SEAD Policy Exchange Forum

Communication Strategies for Energy Efficiency Labels

19 June 2019
11:00 - 13:00 (UTC)
Welcome, Introductions & Agenda
Who is on today’s call?

• **CLASP** - SEAD Operating Agent and SPEX coordinator

• Presentations from:
  – Republic of South Africa
  – Ghana
  – European Commission

• Participants on today’s call include policy makers, industry representatives, civil society, consultants, international organizations
SPEx Call Agenda

• Welcome, Introductions, and Agenda Review
• Introduction and Overview of Communication Strategies for Energy Efficiency Labels
• Case Studies:
  – Republic of South Africa
  – Ghana
  – European Commission
• Q&A and Group Discussion
• Closing Remarks
Webinar Guidelines

• All on mute during the presentations
  – Submit questions via the Q&A and chat options at the bottom of the screen
  – Use the Raise Hand feature if you would like to speak
  – There may be a delay/lag between slides….

• If you have questions:
  – Please introduce yourself (Name and Organization)
  – Clarifying questions can be asked after each presentation
  – Share discussion questions for Q&A session at the end

• During Q&A and General Discussion session:
  – Use the Raise Hand button so we can unmute you
  – If not speaking, please mute your devices

• Record of discussions
  – Webinar is being recorded
  – Presentations and summary of discussions available on SEAD website
A Global Initiative:
SEAD governments work together to save energy
Foster Global Collaboration & Partnership

SEAD increases visibility of energy efficiency at the highest levels
Welcome to the SPEx!

- Voluntary peer-to-peer collaboration
- A tool to engage with industry
- Share experiences & best practices
- Strengthen relationships & improve coordination
Introduction and Overview of Communication Strategies for Energy Efficiency Labels

Marie Baton – CLASP
Ms. Baton is the lead of the Europe program for CLASP. She has been with CLASP for over 8 years, supporting international product regulations and labelling. She has extensive experience in the energy efficiency sector and is exploring the broader field of resource efficiency.

She was part of a team that conducted a major assessment of the energy savings potential that would result from revising regulations covering seven product groups in Europe, designed to help the European Commission prioritize based on potential energy savings.

Prior to joining CLASP, Ms. Baton worked as a policy analyst for energy agencies in France and in Belgium, with an emphasis on energy efficiency, buildings and Environmental Management Systems.

Ms. Baton is a French national and holds a Master of Science degree in Agronomy from the Institut National Polytechnique de Lorraine, with specialisation in environmental sciences.
Communication - A crucial aspect at each step

Communication strategy = More than a communication campaign

- Decide whether and how to implement energy labels and standards
- Develop stakeholder map
- Determine need for and develop testing capabilities
- Design & implement a labelling program
- Analyse & set standards
- Establish & implement MVE framework
- Design & implement a communications campaign
- Ensure program integrity through MV&E activities
- Evaluate all aspects of the S&L program to inform review process

Alternate/ Parallel Step:
Identify and establish (additional) market transformation activities (awards, procurement & incentives)
Establish a strategy

At each step:

- Establish the needs and objective
- Identify the target audience(s)

>> Design the communication:

- Message
- Tools
- Partners
- Timing / period
Common Awareness Challenges

Professionals - Industry/Importers/Retailers

Consumers - Buyers/End-users

Government and institutions
Communication for Industry & Consumers

**Challenges**
- Consumers: unwilling to spend ‘more’
- Retailers: not promoting
- Industry: unwilling to redesign

**Risks**
- Lack of confidence on the market & in new technologies (+media impact)
- Slower market transformation
- Non-compliance

**Solutions**
- Communications campaigns
- Industry workshops and engagement, guidance
- Product registry databases and apps
Communication within government

Challenges
• De-prioritised S&L and MV&E – less funding made available
• Confused institutional responsibilities

Risks
• No designated responsible; contact points
• Lack of ownership and enforcement
• Lack of confidence with industry and consumers

Solutions
• Clearly define benefits of S&L and MV&E program to decision-makers
• Clearly identify and communicate responsibilities
Communication before implementation

Objectives:
- Gather information
- Identify synergies
- Prepare implementation
  - Establish roles and responsibilities
  - Awareness/education of industry and retailers
  - Consumer research – importance of the design of the label

Target audiences:
- Professional stakeholders
- Government, institutions, laboratories
Communication at time of implementation

