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The label you drive -

What can EU appliance labelling learn from the experience of EU consumer information on the fuel consumption of cars?

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Why look at car labels?

- Member States have more choice for how to apply than for appliances: label design, how to supply information. Have taken different approaches – potential scope to study differences to see what might work best
- Long running programme
- Several reviews published (EU wide and individual MS) for cars.

What this doesn't cover

Label design

- EU appliance label (and partial Ecodesign) review was scheduled to be completed (Commission proposal due end of 2014!).

Focuses instead on what can be done to enhance effect of (fixed design) label.

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- Comparison of awareness and effectiveness – cars and appliances
- Conclusions and recommendations for appliances

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- *Difference* – new car cost!
- *Difference* – strong identification of self with car.
- *Difference* – new appliance more often a distress purchase

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SUMMARY – similar in some ways – enough to look further.

EU Car labelling

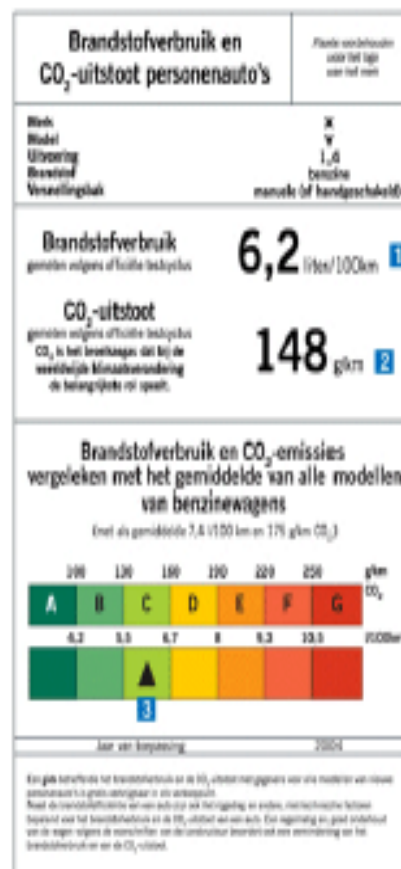


EU Car labelling

- Different label approaches

Member State	Label type	No of coloured bands	Relative/ absolute	Running costs	Other cost info (incl tax)	Applicable to other vehicles?
Belgium	Continuous comparative label	N/A	Absolute	No	No	No
Denmark	EU Energy Labelling style	7 (A to G)	Absolute	Yes	Yes	Vans under 3.5 tonnes
France	EU Energy Labelling style	7 (A to G)	Absolute	No	No	No
Germany	EU Energy Labelling style	8 (A* to G)	Relative	Yes	Yes	No
Hungary	List format	N/A	N/A	No	No	No
Romania	EU Energy Labelling style	7 (A to G)	Absolute	No	No	No
Spain	EU Energy Labelling style	7 (A to G)	Relative	No	No	No
UK	EU Energy Labelling style	7 (A to G)	Absolute	Yes	Yes	Used cars (voluntary)

- Different label designs – eg Poland, Belgium and Germany



EU Car labelling

- Different supporting policies

Member State	Fiscal incentive	BusinessTax allowance	Car (circulation) taxation	Procurement	Information	Industry
Belgium	Discount for individuals up to 15% of price	Up to 90%	N/A	Government only to buy A to C cars	Website calculations includes tax and other incentives	N/A
Denmark	N/A	N/A	Based on fuel economy	N/A	Campaigns via TV, radio and web	N/A
France	Subsidy (bonus) for low emissions, penalty (malus) for high emissions	N/A	On registration – for higher emitting cars only	N/A	Guide to incentives	N/A
Germany	N/A	N/A	Based on emission level and engine capacity	N/A	Campaign by German Energy Agency dena	Commitments
Hungary	N/A	N/A	N/A	N/A	N/A	N/A
Romania	N/A	N/A	N/A	N/A	N/A	N/A
Spain	N/A	N/A	Based on CO ₂ emissions	N/A	N/A	N/A
UK		Based on emissions, Extra allowances for v low emissions	Based on CO ₂ emissions			

Effect of car and appliance labels

- High level of consumer recognition of appliance label (2008, varied from 81% (Poland) to 95% (Denmark))
- Low level of familiarity with car label (2013, up to 49% said not familiar).
- In both cases labels operate alongside other policies so can't assign effect simply. But:
 - Appliance label thought to contribute significantly to change in market
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So, appliances got label right, cars wrong??
May be due to nature of product (personal identification with car) rather than implementation of label.

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 - Trust is important – the source of the material should be trusted (could be manufacturer – familiarity also important)
 - Could include QR code (access to online data)
- Provide operational cost data – consumers respond to this. BUT not clear how best to express this – per use, over period of time, how long? More research needed (some just completed)

Questions?

Thank you!

Contact:

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