

Come On Labels

(Common appliance policy – All for one, One for all – Energy Labels)

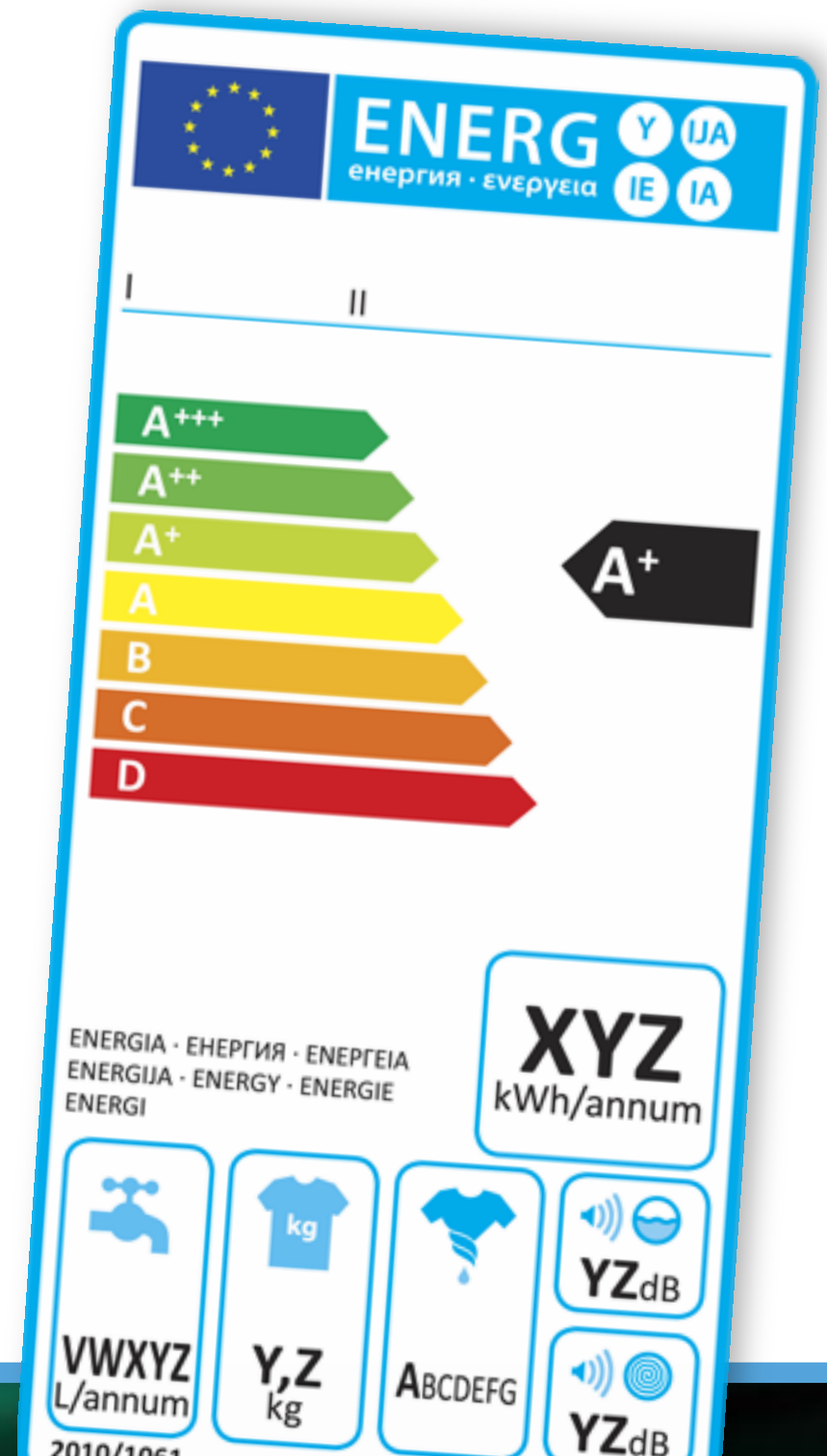
Final project event

15 March 2013, Brussels



SEVEN7 STŘEDISKO PRO EFEKTIVNÍ VYUŽÍVÁNÍ ENERGIE, o.p.s.
THE ENERGY EFFICIENCY CENTER

INTELLIGENT ENERGY
EUROPE



Content

- Come On Labels project's results (SEVEn): *(9:30 – 10:45)*
 - Overview of **legislation** and surveillance activities
 - Proper label **display** in shops
 - New label **promotion**
 - Product **testing** overview (ENEA)
 - Product **replacement** schemes (ÖkoInstitute)
- Stakeholder and expert discussion: *(11:00 – 13:00)*
 - EC, CECED, ECOS, NL Agency, ENEA, CLASP, GfK, EFER, SWEA

Thank you to...

- Permanent Representation of the Czech Republic to the EU
- Speakers (EC, CECED, ECOS, NL Agency, ENEA, CLASP, GfK, EFER, SWEA)
- Project partners (13)
- ECEEE
- **IEE / EACI !**

This presentation was prepared within the Come On Labels project, supported by the Intelligent Energy Europe programme. The sole responsibility for the content of this document lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EACI nor the European Commission is responsible for any use that may be made of the information contained therein.

What is the Come On Labels project

- *IEE 2009 call for proposal's project*
- Overview of legislation and market surveillance activities
- Visiting 3x 13x 20 shops to verify label presence
- Collecting available information about product testing
- Disseminating (new) energy labels to consumers
- Collecting and evaluating replacement scheme examples



About the Come On Labels project

- Coordinated by SEVEn, The Energy Efficiency Center, **Czech Republic**
juraj.krivosik@svn.cz
- Project duration: December 2010 – May 2013
- Active in 13 countries: Öko-Institut – **Germany**, Austrian Energy Agency – **Austria**, KAPE – **Poland**, Ekodoma – **Latvia**, ABEA – **Belgium**, CRES – **Greece**, ESCAN – **Spain**, ENEA – **Italy**, Elma Kurtalj – **Croatia**, SWEA – **United Kingdom**, Projects in Motion – **Malta**, Quercus – **Portugal**.



Come On Labels



Overview of legislation and surveillance activities

Energy labelling related legislation

- Summary of legislation - all products with new energy labels

(June 2011)



- Regular updates - for air-conditioners, driers, light sources
- Distribution of the overview to national stakeholders—better understanding and raising the profile
- <http://www.come-on-labels.eu/legislation/eu-product-energy-labelling>

Overview of legislation and surveillance activities

Comparing labelling and ecodesign requirements on EEL (June 2012):

Product group		Energy efficiency classes shown on the energy label	Energy efficiency classes allowed on the market by minimum ecodesign requirements	Energy efficiency classes shown on the label, but not allowed by minimum ecodesign requirements
Washing machines		A+++ / D	A+++ / A	B, C, D
Dishwashers		A+++ / D	A+++ / A	B, C, D
Refrigerating appliances	Compression type	A+++ / D	A+++ / A+	A, B, C, D
	Absorption type	A+++ / G	A+++ / E	F, G
Televisions		A / G	A / G	
Light sources		A / G	A / C	D, E, F, G



Overview of legislation and surveillance activities

Support to market surveillance activities

- Regular communication with authorities
- Project's own **survey** of activities
 - In negotiation with ATLETE, ATLETE II, Ecopliant, Clasp
 - <http://www.come-on-labels.eu/legislation/energy-labelling-legislation-in-the-project-countries>

Overview of legislation and surveillance activities

Support to market surveillance activities / Examples:

- Sharing market overview (non-compliant shop / product types)
- Common understanding of legislation – Label icons, products covered
- Training to inspectors
- Common events
- Common shop visits
- Input to national transposition process

Overview of legislation and surveillance activities

Monitorign of market surveillance activities:

- Czech Republic:
 - Level of shop visits: 2010 - 4 / 2011 - 18 / 2012 – 300
- Austria:
 - 70 shops visits in 2012, 70 products non-compliant
- Belgium:
 - 202 shop visits in 2011 and 46 tests in 4 years

Overview of legislation and surveillance activities

Monitorign of market surveillance activities:

➤ Germany:

- Federal structure, 211 visits in Rhineland-Palatine, LED tests in 2013 in Bavaria

