



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

### Appliance Labelling Good Practice Case Study

**Project Title: Energy Labelling Brochures**

**Name of organizer: ENEA**

**Country: ITALY**

**Date of elaboration: 2003**

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 ComeOn Label project is to support the proper implementation of the household appliance energy labelling.

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#### Summary including context and objectives

In 1998, just after the implementation of the first energy labelling directive in Italy, ENEA, the Italian National Agency for New Technologies, Energy and the Sustainable Economic Development, started the publication of thematic brochures within the series “Opuscoli Sviluppo Sostenibile” (Brochures for Sustainable Development). Since then 25 different brochures have been published<sup>1</sup>, some of which aimed at the dissemination of the EU energy labelling concept and to the explanation of the specific labels for major household appliances. The brochures were targeted to the general public and included not only the descriptions, aim and impact of the energy labelling but also pieces of advice and tips on how energy could be saved through a proper use of the appliances without decreasing the consumers comfort. All brochures of the series “Opuscoli Sviluppo Sostenibile” were disseminated in printed version and through the free download from the ENEA website. It is estimated that from 20.000 to 60.000 printed brochures were disseminated each year. We can conclude that the overall exercise of the series “Opuscoli Sviluppo Sostenibile” has been - and still is - very successful.



#### Activity description

This project started in 1995, when ENEA started the publication of thematic brochures “Opuscoli Sviluppo Sostenibile” (Brochures for Sustainable Development), starting with the series “Energy Savings with ....” That included the paper about the household (N1), the heat pump (N.4) the

<sup>1</sup> Some of the brochures are no more available, other have been updated or renumbered.

refrigerator (N.9), the washing machine (N.11), the dishwasher (N.12), the refrigerator and freezer (N.13).

In 1998, just after the implementation of the first energy labelling directive in Italy, brochure N9 was published “*Consumi Energetici di Frigoriferi e Congelatori (Energy consumption of refrigerators and freezers)*”, aimed at the dissemination of the EU energy labelling concept and to the explanation of the specific labels for refrigerating appliances. This first brochure was then followed by other documents about major household appliances. These brochures were targeted to the general public and included not only the descriptions, aim and impact of the energy labelling but also advice and tips on how energy could be saved through a proper use of the appliances without decreasing the consumers comfort. In particular the following brochures deal with the energy labelling:

- N 15 The energy label of refrigerators and freezers, 1999
- N 17 The energy label of washing machines, 1999
- N 20 The energy label of dishwashers, 2000
- N 24 The energy label, 2003.

Brochure N.24, the revision of a previous brochure that explained in detail the content of the EU energy label, was published in 2003 to give a summary of all the energy labels for all household appliances implemented in the EU plus the Energy Star. It included also the revised label for refrigerators and freezers already encompassing the A+ and A++ classes. The brochure, of 36 pages, include the description of the specific energy label for refrigerators and freezers, washing machines, dryers and washer-dryers, light sources, electric ovens and air conditioners.



The main work for the production of the brochure is at the beginning the preparation of both the graphical layout and the technical content and in a further moment the upgrading of the provided information.

## Results and impacts

It is always a complex issue to describe and evaluate the actual impact and results of a dissemination action/awareness campaign. The improved knowledge of consumers or the experts' capacity building are not easily quantifiable, nor are the associated energy savings due to the change of the consumers behaviour or to the possible purchase of a higher efficiency appliance.

All brochures of the series “Opuscoli Sviluppo Sostenibile” were disseminated in four main ways:

- (i) printed version distributed to the events, trade fairs, etc., that ENEA attends each year,
- (ii) to single citizens or public entities (schools, Associations, NGOs) upon written request to the ENEA external relations Unit (about 6.000-8.000 brochures/year)
- (iii) through the free download from the ENEA website.
- (iv) through the local ENEA offices (Energy Centres).

It has been estimated that from 40.000 to 60.000 printed brochures were disseminated each year (depending on the available annual budget for printing). In addition it is a common happening that the



information and data provided by the ENEA brochures are included or mentioned in articles, brochures or printed material prepared by other stakeholders.

In this respect we can conclude that the overall exercise of the series “Opuscoli Sviluppo Sostenibile” has been and still is very successful for the dissemination of the concept of the energy labelling and more in general of the energy savings and sustainable development.

## Sustainability of the action and financing

The production of the brochures is financed annually by ENEA with its own funds within the institutional role of energy agency. Nevertheless, sometimes external funding has been used. For example the design of the brochure N.24 were funded in 2003 by the SAVE programme of the European Commission within the specific project “Energy Labels – Making a Greener Choice”. The general indicative cost of the brochure preparation and design is of the order of 2.000 Euro, the printing is about 2.000-3.000 Euro.

## Action project team

The brochures are prepared by the Unit RES-RELPROM (External Relation and Promotion), responsible for the final layout and content, with the co-operation of the experts of the other ENEA Units for the specific product under description.

## Lessons learned and replicability

The main lesson learnt from this long term project is that the need for independent, transparent and effective information is not decreasing. Consumers and other public organisations continuously require such information, at least time to time. The replicability of this specific dissemination action is very high in all Member States where a national or (one or more) local Energy Agency or similar organisation are working. The dissemination could be also carried out through specific agreements or contracts with the national electricity/gas utilities or with major press in order to include the brochure(s) in bills or magazines.

## Contact for more information

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<b>Other contacts:</b> 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.	n.a.