



Communication Strategies for Energy Efficiency Labels

19 June 2019, 11:00 -13:00 UTC

Welcome and Agenda	10 minutes
Introduction and Overview <i>Marie Baton, CLASP</i>	15 minutes
Case Study Presentations	45 minutes
South Africa’s Consumer Education Campaign for LEDs <i>Theo Covary and Maphuti Legodi, South Africa</i>	<i>15 minutes</i>
Communication Strategies for Energy Efficiency Labels in Ghana <i>Eric Kumi Antwi-Agyei, Ghana</i>	<i>15 minutes</i>
Energy efficiency labelling in the EU - experiences and challenges <i>Robert Nuij, European Commission</i>	<i>15 minutes</i>
Presenters will address questions such as:	
<ul style="list-style-type: none"> • What are the key considerations in label design to ensure effective communication of product energy efficiency? • What are the major barriers and challenges to effective communication of energy efficiency to consumers? • How can governments use label design and communications around it to influence consumer purchasing decisions and shift the market toward more energy efficient products? • What are some effective or unique strategies to increase awareness among consumers about product energy efficiency labels? • What are the strategies/key considerations in building communications and label awareness campaign for the consumers? 	
Q&A and Group Discussion <i>Moderated by CLASP</i>	45 minutes
Closing Remarks	5 minutes