



SEAD

SUPER-EFFICIENT EQUIPMENT AND  
APPLIANCE DEPLOYMENT INITIATIVE

Governments Working Together to Save Energy.

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# SEAD Policy Exchange Forum

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## Communication Strategies for Energy Efficiency Labels

19 June 2019  
11:00 - 13:00 (UTC)

[www.superefficient.org](http://www.superefficient.org)



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# Welcome, Introductions & Agenda

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CLASP



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# 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!



**A tool to  
engage  
with  
industry**

**Voluntary  
peer-to-peer  
collaboration**

**Share  
experiences  
& best  
practices**

**Strengthen  
relationships  
& improve  
coordination**



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# Introduction and Overview of Communication Strategies for Energy Efficiency Labels

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Marie Baton – CLASP



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APPLIANCE DEPLOYMENT INITIATIVE



## Marie Baton, Europe Lead, **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.

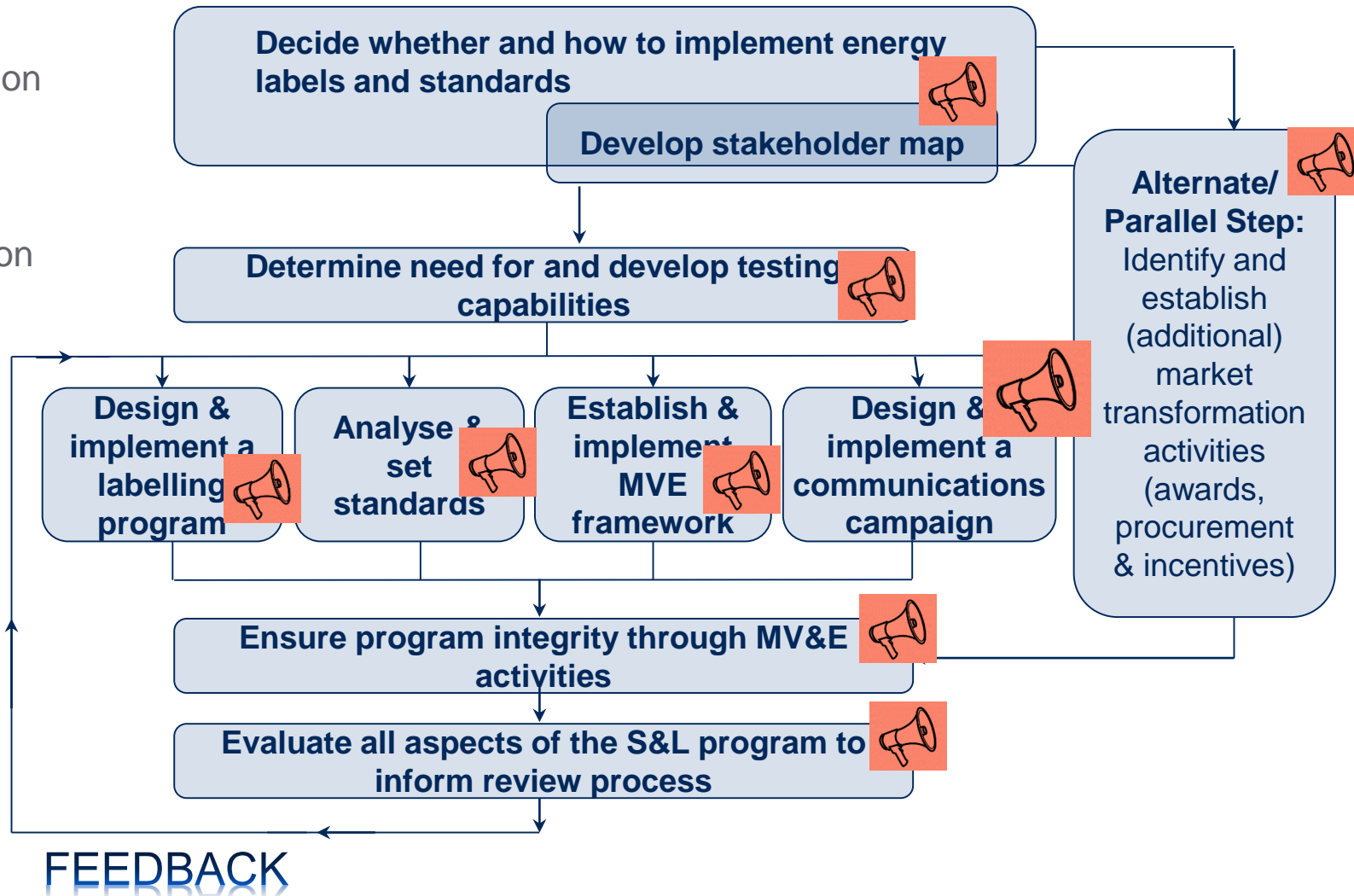
She was part of a team that conducted a major assessment of the energy savings potential that would result from revising regulations covering seven product groups in Europe, designed to help the European Commission prioritize based on potential energy savings.

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



## 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:

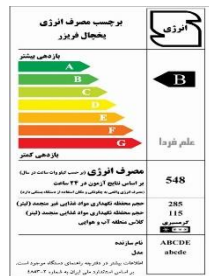
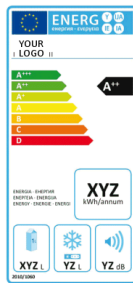
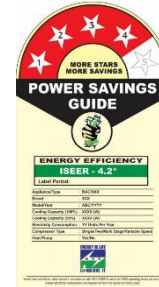
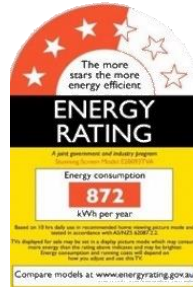
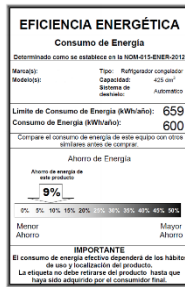
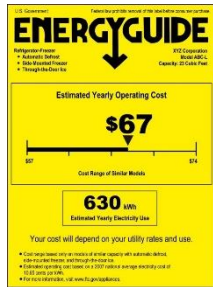
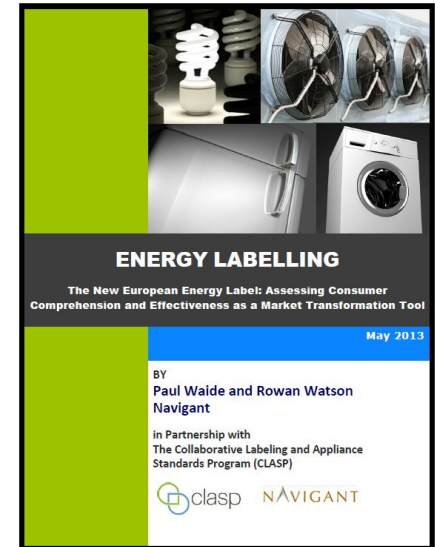
- Evaluate
- Motivate – positive story around the labelling scheme
- Maintain and improve the program

### 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

**ENERGY LABELLING**

The New European Energy Label: Assessing Consumer Comprehension and Effectiveness as a Market Transformation Tool

