



Come On Labels

Appliance Labelling Good Practice Case Study

Project Title: The European Citizens Climate Cup (ECCC)

Name of organizer: Consortium of 14 partners from across Europe with the support of the Intelligent Energy Europe Programme (IEE)

Country: EU-wide

Date of elaboration: 08/08/2011

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.

PREPARED BY: PROJECTS IN MOTION LTD, MALTA

(Total length of the document (each case study) – between 2 to 5 pages.

Summary including context and objectives

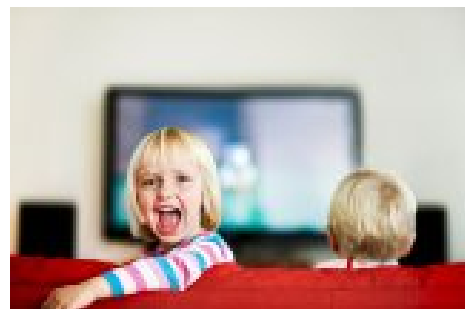
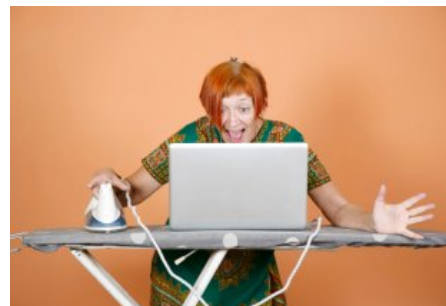
The “European Citizens Climate Cup” (ECCC) is a competition of private households within and between European countries that is supported by the European Commission’s Intelligent Energy Europe Programme (IEE). It aims to demonstrate that everybody can save energy significantly and even beat the reduction targets of the European Union and its member states.

National teams consisting of participating households are competing to achieve the highest energy savings and CO₂ reduction. The largest (%) reductions to lower the levels of CO₂ and energy consumption win. The ECCC is aiming an annual reduction of at least 2% in electricity consumption and 4% in energy consumption for space heating. The winner team will be awarded with the Climate Cup at a glamorous final award ceremony in Brussels in 2013.

Apart from the European competition, the project will also be awarding the Energy Saver of the Year at a national level, to that household with the highest CO₂ reduction and the most convincing energy saving measures.

The ECCC campaign aims at motivating householders to actively use a free web based energy management tool, the interactive Energy Savings Account (ESA). In the ESA all energy consumption and cost data as well as energy saving measures is collected and evaluated. The information is visualised, displaying trends of past and future consumption, costs and emissions. ESA is also the monitoring tool of the competition as it benchmarks energy savings and calculates CO₂ reduction of the different national teams. The ESA was developed by the German company SEnerCon and is currently used by 20,000 members of the German “Energy Saving Club” (Energiesparclub).

Households enter their consumption and cost data from their meter readings and energy bills into the ESA and they can also indicate events and actions such as the purchase of an energy efficient household appliance. The ECCC aims to involve 10,000 participants all over Europe in a first step. Account holders register with their email addresses so they can receive personalised emails with consumer tips to save energy, information about local support schemes such as replacement incentives for household appliances, etc. Thus, ESA involves a large number of households into a dialogue that motivates to implement energy savings measures all over Europe.



Activity description

The European Climate Cup (ECCC) addresses European private householders, families and singles, and is based on the energy consumption of their houses. The campaign was launched during the European Sustainable Energy Week in April 2011.



Participants have one year (April 2011 – April 2012) to implement in their own homes strategies and measures to reduce their overall energy consumption such as simple energy conservation measures, the purchase of energy efficient and/or energy labeled products or installation of renewable energy generating equipment. The greater the reduction the bigger their chance of winning the competition!

Participating households enter their consumption and cost data from meter readings and energy bills into the web-based software ESA which stores, processes, and evaluates consumption data, displaying trends of past and future consumption, costs and emissions. The ESA benchmarks energy savings and calculates the reductions in CO₂ emissions of the different national teams, monitoring the progress of the competition. The ESA application is simple to use and does not require either specific competencies or long time to insert the data.

Participants from the same country will first compete against each other to succeed in obtaining the highest reduction in CO₂ emissions and energy savings for heating and electricity to become the "National Energy Saver of the Year". National winners or winning teams then also compete against each other at European level.

