



CEECAP – Implementing EU Appliance Policy in Central and Eastern Europe SEVEN, The Energy Efficiency Center, Czech Republic

Summary

The CEECAP – Implementing EU Appliance Policy in Central and Eastern Europe project aimed at supporting Central and Eastern European (CEE) countries in creating suitable conditions for implementing appliance labelling and efficiency policies in accordance with EU Appliance efficiency legislation and programmes. The project started in early 2006 and lasted for 30 months. It was carried out in 6 countries of CEE (Czech Republic, Bulgaria, Lithuania, Poland, Romania and Slovakia). SEVEN from the Czech Republic was the coordinator of the project. Main activities included the identification of the national experts and decision makers and their training and cooperation, design and preparation of national appliance labelling and efficiency actions, identification of key problems and initiation of action to solve them in collaboration with the project target groups, and the international and local knowledge transfer. Under the project, awareness of major stakeholders on correct labelling has been strengthened, close cooperation with retailer and consumer associations as well as public authorities and energy utilities established. On the other hand, the verification procedures still remain to be strengthened in the CEE countries.

Energy labelling for domestic appliances in Central and Eastern Europe – overview of enforcement and promotion activities



Prepared as a part of the "CEECAP - Implementing EU Appliance Policy in Central and Eastern Europe" project.

End-user area

- New buildings
- Refurbishment of buildings
- Transport and mobility
- Financial instruments
- Industry
- Legal initiatives (regulations, directives, etc)
- Planning issues
- Sustainable communities
- User behaviour
- Education
- Other

Target Audience

- Citizens
- Households
- Property owners
- Schools and universities
- Decision makers
- Local and regional authorities
- Transport companies
- Utilities
- ESCOs
- Architects and engineers
- Financial institutions
- Retailers, Manufacturers, Media

Technical

- Energy efficiency
- Heating
- Cooling
- Appliances
- Lighting
- CHP
- District Heating
- Solar energy
- Biomass
- Wind
- Geothermal
- Hydro power
- Other

Context

Energy labelling of appliances has proved to be a powerful tool in directing the markets towards more energy efficient products and thus increasing the penetration of energy efficient appliances in residential and tertiary sectors. The Czech Republic, one of the CEECAP partner countries, has been working on the adoption of EU appliance legislation since 1990 and in 2004, the whole legislation was successfully transposed. As in other countries, energy labelling has indeed helped to increase the presence of more energy efficient appliances on the Czech market.



Nevertheless, similarly to the other newly acceding countries, several gaps which hinder better, more efficient implementation of the EU appliance legislation still remain. The major shortcomings in implementing the appliance legislation were identified as: small level of activities in market introduction activities, little experience in verification and enforcement of the legislation and limited consumer and retailer knowledge of appliance energy efficiency issues. These gaps were thus addressed by the CEECAP project.

Objectives

Main aim of the project was to support creating suitable conditions for implementing appliance labelling and efficiency policies in accordance with the EU legislation. The project focused on raising awareness about proper labelling procedures among various stakeholders and aimed at ensuring proper implementation of existing legislation. More specifically, the objectives were to

- improve policy infrastructure for appliance labelling,
- to initiate enforcement and verification procedures,
- to increase consumer awareness of the correct labelling and establish a platform for information exchange and transfer.

Main tools to achieve these objectives included training of national experts and decision-makers, individual consultations, workshops, public dissemination materials, expert information brochures, but also an initiation of common concrete activities working towards these goals.

Process

The project built upon the previous CEECAP, ELAR and other projects with the involvement of international organisations, such as the IEA and the European Commission. List of activities undertaken as part of the CEECAP project in the Czech Republic covered the whole portfolio of actions to foster the improved usage of appliance labels.

As a background research in the first year of the project, review of the presence and correct display of energy labelling in appliance shops have been carried out. As the CEECAP built upon past projects focused on labelling, similar surveys were undertaken in previous years (2002 and 2004). Therefore, a development in time could be analyzed and evaluated as well. In total, 158 shops have been visited and more than 3 900 appliances checked. Related to this, a summary report on the state of appliance legislation in the Czech Republic was prepared.

An expert manuals describing in detail the proper level of appliance labelling from both the state control organisations, and the retailers and manufacturers has been produced and disseminated among the project target groups.