Objectives:
- Raise awareness
- Inform/Educate
- Reinforce credibility of the scheme
- Communication in case of non-compliance (gradual)

Target audiences:
- Consumers
- Suppliers, installers
Communication following implementation

Objectives:
- Evaluate
- Motivate – positive story around the labelling scheme
- Maintain and improve the program

Target audiences:
- Gather information from all types of stakeholders
- Government, institutions
- Industry, media
Designing communication to consumers

Design of the label – importance of consumer research

Test comprehension and influence
Designing communication to consumers

Communication campaign

1. Establish goals and objectives
2. Assess Program Needs and Conduct research
3. Select and understand the audience
4. Identify tools, recruiting partners
5. Design the communications plan
6. Develop and test messages
7. Campaign evaluation

Feedback

SEAD | SUPER-EFFICIENT EQUIPMENT AND APPLIANCE DEPLOYMENT INITIATIVE
Designing communication to consumers

Awareness raising
- Mandatory vs. voluntary label
- Strategy against illegal imports
- (+indirect impact on suppliers)

Information/education
- Explain the label
- Guide through changes (technology, rescaling…)

![Image of label and refrigerator with a 'No Label' and 'No Good' sign]
Designing communication to consumers

Reinforce credibility of the scheme
- Identified as government scheme
- Reinforce familiarity

Communication of non-compliance
- Informative
- (+ deterrent)
Designing communication to consumers

How and when?

- **Various means of communication**
  - Billboard
  - Radio
  - Television
  - Internet, social media
  - App
  - Point of sales (store/online)
  - Professionals (retailers, installers, utilities…)
  - …

- **Timing of communication**
  - Launch of the label
  - Revision / Rescaling
  - Season / event (summer for AC, World Cup for TV, etc.)
  - (Change happens) over a long period of time
South Africa’s Consumer Education Campaign for LEDs

Theo Covary, UNDP
Mr. Theo Covary, UNDP

Theo Covary is the UNDP appointed project manager for the South Africa Residential Appliance S&L Programme. He has been in this position since 2017 but has been involved with the project in various forms since its inception in 2010.

Theo has over 12 years’ experience in energy efficiency policy and research and has worked for most of the international agencies combatting climate change. In addition to South Africa, he has undertaken assignments in Kenya, Botswana and Namibia.

He is a South African national who holds an MBA and a PhD candidate at the University of Cape Town.
South Africa’s Consumer Education Campaign for LEDs

19 June 2019

Theo Covary
theo.covary@undp.org

Maphuti Legodi
maphuti.Legodi@energy.gov.za
Project Background

The South African S&L Project, supported by the Global Environment Fund, commenced in 2011 and covers the following residential appliances:
Standards, MEPS and Test Facilities

<table>
<thead>
<tr>
<th>Product Type</th>
<th>National Standard</th>
<th>MEPS (Regulations)</th>
<th>Local Testing Facility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refrigerators and fridge freezers</td>
<td>✓</td>
<td>B</td>
<td>✓</td>
</tr>
<tr>
<td>Freezers</td>
<td>✓</td>
<td>C</td>
<td>✓</td>
</tr>
<tr>
<td>Washing machines and washer dryers</td>
<td>✓</td>
<td>A</td>
<td>✓</td>
</tr>
<tr>
<td>Tumble dryers</td>
<td>✓</td>
<td>D</td>
<td>✓</td>
</tr>
<tr>
<td>Dishwashers</td>
<td>✓</td>
<td>A</td>
<td>✓</td>
</tr>
<tr>
<td>Electric ovens Small</td>
<td>✓</td>
<td>A</td>
<td>✓</td>
</tr>
<tr>
<td>Electric water heaters</td>
<td>✓</td>
<td>B</td>
<td>✓</td>
</tr>
<tr>
<td>Large</td>
<td>✓</td>
<td>B</td>
<td>x</td>
</tr>
<tr>
<td>Electric water heaters</td>
<td>✓</td>
<td>B</td>
<td>✓</td>
</tr>
<tr>
<td>AC</td>
<td>✓</td>
<td>B</td>
<td>x</td>
</tr>
<tr>
<td>Standby power (AV only)</td>
<td>✓</td>
<td>&lt; 1 watt</td>
<td>✓</td>
</tr>
<tr>
<td>Lamps (Residential)</td>
<td>No approved national standard</td>
<td>x</td>
<td>✓</td>
</tr>
</tbody>
</table>
Energy efficiency classes
The seven energy efficiency classes for electric ovens.

