# Energy labelling for the digital age: presenting a possible solution and consumer reactions

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## Pocket Watt
### YOUR ENERGY EFFICIENCY GUIDE

## PROVIDING A DIGITAL SOLUTION TO ENERGY LABELLING

**Difficulty in understanding the energy label** and the information it provides is a barrier to consumers making informed purchasing decisions on energy using appliances. The current European energy label is inflexible and does not allow for modifications, additions, amendments or end-user customisation.

The Digi-label project aims to address this problem by providing retailers and manufacturers with a digital solution that would work in-store and online. This solution – called **"PocketWatt"** – links the customer with additional product information and data to complement the current energy label. This includes energy efficiency information as presented in the current energy label, but adding new facilities such as:

➔ Customisable running costs based on personal use patterns and energy prices

➔ A comparison function to look at more efficient models and savings potential

The Digi-label project is focusing on four key product groups: (1) domestic refrigeration; (2) domestic laundry appliances; (3) dishwashers and (4) air conditioning.

The initial digital solution – **PocketWatt version 1.0** – is currently being piloted in retail stores in Spain and the UK. This pilot will enable some direct market feedback and improvements will be made in the coming months. Following the upgrades to **PocketWatt**, a wider scale roll out of the digital solution will be implemented over a twelve month period starting in the autumn of 2017 with a large number of retailers in the Czech Republic, Germany, Italy, Spain and the United Kingdom.

## CONSUMER FEEDBACK INTEGRATED INTO TOOL DEVELOPMENT

**Initial views and responses** of consumers (22 in Germany and Spain) to the idea were gathered through two workshops. These workshops confirmed the shortcomings of the existing energy label, e.g. that it is not fully clear to consumers. Participants therefore appreciated the approach taken by **PocketWatt** tool, and valued several of the features provided.

**Spanish participant: "Information via the smartphone and internet will be very useful."**

**Spanish participant: "The possibility to compare several appliances help me to identify the most efficient appliance."**

Participants also gave specific feedback on the draft version of the **PocketWatt** tool for example proposing to focus the tool on energy issues. In addition, they recognized the need to find more ways to persuade consumers (and retailers) to make energy efficiency a higher priority when making purchasing decisions about energy-using appliances.

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