May 2013

BY Paul Waide and Rowan Watson  
Navigant

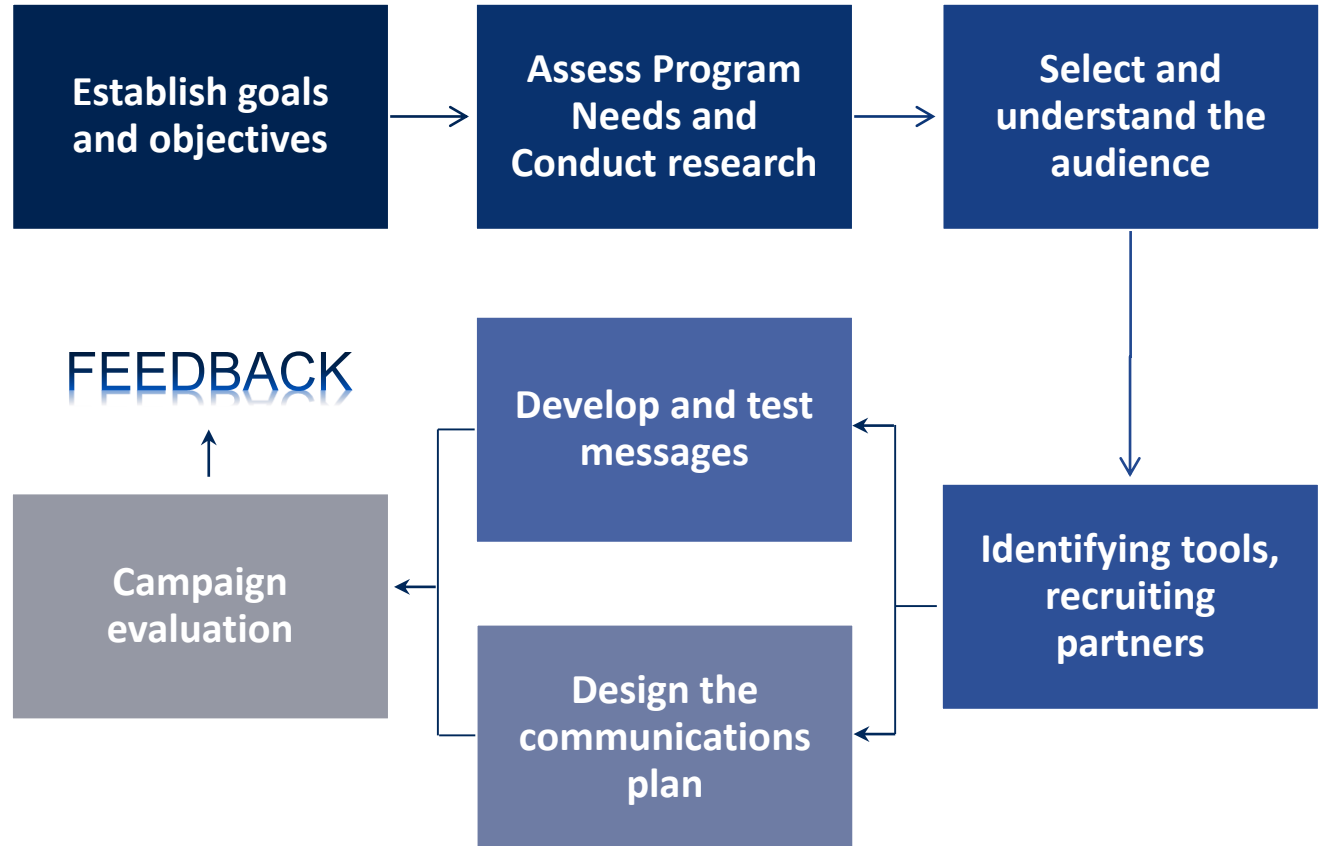
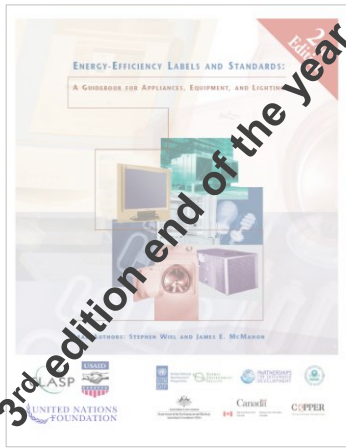
In Partnership with  
The Collaborative Labeling and Appliance Standards Program (CLASP)

clasp NAVIGANT

Test  
comprehension and  
influence

# Designing communication to consumers

## Communication campaign





## Designing communication to consumers

## Reinforce credibility of the scheme

- Identified as government scheme
- Reinforce familiarity


## Communication of non-compliance

- Informative
- (+ deterrent)




**Attention Consumers**

**FOLLOWING AIR CONDITIONERS FAILED TO MEET THE ENERGY CONSUMPTION DECLARED ON THEIR LABEL:**

S. No.	Manufacturer Logo	Manufacturer/ Company Name	Brand	Model	Star Rating	EER on per BEE record	Test Results (EER)	Result	
							Sample 1	Sample 2	
1		IIFB Industries Limited	IIFB	IACS18AK3TC	3	3.02	2.65	2.70	FAIL
2		Videocon Industries Limited	Videocon	VSC18WM1MCA	3	2.96	2.55	2.71	FAIL
3		Whirlpool of India Limited	Whirlpool	SANRBE32M4	3	3.04	2.88	2.88	FAIL

EER represents Energy Efficiency Ratio

This notice has been issued in compliance with the provision of regulation of the Bureau of Energy Efficiency (Particulars & Manner of their Display on Labels of Room Air Conditioners) Regulations, 2009.

SECRETARY  
BUREAU OF ENERGY EFFICIENCY (BEE)  
Ministry of Power, Government of India

# 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



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# South Africa's Consumer Education Campaign for LEDs

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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

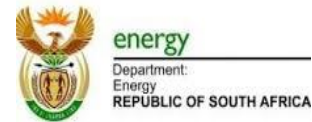
Theo Covary

[theo.covary@undp.org](mailto:theo.covary@undp.org)



Maphuti Legodi

[maphuti.Legodi@energy.gov.za](mailto:maphuti.Legodi@energy.gov.za)



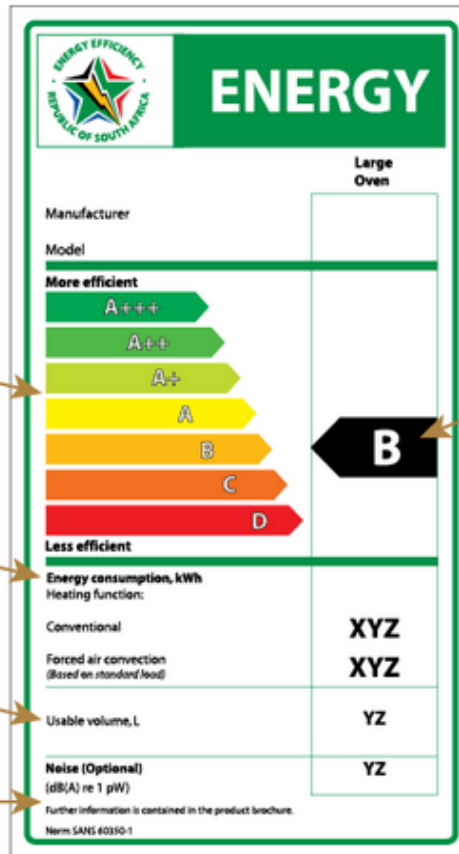
# Project Background

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

	National Standard	MEPS (Regulations)	Local Testing Facility
Refrigerators and fridge freezers	✓	B	✓
Freezers	✓	C	✓
Washing machines and washer dryers	✓	A	✓
Tumble dryers	✓	D	✓
Dishwashers	✓	A	✓
Electric ovens Small	✓	A	✓
Large	✓	B	✓
Electric water heaters	✓	B	✓
AC	✓	B	×
Standby power (AV only)	✓	< 1 watt	✓
Lamps (Residential)	No approved national standard	×	✓