Energy consumption
The estimated kWh that the oven will use per standard load. This will be shown for conventional and convection depending on the functionality of the electric oven.

Usable volume
The usable volume of the electric oven in litres.

Noise
This is an optional item on the label and it indicates the likely noise level of the electric oven while in operation.

Energy performance class of the particular electric oven
The most efficient electric ovens are rated as A+++, the least efficient are rated as D.

Energy consumption, kWh
- Conventional
- Forced air convection (based on standard load)

Usable volume, L

Noise (Optional)
(dBA) (re 1 pW)

Further information is contained in the product brochure.
Lighting

- Eskom, the national utility, implemented a residential CFL rollout campaign to reduce peak demand. By 2012 2.1 GW peak reduction OR 4 786 GWh of savings had been achieved

- By the end of the programme in 2015 more than 70 million CFL had been distributed

- When free CFL’s were no longer available, consumers returned to the stores
For most South Africans, CFL’s were now the de facto energy saving technology to the detriment of LED lighting.

For low income households, many reverted back to illegally imported incandescent light bulbs.

To compete, most LED’s sold have lower technical specifications – compromising user experience.

<table>
<thead>
<tr>
<th>Power Factor</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life expectancy</td>
<td>Low</td>
</tr>
<tr>
<td>Flicker</td>
<td>Not specified</td>
</tr>
</tbody>
</table>

In response, the S&L Project is:

1- Developing technology neutral technical specifications
2- Developing an appropriate consumer awareness campaign
Lighting Communication and Awareness Campaign

Establish effectiveness on consumer understanding of efficient lighting technologies through:

• A point-of-sale value label to enhance existing Energy Efficiency information on pack, optimising the design that best supports consumer purchase of light bulbs, enabling their understanding of what to expect around:
  • Light output levels – measured in light levels (lumens)
  • Colour rendering – colour temperature (warm or cool)
  • Life expectancy – approximate number of hours use before light fails
  • Energy usage – the efficiency relative to other types of bulbs.

• An endorsement label on pack for high performing products
Consumer Research

Qualitative and quantitative research was used to:

• To measure awareness and usage of the different types of light bulbs (incandescent vs. CFL vs. halogen vs. LED)

• To determine current aspects used to decide which light bulbs to purchase, pre-exposure to the information poster

• To test responses to the information poster – perceptions, usefulness of information, persuasiveness of posters
  a) To assess perceptions of the usefulness of the information
  b) To establish how persuasive the information poster was in encouraging trial of different light bulbs
A collaboration of research, design and strategy

Stakeholder feedback

Qual Pilot G1 feedback
- Replaced 1 VL
- Added 6 EL

Qual G2-5 feedback
- Revisions to infographic VL
- Top 2 previous EL + 2 new EL

Qual G6-9 feedback
- New infographic introduced
- Replaced 2 EL

Quant feedback
- Top 1 EL + 4 new EL

Stakeholder feedback
- 3 VL
- 3 EL

Recommended designs to progress

First designs as per brief

Blue → design phases where Value (VL) and Endorsement (EL) Labels undergo conceptual or content design changes

Turquoise/yellow → consequential research stages to test shifting comprehension and engagement with VL and EL concepts

Green → stakeholder strategic input and decision making
First Design

Concept W
Tested in G1 only

Concept S
Tested in G1 - G5

Concept P
Replaced Concept S after G6 - 9

Concept V
Was evaluated throughout as a benchmark
**Final Design**

**DO YOU NEED A NEW LIGHTBULB?**

**STEP 1** Know what fit you need

- Bulb Fitting Guide

**STEP 2** For brightness pick Lumens not Watts

- Lumens
  - 400 Lumens
  - 1300 Lumens

- EXAMPLE: 1300 Lumens

**STEP 3** You have new options!

- INCANDESCENT
- HALOGEN
- CFL
- LED

**STEP 4** Better quality lasts longer

- 10000 hours 7 months
  - (4 hours per day)
- 10000 hours 1.5 years
  - (4 hours per day)
- 10000 hours 5 years
  - (4 hours per day)
- 10000 hours 10 years
  - (4 hours per day)