➤ Italy:

- MoU with Chambers, 70 tests of light sources for 2013-2014

➤ Malta:

- 20 shops visits per year, info meetings with retailers

Overview of legislation and surveillance activities

Monitorign of market surveillance activities:

➤ Poland:

- Latest adaption of legislation, 12 tests planned for 2013

➤ UK:

- Business support approach, highly noncompliant shops revisited, Advertising Authority

Overview of legislation and surveillance activities

General conclusions:

➤ Barriers:

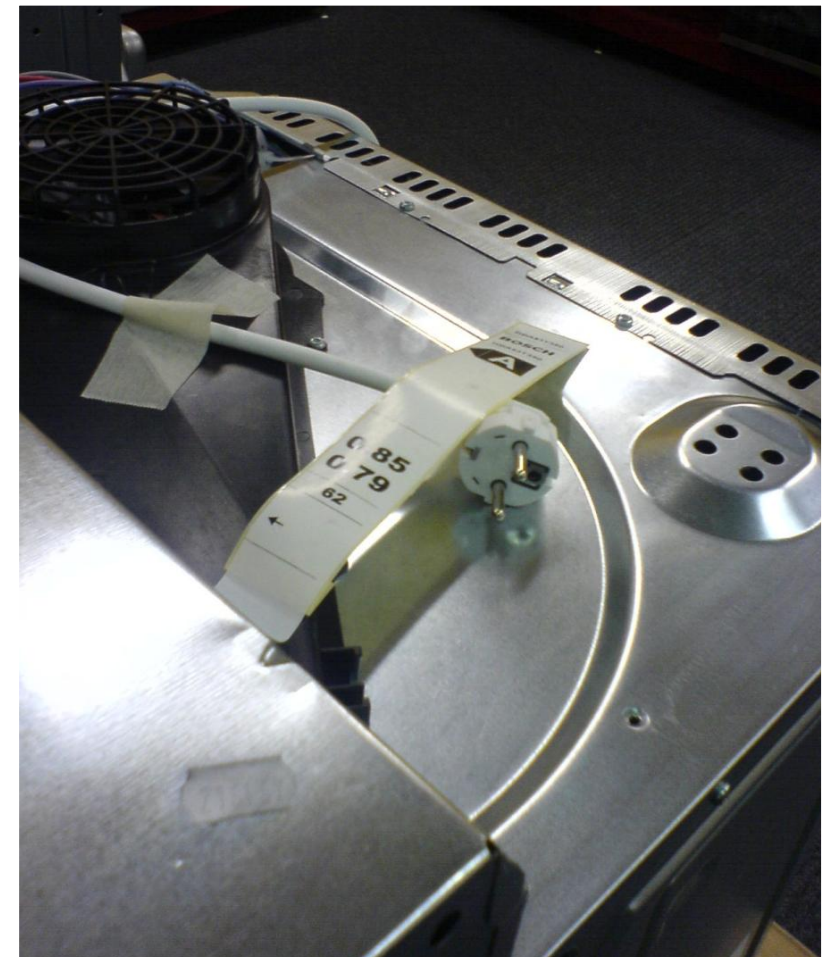
- Priorities, budget, staff, national laboratories
- Several countries indicated to testing and no EcoDesign action at all

➤ Opportunities:

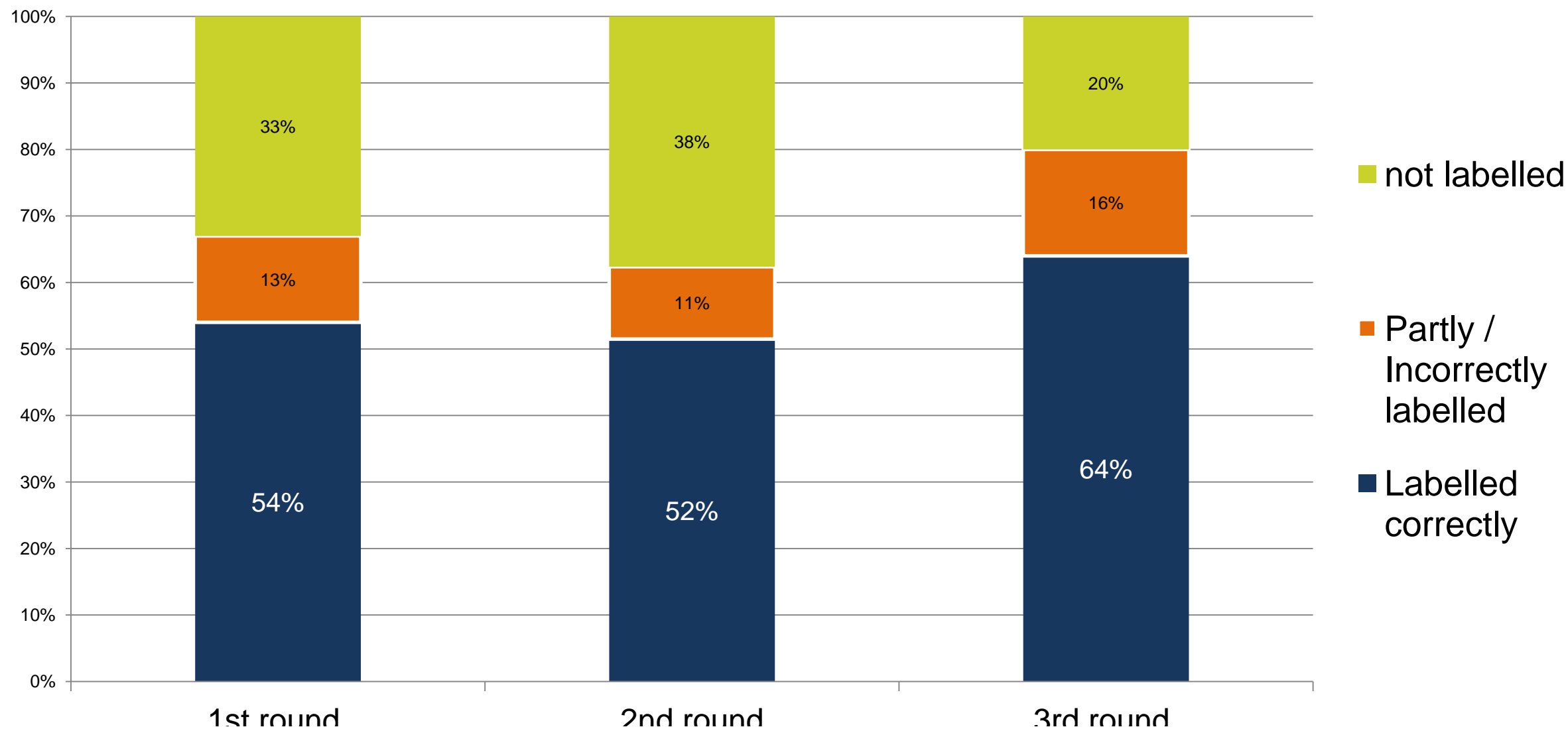
- International information and best practice exchange, EU projects and reporting guidelines

