



Come On Labels UK National Event
– Trading Standards Institute Wales Branch AGM –
April 25th 2013

Severn Wye Energy Agency (the UK Come On Labels partner) held a joint event with the Welsh branch of Trading Standards (the UK Market Surveillance Authority for retailers). Under the Come On Labels project SWEA sponsored the AGM (Annual General Meeting) and presented both the outcomes of the project and tailored advice/training for Trading Standards Officers.

Approximately 30 officers were in attendance for the presentation. SWEA produced delegate packs for all the attending officers, plus an additional ~20 senior managers attending another seminar. These packs included consumer leaflets, A4 posters on the new labels, and A5 flyers on labelling issues – illustrated overleaf.

Following the presentation a discussion was held amongst all attendees regarding past experiences of surveillance checks, future options for collaboration and also an overview of the National Measurements Office shop surveillance study.

Following on from SWEA's talk the Chief Executive of the Trading Standards Institute suggested we explore whether we could attend the national conference in Brighton in order to widen the scope of dissemination. On-going talks are being held to explore this opportunity.

The following issues were discussed:

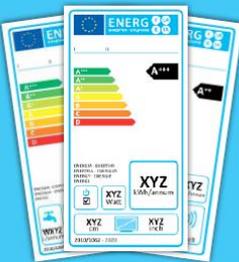
- The Come On Labels project
- What is the new label
- Which appliances are labelled
- The importance of the energy label for retailers
- Responsibilities of suppliers and retailers
- Examples of non-compliance in retailers
- Overview of EU wide shop surveillance
- Findings from UK shop surveillance
- Roles and responsibilities of Trading Standards (in relation to energy labelling)



How to display the label




What is the Energy Label?




How to display the label

Responsibilities of suppliers and retailers:

- Suppliers provide the retailers with the EU energy label (and the product fiche for product types with the 'old' label) free of charge.
- Suppliers are responsible for the accuracy of the information provided.

Important note: The new energy labels are made in such a way that they do not damage the appliance or leave marks

- Retailers have to attach the label in a clearly visible way outside on the front or top of the product.
- This also applies to built-in appliances, products displayed in furniture or design products, and products with packaging.



Correctly labeled appliance, top or front!



DIY printed old label



Single electric oven with 3 old labels



Single electric oven with 3 data strips

For additional information about the EU energy label: www.come-on-labels.eu

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What is the Energy Label?

The EU energy label is designed to provide consumers with accurate, recognisable and comparable information on domestic household products regarding energy consumption, performance and other important characteristics. It allows consumers to identify how energy efficient a product actually is and to assess a product's potential to reduce energy costs.

The label is uniform for all products in a given category. Consumers can easily compare the performance of appliances in a given category such as energy or water consumption, or capacity. The new label has been designed to give consumers a better understanding of the product's energy performance.

The label shows the total energy consumption, along with additional information relevant to that product - such as the volume of storage compartments for refrigerators or noise levels for dishwashers.

Appliances are rated according to a set of energy efficiency classes. The classes are rated from A+++ to D or from A to G, where A+++ (or A) is the most energy efficient. The darkest green rating is always the most efficient within its class.

Obligations for retailers:

- Ensure the label is attached (and clearly visible) to the outside of the front or top of the product at the point of sale.
- Products sold online or in catalogues (i.e. internet selling) must have the label information displayed or made available to the consumer before purchase.

Why is the energy label important for the retailer and shop assistants?

- Legal requirement
- Marketing opportunity to ensure consumer interest in a better performing product
- Gives consumer confidence in the shop, when the consumer knows they have received honest, useful advice
- Contributes to lower electricity bills for customers

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Figure 1: Example of the flyers used for the delegate packs