**STEP 5** Quality bulbs save money

- Annual cost = Price of bulb + Electricity

- Uses More Energy
- Uses Less Energy

**STEP 6** Choose Green Bulbs!

- Green = Less Power Used

- A++

**STEP 7** Create your tone/mood

- Soft tone, mood, for bedroom
  - Warm White Cool White

- Neutral, mood, for kitchen
  - Low 2700K High 5000K

Measured in KELVINS™
Social Media Campaign (Oct 2018 to Jun 2019)

<table>
<thead>
<tr>
<th>Audience Growth Metrics</th>
<th>Totals</th>
<th>Total Followers % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Followers</td>
<td>10,297</td>
<td>99.5%</td>
</tr>
<tr>
<td>Twitter Followers Gained</td>
<td>-14</td>
<td>100%</td>
</tr>
<tr>
<td>Facebook Fans Gained</td>
<td>1,594</td>
<td>30.3%</td>
</tr>
<tr>
<td>Total Followers Gained</td>
<td>1,580</td>
<td>99.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Engagement Metrics</th>
<th>Totals</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter Engagements</td>
<td>82</td>
<td>100%</td>
</tr>
<tr>
<td>Facebook Engagements</td>
<td>40,926</td>
<td>3,212%</td>
</tr>
<tr>
<td>Total Engagements</td>
<td>41,008</td>
<td>3,212%</td>
</tr>
</tbody>
</table>

Engagement is the total number of actions that people take on your Facebook Page and its posts. How many times people engage with specific content.
South African Energy Efficiency Label

#DidYouKnow: The 3 most popular types of light bulbs to buy are incandescent light bulbs. An extremely old lighting technology that are very energy inefficient. Compact Fluorescent lights (CFLs) are more energy efficient than incandescent light bulbs and have a much longer life span. They do contain small amounts of mercury which is toxic to humans. Light Emitting Diodes (LEDs) are the most energy efficient of the light bulbs available on the market and they have a longer lifespan than both CFLs and incandescent light bulbs.

#SavingsEnergy #SAEnergyLabel #Energy #EnergyEfficiency

Black Friday is around the corner and that means massive savings! Be #Energy smart and look out for The Energy Efficiency Label and you won’t have just a once-off savings but will save on running costs as well.

#SavingsEnergy #SAEnergyLabel #Energy #EnergyEfficiency

#DidYouKnow that the more energy efficient your appliance is the more money you save! The energy label helps you make the right energy efficient choice.


#SavingsEnergy #SAEnergyLabel #Energy #EnergyEfficiency
Examples of Lighting Animations
Looking to buy a new light bulb? Make sure to consider the lumens & not watts of the light bulb. Lumens refers to the brightness of the light bulb & the watts refers to the energy consumption of the light bulb.
Read More Here: http://bit.ly/2DMisD0
#SAEnergy #Lighting #SavingEnergy #EnergyEfficiency
South African Energy Efficiency Label

Performance for Your Post

<table>
<thead>
<tr>
<th>People Reached</th>
<th>571</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Second Video Views</td>
<td>56</td>
</tr>
<tr>
<td>Reactions, Comments &amp; Shares</td>
<td>41</td>
</tr>
<tr>
<td>Likes</td>
<td>38</td>
</tr>
<tr>
<td>On Post</td>
<td>36</td>
</tr>
<tr>
<td>On Shares</td>
<td>0</td>
</tr>
<tr>
<td>Loves</td>
<td>2</td>
</tr>
<tr>
<td>On Post</td>
<td>2</td>
</tr>
<tr>
<td>On Shares</td>
<td>0</td>
</tr>
<tr>
<td>Wows</td>
<td>1</td>
</tr>
<tr>
<td>On Post</td>
<td>1</td>
</tr>
<tr>
<td>On Shares</td>
<td>0</td>
</tr>
<tr>
<td>Comments</td>
<td>0</td>
</tr>
<tr>
<td>On Post</td>
<td>0</td>
</tr>
<tr>
<td>On Shares</td>
<td>0</td>
</tr>
<tr>
<td>Shares</td>
<td>7</td>
</tr>
<tr>
<td>On Post</td>
<td>5</td>
</tr>
<tr>
<td>On Shares</td>
<td>2</td>
</tr>
<tr>
<td>Post Clicks</td>
<td>16</td>
</tr>
<tr>
<td>0 Likes to Play</td>
<td>3</td>
</tr>
<tr>
<td>12 Link Clicks</td>
<td>0</td>
</tr>
<tr>
<td>0 Other Clicks</td>
<td>0</td>
</tr>
<tr>
<td>Negative Feedback</td>
<td>1 Hide Post</td>
</tr>
</tbody>
</table>

Get More Likes, Comments and Shares
Boost this post for 5800 to reach up to 27,000 people.