Display of energy labels in shops

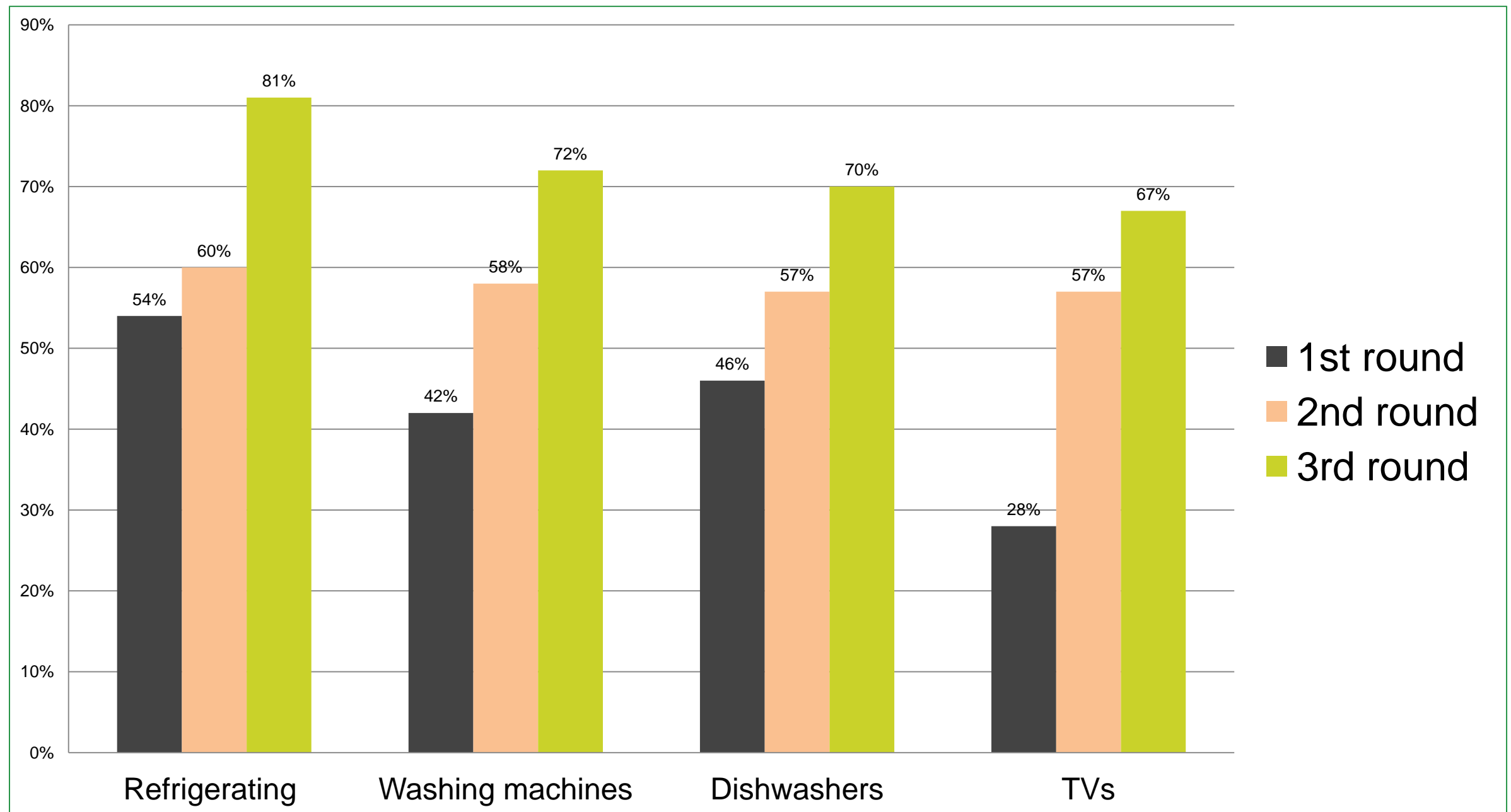
- 3 visits (2011 - 2012 / 2013) in over 20 shops in 13 countries each (>800 shops)
- Results monitored by:
 - 1st / 2nd / 3rd rounds of visits
 - By shop type
 - By product type
 - Share of new energy labels
 - Incorrect label display examples



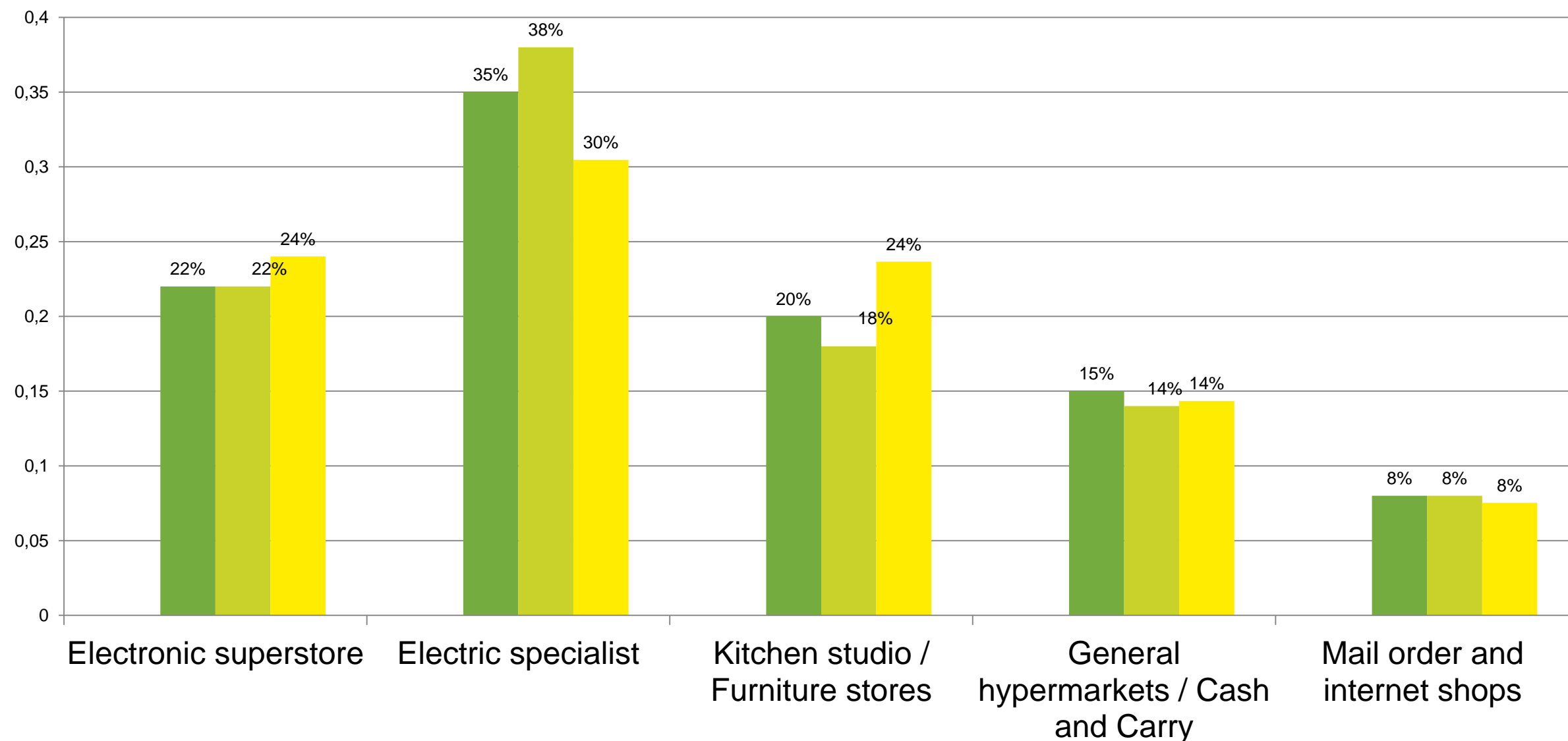
Share of proper labels display in 1st, 2nd and 3rd round of shop visits



Display of the new energy label



Share of shops visited (13 countries / 900 shops in total)



Display of energy labels in shops – Results per shop type:

Shop type	Count	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Electronic superstore	73	24%	70%	9%	21%
Electric specialist	126	30%	56%	12%	31%
Kitchen studio / Furniture stores	58	24%	26%	15%	59%
General hypermarkets / Cash and Carry	47	14%	50%	8%	37%
Mail order and internet stores	27	8%	54%	35%	11%
Total - Visits 3	279		51%	13%	35%
Total - Visits 2	331		52%	11%	38%
Total - Visits 1	290		54%	13%	33%

Display of energy labels in shops – Results per product type:

	Labelled correctly	Partly labelled	Not labelled
Refrigerating appliances	76 %	14 %	10 %
Wine storage	34 %	8 %	58 %
TVs	57 %	10 %	33 %
Washing machines	73 %	15 %	12 %
Dishwashers	71 %	15 %	14 %
Air-Conditioners	28 %	32 %	39 %
Electric ovens	45 %	23 %	32 %
Tumble driers	58 %	24 %	18 %

Note: For TVs and wine storage appliances the market entry dates were not investigated

Display of energy labels in shops –

Partial label decreased due to distribution in one part only.