### 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 on the 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

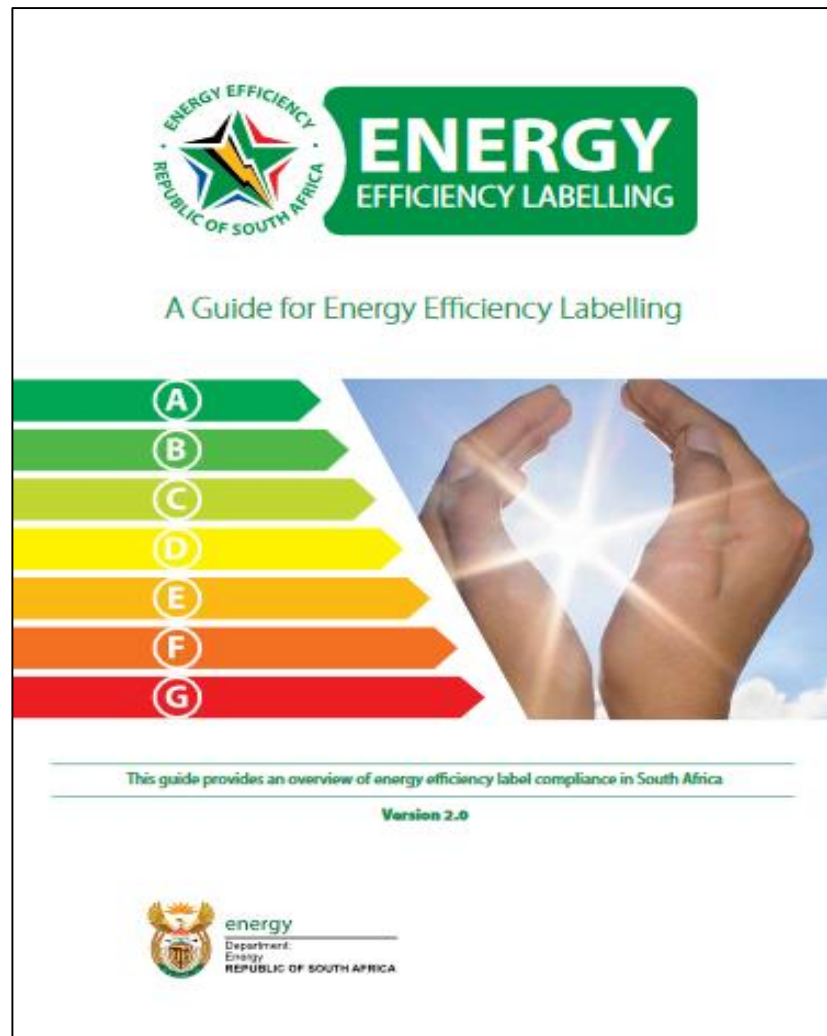
### Energy performance class of the particular electric oven

The most efficient electric ovens are rated as A+++, the least efficient are rated as D

[www.savingenergy.org.za](http://www.savingenergy.org.za)

[www.twitter.com/SA\\_Energy\\_Label](https://www.twitter.com/SA_Energy_Label)

[www.facebook.com/SAEnergyLabel/](https://www.facebook.com/SAEnergyLabel/)



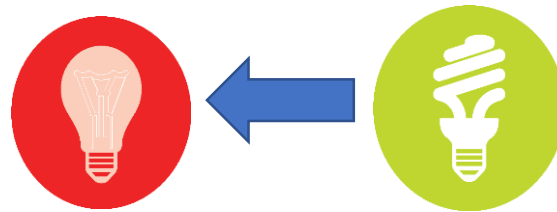
# Lighting

- 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.

Power Factor	Low
Life expectancy	Low
Flicker	Not specified

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:

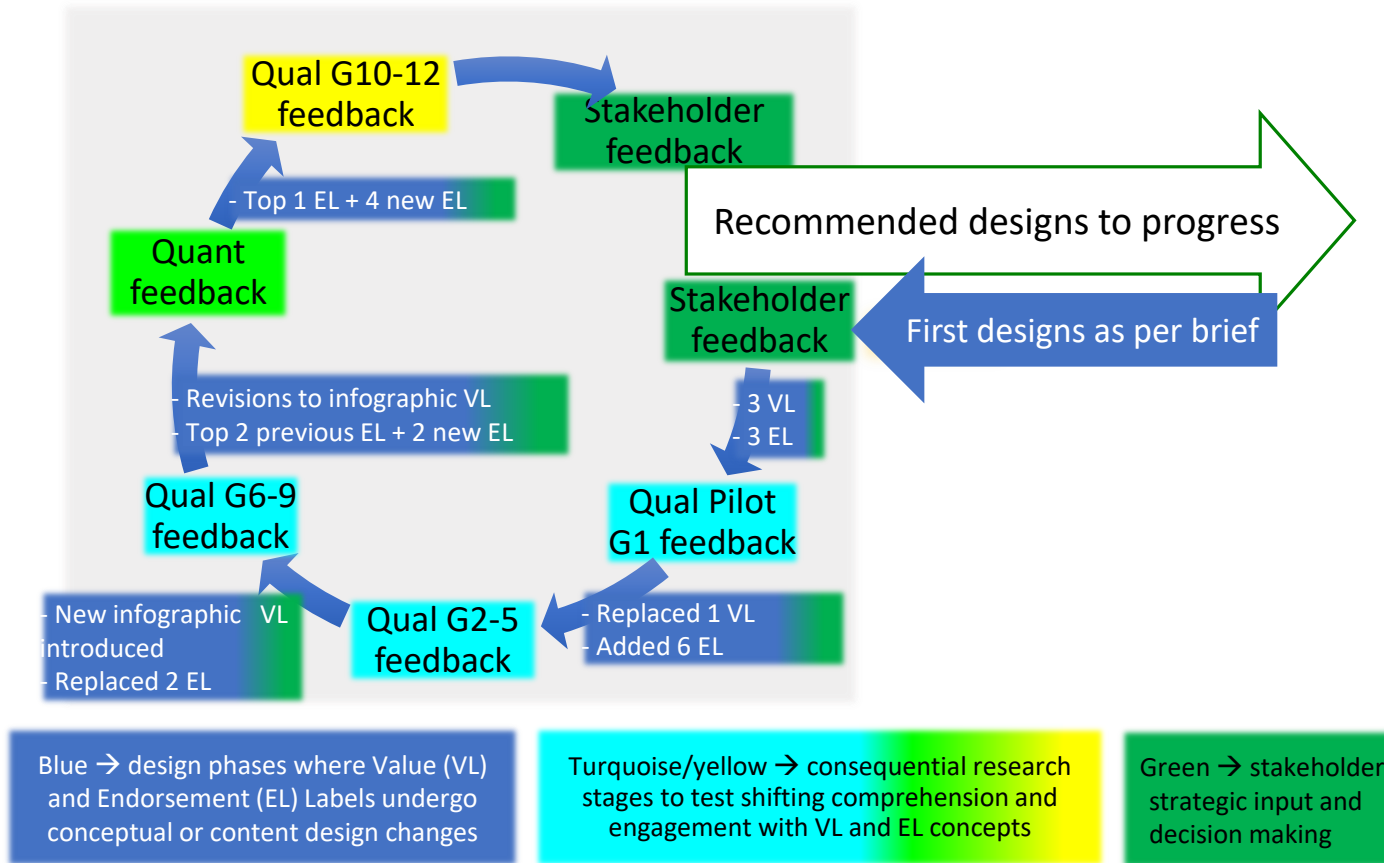
- A point-of-sale value label to enhance existing Energy Efficiency information on pack, optimising the design that best supports consumer purchase of light bulbs, enabling their understanding of what to expect around:
  - Light output levels – measured in light levels (lumens)
  - Colour rendering – 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



