

Come On Labels

Appliance Labeling Good Practice Case Study

Case Study Title:
*Replacement of domestic appliances,
Renove Plan*

Name of organizer:
*National Energy Agency and
Regional Governments*

Country: *Spain*

Date of elaboration: *2010- 2011*

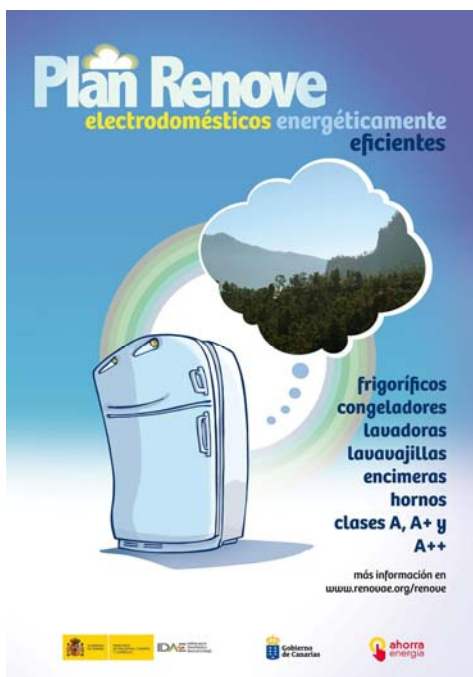
This document has been prepared within the Come On Labels project, co-financed by the Intelligent Energy Europe programme. It describes a marketing activity, undertaken to promote the EU energy labelling as a tool enabling the consumers to make more informed purchasing decisions towards more efficient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

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Summary including context and objectives

In Spain the Renove Plan of Domestic Appliances, “Plan Renove de Electrodomésticos” is a National public initiative that promotes the replacement of old appliances by new efficient ones – energy labels A, A+ A++- with a direct rebate to the final consumer.

This is one of the Measures of the Action Plan of Energy Saving and Efficiency 2005-2007. This initiative is updated in a yearly basis and at present time *Plan Renove 2011* is included in the Action Plan 2008-2012.



The Ministry of Industry, Tourism and Commerce, towards National Energy Agency (IDAE) transfer the economic support to the regional governments each year. The Regional Governments organise and manage the Renove Plan of Domestic Appliances in each Region.

The first Renove Plan was in 2006, since then old domestic appliances have been replaced by efficient appliances (washing machines, dishwashers, fridges-freezers, freezers and ovens mainly) all over Spain.

A promotional campaign focus on efficient domestic appliances is organised by IDAE and also some regional governments.

TV and radio spots; Leaflets and brochures are elaborated, printed and distributed in the shops. Also mailing this leaflet and send together with the electricity invoice to the homes.



¡Aprovecha el Plan RENOVE para cambiar tus electrodomésticos!

- Los electrodomésticos lavadoras, frigoríficos, secadoras, congeladores, lavavajillas, etc.) son responsables del **12% del consumo total de energía** en nuestras casas.
- Un equipo con etiqueta energética de **clase A** (alta eficiencia) respecto al mismo de clase D (bajo eficiencia) consume **menos de la mitad de energía** para realizar la misma función.

El Plan RENOVE de electrodomésticos constituye una de las medidas del Plan de Acción de la Estrategia de Ahorro y Eficiencia Energética para España.

Proporciona a los consumidores ayudas de entre **50 y 125 euros para sustituir sus electrodomésticos**: frigoríficos, congeladores y sus combinados, lavadoras, hornos eléctricos, lavavajillas y sus encimeras eléctricas, convencionales o vitrocerámicas, **por equipos nuevos con etiquetado energético superior**.

Desde su puesta en marcha en 2006 hasta finales de 2009 el **Plan RENOVE** ha facilitado la sustitución de **2.600.000 equipos domésticos**, lo que supone un ahorro de energía **equivalente al consumo de 475.000 hogares** y evita la emisión, de 765.000 toneladas de CO₂, a la atmósfera.

- A la hora de sustituir tus electrodomésticos, opta por los de **etiquetado energético A**, y, en el caso de los aparatos de filo, por **A+ y A++**.
- Haz un buen uso de ellos: utiliza lavavajillas, lavadoras y secadoras **a plena carga** y aprovecha los programas "eco".
- Desconecta** los equipos audiovisuales y los cargadores de teléfonos móviles cuando no los utilices: el "stand-by" consume energía.
- Ojo con los pequeños electrodomésticos: plancha, aspiradores o tostadora. No por ser pequeños dejan de tener un gran consumo.




Activity description

Royal Decree 124/1994, of 28th January, did set the Spanish normative of the European Directive 92/75/CCE, homogenising the information system about the energy consumption that is included in the labels of the domestic appliances.

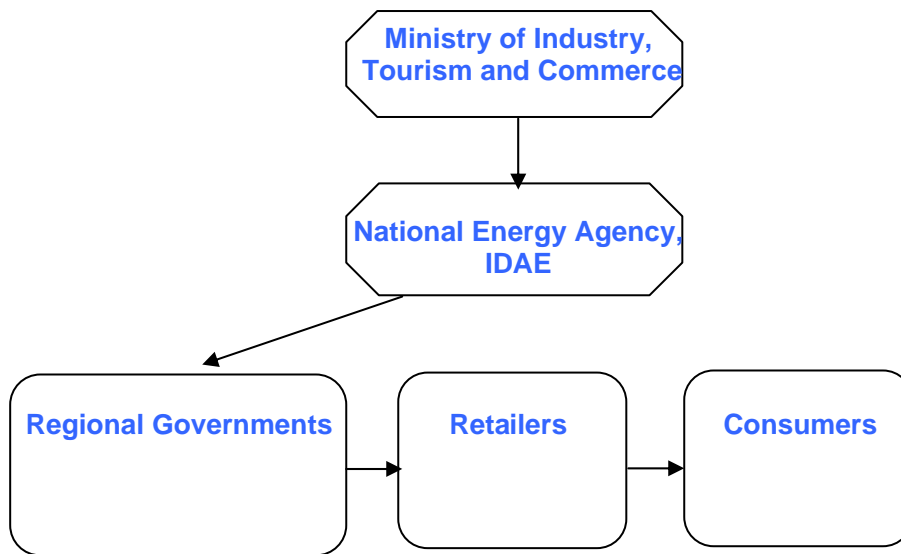
European Directive 2010/30 and the four Regulations of 2010 about new labelling scheme have regulated the different types of domestic appliances. This facilitates to the consumers the possibility to choose those appliances with a better energy performance and then to induce the manufacturers adopting measures to reduce the consumption, and contribute to the general objective of sustainability and environmental.