► Explanations used for displaying no-label :

- Problems in supply of energy labels
 - Retailer headquarter
 - Manufacturer contact
- Sealed in plastic bag
- Destroys the surface of furniture

- Aesthetics in furniture shops
- Other eco labels
- No interest
- Slow turnover
- Other legal entity being the legal retailer
- Internet: same model with different class

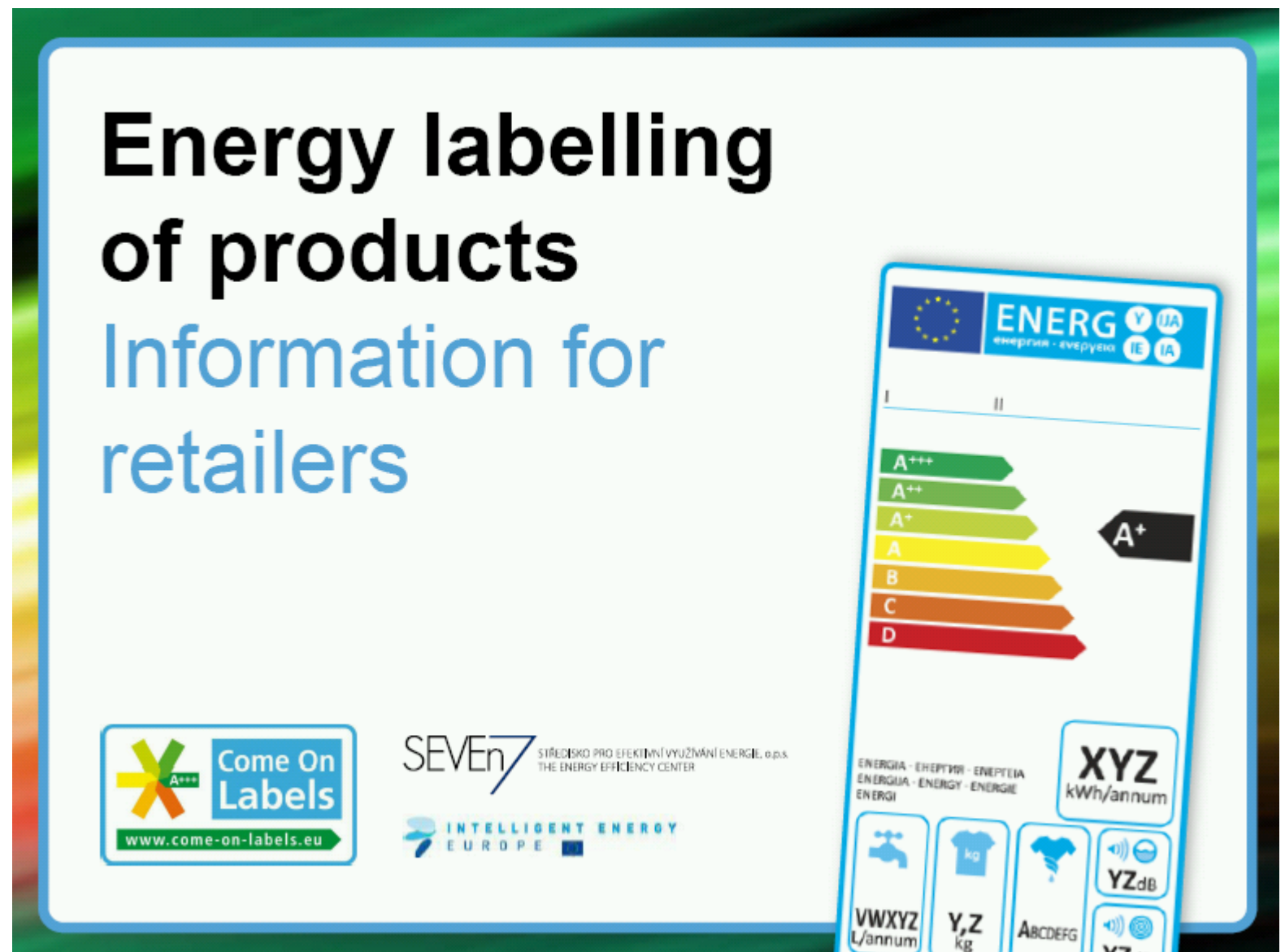
Display of energy labels in shops – Retailer training material

Adapted for 13
countries / 11
languages.

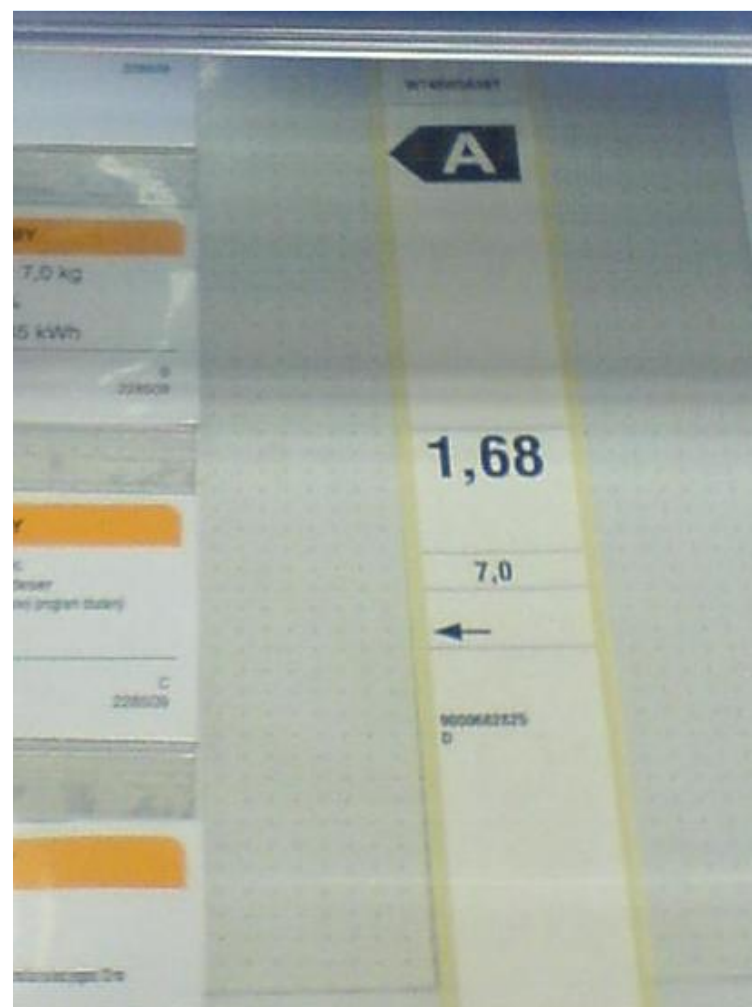


Delivered to/with:

