



Overcoming Fear of the Unknown...Rescaling Categorical Energy Labels in Europe

Marie Baton

June 2015

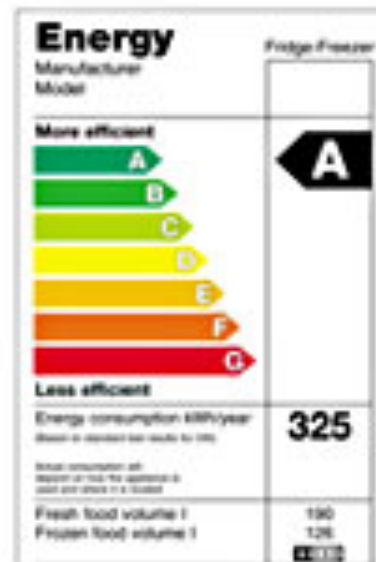
eceee Summer Study



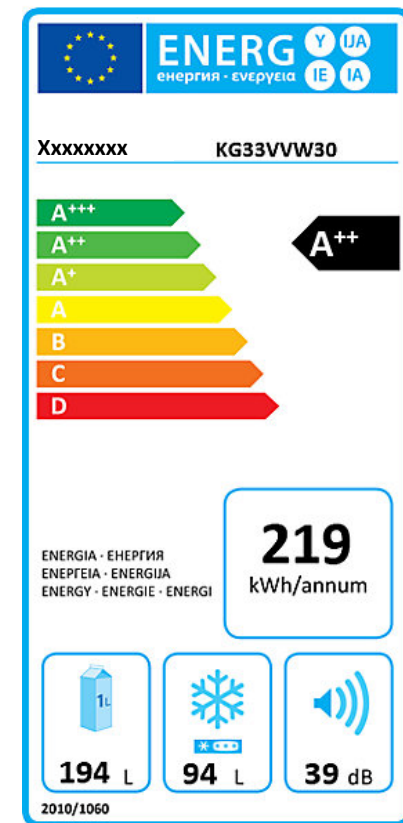
Time for a change

- The EU label
 - Colourful
 - Engaging (school grades)
 - Efficient

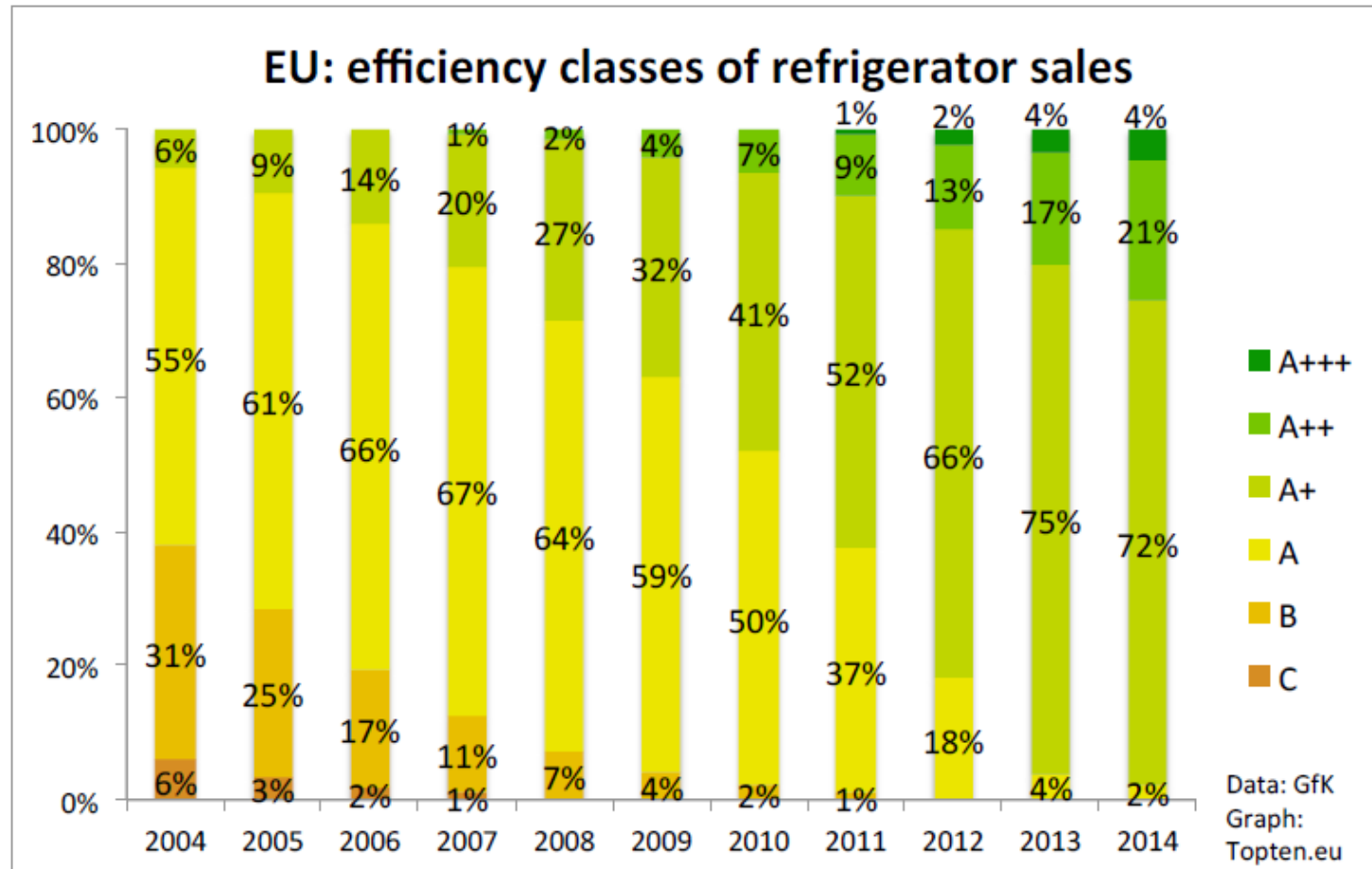
1992 - 2010



2010 - ?