Close cooperation with the Czech branch of major manufacturers association CECED (The European Committee of Domestic Equipment Manufacturers) was established. Special retailer training presentation has been prepared and distributed in the form of a CD-ROM, printed brochure and a poster. These have been offered to and distributed around some 2000 appliance shops located in the Czech Republic.

Furthermore, the Prague Energy Utility has been involved in the project and series of activities were organized with them. One of the most visible actions having the largest impact on the stakeholders was the preparation of information leaflets. To target the final consumers, a leaflet on how to choose new appliances by their energy class and further parameters was distributed to over 560 thousand households in Prague. The leaflets were handed out together with the energy bill in the period between August and December 2006.

Given the increasing share of online stores on the appliance market, another activity included preparation of a guide on how to inform about energy labels in internet shops. The guide summarized legal information requirements and also highlighted marketing advantages of proper labelling for retailers. The brochure was distributed to all major internet retailers in the Czech Republic.



Following one of the aims of the project – setting up a verification and enforcement framework - National Verification and Enforcement Plan, listing the main issues related to the energy labelling of appliances from the state institution's point of view, and National Market Introduction Plan, focusing on retailers' and consumers' point of view, have been prepared.

Financial resources and partners

The project was carried out from January 2006 to June 2008 with the total budget of 250 thousand Euro in the Czech Republic. The project was co-financed by the Intelligent Energy Europe, which provided for 50% of the eligible costs.

SEVEN, o.p.s. acted as well as a coordinator of the project. The other partners were the Polish National Energy Conservation Agency (KAPE Poland), Romanian Agency for Energy Conservation (ARCE Romania), Center for Energy Efficiency (EnEffect Bulgaria), Lithuanian Energy Institute (LEI Lithuania), Agence de l'environnement et de la maîtrise de l'énergie (ADEME France), Austrian Energy Agency (A.E.A. Austria) and Klinckenberg Consultants (The Netherlands). As part of the project, close relationships with decision makers, energy agencies and retailer and consumer associations have been established in the participating countries.

For the Czech Republic, it was mainly CECED and Prague Energy utility, State Energy Inspectorate and the Czech Trade Inspectorate, Test consumer group and others.

Results

The aim of the project was to motivate target groups for their own action. Stakeholders were therefore addressed through various means in order to increase their awareness of EU labelling requirements. A close

cooperation between CECED and SEVEN was established. Based on training and presentation materials developed by SEVEN, CECED now continues to pass the knowledge on proper labelling and other requirements on their own retailer trainings in the Czech Republic.

As an example of a general dissemination activity, 560 000 leaflets have been distributed to Prague households, in cooperation with the Prague Energy utility. Related to this, positive side-effect of the enhanced information activity was increased interest and involvement of media and journalists, who became more willing to report about the appliance labelling; thus bringing visibility and importance to the issue.

Vyšší pozice písmene abecedy na energetickém štítku znamená lepší parametry spotřebiče!

Chladničky a mrazničky
Nejúčinnější chladničky a mrazničky jsou označovány energetickou třídou A+ nebo A++. U těchto výrobků už ani energetická třída A nemusí patřit nejúspornějšímu spotřebiči!

Pračky prádla
Staré pračky mají oproti novým i dvakrát vyšší spotřebu energie a vody. Kombinace písmen A/A v kategoriích energetická třída, účinnost praní a účinnost odšťavňování je ta nejlepší!

Myčky nádobí

Zde představují písmena A/A v energetické třídě, účinnosti mytí a sušení tu nejlepší kombinaci. Ve srovnání s mytím nádobí pod tekoucí vodou myčka ušetří až 60 % vody a 35-60 % elektrické energie!

Klimatizační jednotky

Novinka mezi spotřebiči označovanými štítkem. Uvažujte-li o klimatizaci, žádejte pouze energetickou třídu A, protože se obecně jedná o energeticky náročný spotřebič!



Sušičky prádla

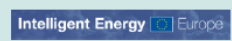
Přestože i sušičky prádla patří k energeticky náročným spotřebičům, i zde již najdete výrobek v energetické třídě A s poloviční spotřebou oproti běžným sušičkám.

Zdroje světla

Energetickým štítkem jsou označovány i zdroje světla. Např. klasické žárovky jsou zařazeny do tříd E až G, kompaktní úsporné zářivky do tříd A a B!