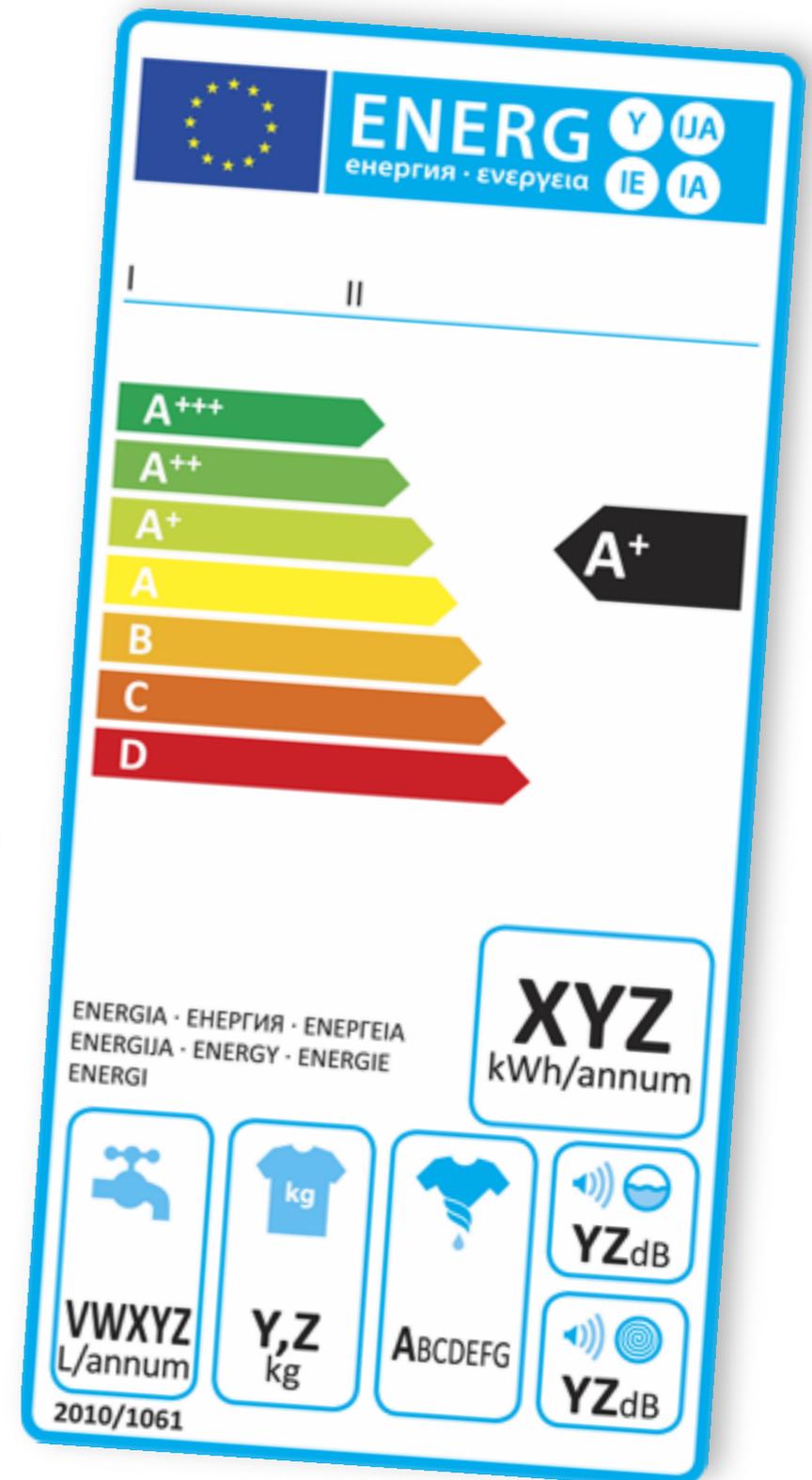


Figure 2: Selection of photos from the national event at the Metropole Hotel in Llandrindod Wells, Wales

April 2013

Energy labelling of products

Information for Trading Standards Officers



Severn Wye Energy Agency

“working for a future powered by local energy and free from fuel poverty”

Kaye Welfare – Assistant Chief Executive

Owen Callender – Project Manager

Paul Sheridan – Senior Energy Advisor

Content

- Severn Wye Energy Agency
- Come on Labels – Introduction
- What is an energy label?
- Which products are labelled?
- Examples of incorrectly labelled appliances
- Findings from 60 shop visits across Wales and SW England