Time for a change

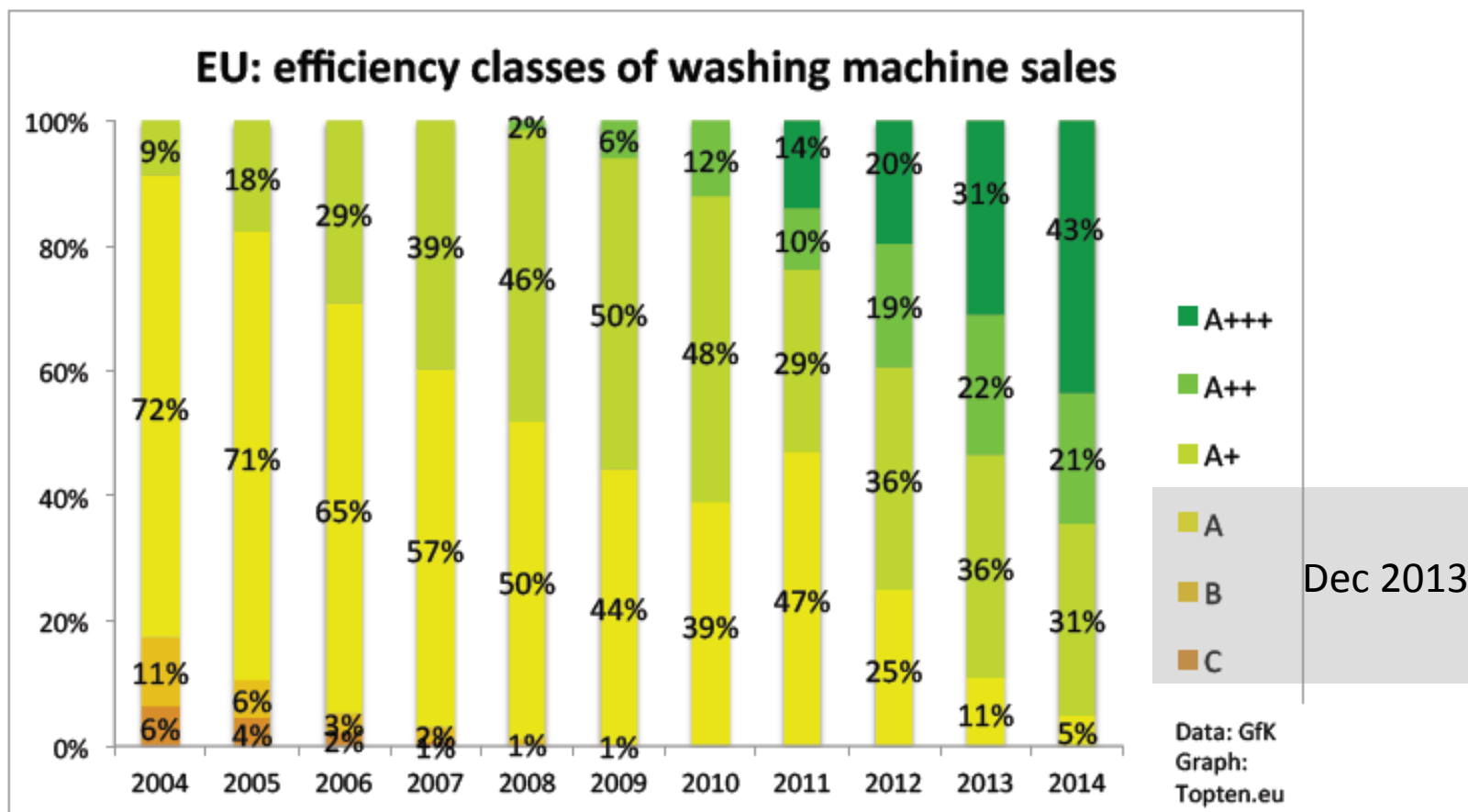


Topten.eu

Energy efficiency of White Goods in Europe: monitoring the market with sales data, June 2015



Time for a change



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Energy efficiency of White Goods in Europe: monitoring the market with sales data, June 2015



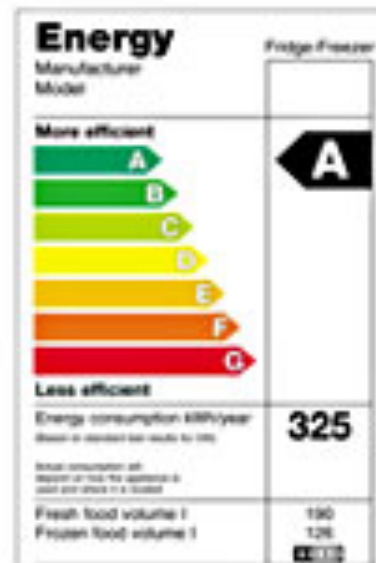
Time for a change

A+++++

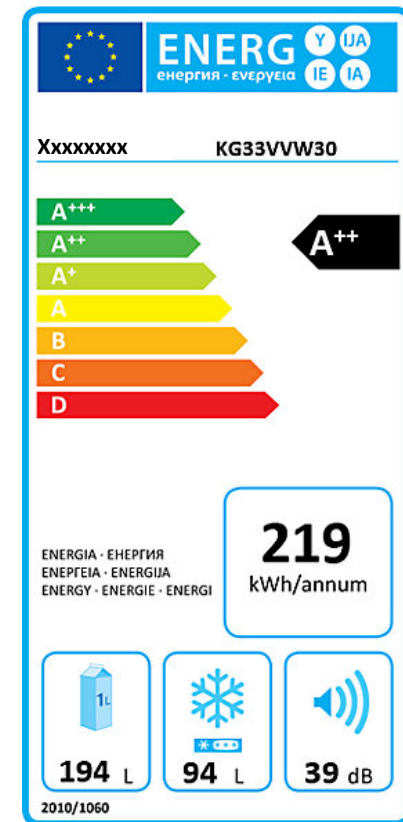
- The EU label

- Colourful
- Engaging (school grades)
- Efficient
- ...still efficient?