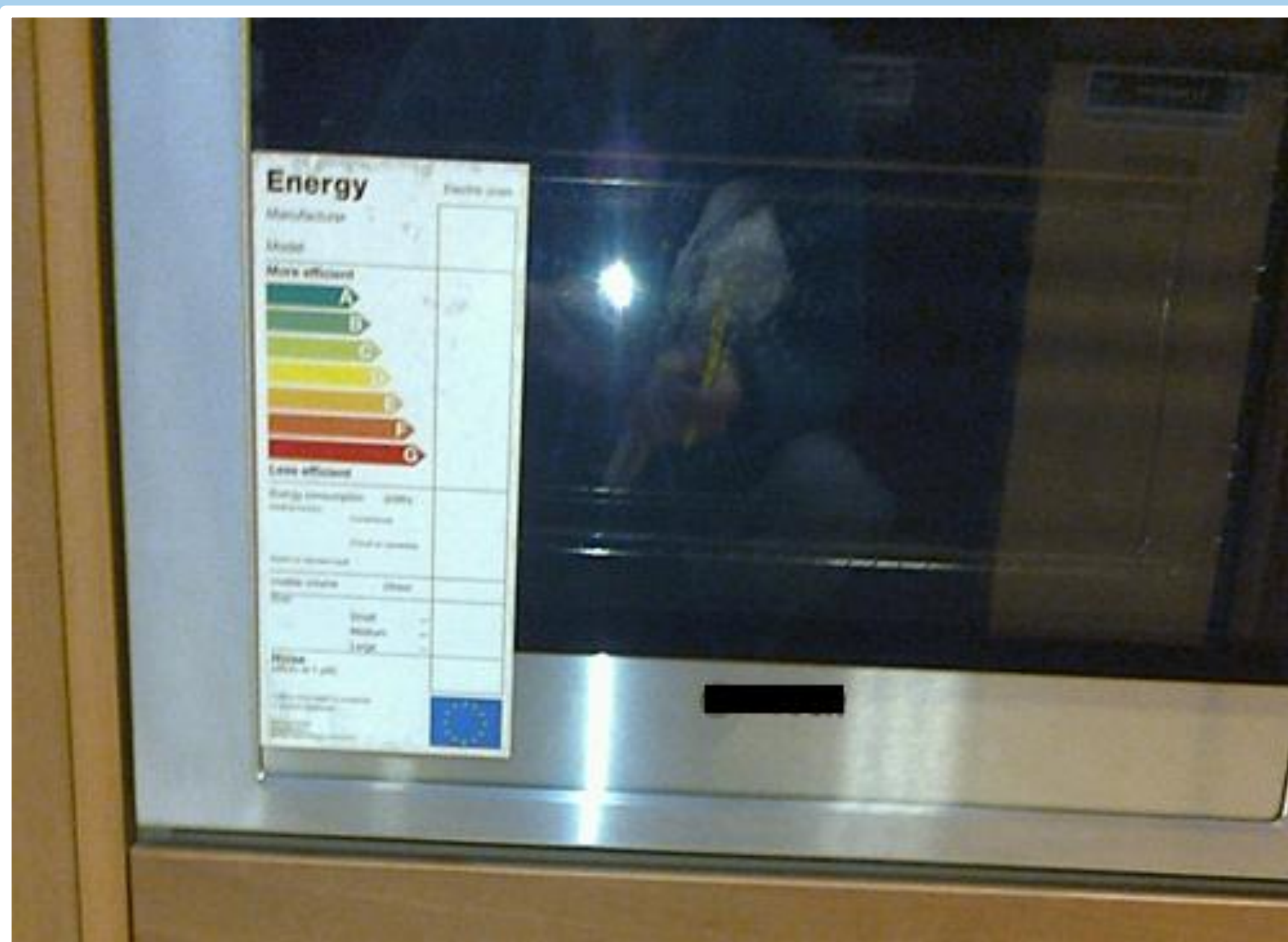
- retailers,
- retailer chains,
- retailer associations,
- suppliers,
- MSAs



Only old label's data strip



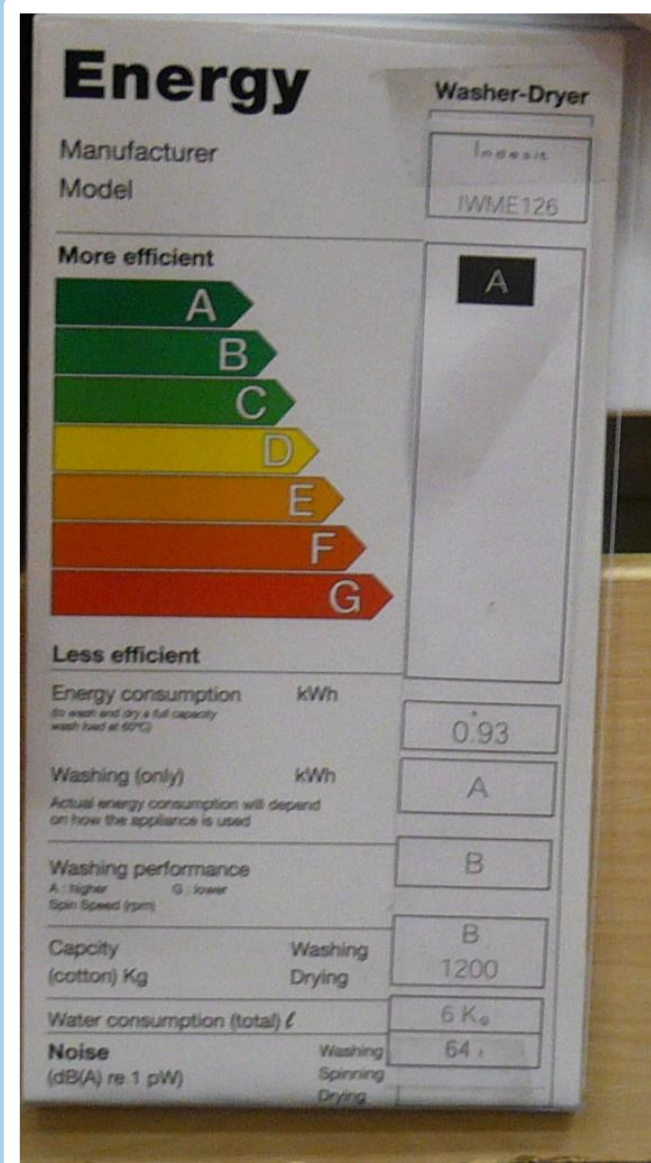
No data strip



Two different data strips

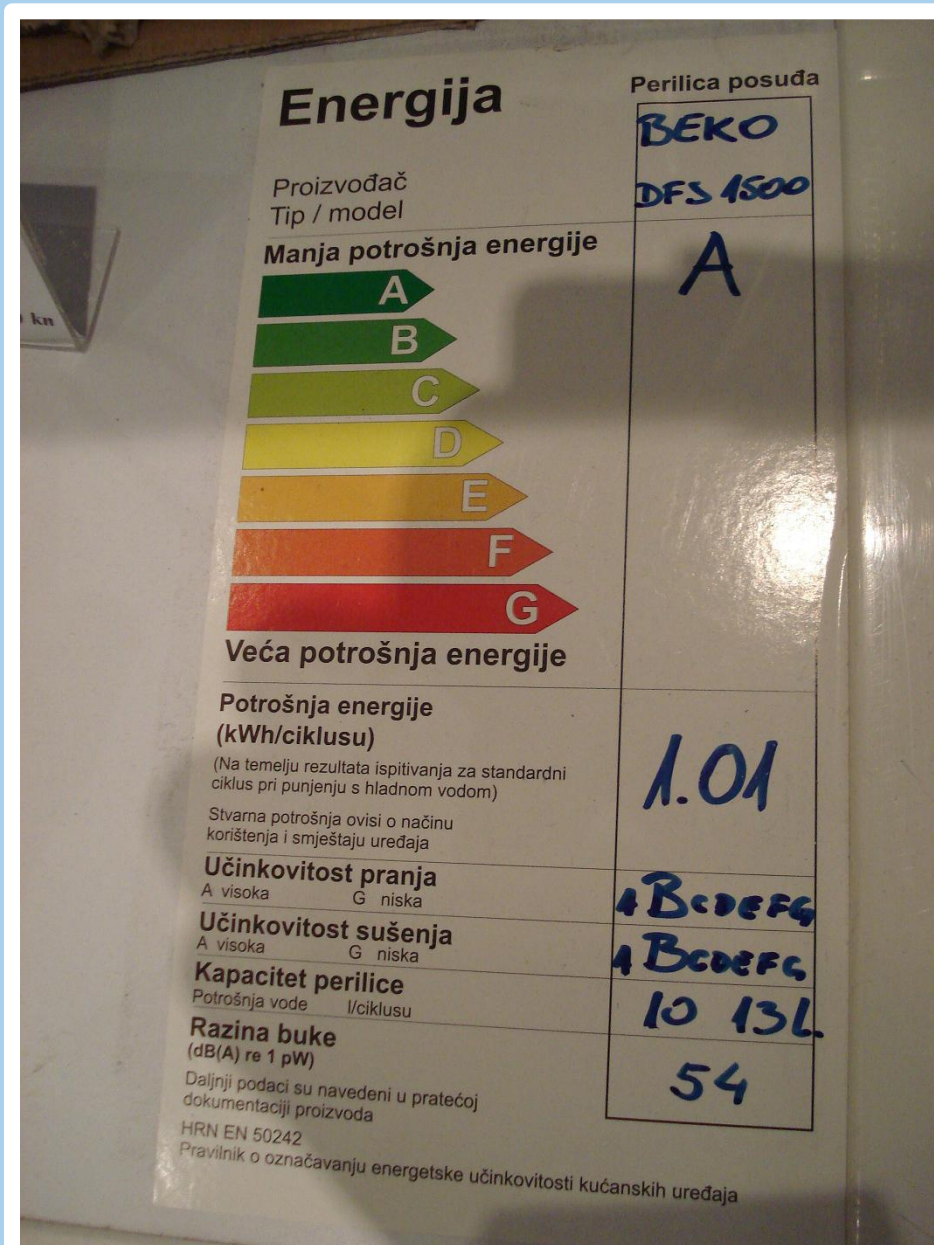


Do-It-Yourself labels...

