



## **Come On Labels**

### **Common appliance policy – All for one, One for all – Energy Labels**

#### **Appliance Labelling Good Practice Case Study**

**Project Title:** Green Light to Savings Partnership programme

**Name of organizer:** Ministry of the Environment of the Czech Republic and State Environmental Fund

**Country:** Czech Republic

**Date of elaboration:** 2010 - 2011

This document has been prepared within the Come On Labels project, co-financed by the Intelligent Energy Europe programme. It describes a marketing activity, undertaken to promote the EU energy labelling as a tool enabling the consumers to make more informed purchasing decisions towards more efficient appliances. The main goal of the Come On Label project is to support the proper implementation of the household appliance energy labelling.

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### **Summary including context and objectives**

In the Czech Republic, in 2009 a programme called Green Light to Savings (GLS) was launched by the Ministry of the Environment of the Czech Republic (MoE) and is managed by the State Environmental Fund (SEF). GLS Programme is funded through a sale of excess CO<sub>2</sub> emissions, amounted to some 780 million EUR. The programme is designed for households (residential buildings); energy efficiency measures (such as building envelope (windows, insulation), heating (RES, heat pumps) and passive houses) are subsidized.

The Green Light to Savings Partnership Programme was launched in 2010 to complement the main, subsidy programme. The main idea behind the “Partnership” Programme is that

- 1) once the households invest into energy efficient housing, they should get the whole picture by being provided with competent and complete information on energy efficient appliances, too and
- 2) appliance electricity consumption represents a significant portion of the households' electricity consumption and thus presents a significant saving potential.

The GLS Partnership programme therefore provides households with lots of information on energy efficient appliances, especially on their selection, but on operation and recycling, too. The Programme does not provide a financing scheme, meaning there is no financial subsidy connected with the programme – it is merely informative and promotional.

Responsible for the GLS Partnership programme is the Ministry of Environment, together with the State Environmental Fund, who were also the main initiators of the programme. GLS Partnership is organized and managed by SEVEN, and governed by its Expert Commission, comprising also of a representative from CECED CZ – the association of European household appliance manufacturers, and D Test – the consumer right protection group. The Programme is financed from Technical Assistance of the “mother” programme – Green Light to Savings. Location of the Programme is the whole area of the Czech Republic.



Promotion of the GLS Partnership programme has so far been successful, addressing through various promotional activities almost 400 000 readers and 3 800 000 visitors in internet media and many more through other parts of the promotional campaign.

**Logo of the Green Light to Savings Partnership Programme – indicating the “Top Category – Energy Efficient Product” in its centre.**

## Activity description

The Programme started in spring 2010 and will last at least until December 2012. The core of the Programme is the website which provides a database of the most energy efficient products in the Czech market. Product categories are selected on the basis of two main criteria:

- 1) The product category represents a significant share on households' electricity consumption, and/or there is a significant difference in energy consumption among different models within the category
- 2) There exists an objective method of comparison of the models, such as e.g. energy labelling for households appliances. It has to be a broadly accepted method, based on which manufacturers provide relevant and comparable data on their products.

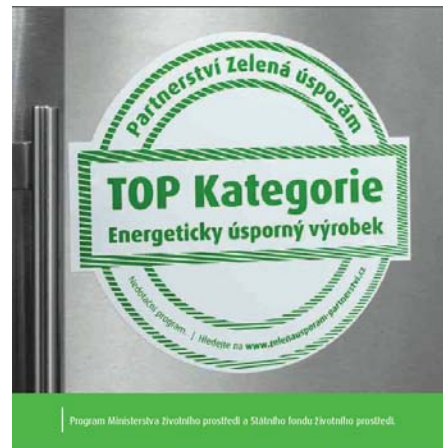
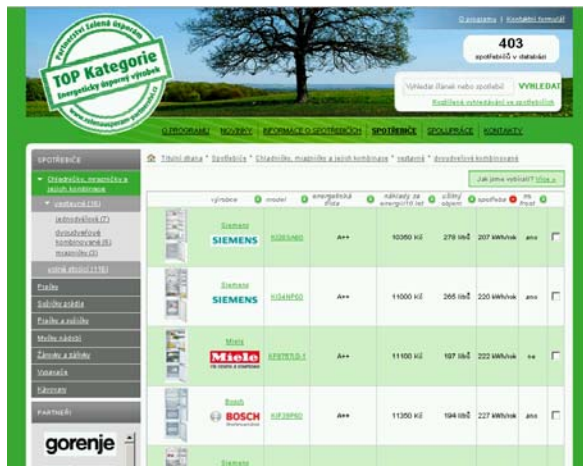
Product categories covered so far entail:

- Refrigerators, freezers and their combinations
- Washing machines
- Tumble driers
- Dish washers
- Lighting (CFL, efficient halogen lamps, LEDs)
- Coffee machines
- Vacuum cleaners

Criteria for selection of appliances in the database are set in a way to represent the most energy efficient appliances in the market. The criteria are specified by the programme Expert Commission and updated regularly so that the database follows the technical progress of household appliances.