1992 - 2010



2010 - ?



Change comes at a price

- Barriers
 - Consumers confusion
 - Loss of profit margin, image
 - Burden of changes in production and marketing materials
 - Burden of changes in stores (on display/in stocks)
 - Burden of training sales staff
 - Potential complaints and returns



Concerns vs. impacts



Change comes at a price

- Barriers
 - Consumers confusion
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 - Burden of changes in production and marketing materials
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Visibility/communication

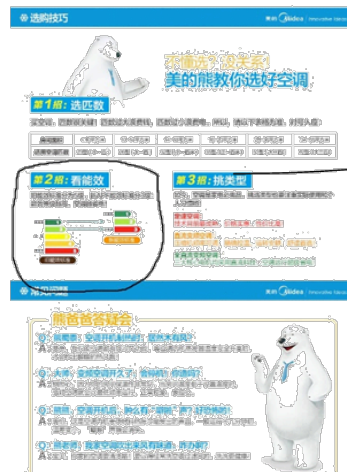
Transition period

Concerns vs. impacts



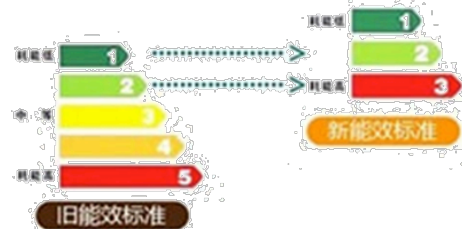
The Chinese experience

- Strategy
 - Limited visibility (except. 3/5 classes)
 - Communication by manufacturers/retailers
 - Retailers training supported by CNIS



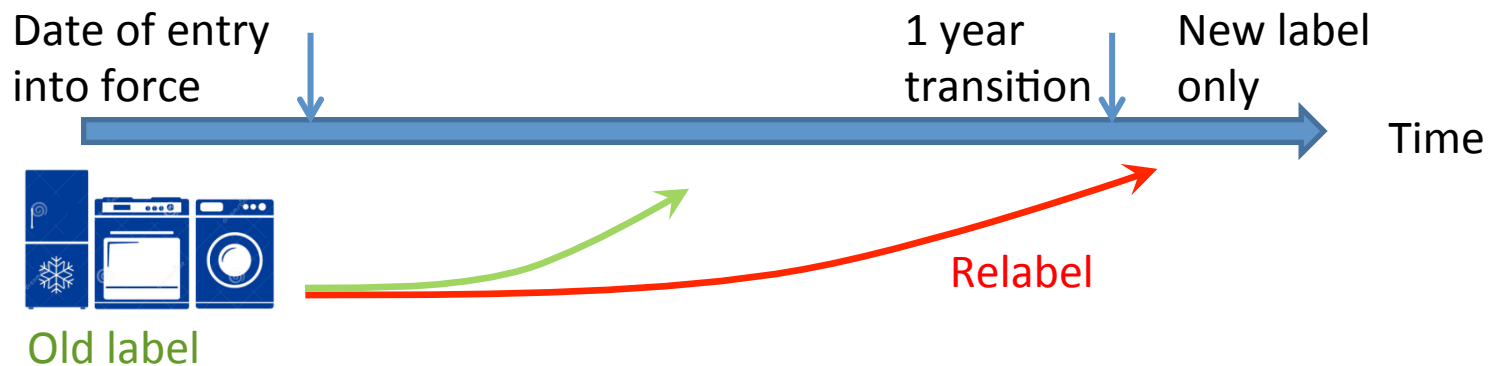
第2招: 看能效

旧能效标准分为5级，新APF能效标准分3级：
能效等级越高，空调越省电！



The Chinese experience

- Strategy
 - Limited visibility
 - Communication by manufacturers/retailers
 - Retailers training supported by CNIS
 - Transition