People Reached | 571
Engagements | 56

Get More Likes, Comments and Shares
Boost this post for 5800 to reach up to 27,000 people.

People Reached | 199
Engagements | 18
Appliance Energy Calculator - APP
Public Awareness campaign for Appliance Energy Efficiency Labels in Ghana

Eric Kumi Antwi-Agyei, Ghana
Mr. Eric Kumi Antwi-Agyei

Mr. Eric Kumi Antwi-Agyei is an Energy Efficiency and Renewable Energy Expert who is presently the Ghana Lead for the ECOWAS Refrigerator and Air conditioners Initiative (ECOFRIDGES) by United for Efficiency (U4E). Prior to his current role, Eric was the Project Coordinator for the UNDP-Energy Commission project on China-Ghana South-South Cooperation on Renewable Energy Technology Transfer.

From 2011 to 2015, Eric was project Coordinator for a UNDP-GEF energy efficient refrigerator market transformation project which involved a rebate scheme which replaced and recycled close to 11,000 old and inefficient refrigerators with efficient refrigerators which bore the newly introduced energy efficiency Labels at the time. He was also involved in the establishment of a refrigerator testing laboratory and worked with other experts to develop a Monitoring Verification and Enforcement of Standards and Labels for refrigerating appliance. Eric has also worked for the Ministry of Energy in Ghana and contributed to the development of energy policies for the Country.

He holds a Masters in Energy and Environmental Management from the University of Twente, Netherlands and a Bachelor’s degree in Chemical Engineering from the Kwame Nkrumah University of Science and Technology, Ghana.
Public Awareness campaign for Appliance Energy Efficiency Labels in Ghana

Eric Antwi-Agyei

19th June, 2019
SPex Webinar
Appliance Standards and Labeling in Ghana

- Ghana initiated appliance labeling in 2005. The following are key regulations on Standards and Labeling, MEPS and Ban of Used AC, and refrigerating appliances:
  - Energy Efficiency Standards and Labelling (Non-Ducted Air-conditioners and Self-Ballasted Fluorescent Lamps) Regulations, 2005 (LI 1815)
  - Energy Efficiency (Prohibition of Manufacture, Sale or Importation of Incandescent Filament Lamp, Used Refrigerator, Used Refrigerator-Freezer, Used Freezer and Used Air-conditioner) Regulations, 2008 (LI 1932)
  - Energy Efficiency Standards and Labelling (Household Refrigerating Appliances) Regulations, 2009 (LI 1958)

- In 2007, The government of Ghana on the advice of the Energy Commission procured and distributed for FREE 6million CFLs as direct replacement of 6 million incandescent lamps as load reduction measure to reduce impact of power shortages in Ghana at the time
- Between 2011-2014 UNDP-GEF and the Energy Commission implemented the refrigerating appliance market transformation project which further boosted the promotion of labeled appliances through a rebate scheme.
- The rebate scheme replaced of 11,000 old and inefficient refrigerating appliance with new and efficient appliance which had the labels
- This presentation will focus on the communication experience of the refrigerator transformation project
Key Features of Labels

ALL IMPORTED NEW REFRIGERATORS, AIR CONDITIONERS AND CFLs SHOULD BE PROPERLY LABELLED IN ACCORDANCE WITH THE PROVISIONS OF LIS 1958, LI 1970 & 1815.
Appliance labelling

- Information on package
- All appliances will be affixed with a label giving the following:
  - Model
  - Manufacturer’s name or trade mark
  - Estimated annual consumption
  - Energy efficiency star rating
  - Type of refrigerant (refrigerators & air-conditioners)
  - Climate class (refrigerators)
Key considerations in label design to ensure effective communication of product energy efficiency

- Label should be Recognizable – black stars to represent efficiency – increasing number of stars the more efficient
- Limiting the information – key aspects are the annual consumption and the star rating
- Build in National or Regional Identity- The black star is a key symbol in the national flag
Communication channels employed to increase awareness among consumers about product energy efficiency labels

- **Radio** - Live Presenter Mentions, Jingles (strategically placed before and after big match events), Call in programs to provide information and answer questions.
- **TV** –
  - TV advert was produced animation to appeal to kids and the entire family
  - Insertion in popular sitcoms – storyline inserted into 6 episodes
  - *Targeted programs for public awareness To share information*
- **Social media and dedicated website.** – informing project stakeholders
- **Developing catchy slogans** – (No Label – No Good) for use on bill boards and leaflets
- **Retailers were tasked to show the labels in all their promotional campaigns** – this was a challenge.