# First Design



**Concept W**

Tested in G1 only



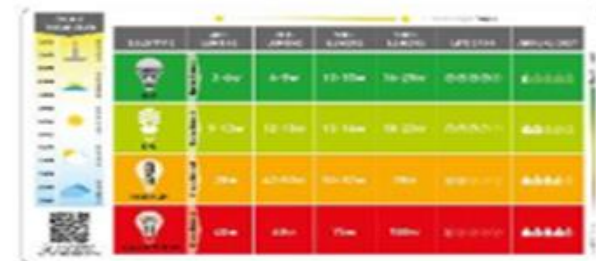
**Concept S**

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

Brightness of light is measured in lumens (lm)  
Look out for this on the box



EXAMPLE: 1300 Lumens



Same Brightness  
1300 Lumens



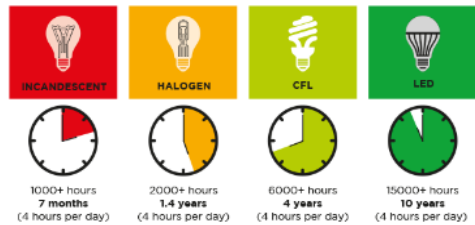
Higher watts  
uses more electricity

Lower watts  
uses less electricity

### STEP 3 You have new options!



### STEP 4 Better quality lasts longer



### STEP 5 Quality bulbs save money

Annual cost = Price of bulb + Electricity

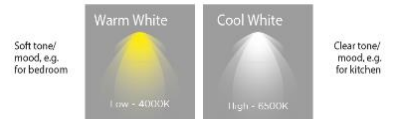


### STEP 6 Choose Green Bulbs!

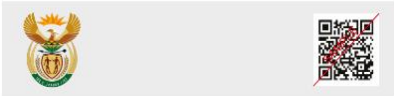
Green = Less Power Used



### STEP 7 Create your tone/mood



Measured in KELVINS™



# Social Media Campaign (Oct 2018 to Jun 2019)

Audience Growth Metrics	Totals	Total Followers % Change
<b>Total Followers</b>	<b>10,297</b>	<b>↗ 99.5%</b>
Twitter Followers Gained	-14	↗ 100%
Facebook Fans Gained	1,594	↗ 30.3%
Total Followers Gained	1,580	↗ 99.5%

Total followers increased by

# ↗ 99.5%

since previous date range

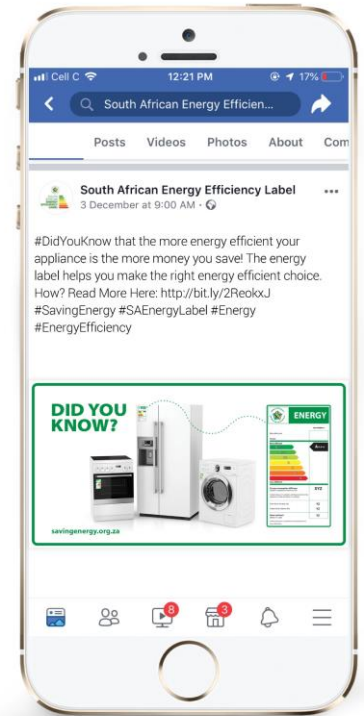
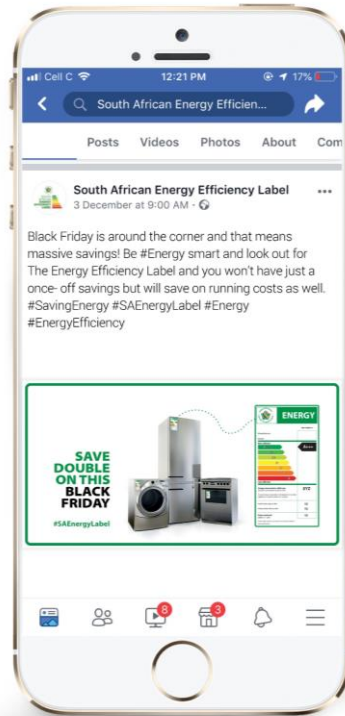
Engagement Metrics	Totals	% Change
Twitter Engagements	82	↗ 100%
Facebook Engagements	40,926	↗ 3,206%
<b>Total Engagements</b>	<b>41,008</b>	<b>↗ 3,212%</b>

The number of engagements increased by

# ↗ 3,212%

since previous date range

**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.



# Examples of Lighting Animations



**South African Energy Efficiency Label**  
Published by Sprout Social [?] · April 22 ·

Buy smart! Good-quality LED bulbs have an average of 20,000 hours life span -- Lasting more than 20 x longer than traditional bulbs!  
#SavingEnergy #SAEnergyLabel #Energy #EnergyEfficiency

LED SMART  
00:21

**Performance for Your Post**

**246** People Reached

**15** 3-Second Video Views

**12** Reactions, Comments & Shares

<b>10</b> Like	<b>10</b> On Post	<b>0</b> On Shares
<b>2</b> Love	<b>2</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**0** Post Clicks

<b>0</b> Clicks to Play	<b>0</b> Link Clicks	<b>0</b> Other Clicks
----------------------------	-------------------------	--------------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

**Get More Likes, Comments and Shares**  
Boost this post for R800 to reach up to 27,000 people.

<b>246</b> People Reached	<b>12</b> Engagements	<b>Boost Post</b>
------------------------------	--------------------------	-------------------

Princess Zwane, MaVee Maphari and 10 others





**South African Energy Efficiency Label**

Published by Sprout Social [?] · March 15 · 🌐

Looking to buy a new light bulb? Make sure to consider the lumens & not watts of the light bulb. Lumens refers 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



🟢 **Get More Likes, Comments and Shares**  
 Boost this post for R800 to reach up to 27,000 people.