The energy consumption of appliances is included in the label. The more efficient products A, A+, A++ label have a higher cost compared to the average market cost; the cost varies according to the domestic appliance. On the contrary, their energy consumption is lower during the life time; therefore the electricity invoice that the consumer will pay is less.

For that it is convenient to incorporate an economic rebate that encourages the consumer in the purchase decision towards a more efficient appliance.

The objective of the Renove Plan is to reduce the energy consumption in the domestic sector with the replacement of fridge, freezers, washing machines, dishwashers, ovens and induction cookers by equipment with class A or higher energy label.

The replacement of old appliance by an efficient domestic appliance A, A+ or A++ with an economic support for the end user, e.g. an old washing machine is replaced by a A washing machine and the economic support is between of 50 and 120 €. The amount of the incentive varies according to each Regional Government, can must be a minimum of EUR 50 per appliance.



The Ministry of Industry, Tourism and Commerce, towards National Energy Agency IDAE transfers the economic support to the Regional Governments each year.

Regional Governments manage and launch the Renove Plan every year; they elaborate the scheme, conditions and specify the type of domestic appliance and the rebate of each one that is included.

The end user acquires the efficient appliance from those retailers who did register in the Plan. In the purchase the retailer provide the discount of the Renove Plan directly to the end user.

The scheme offers a subsidy for the purchase of a new class A, A+, A++ equipment only if the old, inefficient equipment has been removed for recycling.

Results and impacts

Between 2006 and 2008, 1.8 million of domestic electric appliances were replaced under the plan, out of which 48% were washing machines, 38% fridges, 11% dishwashers and the remaining 3%, freezers. Information and training campaigns are included as part of the scheme, for both appliance buyers and sellers.

In 2010 according to the estimations the number of replacements was about 490,000 electric appliances; this will achieve energy savings of 685,59 GWh and 552,000 t CO₂ emissions.

The Plan has also been considered a success for increasing awareness of the appliance energy labelling system, having consumers take energy consumption into account when making purchase decisions, and the generalisation of more efficient appliances on the market. The campaign has done radio and TV spots, several press releases, leaflets were provided to citizens and the website.

Sustainability of the action and financing

It is included in the Action Plan 2008-2012, therefore the funds will be up to year 2012. Afterwards the continuity of Renove Plan of Domestic Appliances will depend of the New National Action Plan.

Activity project team

The main key actors of the Renove Plan are: The Ministry of Industry, Tourism and Commerce towards the National Energy Agency (IDAE); 18 Regional Governments; National Association of Manufacturers; Associations of Distributors, ...etc and shops of domestic appliances.

The National Energy Agency, IDAE on behalf of the Ministry plays an important role and manages the overall Renove Plan. It also creates and manages the database of domestic appliances for Renove.

This database includes efficient domestic appliances with energy label A, A+, A++ :

- Cold appliances: refrigerators, freezers, ..
- Washing machines
- Dish washers
- Driers
- Ovens
- Gas and induction cookers

The Regional Governments organise the scheme for the management of Renove Plan of domestic appliances every year; they decide and elaborate the conditions, type of appliances and register of shops that participate voluntarily.

National Associations of Manufacturers and Distributors ANFEL and ANGED perform voluntary agreements in order to promote and disseminate the Plan with their members.

Domestic appliances shops are voluntarily inscribed to the regional governments' registers and they participate actively mainly providing information to the end user.

Lessons learned and replicability

It is required a good cooperation between institutions, manufacturers and retailers.

The end user receives the information coming from institutions (campaigns) and retailer who informs directly about the efficient appliances. Sometimes it is necessary the effective coordination and timetables of all the actors.

Reliable information for end users about the advantages to acquire an efficient domestic appliance is provided.



The public materials prepared specifically to target group; materials should be elaborated to the specific target group (i.e. producers, dealers, retailers, associations of consumers, neighborhood associations, consumers).

Other regions countries across Europe could use this scheme to promote the use of efficient appliances and the replacements of the old non efficient domestic appliances.

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	Greece	Center for Renewable Energy Sources and Saving www.cres.gr	
	Italy	ENEA – Agenzia nazionale per le nuove tecnologie, l'energia e lo sviluppo economico sostenibile www.enea.it	
	Latvia	Ekodoma, Ltd www.ekodoma.lv	
	Malta	Projects in Motion www.pim.com.mt	
	Poland	KAPE , Polish National Energy Conservation Agency www.kape.gov.pl	
	Portugal	QUERCUS – Associação Nacional de Conservação da Natureza www.ecocasa.pt	
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This document was prepared within the Come On Labels project, supported by the Intelligent Energy Europe programme. The main aim of the project, active in 13 European countries, is to support appliance energy labelling in the field of appliance tests, proper presence of labels in shops, and consumer education.

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More information about the project activities and all of its results are published on:

www.come-on-labels.eu