*Training shop attendants on the labels*

*Leaflets for distribution to the public – available at retail shops, utility and the Energy Commission Office etc.*

*Training session of the national Association of Refrigerator and Aircondition Technicians*
Media engagement

- Working with the media during the enforcement of the ban on used refrigerating appliance and announcing the newly introduced standards and labeling
Promotional videos

- [www.youtube.com/watch?v=GyhIv_JXj8w&t=1483s](www.youtube.com/watch?v=GyhIv_JXj8w&t=1483s)
Cost of Campaign

4 Bill Boards located at strategic locations in 2012 – total cost of USD31,075 for display over a 12month period. @ USD 647 per month

Billboard Advertising Cost in some US cities

<table>
<thead>
<tr>
<th>Cedar Rapids, IA</th>
<th>Indianapolis, IN</th>
<th>Orlando, FL</th>
<th>Phoenix, AZ</th>
<th>Boston, MA</th>
<th>Los Angeles, CA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Billboard Cost</td>
<td>$550 to $4,000/ month</td>
<td>$1,500 to $5,500/ month</td>
<td>$800 to $4,500/ month</td>
<td>$1,250 to $4,000/ month</td>
<td>$4,000 to $13,000/ month</td>
</tr>
</tbody>
</table>

Source: fitsmallbusiness.com/how-much-does-billboard-advertising-cost/

Close to $300,000 was spent on Communication during the Market Transformation project over a 4-year period.

- This includes the campaign on the rebate scheme as well.

The Energy Commission has a good reputation in Ghana, and was able to mobilise many additional communication resources without having to pay for it, greatly leveraging the impact of project funds.
Key considerations in building communications and label awareness campaign for the consumers

Your Target? Demographics - Language, Age, literacy rate etc

Your budget: This will determine your options and reach

Duration of campaign: In the case of Ghana intensive media campaign over a 6-month period followed by a rebate which also featured the labels
Emerging initiatives

• ECOFRIDGES Project is picking up on some of the lessons learnt from the Ghana to support other countries who want to develop in a similar path and to leverage funding to support efficient AC initiative

• united4efficiency.org/united-for-efficiency-ghana-and-senegal-target-25-million-for-ecofridges/
Thank you

Eric Antwi-Agyei
Eric.antwi-agyi@un.org
Energy efficiency labelling in the EU - experiences & challenges

Robert Nuij - European Commission
Robert Nuij works for the European Commission, Directorate-General for Energy, as a Head of Sector for energy efficient products. He manages a team of about 10 officials responsible for the development and implementation of Ecodesign, Energy Labelling and Tyre Labelling legislation.

He started his career in the European Commission as a policy officer in the Directorate-General for Environment where he was involved in the development of integrated product policy and the European Eco-label.

Subsequently, he worked for the Directorate-General for Health and Consumers in the area of product safety, where he was responsible for the co-ordination of Member State market surveillance efforts, toy safety and international co-operation, in particular with China. Before becoming Head of Sector, he was working on the implementation of the Energy Performance of Buildings Directive.

Prior to joining the Commission, Mr. Nuij worked as a senior consultant for an international environmental consultancy with an emphasis on environmental product policy, ecodesign and waste management.