Severn Wye Energy Agency

- Independent not for profit company and educational charity set up 1999 in Forest of Dean
- Aims:
 - Advancement of public education re energy efficiency and use of renewable sources of energy
 - Relief of fuel poverty
 - Preservation and protection of health by promoting energy efficiency and renewable energy
- 50 staff, south west of England (Gloucestershire, South Gloucestershire & Wiltshire) and throughout Wales

Severn Wye Energy Agency

Some key facts:

- SAVE agency – part of European network
- 31 EU projects with partners in 24 countries
- Ashden Award 2006 for Warm and Well
- Ashden Award 2011 for Young Energy People
- Managed EST Advice services for 10 years
- Green Deal Advice Organisation
- Energy improvements to 38,000 homes, value >£27m

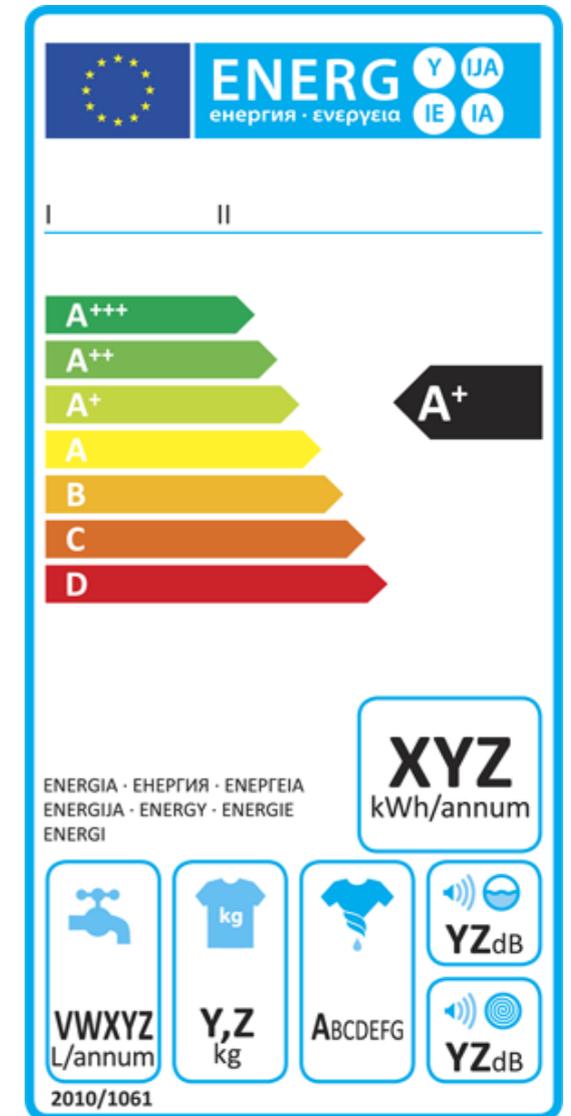
Come on Labels - Introduction

- 13 partner countries focusing on the three key areas fundamental to successful implementation of labelling:
 - Correct information on labels
 - Proper display of labels
 - Promotion of labels to final customer
- The project has achieved the following:
 - Provided training to retailer staff to better inform consumers about the new labels
 - Raised the awareness of more than 3 million consumers across Europe



What is an energy label?

- The energy efficiency of the appliance is rated in terms of a set of **energy efficiency classes**.
- The classes go for example from **A+++** to **D** or from **A** to **G**, where A+++ (or A) is the most energy efficient, D (or G) the least efficient.
- The labels also give other useful information, such as functional performance classes to the customer as they choose between various models.



Which products are labelled?

➤ Products with new label:

- TVs; washing machines; refrigerating appliances; dishwashers; wine storage appliances; air-conditioners

➤ New label will be used for:

- Household lamps (from 9/2013)

➤ Products with 'new' labels in preparation*:

- Electric water heaters, vacuum cleaners, boilers and tumble dryers

* (This document made in 3/2013)

How the label should be displayed

- Supplier/manufacturer provides the label, retailer must display
- Physically displayed on the product in the shop – on top or front side, not covered/hidden
- At the point of sale
 - **specific** rules for information applying to internet sales and advertising materials (i.e. the energy class is displayed with price)

Examples of poorly labelled appliances

(Pictures taken by Come On Labels project partners in shops around the EU)