Winners will be the ones having adopted the best strategy to reduce their households' energy consumption. The choice of the strategy is completely free, and participants are supported by the national project partners with advice on energy conservation measures as well as information on the availability of national incentive and support schemes, etc.

Besides having the Energy Savings Account (ESA) as a monitoring and support tool for the participants, project activities include the production and dissemination of support materials such as short movies, tutorials, newspaper articles, brochures and personalized advice by the project organizers via phone or home audits.

Examples of media activities include¹:

1. Tutorials

How to set up your energy savings account

http://www.youtube.com/watch?v=j9B_RqigJas&feature=related

2. Promotional videos

Meet the Greenes!

<http://www.youtube.com/watch?v=TgCfRNPmOiA>

The Eco-cist

<http://www.youtube.com/watch?v=75TCGifxgYU&feature=related>

3. Brochures and leaflets in hard copy disseminated at events and home visits

¹ These promotional examples have been prepared by the project partners SWEA (UK) and TEA (Ireland). The brochure has been prepared by PiM (Malta). Promotional activities in other languages than English are also available and can be found on the respective national campaign websites which are accessible through the main website <http://theclimatecup.eu>



Participation in the Climate Cup is completely FREE of charge and there are no hidden costs. The first 50 houses that register can benefit from an optional and free energy audit by qualified engineers. To participate all you have to do is:
Register online via <http://www.theclimatecup.eu> or call on 21 43 1832 or send us an email at mt@theclimatecup.eu

Partners: CO₂, Energy, SmartGrids, etc.

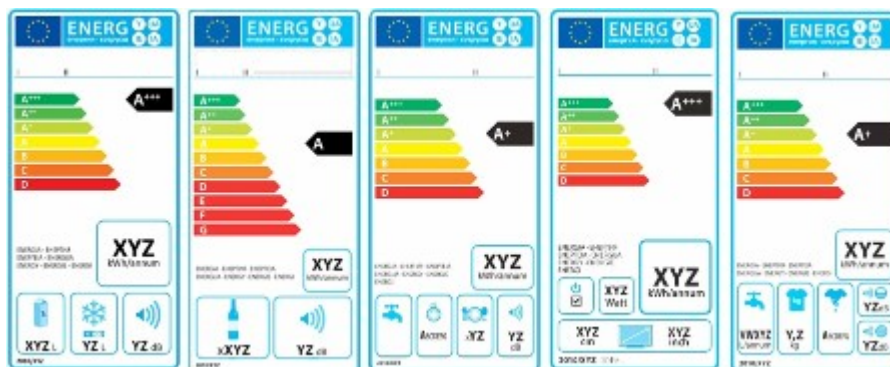
The European Citizens Climate Cup
The European Citizens Climate Cup (ECCC) is an EU-wide competition to help you reduce your energy consumption at home and earn over 12 months, starting in April 2011.
Anybody may participate, save and win!
The local competition is directed to all households in Malta, encouraged from its concrete commitment on a national level.
Throughout the 'Climate Cup' campaign, advice from energy experts will be provided via theme-focused newsletters, the local website and e-mail alerts in order to help you save energy and money.
Join the Maltese competition team
The three local winners with the highest energy savings and CO₂ reductions from Malta can win prizes worth €2,000, and the first runner will then compete against the winners of the other eleven participating countries.
An online personalised Energy Savings Account (ESA) will help you track your progress online, while following the progress of other participants in the EU-wide competition.
The greater the reduction in energy consumption and CO₂ emissions, the better your chances of winning the competition!

My energy saving tip: On hot summer nights, instead of using the A/C, it is better to put a fan out in the balcony, pointing it towards the bedroom, pushing cool night air into the bedroom.

Energy Saver of the Year
The three households which achieve the highest reduction in energy consumption and CO₂ emissions using the most cost-saving energy saving measures in Malta can win the most prizes worth €2,000 and the first runner will participate in the European 'Energy Saver of the Year' award.
The winners will be announced in the summer of 2012, and the first runner will be invited for a prize gala in Brussels with expenses paid for his travel.