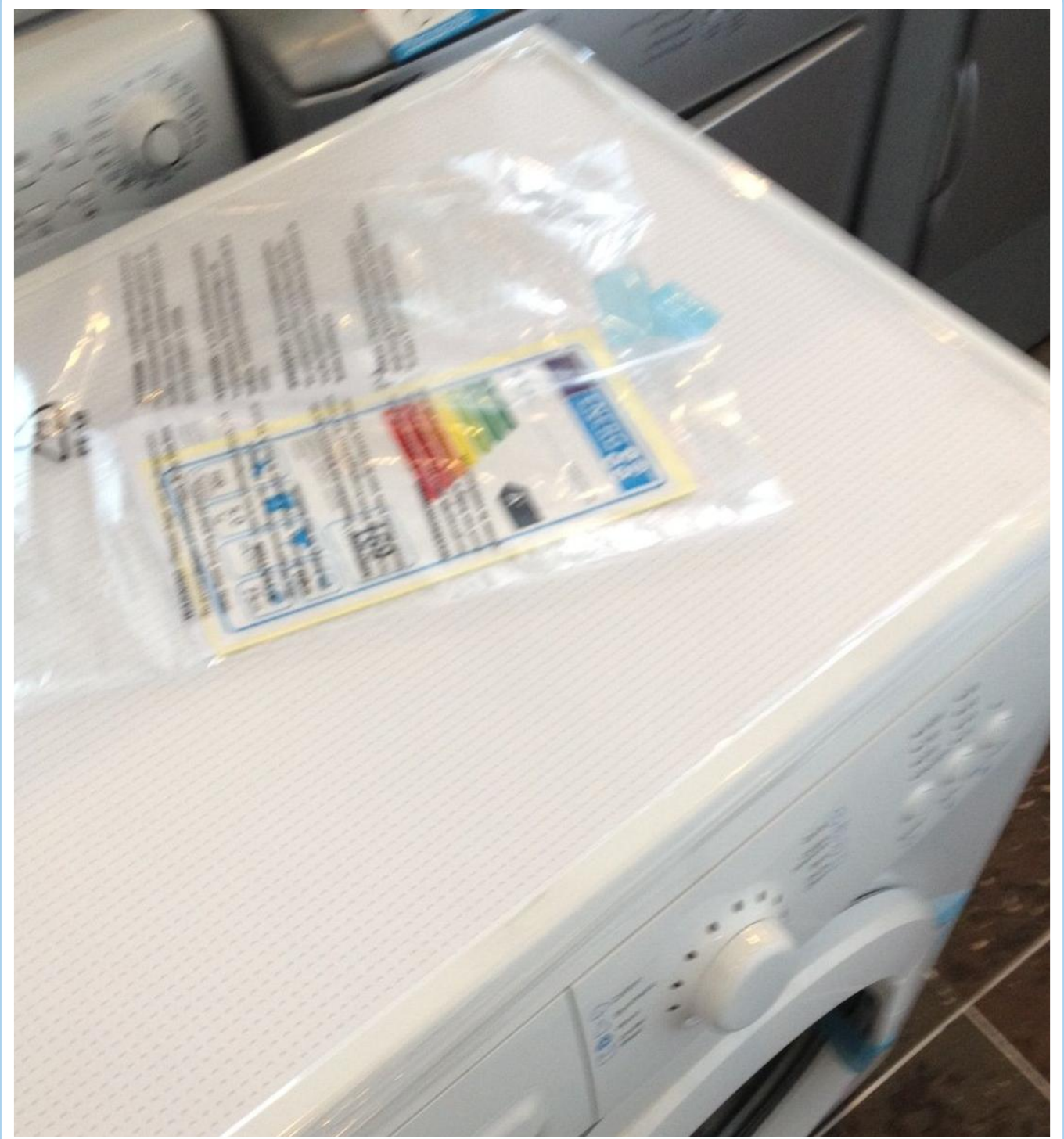


Dealers are required to use the labels provided by the suppliers!

Do-It-Yourself by the shop assistant



**Label has to
be placed
visibly on top
or in front of
the product**



Label to be used also if product only sold in a box

Note: All products offered for sale either with or without the packaging must bear the energy label



Outside new, inside old label



Other information covering the energy label



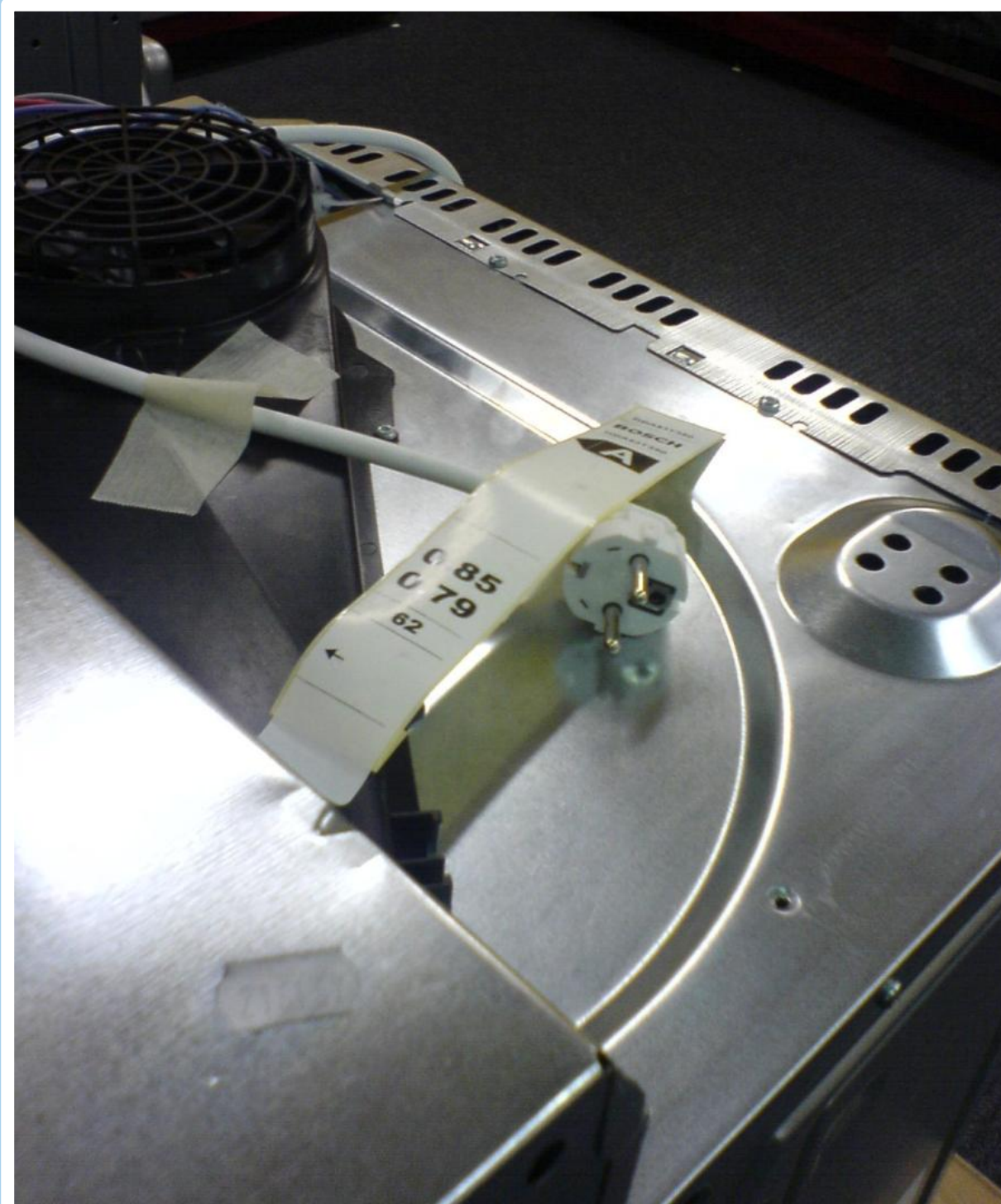
Wrong place



A very hidden label (wrong place)