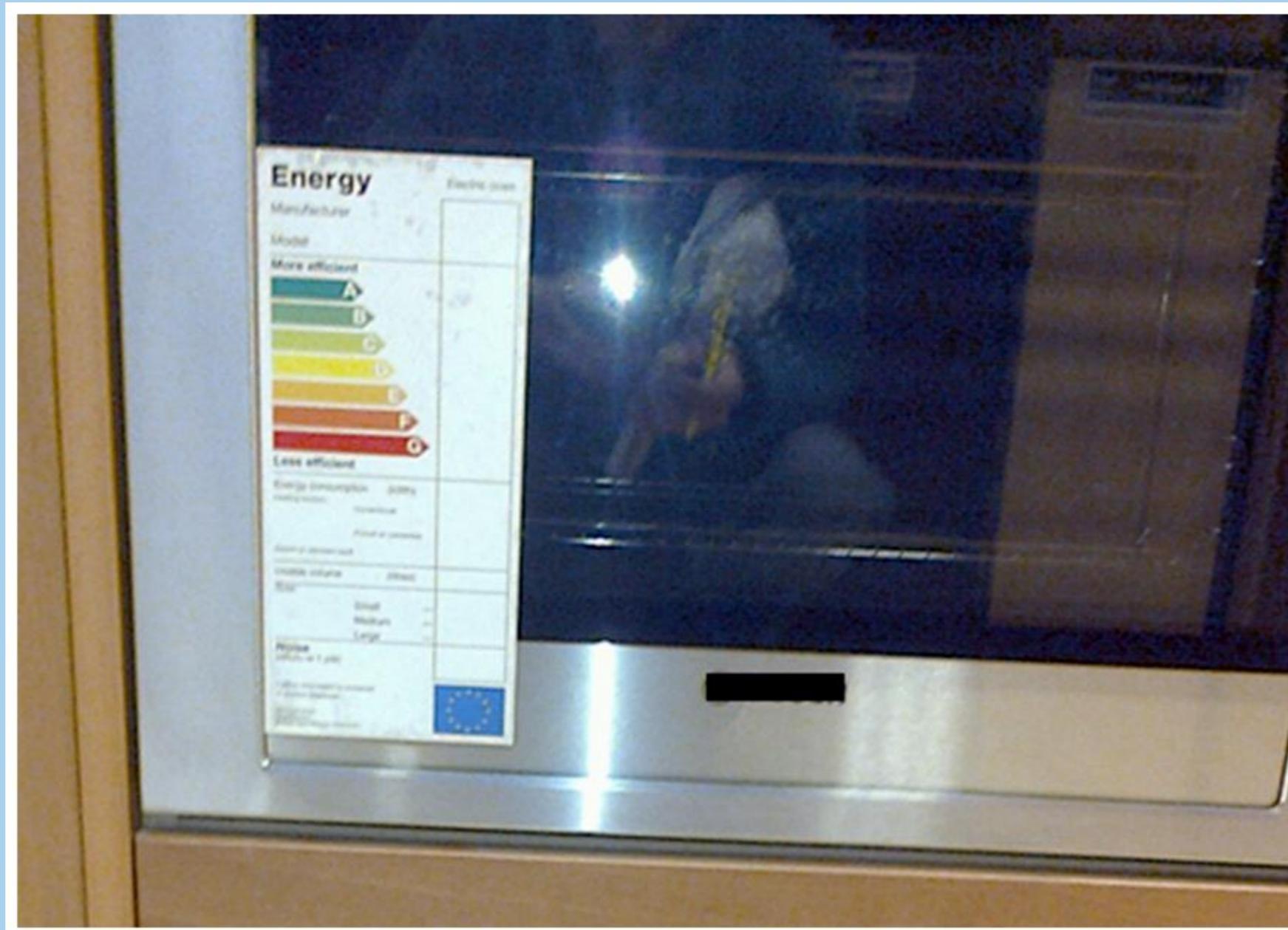
No labels at all



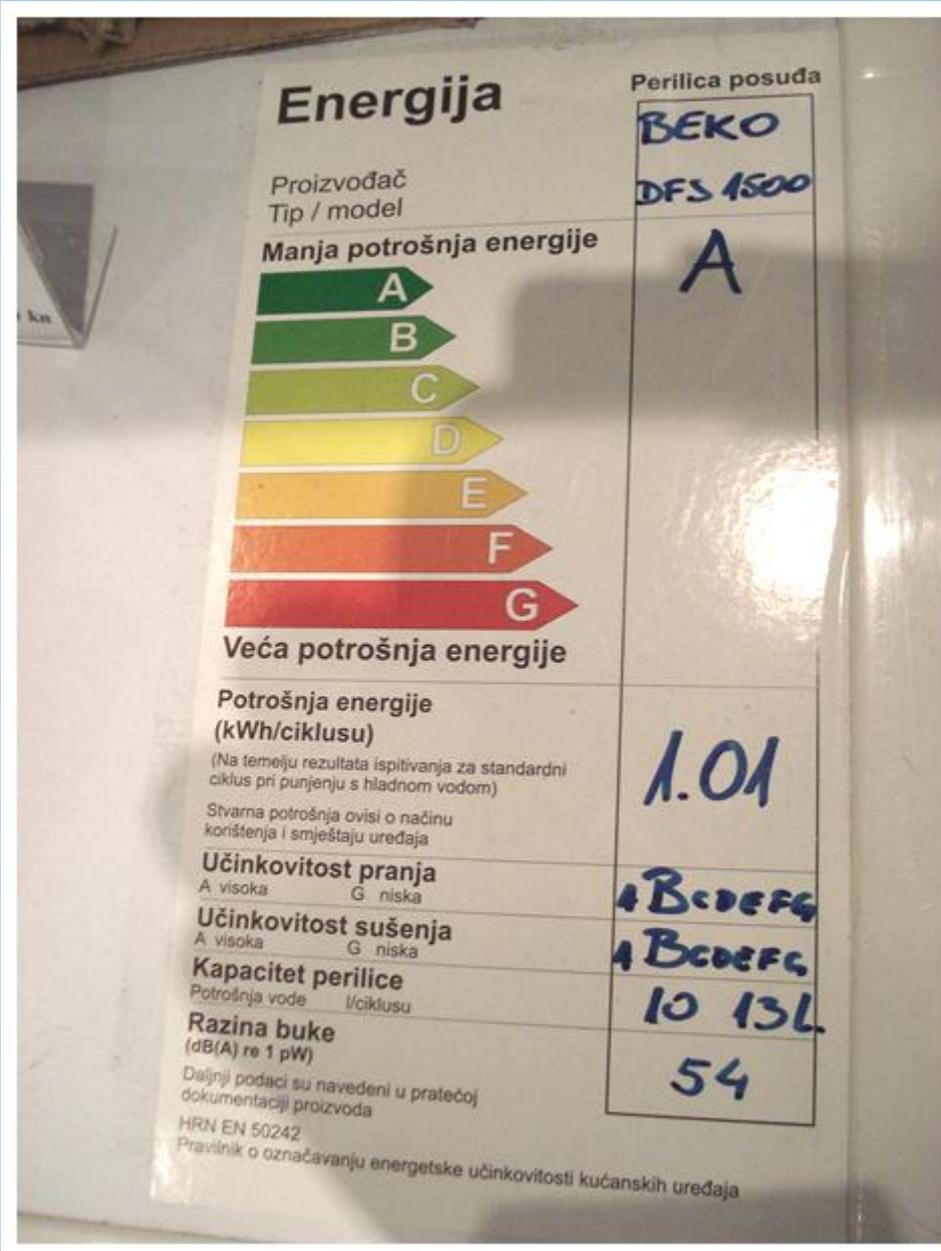
Only the old label's data strip



No data strip



Do-It-Yourself by the shop assistant

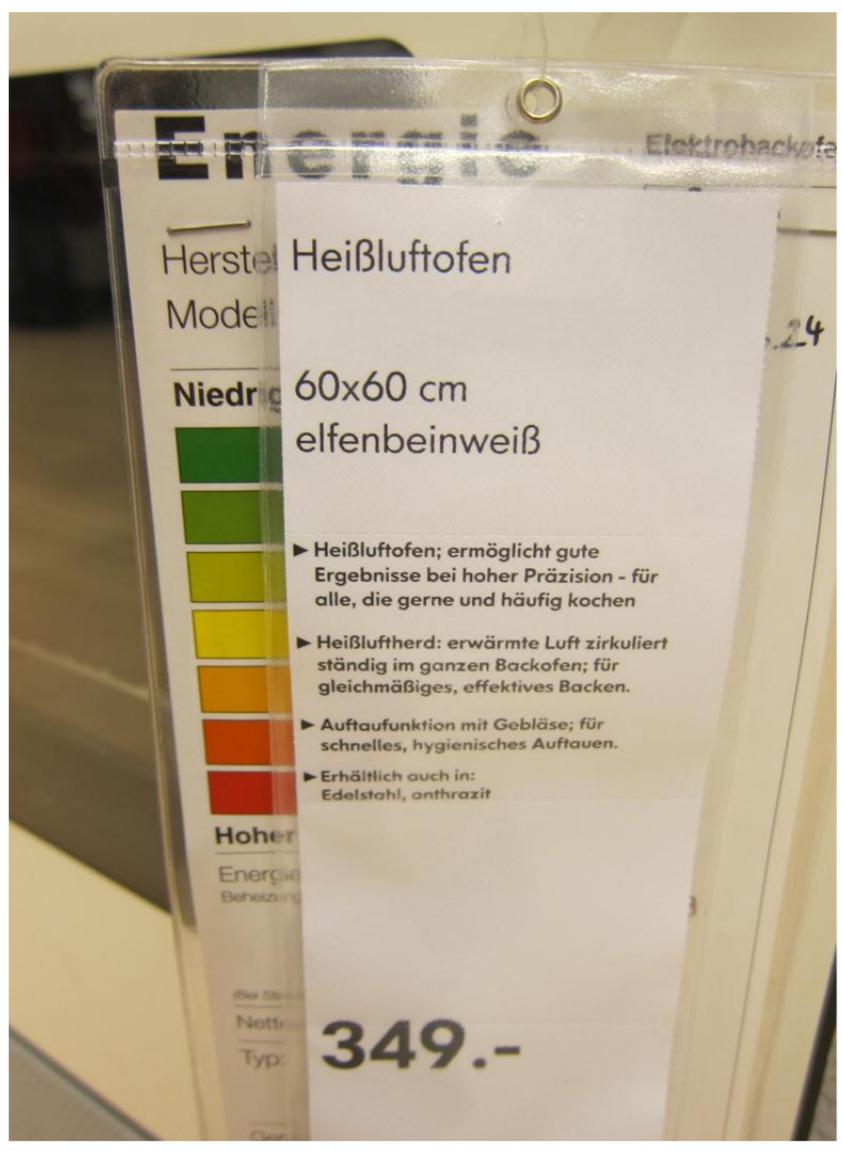


Label must be used if product boxed and on sale

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



Hidden label



Findings from 3 rounds of shop visits

- Over 900 shops surveyed across 13 countries
- Over 56% of products were labelled correctly (old and new label)
- By the final round the new label had the largest market share of all major product groups:
 - Refrigerators 81%; washing machines 72%; dishwashers 70%; TVs 67%