How does it work?
Create your free 'Energy Savings Account' (ESA) today, and start entering your bills and meter readings via the Maltese Campaign website at: <http://www.theclimatecup.eu>

ECCC focus on appliance labeling



As mentioned previously, the project partners are free to decide their national communication and dissemination strategy with participating households. However, many of the activities also focus on appliance labeling thereby assisting consumers to save energy by choosing efficient appliances. The following provides some further details about activities related to appliance labeling that take place in ECCC.

Energy Saving Tips: On their national campaign website many partners provide information about energy efficient household appliances and the new EU energy label.

http://mt.theclimatecup.eu/articles-mostra-2362-eng-household_appliances.htm

Links on appliance labeling and energy efficient appliances are also provided to participating households either in the links section of the website, videos, articles or through personal contact. Examples directed towards consumers include:

<http://www.newenergylabel.com/index.php/mt/home/>

http://www.youtube.com/watch?v=uqIVmxd_XMM

<http://www.topten.eu/>

Home Audits: Some partners are conducting home audits to directly support participating households in their energy conservation measures. Information about the new EU energy label is provided on a case by case basis through already existing brochures and materials. Information about currently running or planned incentive schemes are also provided. Examples of materials handed out to households include: www.newenergylabel.com/index.php/download_file/17/

Results and impacts

Since the European Citizens Climate Cup campaign has only been officially launched in April 2011, it is too early to determine results and impacts at this stage. However, since the web-based software ESA is constantly monitoring the campaign progress in terms of number of participants and energy savings achieved so far, it can be said that the project is well on track to reach its predetermined targets. Preliminary results for the individual countries are constantly being updated and displayed on the campaign website via a ranking system. The figure below indicates the status of the project as of August 2011. Further information can also be found on the campaign website: <http://theclimatecup.eu>



European Competition Ranking	
Select the yellow arrow of your area and participate	
Countries/Regions	Points
 Malta	68
 Greece	62
 Germany	25
 Ireland	13
 Catalunya	12
 Denmark	11
 Castilla y León	11
 UK	9
 Bulgaria	8
 Italy	7
 Latvia	1

Sustainability of the action and financing

The first edition of the European Citizens Climate Cup (ECCC) received funding from the European Commission's Intelligent Energy Europe Programme with an overall budget of EUR 2.173.602

Since the project is still ongoing, there are currently no existing plans how the action will be sustained in the future and how funding will be secured. However, part of the overall project is a sustainability- and roll-out exercise which will be undertaken towards the end of the project in 2013. This will include a thorough evaluation of the individual activities. The result will be a detailed action plan on how to sustain the action and secure funding for follow-up campaigns in the future.

Activity project team

The European Citizens Climate Cup (ECCC) is a competition which involves ten European countries with 14 partners actively participating in the campaign. The ECCC is coordinated by co2online, a German non-profit organization. The project partners are

co2online (Coordinator, Germany)

Ecoserveis (Spain)

Ekodoma (Latvia)

Energy Consulting Network - ECNet (Denmark)



HELLENIC ENERGY SERVICES COMPANY - Helesco S.A. (Greece)

Projects in Motion - PiM (Malta)

Protection Consumers and Environment - ADICONSUM (Italy)

Regional Energy Entity Castilla y León (Spain)

SEnerCon - Germany

Severn Wye Energy Agency Limited - SWEA (UK)

Sofia Energy Agency - Sofena (Bulgaria)

SPES Consulting Srl (Italy)

The Tipperary Energy Agency - TEA (Ireland)

WWF Greece (Greece)

Lessons learned and replicability

The most important lesson learned at the current project stage is that energy conservation be it through simple behavioural changes, investments in energy efficient appliances or renewable energy sources is a hot topic for consumers all over Europe. There is also a strong need for independent, transparent and effective advice and information among consumers due to the large volume of available information related to energy.

The replicability and roll-out of the project to other than the participating European countries needs to be assessed on a case-by-case basis as the functioning of the Energy Savings Account software depends on accurate national climate data and certain costs are associated with the adaptation of the portal to national requirements.

Contact for more information

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Organisation Web Site:	http://www.co2online.de/
Printed reports or other literature available:	http://theclimatecup.eu

Other contacts:

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.



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