Wrong place – data strip only



Promoting the new energy labels

- Informing some 3 million members of the public, and still counting
- Involving multipliers
 - Leaflets, brochures, posters
 - Articles, TV, press releases
 - Seminars, events, education



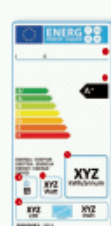
Promoting the new energy labels - Example:

► Austria:

- 100 000 leaflets distributed to shops with the retailer association

FERNSEHER

Die wichtigsten Infos am Label



- Hersteller: XYZ
- Energieeffizienzklasse: A++
- Nettoelektrischer Leistungsaufwand: 100 W
- Lebensdauer: 100.000 h
- Umweltfreundlichkeit: 100 %

Beste TV-Geräte erreichen aktuell die Effizienzklasse A++!


Energiespar-Tipp
Ein 46-Zoll-Fernseher der Klasse A verbraucht weniger als 100 W, ein gleich großes Gerät der Klasse C mehr als das Doppelte. Achten Sie jedoch nicht nur auf die Effizienzklasse, sondern auch auf die Gerätegröße! Denn diese bestimmt maßgeblich den tatsächlichen Stromverbrauch. Ein A-Gerät mit 55-Zoll-Diagonale braucht deutlich mehr Energie als ein 42-Zoll-Flat-TV der gleichen Klasse.

Aktuell sind LCD-Geräte mit LED-Hintergrundbeleuchtung die energiesparendsten Modelle.

Die aktuellen topprodukte bei TV-Geräten und einen Ratgeber finden Sie auf www.topprodukte.at

BELEUCHTUNG

Die wichtigsten Infos auf der Verpackung



Beste LED- und Energiesparlampen erfüllen folgende Kriterien:

- Energieeffizienzklasse: A
- Farbwiedergabeindex (Ra): > 80 % (deutlich niedrigere Farbwiedergabe bewirkt Farbverlust)
- Farbwiedergabeindex (Ra): > 80 % (deutlich niedrigere Farbwiedergabe bewirkt Farbverlust)
- Lebensdauer: mind. 10.000 Stunden bei Energiesparlampen, 30.000 h bei LEDs
- Schaltzyklen: mind. 10.000 Schaltzyklen (Ein- und Ausschaltungen) bei LEDs
- Anlaufzeit bei Energiesparlampen: mind. 30 Sekunden (lange Anlaufzeiten stören, wo auch volle Leuchtleistung erforderlich ist)

Weitere finden Sie auf dem Label folgende Informationen:


- Leistungsaufwand
- Vergleichswert (Leistungsaufwand entspricht der Leistung einer Glühlampe in Watt)
- Dimmer-Eignung
- Qualitätsbewertung

Die aktuellen topprodukte aus dem Bereich Beleuchtung und einen Ratgeber finden Sie auf www.topprodukte.at

RATGEBER UND TIPPS

Das neue EU-Energieeffizienzlabel

Energie und Kosten sparen beim Gerätekauf!



Das Service von topprodukte.at

Die neutrale Plattform topprodukte.at informiert in übersichtlicher Form über die effizientesten in Österreich aktuell erhältlichen Produkte in den Kategorien Beleuchtung, Büro, Haushalt, Heizung/Warmwasser/Klima, Mobilität, Kommunikation und Unterhaltung. topprodukte.at ist Teil von klimaaktiv, der Klimaschutzinitiative des Lebensministeriums.

topprodukte.at ist ein Service von klimaaktiv.

Der Elektrofachhandel – Ihr Partner beim Gerätekauf

Der Elektro- und Einrichtungsfachhandel ist seit jeher der kompetente Ansprechpartner bei der richtigen Auswahl von energiesparenden und qualitativ hochwertigen Elektrogeräten. Hohe Beratungsqualität und umfassendes Service werden dabei großgeschrieben. Durch den Austausch aller Elektrogeräte gegen moderne Haushaltsgeräte der höchsten Energieeffizienzklasse können bei richtigem Nutzungsverhalten Strom, Ressourcen und auch Geld gespart werden. Bis zu 25 % Ersparnis sind möglich.

Ihr Elektro- oder Einrichtungsfachhändler berät Sie gerne. Weitere Informationen finden Sie auf www.elektrohandels.at oder www.einrichtungshandel.at.

Die aktuelle Verantwortung für den Inhalt dieser Publikation liegt bei den Autoren. Sie gibt nicht unbedingt die Meinung der Europäischen Union wieder. Weder die EAC noch die Europäische Kommission übernehmen Verantwortung für jegliche Verwendung der darin enthaltenen Informationen.

Greenprint

Promoting the new energy labels - Example:

► Germany:

- Press release from the 1st round of shop visits resulting in over 25 articles



Promoting the new energy labels - Example:

- **Czech Republic:**
 - New energy label brochure for consumers of Prague energy utility in 2/2011



Promoting the new energy labels - Example:

► Portugal:

- GreenMinute
TV appearance
with over 2x ½
million viewers



Product testing – an overview (ENEA)

Testing appliances

Title of the document				
front page	Author			
Short note on content				
country		date	number	



Appliance testing procedures and good practice

CoL consortium

Description of how the appliances should be tested to compare energy consumption with the one declared on the energy label

Here below available in: English (main document), Czech, Croatian, German, Polish, Latvian, Italian, French, Greek, Spanish, Portuguese



June 2011

3.4

Product testing – an overview:

Example: ATLETE results shared

- Circulation of the list of models tested by their market availability

Brand	Model	EE class	Pass/Fail	Country of sale ²															
BOSCH	KGN 39A10	A +	Pass	ES	GR														
BALAY	3FEB 2400	A	Pass	ES	PT														
SIEMENS	KI 24 LA 50	A +	Pass	FR	DE	BE	AT	FI	HR										
BOSCH	GSN 86 E 30	A ++	Pass	DE	AT	NL													
REX-ELECTROLUX	FI 22/10 FA FI 22/10 SA	A	Pass	IT	MT														
ZANUSSI	ZRT 318 W	A	Fail	GB	HU	PL	BG	NL	LT	AT	EE	SI	LV	HR					
ZANUSSI	ZRA 627 CW	A	Pass	BE	NL	ES	PT												
ELECTROLUX-AR	AUC 25391 W	A +	3 n.a.	FR															
POLAR	PCB 310 A+ S	A +	Pass	PL															
IGNIS	DPA 24	A	Pass	IT															
WHIRLPOOL	ARC900	A	Pass	GB															
IGNIS	ICF-110 AP	A +	Pass	IT	MT														
INDESIT	BAAN 13 S	A +	R.A.	IT	BE	NL	RO	FR	SK	PL	CZ	AT	BG	DE	HR				
INDESIT	TA 5	A	R.A.	FR	IT	ES	HU	RO	NL	SK	MT								
INDESIT	SAN 400	A	Pass	FR	GB	ES	NL	PL	AT	PT	BE								
INDESIT	TZA 1	A	R.A.	GB	ES	IT	AT	PL	CZ	SK	PT	NL	BE	MT					
BEKO	CSA 24002	A	Pass	BE	PL	NL	LT	HR											
BEKO	TLDA 521	A	Pass	GB	IE	HR													
BEKO	FSA 21300	A	Pass	BE	PL	IT	CZ	SK	NL	FR	SI	HU	BG	HR					

Product testing – an overview:

Examples shared

- Atlete – 72 refrigerators (EN + DE)
- UK - NMO, Defra, EST
- Spain - manufacturers
- Nordic project – Latvia
- Australia 2011 test results
- US DoE Energy Star

Product testing – an overview:

Examples of exchanging experience

- Nordic project
- NL testing in German laboratory
- IEE projects
- CECED RRT
- ADCO groups

Product testing – an overview:

Examples shared

➤ More (IEE projects' test results) to come...