- Kitchen studios least compliant (59%); followed by supermarkets (37%) and electric specialists (31%)

Findings from 3 rounds of shop visits – UK only

Shop type	Count	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Electronic Superstore	12	20%	80.9%	5.4%	13.7%
Electric specialist	15	25%	40.8%	10.2%	48.9%
Kitchen studio / Furniture stores	7	12%	30.8%	28.6%	40.6%
General hypermarkets / Cash and Carry.	20	33%	37.4%	22.0%	41.0%
Mail order and internet stores	6	10%	37.2%	60.3%	2.5%
Total number of shops:	60	100%	45.4%	25.3%	29.4%

- Electronic superstore (e.g. Comet/Currys)
- Electric specialist (e.g. small independent stores)
- Kitchen studio (e.g. Magnet)
- General hypermarkets (e.g. Tesco/The Range)
- Mail order / internet stores (e.g. Argos/Currys websites)

Findings from UK shop visits

- 60 shops visited
 - Some online shops, but mostly physical stores
- Overall 45% retailer compliance rate
 - Best was electronic superstores with 81%
 - Worst was 31% for kitchen studios
- More than 11,500 products viewed
- Overall 44% product compliance rate
 - Least compliant products were TVs (31%) and wine storage units (35%)
 - Refrigerators with the new label most compliant (77%)

UK shops – key findings (i)

➤ Kitchen Studios

The kitchen sales type shops had 69% incorrectly labelled products (either no labels at all or partially labelled). These shops have on display only a small number of (typically) built in appliances as part of display units for whole kitchens.