Manufacturers, who want to participate in the Programme and have the models, which fulfil the programme's criteria, included in the programme's database, need to sign a memorandum of the Programme. Furthermore, each model which is to be included in the database has to be accompanied by an information sheet provided by the manufacturer (or the official representative). The manufacturers participating in the programme are entitled to use the **logo of the programme** (above), but only for the models in the database. The database is updated regularly, minimum twice a year. Apart from the database, the website contains lots of useful information on energy efficient appliances, their operation and proper recycling.

The Programme is targeted on households, end-users, non-governmental environmental and energy organizations, energy distributors, retailers and general media. Among main promotional activities, which are linked to the programme's database, are media coverings (press releases), publications of leaflets and brochures and marketing campaign including banners, campaign in retail stores, stickers, and other (see pictures below).



Preview of promotional activities of the Green Light to Savings Partnership programme (from left up to bottom right: Database of most efficient appliances, leaflets and brochures, PR campaign in media)

## Results and impacts

Being an information and dissemination programme, GLS Partnership programme does not monitor direct impact on energy savings. However, the programme has, over its one-year operation, reached quite impressive number of households through the various promotion and dissemination activities.

So far (as of 5/2011), there have been **6** press releases published and two press conference organized. In total, more than **60 articles** were published in different media, reaching all together almost **300 000** readers in printed media and almost **3 800 000 visitors** in electronic media.

The internet database of the GLS Partnership has so far been viewed by more than **62 000 visitors**. There were also thousands of brochures and leaflets printed and distributed. The brochures and leaflets have been distributed by the MoE and SEF themselves, but also by the partners of the Programme, such as CECED or PRE, the Prague Energy Utility, ensuring high multiplication effect.

GLS Partnership Programme has so far been successful and hopefully will continue in such frequency and impact at least the remaining 2 years until 2012.

## Sustainability of the action and financing

The Green Light to Savings Partnership programme is funded from the Technical Assistance of the “mother” Green Light to Savings programme, managed by the State Environmental Fund.



After 2012, the continuation of the Programme will most probably largely depend on the continuation of the Green Light to Savings programme and availability of funding for this programme.

## Activity project team

The Ministry of the Environment and the State Environmental Fund are the main initiators of the GLS Partnership. SEVEN, The Energy Efficiency Center is responsible for organization and administration of the programme. The GLS Partnership is controlled by a Commission whose members are MoE, SEF, SEVEN, CECED CZ and consumer association DTest.

Furthermore, the GLS Partnership cooperates with ELEKTROWIN, company responsible for return, separate collection, processing, use and removal of electronic equipment and electronic waste, Datart, the electronics retail store and PRE, the Prague Energy Utility and E.On Czech Republic.

The manufacturers, who signed the memorandum and entered the programme, are (in alphabetical order): AEG – Electrolux, Bosch, Candy, Dediétrich, Electrolux, Fagor, Gorenje, Hotpoint-Ariston, Indesit, Liebherr, Miele, Nivona, Osram, Philips, Siemens, Whirlpool, Zanussi (as of 6/2011).

## Lessons learned and replicability

Some of the lessons learnt during the design and implementation of the programme are:

- Having manufacturers on board as partners gives credibility to the programme and also eases the monitoring and update of the database,
- In order to build confidence in the programme the database needs to be regularly updated,
- Involvement of external partners in dissemination and promotion activities ensures high multiplication effect, possibly may decrease the costs of the promotional activities (save public money) and may add to confidence in the programme.
- Longer duration of the programme provides space for building reputation of the programme and also for activities which have a potential to make an impact, compared to “one-time activities” with no follow-up.

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## Contact for more information

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<b>Printed reports or other literature available:</b>	Available in Czech on project website
<b>Other contacts:</b> <small>Please only give full contact details (name, address, email, telephone) if you have confirmed that they are willing to respond to enquiries. These could for example be the host organisation, equipment manufacturers, financial organisations, etc.</small>	Ministry of the Environment of the Czech Republic State Environmental Fund

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