➤	Topten Max	2014
➤	Atlete II	2014
➤	Ecopliant	2013-2014
➤	PremiumLight	2013-2014
➤	MarketWatch	2014-2015
➤	ComplianTV	2014-2015

Product testing – an overview:

EU results exchange system

Currently under development .

- ➡ **Report on the European appliance test results exchange system** – Brief report about the possibility to initiate and sustain an information exchange system between the national Market Surveillance Authorities, (possibly with the other stakeholders, such as suppliers, retailers, consumers, and the ADCO group) including the description of issues such as the responsibilities, funding etc.

Product replacement schemes (Ökolinst.)

Summary of mechanisms

front
page

Title of the document
Author

Short note on content
country

date

number



Instruments for the Replacement of Old Appliances

Ina Rüdenauer, Corinna Fischer

The report focuses on instruments intended to promote replacement of less efficient appliances and the market penetration of more efficient ones.
To be also available in: Polish, German and Italian.



January 2012

6.14

Possible instruments for early / better replacement of products - Educational

- Communication of life cycle costs
 - Consumer can identify “better” product
- Market overview database (price, efficiency, life cycle costs and sources of various appliances)
 - Consumer can compare and find good products
- Measuring campaigns (measuring energy consumption of old appliances in households)
 - Consumer realizes how much old appliances really cost

Possible instruments for early / better replacement of products - Financial

- Subsidies for highly efficient appliances (rebate / premium / tax incentive...)
 - Must be combined with requirement to dispose of old one!
- Micro credit; micro contracting
 - Helps consumer to finance new appliance
- Upstream incentives (for producers, retailers)
 - Bonus for selling a certain number of highly efficient appliances
- Public procurement

Current examples

➔ Austria:

- ➔ Topprodukte.at summer campaign
- ➔ In cooperation with retailer "Expert"
- ➔ Buy a new A++ or A+++ refrigerating appliance and win 50 (or 100) EUR

LIEBHERR Kühl-/Gefrierkombi CP3813
Energie-Effizienz A+++, 155 kWh/Jahr
Fassungsvermögen 233 l Kühlen, 91 l Gefrieren
MagicEye mit LED Temperaturanzeige, SmartFrost für geringe Bereifung, VarioSpace durch herausnehmbare Schubfächer zeitgesteuerte SuperFrost-Automatik, FrostSafe-System mit rundum geschlossenen Schubfächern mit transparenter Front, Stangen-griff mit integrierter Öffnungsmechanik, Abmessungen (BxHxT): 60 x 201,1 x 66,6 cm

Miele NoFrost Gefrierschrank FN 12740 S
Energie-Effizienz A++, 271 kWh/Jahr
Fassungsvermögen 304 l
4-Sterne-Gefrierzone, digitale Temperaturanzeige, Superfrost-Taste mit Kontroll-leuchte, VarioRoom mit herausnehmbare Zwischenböden, 7 Gefrierschubladen, EasyOpen Hebelgriff in Edelstahloptik, Abmessungen (BxHxT): 69,7 x 175,1 x 77,6 cm

Jetzt bei Ihrem Expert Elektrofachhändler:

ENERGIE EFFIZIENTES topprodukt KAUFEN UND GEWINNEN!

100 x €100.- und 100 x €50.- in bar ZURÜCKGEWINNEN!

Germany

- „Power saving check“ & refrigerator exchange for low-income households
 - Context: national campaign „Power saving check“ (energy advice for low-income households)
 - City of Freiburg distributes 200 highly efficient refrigerators
 - Conditions: below poverty line; savings of at least 200 kWh/year



UK

- Energy labeling trial
 - Department for Energy & Climate Change in cooperation with retailer John Lewis
 - Information on lifetime running cost for all appliances with EU energy label



Example - Icons on the label that consumers may understand the least – televisions



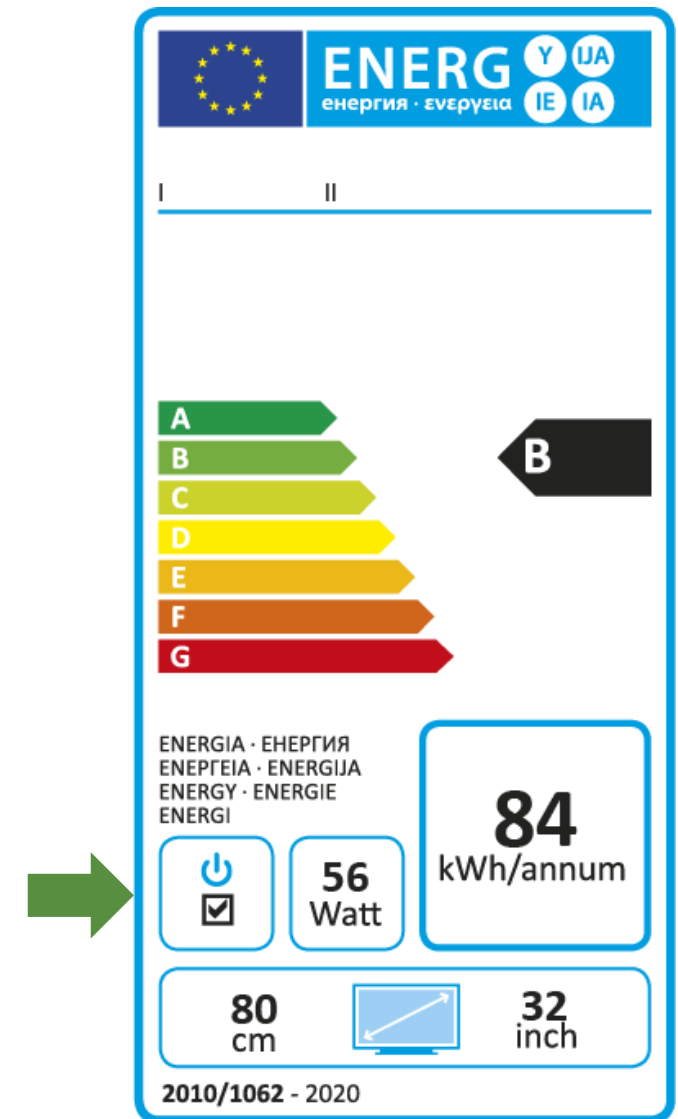
➡ **Switch off button availability**
(not stand-by / icon display)



➡ **Power consumption when switched on** (not consumption per hour / ? translation)



➡ **Electricity consumption per year** (not consumption per hour or day)



Contacts and more information

Project



Come On Labels

Containing information on:

- European legislation related to product labelling
- Proper label display in shops
- Product verification testing
- Marketing activities to consumers
- Early and better replacement of old appliances

www.come-on-labels.eu

Brought to you by the “Come On Labels” project

- Coordinated by SEVEN, The Energy Efficiency Center, **Czech Republic**
juraj.krivosik@svn.cz
- www.come-on-labels.eu
- Organised during December 2010 – May 2013
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March 2013

Programme

➤ 9:30 – 10:45

Come On Labels project overview
Discussion

➤ 10:45 – 11:00

Coffee Break

➤ 11:00 – 13:00

Round Table Discussion

➤ 13:00 – 13:45

Discussion and Refreshments

Stakeholder and expert discussion:

- **European Commission** – Ewout Deurwaarder - legislation
- **CLASP** - Pernille Schiellerup - Consumer Comprehension Assessment
- **GfK** – Barbara Inmann - Monitoring at the points of sale
- **CECED** – Luigi Meli – Manufacturers association
- **ECOS** – Edouard Toulouse – Environmental NGO
- **Swedish Energy Agency** - Nils Ahlén – Market surveillance authority
- **NL Agency** – Hans Paul Siderius – National energy agency
- **ENEA** - Milena Presutto – ATLETE and ATLETE II projects
- **EFER** - The European Federation of Electronics Retailers – Maurice Estourgie – Retailers