Nenašli jste v obchodě na spotřebičích štítek? Zeptejte se přímo prodejce. Ze zákona mají povinnost je na výrobku vystavit – štítky jim poskytne výrobce nebo autorizovaný dovozeč.

Další informace: www.uspornespotrebice.cz
www.pre.cz



Podpořeno v rámci projektu CEECAP ve spolupráci se SEVEN, o.p.s. Zodpovědnost za obsah nesou autoři. Evropská komise nenes zodpovědnost za využití informací obsažených v tomto letáku.



Importantly, an Internet guide was developed in collaboration with the association of internet based retailers. It was distributed among the most important internet stores. Given the increasing share of internet shops, in which the consumer can not see the labels before purchase, the brochure provided an important, highly useful and needed information source.

Overall, the relations among stakeholders have been strengthened and appliance energy efficiency is now on the agenda in day-to-day business operations of the target organisations. Similarly, productive contacts with the government and market stakeholders have been established, the appliance labelling and its impacts on energy efficiency were discussed in the framework of the Czech national Energy Efficiency Action Plan (in response to European Directive on energy services).

Another level of cooperation included the exchange of information among the project partners and international organisations. These include the EnR Labelling and Ecodesign working group, International Energy Agency, Clasp etc.



Lessons learned and repeatability

The results of this project clearly demonstrate that in every country it is possible to establish successful mechanisms for the promotion of energy-efficient appliances, using EU standards and labels. The joint promotion of efficient appliances with utilities and the education of retailers jointly with manufacturers have proven to be a formula for success. The project has also demonstrated that countries can, within just a few years, improve compliance with energy labelling requirements in shops if they design and implement a programme for this.

Countries aiming to improve the implementation of energy labels should pay attention to:

- Providing more information about energy labelling of appliances to the public and to market parties;
- Contacting and helping the retailers to make sure that they are sufficiently aware of their obligations to put labels on appliances;
- Providing training for shop owners and sales assistants, and repeating this over time; and
- Preparing promotional materials for the general public, in collaboration with utilities and manufacturers of products.

**Když jeden spotřebič
potřebuje více energie
než druhý,
je to na něm vidět!**

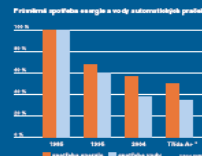
Označování elektrospotřebičů energetickým štítkem je povinné pro:

- automatické pračky
- bubnové sušičky prádla
- pračky kombinované se sušičkou
- chladničky, mrazničky a jejich kombinace
- myčky nádobí
- elektrické trouby
- zdroje světla
- předřadníky k zařítvákům
- klimatizační jednotky

Energie		Myčka nádobí
Výrobce Model	LOGO ABC 123	
Úsporná	A B C D E F G	A
Klasik úsporná		
Spotřeba energie kWh/rok		X.YZ
Účinnost mytí kWh/100l	A+ C D E F G	
Účinnost sušení kWh/100l	A+ C D E F G	
Příčet sad nádobí Spotřeba vody	15kg/100l	YZ XY
Hluk dB(A) re 1 p0		

Výměnou 10 let staré automatické pračky za nový úsporný model průměrná domácnost za dobu její životnosti ušetří přibližně 3 760,- Kč.

V rámci Evropské unie by se výměnou všech 10 let starých praček předešlo vypuštění 150 milionů tun emisí oxidu uhličitého do ovzduší a ušetřilo by se 2 800 milionů metrů krychlových vody.



Verification of energy performance declarations or label classes, eg. testing of appliances, remained a point of concern though – no country in the project has yet developed a functioning approach for that. Nevertheless, throughout the course of the project several recommendations emerged. It became clear that despite EU legislation the major responsibility stays with the individual countries. Crucial factor is to secure access to qualified test laboratories, the verification procedure should be simplified and check tests performed. Importantly, suppliers should be required to provide information about the basis for the claimed energy performance of products.

Verification and enforcement remain the points for further improvement and close attention should be paid to them in any other country which is willing to establish an efficiently functioning labelling system.

Contact for more information:

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Printed reports or other literature available:

Training program for national government officials and experts

Training program for retailers and manufacturers

Summary of state national compliance and government activities

National Verification and Enforcement plan

Implementation of national Verification and Enforcement plan

National Market Introduction plan

Implementation of national Market Introduction plan

Final Project Brochure

National promotion material

Cost: *Free*