The Chinese experience

- Impacts of rescaling
 - Anticipation (follows MEPS revision) and accompaniment
 - Very few complaints or returns of products – easily solved
 - No evidence of significant confusion or loss of confidence

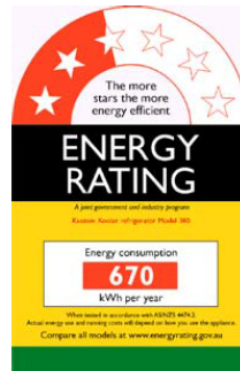


The Australian experience

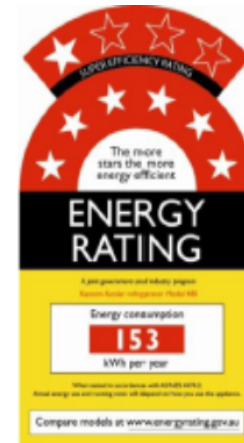
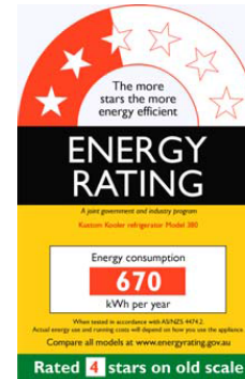
- Strategy
 - Visibility and flexibility
 - Direct communication from government



1986 - 1999



2000

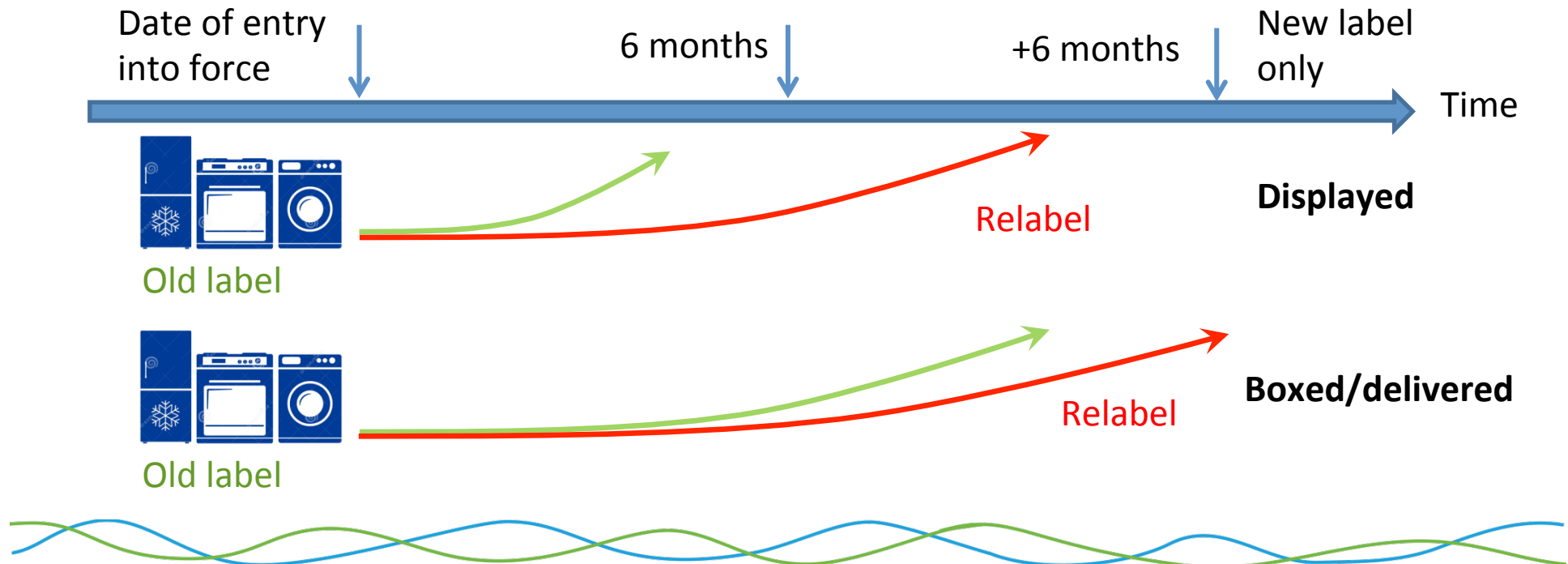


2010



The Australian experience

- Strategy
 - Visibility and flexibility
 - Direct communication from government
 - Transition