Mr. Nuij is a Dutch national and holds a Master of Science degree in Industrial Design Engineering from the Delft University of Technology.
Energy Labelling Policy in the European Union

SEAD Policy Exchange Forum on Communications Strategies for Energy Efficient Labels

19 June 2019

Robert Nuij
Head of Sector
Energy Efficient Products
Directorate General for Energy
Ecodesign and energy labelling

- Energy labelling: providing information on energy efficiency and other performance criteria to consumers
- First labels date from 1979; currently 15 product groups covered
- Ecodesign: setting minimum efficiency (and other) requirements (MEPS) for energy-related products, which they have to meet before being placed on the EU market
- First rules date from 1992; currently almost 30 product groups covered
# Measures in place

## 29 Ecodesign regulations

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Product Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1275/2008</td>
<td>Electric power consumption standby and off mode</td>
</tr>
<tr>
<td>107/2009</td>
<td>Simple set-top boxes</td>
</tr>
<tr>
<td>244/2009</td>
<td>Non-directional household lamps</td>
</tr>
<tr>
<td>245/2009</td>
<td>Fluorescent lamps for high intensity discharge lamps</td>
</tr>
<tr>
<td>278/2009</td>
<td>External power supplies</td>
</tr>
<tr>
<td>640/2009</td>
<td>Electric motors</td>
</tr>
<tr>
<td>641/2009</td>
<td>Circulators</td>
</tr>
<tr>
<td>642/2009</td>
<td>Televisions</td>
</tr>
<tr>
<td>643/2009</td>
<td>Household refrigerating appliances</td>
</tr>
<tr>
<td>1015/2010</td>
<td>Household washing machines</td>
</tr>
<tr>
<td>1016/2010</td>
<td>Household dishwashers</td>
</tr>
<tr>
<td>327/2011</td>
<td>Industrial fans</td>
</tr>
<tr>
<td>206/2012</td>
<td>Air-conditioning products and comfort fans</td>
</tr>
<tr>
<td>547/2012</td>
<td>Water pumps</td>
</tr>
<tr>
<td>932/2012</td>
<td>Household tumble driers</td>
</tr>
<tr>
<td>1194/2012</td>
<td>Directional lamps</td>
</tr>
<tr>
<td>548/2014</td>
<td>Power transformers</td>
</tr>
<tr>
<td>617/2013</td>
<td>Computers and servers</td>
</tr>
<tr>
<td>666/2013</td>
<td>Vacuum cleaners</td>
</tr>
<tr>
<td>801/2013</td>
<td>Networked standby</td>
</tr>
<tr>
<td>813/2013</td>
<td>Space heaters</td>
</tr>
<tr>
<td>814/2013</td>
<td>Water heaters &amp; storage tanks</td>
</tr>
<tr>
<td>66/2014</td>
<td>Domestic ovens, hobs and range hoods</td>
</tr>
<tr>
<td>1253/2014</td>
<td>Ventilation units</td>
</tr>
<tr>
<td>2015/1095</td>
<td>Professional refrigeration</td>
</tr>
<tr>
<td>2015/1185</td>
<td>Solid fuel local space heaters</td>
</tr>
<tr>
<td>2015/1188</td>
<td>Local space heaters</td>
</tr>
<tr>
<td>2015/1189</td>
<td>Solid fuel boilers</td>
</tr>
<tr>
<td>2016/2281</td>
<td>Air heating and cooling products, process chillers</td>
</tr>
</tbody>
</table>

## 16 Energy labelling Regulations

<table>
<thead>
<tr>
<th>Regulation</th>
<th>Product Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1059/2010</td>
<td>Household dishwashers</td>
</tr>
<tr>
<td>1060/2010</td>
<td>Household refrigerating appliances</td>
</tr>
<tr>
<td>1061/2010</td>
<td>Household washing machines</td>
</tr>
<tr>
<td>1062/2010</td>
<td>Televisions</td>
</tr>
<tr>
<td>626/2011</td>
<td>Air conditioners</td>
</tr>
<tr>
<td>392/2012</td>
<td>Household tumble driers</td>
</tr>
<tr>
<td>874/2012</td>
<td>Electrical lamps and luminaires</td>
</tr>
<tr>
<td>665/2013</td>
<td>Vacuum cleaners</td>
</tr>
<tr>
<td>811/2013</td>
<td>Space heaters</td>
</tr>
<tr>
<td>812/2013</td>
<td>Water heaters &amp; storage tanks</td>
</tr>
<tr>
<td>65/2014</td>
<td>Domestic ovens, hobs and range hoods</td>
</tr>
<tr>
<td>518/2014</td>
<td>Internet energy labelling</td>
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<tr>
<td>1254/2014</td>
<td>Residential ventilation units</td>
</tr>
<tr>
<td>2015/1094</td>
<td>Professional refrigeration</td>
</tr>
<tr>
<td>2015/1186</td>
<td>Local space heaters</td>
</tr>
<tr>
<td>2015/1187</td>
<td>Solid fuel boilers</td>
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</table>