➤ Independent stores

The smaller independent specialist shops also had very poor compliance results, even though they have quite a few appliances on display in their shops. The worst performing shop only had 1 label displayed in the whole shop. In another of the shops, the assistant spoken to knew the ratings of all the electric ovens but only 4 of the 68 ovens had a label displayed.

UK shops – key findings (ii)

➤ **Electrical superstores**

Some of the electrical superstores put labels on boards behind the appliance which is classed as incorrectly labelled and the label was not always updated when the appliances moved, resulting in the wrong label displayed on the wall behind the appliance.

➤ **DIY and Supermarkets**

The large DIY shops and supermarkets had lots of appliances still boxed on display, although most boxes had labels printed on them, they were not always visible or in black and white, as they were still boxed the label was not visible on the appliance.

➤ **NMO* study**

Similar study carried out by the NMO this year found that independents and supermarkets were the least compliant.

*National Measurement Office - Energy Labelling Framework Directive: UK Compliance Project 2012

UK shops – key recommendations

- Utilise the NMO and Come On Labels methodology for assessing compliance of retailers efficiently.
- Focus on key sectors:
 - DIY/Supermarkets
 - Independents
 - Kitchen studios
- Distance selling still needs enforcement and education to increase compliance rates.
- New labels have increased product compliance rates.

Trading Standards:

Roles and responsibilities

- The UK Market Surveillance Authority for retailer compliance.
- Minimal levels of surveillance (as far as we know), due to resource barriers, higher priorities etc.
- **However:**
 - Energy labelling has a role to play in reducing Govt. and Local Authority **CO₂ targets**.
 - If products are miss-labelled, **consumers energy bills** can be **significantly increased**.
 - Once engaged, **retailers are willing** and keen to comply with regulations.

More information



Come On Labels

Severn Wye awareness materials on the new label:

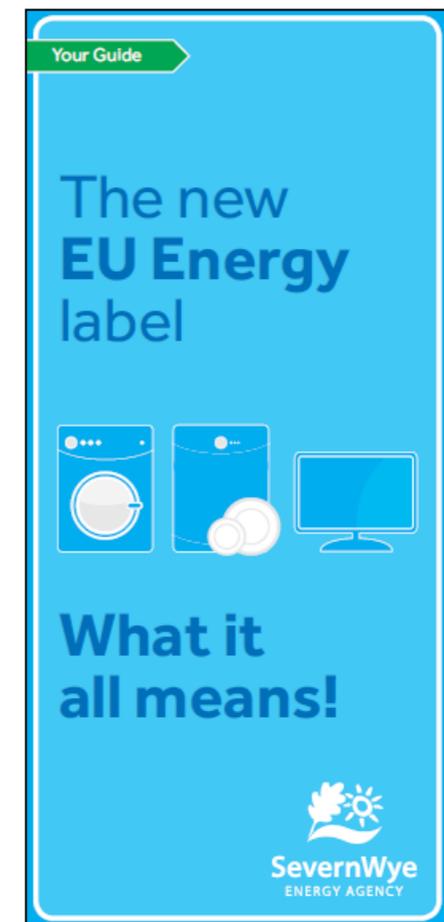
www.swea.co.uk/in-action/save-energy-in-business/come-on-labels

National Measurement Office – report on shop visits:

<http://www.bis.gov.uk/nmo/enforcement/elf-home/news-and-events/archive%20news%202012>

Project information: www.come-on-labels.eu

- 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



Brought to you by the 'Come On Labels' project

- Coordinated by SEVEN, The Energy Efficiency Center, **Czech Republic**
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- Organised during 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**.



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Severn Wye Energy Agency

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➤ Come On Labels report available May 2013