**216** People Reached      **13** Engagements      [Boost Post](#)

👍❤️ 5      1 Share

👍 Like      💬 Comment      ➦ Share      🌐

**Performance for Your Post**

**216** People Reached

**15** 3-Second Video Views

**6** Reactions, Comments & Shares

<b>4</b> Like	<b>4</b> On Post	<b>0</b> On Shares
<b>1</b> Love	<b>1</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>1</b> On Post	<b>0</b> On Shares

**7** Post Clicks

<b>2</b> Clicks to Play	<b>0</b> Link Clicks	<b>5</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts



**South African Energy Efficiency Label**  
Published by Sprout Social [?] · February 15 · G

Quality last longer! Did you know that LED light bulbs have an average of 15000 hours and a 10 year lifespan compared to CFL and halogen bulbs. #SavingEnergy #SAEnergyLabel #Energy #EnergyEfficiency

LED'S  
00:33

Get More Likes, Comments and Shares  
Boost this post for R800 to reach up to 27,000 people.

571	56	<a href="#">Boost Post</a>
People Reached	Engagements	

👤👤 Bhavana Singh, Bonolo Sefako and 37 others    2 Shares

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**Performance for Your Post**

571 People Reached

56 3-Second Video Views

41 Reactions, Comments & Shares 🗨

36 Like	36 On Post	0 On Shares
2 Love	2 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

15 Post Clicks

3 Clicks to Play 🎵	0 Link Clicks 📄	12 Other Clicks 📄
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**NEGATIVE FEEDBACK**

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**South African Energy Efficiency Label**  
Published by Sprout Social [?] · April 29 · G

Quality last longer! Did you know that LED light bulbs have an average of 15000 hours and a 10 year lifespan compared to CFL and halogen bulbs. #SavingEnergy #SAEnergyLabel #Energy #EnergyEfficiency

LED  
15000+ HOURS, 10 YEARS  
(AVERAGE 4 HRS PER DAY)

LED QUALITY

Get More Likes, Comments and Shares  
Boost this post for R800 to reach up to 27,000 people.

199	14	<a href="#">Boost Post</a>
People Reached	Engagements	

199 People Reached

18 3-Second Video Views

10 Reactions, Comments & Shares 🗨

8 Like	8 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

4 Post Clicks

1 Clicks to Play 🎵	0 Link Clicks 📄	3 Other Clicks 📄
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**NEGATIVE FEEDBACK**

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

# Appliance Energy Calculator - APP



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# Public Awareness campaign for Appliance Energy Efficiency Labels in Ghana

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Eric Kumi Antwi-Agyei, Ghana



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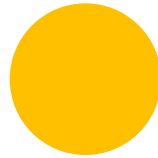
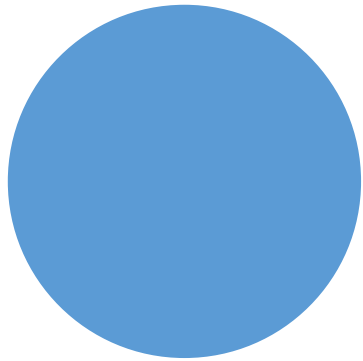


## Mr. Eric Kumi Antwi-Agyei

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

19<sup>th</sup> 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

**Refrigerating Appliance Label**

**STAR RATING**

**THREE STAR RATING**

**ANNUAL ENERGY CONSUMPTION**

**ADDITIONAL SPECIFICATIONS**

Energy Consumption kWh/yr\* (Based on standard test result for 24h) **360**

Refrigerator/Freezer Type: 2yx  
 Manufacturer: Logo  
 Model No.: abc123  
 Fresh Food Volume l: XYZ  
 Frozen Food Volume l: XYZ  
 Refrigerant: R60  
 Climate Class: ST  
 Cooling Star Rating: \*\*\*\*

\*Actual consumption will depend on how the appliance is used and where it is located. Further information is contained in product brochures.  
 Removal of this label before first retail purchase is an offence under U 1541.

**CFL label**

**STAR RATING**

**THREE STAR RATING**

**ANNUAL ENERGY CONSUMPTION**

**ADDITIONAL SPECIFICATIONS**

ENERGY guide

**5**

THIS LAMP'S EFFICACY **50 lm/W\***

LAMP TYPE: FLUORESCENT WITH INTEGRATED BALLAST (CFL)  
 INPUT POWER (WATTAGE): 20W  
 MANUFACTURER: COMPANY A  
 LUMINOUS FLUX: 1,000 lumens  
 LAMP LIFE: 6,000hrs

ENERGY CONSUMPTION OF THIS LAMP IS **43 kWh/yr\*\***

\*Lamp efficacy measured in lumens per Watt (lm/W) is the measure of energy efficiency for lamps. It shows how much visible light is obtained from the lamp per Watt of electrical power consumption. The given data are according to Ghana Energy Efficiency Labeling requirements for Fluorescent lamps with integrated ballasts or Compact Fluorescent lamps (CFL) under Ghana Standards Number GS 323. \*\*Based on this use per day. Actual consumption may vary depending on actual use of the product.  
 Removal of this label before first retail purchase is an offence under U 1541.

**Ghana Air Conditioner Label**

**STAR RATING**

**THREE STAR RATING**

**ANNUAL ENERGY CONSUMPTION**

**ADDITIONAL SPECIFICATIONS**

ENERGY guide

**3**

THIS MODEL'S EFFICIENCY **3.5 EER\***

APPLIANCE TYPE: ROOM AIR CONDITIONER, NO REVERSE CYCLE, LOUVERED SIDES  
 COOLING CAPACITY: 3.82 kW/hr  
 MANUFACTURER: COMPANY A  
 MODEL: 1234; REFRIGERANT: R22

ENERGY CONSUMPTION OF THIS UNIT IS **3,274kWh/yr\*\***

\*EER (Energy Efficiency Ratio) is the measure of energy efficiency for Air Conditioners, expressed as kWh/kWh cooling. Do not use between 22 and 27 °C. \*\*The cooling capacity used with the same features are used to this scale. The given data are according to Ghana Energy Efficiency Labeling requirements for air conditioners under Ghana Standards Number GS 323. \*\*Based on this use. Actual consumption may vary depending on actual use of the product.  
 Removal of this label before first retail purchase is an offence under U 1541.



# 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.



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



Training shop attendants on the labels



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](http://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 647per month

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.