## 3 Voluntary agreements

<table>
<thead>
<tr>
<th>Document</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM (2012) 684</td>
<td>Complex set top boxes</td>
</tr>
<tr>
<td>COM (2013) 23</td>
<td>Imaging equipment</td>
</tr>
<tr>
<td>COM (2015) 178</td>
<td>Game consoles</td>
</tr>
</tbody>
</table>
Tyre labelling

- Reduce fuel consumption and related CO\textsubscript{2} and pollutants emissions due to road transport by promoting market transformation and driving further R&D investments
- Fuel savings between 2.4 and 6.6 Mtoe at EU level in 2020 exceeds the annual oil consumption of Hungary
The combined effect of Ecodesign & Energy labelling

Energy efficiency

Pull
Improvement in energy performance

Ecodesign measure
Average product

Push

Energy
Frigo - Koelkast - Fridge

A+++  A++  A+  A  B  C  D

ENERGIA · ENERGÍA · ENERGÍA · ENERGÍA
ENERGY · ENERGIE · ENERGÍ

71 kWh/annum

290 L  38 dB

2010/1060

This luminaire contains built-in LED lamps.

The lamps cannot be changed in the luminaire.

Robert  1234
874/2012
Ecodesign and Energy labelling - Results achieved

• Delivers close to **half of the 20% energy efficiency target** for 2020
• 175 Mtoe primary energy savings per year by 2020, i.e. the annual primary **energy consumption of Italy**
• 320 Mt CO₂ equiv. greenhouse gas emission reduction; i.e. around **25% of EU 2020 reduction target**
• Savings of around **€ 500 per household per year**
• **€ 55 billion extra revenue** for industry, wholesale and retail sector
• The label is recognised and used by 85% of European consumers
Market transformation

EU: efficiency classes of refrigerator sales

Source: Top Ten EU
Successful policy but ...

Label is "victim" of its own success:
- Top classes 'getting full' ->
- Reduced effectiveness of '+' classes
- Consumers do not know that bottom classes are empty

Non-compliance:
- 10% lost savings

Review took place in 2014-2015
Different labels were researched
New Energy Labelling Regulation

• Review showed that A+++ classes are less effective
• Consumer studies show rescaling back to A to G label is most effective, long term solution
• To limit confusion, labels on display in shops will be replaced from old to new in a short period (i.e. two weeks)
• Suppliers to provide both old and new label in boxes, starting 4 months before display of new label
• To avoid rescaling too often the A-class (or A and B classes) will be empty at the start
• To improve compliance, a registration database will be established
New label designs
Product registration database (EPREL)

- Operational since 1 January 2019
- Manufacturers to register the label, product information sheet and compliance information for each product model
- National market surveillance authorities will have access to compliance information (e.g. technical documentation)
- Consumers will have access to public information (e.g. labels, product information)
Communication

- Member States have to accompany the introduction of rescaled labels with communication campaigns
- Commission to assist with sharing best practice and identifying key messages
- Important role for industry, retail and consumer organisations

- Database is key to improve transparency and give consumers easily comparable information
- Data will become public for use in apps
Thank you for your attention!

Questions?

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Twitter: @RobertNuij
Further information on products

Products on Europa (including products pages)
http://ec.europa.eu/energy/en/topics/energy-efficiency/energy-efficient-products

List of ecodesign measures:

List of energy labelling measures:

Energy labelling: 20 Years of serving the consumer
https://www.youtube.com/watch?v=gSDEo9v2pY0&feature=youtu.be
Discussion
Guiding Questions

• What are the key considerations in label design to ensure effective communication of appliance energy efficiency?

• What are the major barriers and challenges to effective communication of energy efficiency levels?

• How can governments use label design and communications to influence consumer purchasing decisions and shift the market toward more energy efficient appliances?

• What are some effective or unique approaches to communicating appliance energy efficiency labels to consumers?

• What are some lessons learned from your country or region’s experience in label communications?
Closing Remarks

• Key takeaways
• Possible collaboration opportunities
• Participants are encouraged to follow up with additional questions and thoughts
• All materials will be made available online
• Thank you for your participation!
For more information or follow up questions please contact:
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Email: amccrum@clasp.ngo
Tel: +1 412-498-2146

The presentations and discussion summary will be posted on the SEAD website, along with a recording of the webinar