have extensive experience and positioning in market research, deep consumer knowledge, and expertise on the effects of NOM regulations that have been applied in Mexico, such as labeling laws for mass consumer products and information about Domestic Appliances. Can we still participate if we demonstrate methodological capacity and relevant experience in market research?

Response 48: Yes. The contractor must meet the key qualifications listed in the RFP, which include expertise in researching consumer behavior and knowledge and understanding of Mexico’s energy efficiency labeling program.

49. Are we required to submit any additional documents along with the proposal, besides those mentioned in the RFP?

Response 49: No. Interested organizations must submit their proposal in compliance with the RFP requirements.

We understand the target definition in terms of sociodemographic variables; however, we need further clarification regarding eligibility criteria. Specifically, we need to determine how to validate whether a respondent qualifies as a buyer of one or more of the 19 NOM regulated products. Additionally, it is important to define the appropriate recency of purchase (e.g., time since last purchase).

For example, beyond sociodemographic variables, the target could be defined as:

“A person who purchased at least one of the 19 NOM products within the last X months.”

Our specific questions are:

50. Do you have a more precise target definition beyond demographic characteristics?

Response 50: We expect the contractor to determine the sample based on those variables and their experience of similar exercises. Additional definition on this will be determined in coordination with CLASP and CONUEE.

51. Is it required to cover all 19 NOM product categories by establishing quotas for buyers within each product class?

Response 51: Please refer to Response 6.

52. The RFP references 29 product categories. For clarification, should the study focus exclusively on the 19 NOM product categories?

Response 52: Please refer to Response 6.

The RFP indicates that the study should address the following aspects related to retailers: Retail stores' and/or salespeople's receptiveness to new or modified elements on energy labels, based on their selling experience.

Strategies used by retail stores and sales personnel to promote the sale of more energy efficient appliances.

To properly scope this component, we require additional clarification:

53. In which specific retail channels should sales personnel be recruited (e.g., department stores, specialty appliance stores, self-service retailers, etc.)? Department stores typically employ dedicated sales staff, whereas self-service formats may not. Could you provide a list of relevant retail chains or formats?

Response 53: Please refer to Response 10.

54. In cases where both store-employed sales staff and brand-employed promoters are present, which group should be considered the appropriate target?

Response 54: This can be determined in coordination with CONUEE and CLASP.

55. Are interviews required to be conducted in-store?

Response 55: The contractor shall determine the methods and the best way to implement them.

56. Would mystery shopping be an acceptable methodology (i.e., without prior awareness from sales personnel)?

Response 56: The contractor can include research methods and instruments that they deem relevant in the technical proposal.

57. Should retailer interviews follow the same geographic distribution criteria as the consumer sample?

Response 57: The contractor shall consider a comprehensive methodological approach to guarantee representativeness of the study.

58. Are there additional stakeholders on the retailer side (e.g., store managers, purchasing managers, category managers) that should be included in the study?

Response 58: Given that store managers oversee and make decisions related to salespeople's performance and training, they may be considered in the study.

59. In order to provide an accurate cost estimate, we would need guidance regarding the anticipated questionnaire length (estimated duration in minutes or approximate number of questions), as well as the expected proportion of open-ended versus closed-ended questions. Instrument length and geographic dispersion are primary cost drivers, as they directly impact fieldwork complexity and response rates. For budgeting purposes, we can assume a questionnaire length and sample dispersion; however, doing so may reduce comparability with proposals submitted by other providers. Additionally, if the final questionnaire length increases after contract award, a corresponding budget adjustment would be necessary.

Response 59: Questionnaires will be developed after the study design in coordination with CLASP and CONUEE, based on all parties' experience in similar projects.

The RFP indicates that the supplier will determine the sample size required to ensure national representativeness for the overall study and across key variables (geographic region, gender, age groups, education level, income level).

In this regard, we would appreciate clarification on the following:

60. Is there a required minimum level of statistical precision (e.g., confidence level, margin of error, variance assumptions)?

Response 60: Please refer to Response 4.

61. The study does not appear to require cross-representativeness within each variable domain. Is this interpretation correct?

For example, the selected split of geographic region will make the study representative at the national level, but it will not be stratified to ensure age and gender representativeness within each region.

Response 61: The RFP contains the minimum variables to consider for sample selection. We expect the contractor to determine the sample based on those variables and their experience of similar exercises to ensure the sample is representative.

62. Will project payments be structured in installments tied to specific deliverables (e.g., four deliverables with 25% payment upon approval of each)?

Response 62: This will be determined after a contractor is selected.

63. Is there a predefined budget ceiling or funding limitation for this project?

Response 63: Please refer to Response 36.