The Australian experience

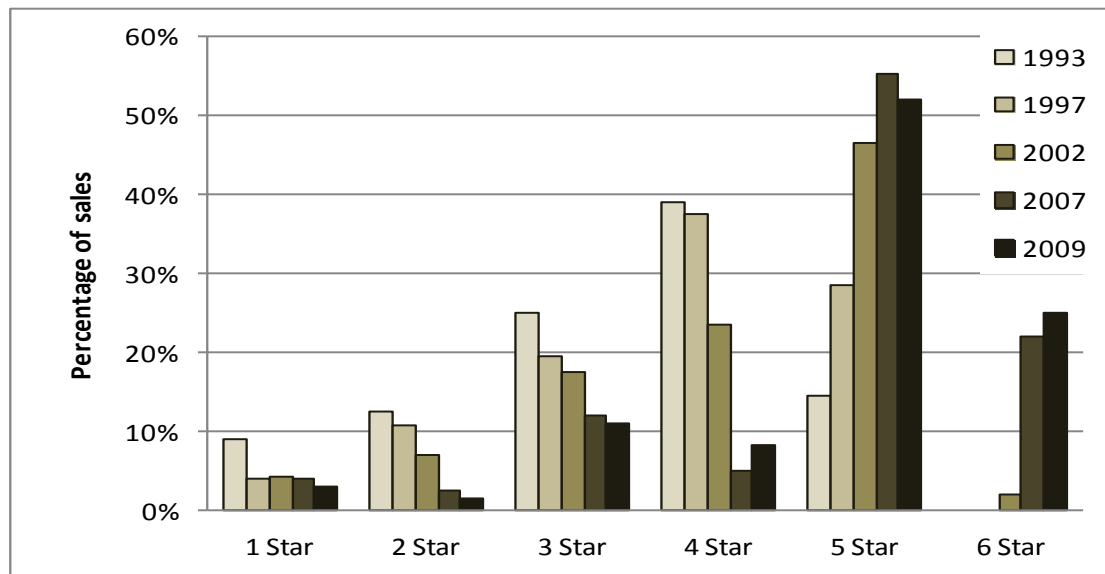
- **Strategy**
 - Visibility and flexibility
 - Direct communication from government
 - Transition
 - Timing:
 - 2000: all appliances
 - Since then: monitoring through registration
 - Stringency:
 - MEPS 1 star
 - BAT 3.5 stars
 - 5 stars in 5 years



The Australian experience

- Impacts

- More challenging to reach small shops (communication)
- Less/no communication material by manufacturers or retailers
- No evidence of major confusion or loss of trust
(triennial Australia Bureau of Statistics (ABS) survey of household energy use and conservation 2005-2014: rather the opposite)



*Refrigeration –
National Sales
Distribution by
Original Star Rating
(EES 2010)*

Change is always an effort but...

- Rescaling is necessary for a closed scale
- Two quite different approaches (visibility, communication, extension/reduction of scale etc.)
- Limited disruption
 - => Transition/disruption over-stated?

No status-quo

- Communication there will be – control it or let it be
- Dissociating on display/in stock can reduce the transition period



Questions and Discussion

- Date on the label? – date of requirement or date of manufacture (or both)?
- Frequent small rescalings or bigger but less frequent?
- More automation? – product registration
- The pros and cons of an open scale (towards ZEAPs?)
- One size fits all? – should we follow the same strategy for all products? (communication, visibility, S or XL)
- Synchronise or not?
- **How do we make the next rescaling/transition less painful?**
- **Could a digital label be the silver bullet?**





Thank you!

Marie Baton

mbaton@clasp.ngo