## Billboard Advertising Cost in some US cities

	Cedar Rapids, IA	Indianapolis, IN	Orlando, FL	Phoenix, AZ	Boston, MA	Los Angeles, CA
Physical Billboard Cost	\$550 to \$4,000/ month	\$1,500 to \$5,500/ month	\$800 to \$4,500/ month	\$1,250 to \$4,000/ month	\$4,000 to \$13,000/ month	\$1,000 to \$10,000/ month

Source: [fitsmallbusiness.com/how-much-does-billboard-advertising-cost/](http://fitsmallbusiness.com/how-much-does-billboard-advertising-cost/)

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 6month 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/](http://united4efficiency.org/united-for-efficiency-ghana-and-senegal-target-25-million-for-ecofridges/)



Thank you

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# Energy efficiency labelling in the EU - experiences & challenges

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Robert Nuij - European Commission



## 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.



European  
Commission

Modèle

Économe



# Energy Labelling Policy in the European Union

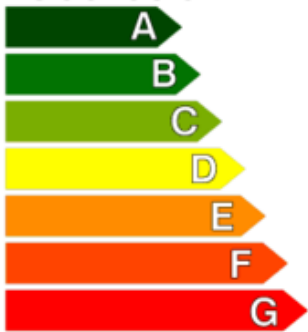

**SEAD Policy Exchange Forum on  
Communications Strategies for  
Energy Efficient Labels**

**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

<b>Energy</b>		Washing machine
Manufacturer Model		
<b>More efficient</b> 		<b>B</b>
<b>Less efficient</b> Energy consumption kWh/cycle <small>(based on standard test results for 60°C cotton cycle)</small> <small>Actual energy consumption will depend on how the appliance is used</small>		<b>1.75</b>
Washing performance <small>A: higher G: lower</small>		<b>A</b> B C D E F G
Spin drying performance <small>A: higher G: lower</small> Spin speed (rpm)		<b>A</b> B C D E F G 1400
Capacity (cotton) kg		5.0
Water consumption		5.5
<b>Noise</b> (dB(A) re 1 pW)		Washing: 5.2 Spinning: 7.6
Further information contained in product brochure		

# Measures in place

## 29 Ecodesign regulations

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

## 16 Energy labelling Regulations

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

## 3 Voluntary agreements

COM (2012) 684	Complex set top boxes
COM (2013) 23	Imaging equipment
COM (2015) 178	Game consoles

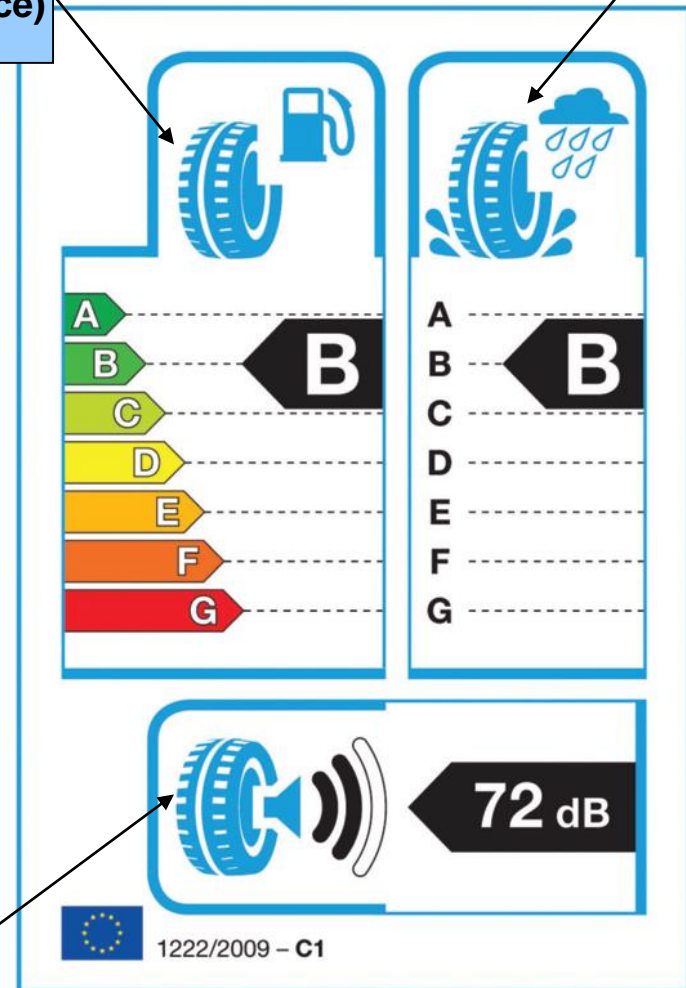
# Tyre labelling

- Reduce fuel consumption and related CO<sub>2</sub> 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

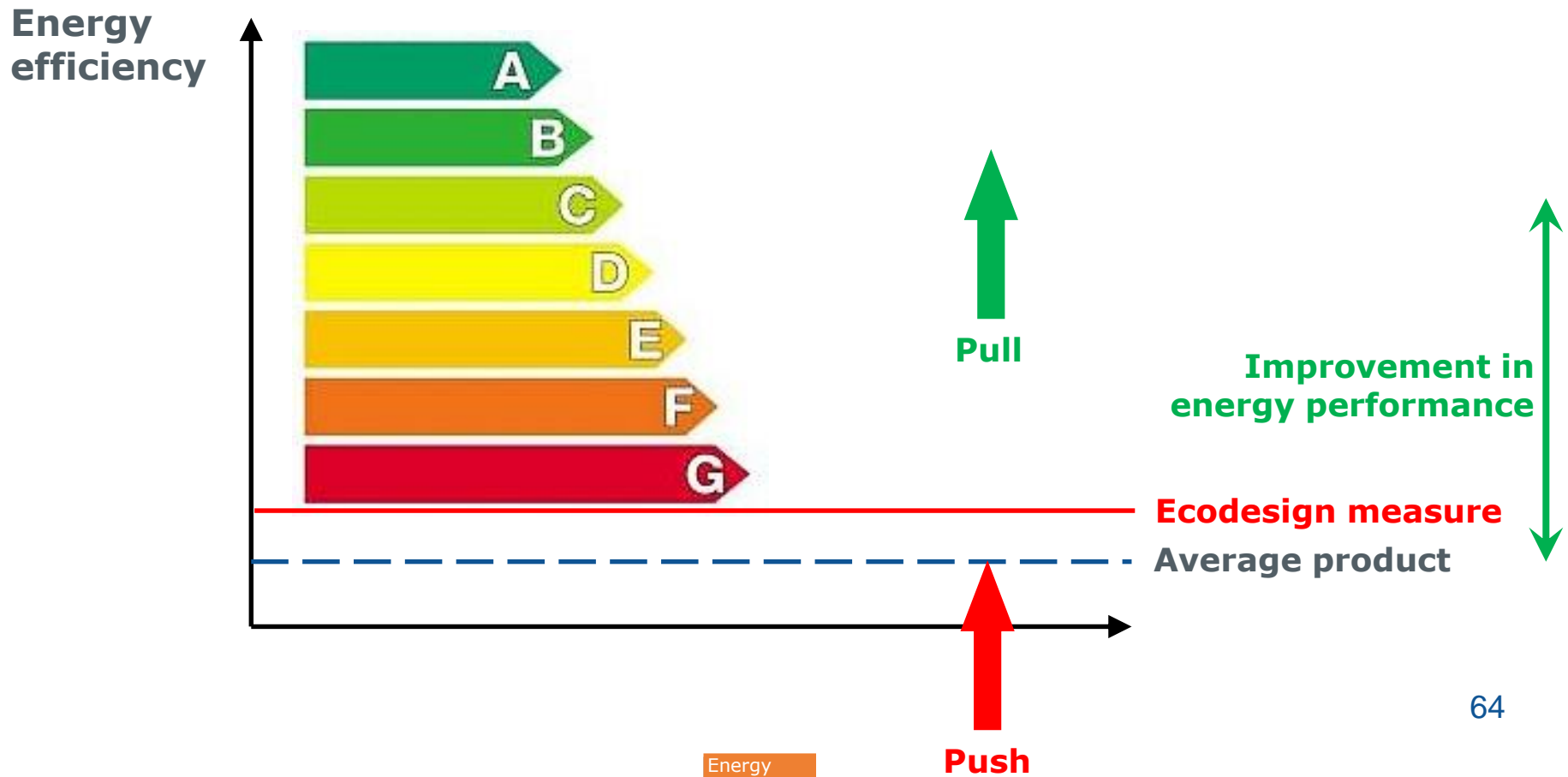
Fuel efficiency  
(rolling resistance)

Wet Grip

External  
Rolling Noise



# The combined effect of Ecodesign & Energy labelling







European Commission

**ENERG** Y IJA  
енергия · ενεργεια  
IE IA

**Frigo - Koelkast - Fridge**

**A+++**

**71 kWh/annum**

ENERGIA · ЕНЕРГИЯ  
ΕΝΕΡΓΕΙΑ · ENERGIJA  
ENERGY · ENERGIE · ENERGI

290 L

- L

38 dB

2010/1060

**ENERG** Y IJA  
енергия · ενεργεια  
IE IA

I II

**A+++**

**A+**

**A+++**

**A+++**

**A++**

**A+**

**A**

**B**

**C**

**D**

**E**

**F**

**G**

2015

XYZ/2013

Robert 1234

This luminaire contains built-in LED lamps.

**A+++**

**A++**

**A+**

**A**

**B**

**C**

**D**

**E**

**F**

**G**

LED

The lamps cannot be changed in the luminaire.

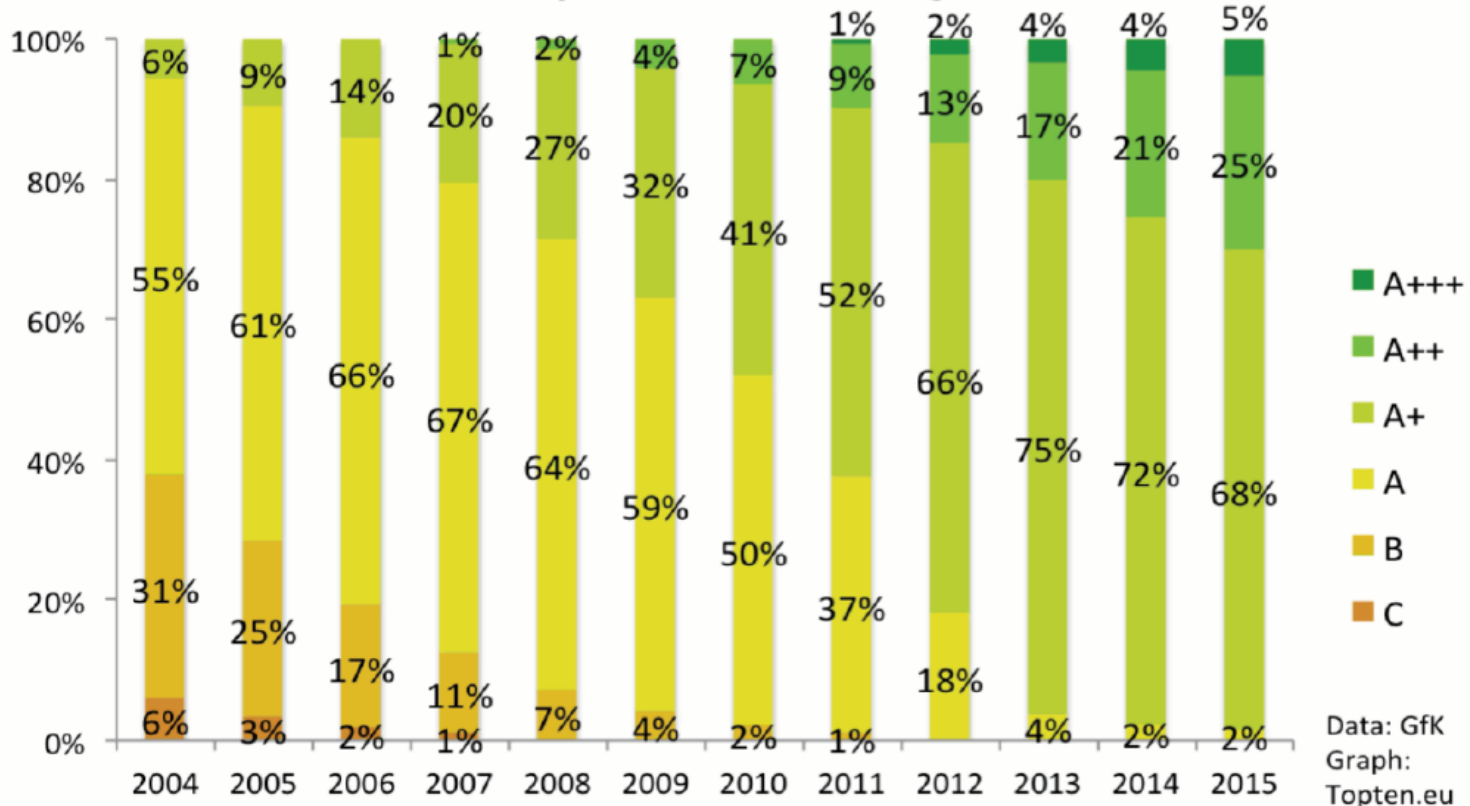
874/2012

# 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 CO<sub>2</sub> 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



# Successful policy but ...

*Label is "victim" of its own success:*

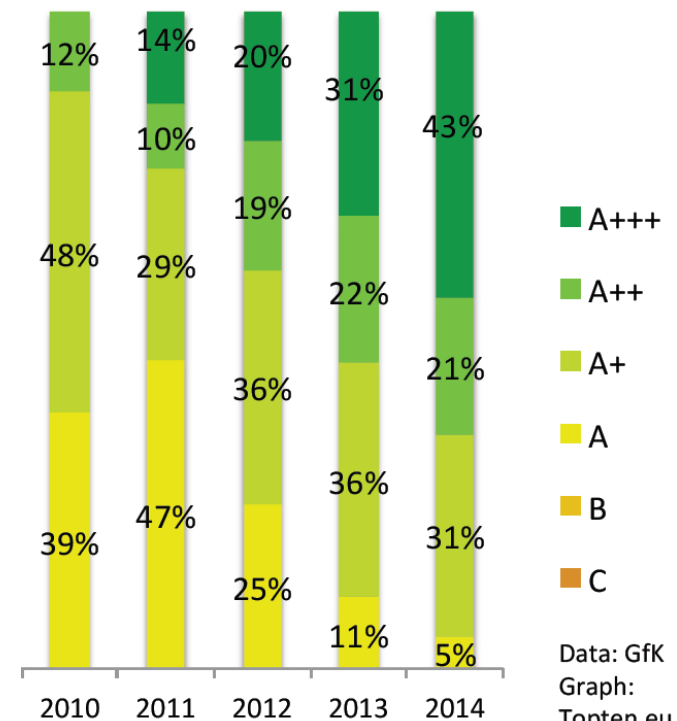
- **Top classes 'getting full' ->**
- **Reduced effectiveness of '+'** classes
- **Consumers do not know that bottom classes are empty**

*Non-compliance:*

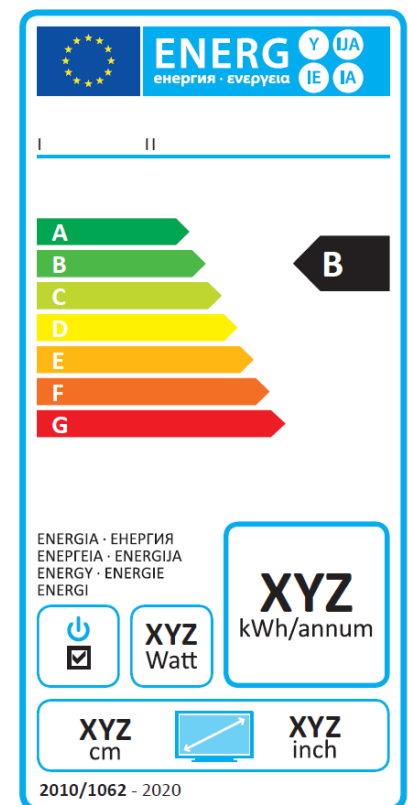
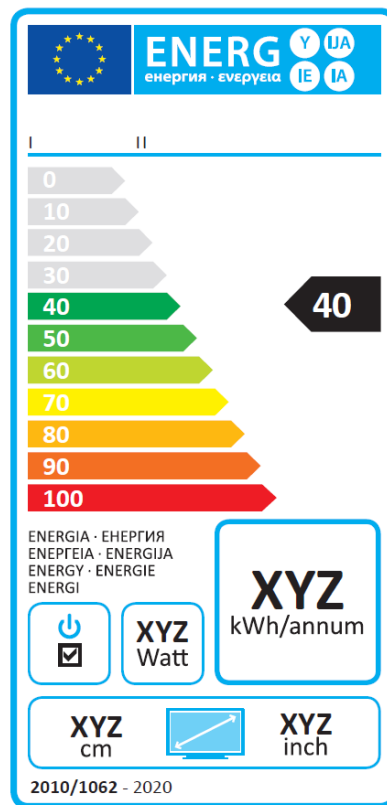
- **10% lost savings**

*Review took place in 2014-2015*

washing machine sales



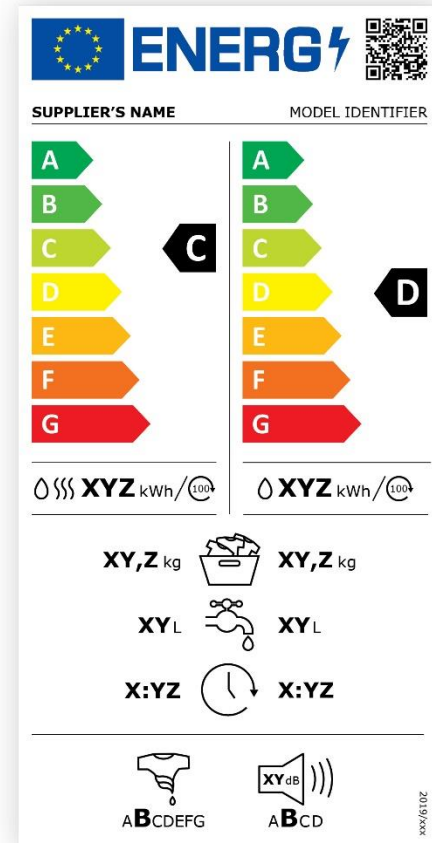
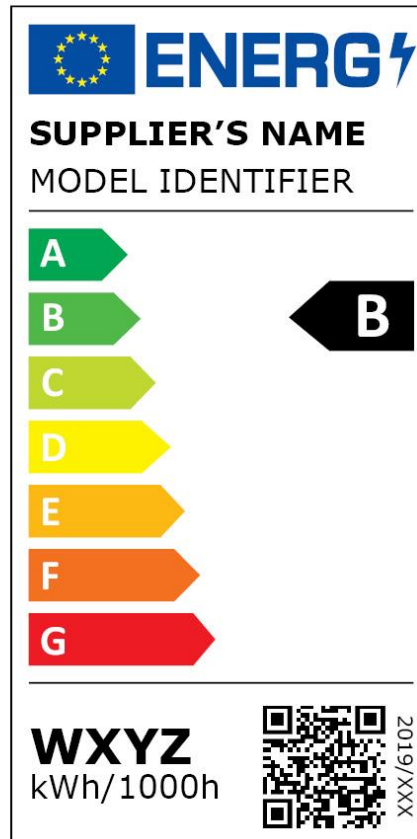
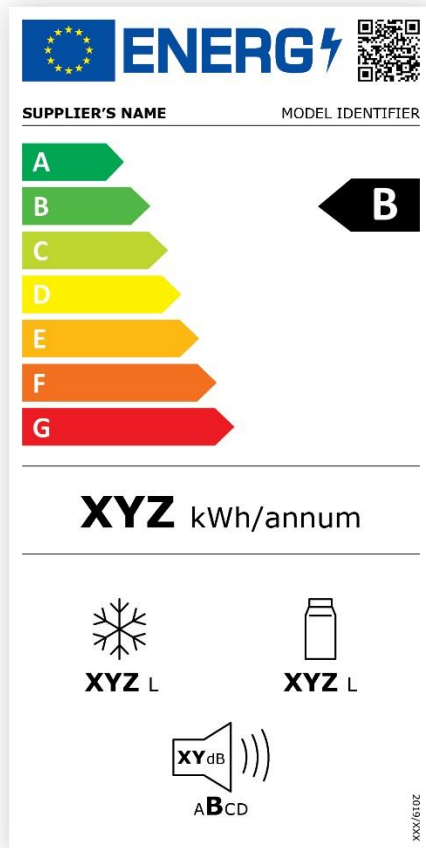
# Different labels were researched



# 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:*

[https://ec.europa.eu/energy/sites/ener/files/documents/list\\_of\\_ecodesign\\_measures.pdf](https://ec.europa.eu/energy/sites/ener/files/documents/list_of_ecodesign_measures.pdf)

*List of energy labelling measures:*

[https://ec.europa.eu/energy/sites/ener/files/documents/list\\_of\\_energy\\_labelling\\_measures.pdf](https://ec.europa.eu/energy/sites/ener/files/documents/list_of_energy_labelling_measures.pdf)

*Energy labelling: 20 Years of serving the consumer*

<https://www.youtube.com/watch?v=gSDEo9v2pY0&feature=youtu.be>



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SUPER-EFFICIENT EQUIPMENT AND  
APPLIANCE DEPLOYMENT INITIATIVE

Governments Working Together to Save Energy.

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# Discussion

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## 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!



# SEAD

SUPER-EFFICIENT EQUIPMENT AND  
APPLIANCE DEPLOYMENT INITIATIVE

Governments Working Together to Save Energy.

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For more information or follow up questions  
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The presentations and discussion summary will be posted on  
the SEAD website, along with a recording of the webinar