



Come On Labels

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

Appliance Labelling Good Practice Case Study

Project Title: Trennungsprämie
(Replacement Bonus)

Name of organizer: Umweltforum
Haushalt (UFH) and Federal Ministry of
Agriculture, Forestry, Environment and
Water Management

Country: Austria

Date of elaboration: 2009 – 2010

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: AEA, Austrian Energy Agency

Summary including context and objectives

The Umweltforum Haushalt (UFH) and the Federal Ministry of Agriculture, Forestry, Environment and Water Management started the campaign “Trennungsprämie” (Replacement Bonus) in Austria in 2009. The UFH is a service company for the collection, disposal and recovery of waste electrical and electronic equipment.

The “Trennungsprämie” was a subsidy programme for replacing old refrigerators and freezers (2009 and 2010) as well as washing machines and driers (2010). The aim of the campaign was to replace old appliances with high energy consumption through highly efficient appliances of the best energy efficiency class. As there are a lot of appliances older than 15 years in Austrian households, the bonus was intended to motivate consumers to replace their old appliances. The replacement of old appliances reduces the energy consumption and helps the households save energy costs.

Activity description

The campaign “Trennungsprämie” supported consumers with a bonus for replacing old refrigerating appliances and washing machines and driers.

The campaign “Trennungsprämie” was carried out three times: from 1 September till 31 December 2009 for fridges and freezers, from 1 April till 30 June 2010 for washing machines and driers, and from 1 September till 15 November 2010 again for refrigerating appliances.

Refrigerators and freezers

In order to receive the replacement bonus, consumers had to buy a new A++ fridge or freezer (at the time of the campaign the highest energy efficiency class) and at the same time return their old refrigerating appliance within the periods defined. Consumers received a bonus of 50 Euros for appliances up to a height of 90 cm and 100 Euros for appliances above a height of 90 cm and for chest freezers, respectively. The budget for the first period was 2.5 Million Euro and the budget for the second period was 2 Million Euro.

Washing machines

At the time of the campaign, in spring 2010, most washing machines available on the market came within the energy efficiency class A. The regulation for the new label (No 1061/2010) not yet being in force, the energy consumption within the class A could vary a lot by that time.

Therefore the consumers were obliged to purchase products listed on the website <http://www.trennungspraemie.at/> in order to receive the replacement bonus for washing machines and driers. Washing machines on the list needed a max. energy consumption per kilogramme laundry of 0.15 kWh or less. Driers with heat pump technology and energy efficiency class A were also listed. 3.0 Million Euro were available for the replacement bonus for washing machines and driers. The campaign was planned till 30 June 2010 but had to be stopped already on 31 May 2010 due to unexpectedly high consumers interest.

WASCHMASCHINEN UND WÄSCHETROCKNER LISTE DER FÖRDERBAREN MODELLE

Gefördert werden Waschmaschinen mit einem Stromverbrauch von 0,15 kWh pro Kilogramm Wäsche oder weniger sowie Wäschetrockner mit Wärmepumpentechnologie und Energieeffizienzkategorie A.

WASCHMASCHINEN



Lavamat 62850L
Lavamat 64850L
Lavamat 66850L
Lavamat 64859L
Lavamat 64858L
Lavamat 64852L
Lavamat 74650H
Lavamat OKOPLUS14 (OKOPLUS1400)
Lavamat 74959A
Lavamat 74959A3
Lavamat 74859A
Lavamat 76859A
Lavamat 74859A
Lavamat 74959A
Lavamat 74959A3
Lavamat 86959A
Lavamat 86959A3
Lavamat 86859A
Lavamat 84859A
Lavamat 86859A
Lavamat 84959A
Lavamat 84959A3
Lavamat 48540A
Lavamat 75845A
Lavamat 74650LE



WAB 1200 WS
WAB 1200 SW

WA Pure XXL 44 FLD
WA Pure XL 44 FLD
WAT Pure 42 FLD
WA PL XL 94 FLD
WA Platinum XXL/E
WA Platinum XL/E
WA Sens XL 44 BW
WA Sens XL 42 BW



WMB 7144Z
WMB 7143Z



WAE2444Z
WAE24443
WAE2449Z
WAE2441Z
WAE24413
WAE2844Z
WAE28443
WAE2848Z
WAE28483
WAE2842Z
WAE2849Z
WAE28493
WAS28441
WAS2844Z
WAS2844A
WAS28491
WAS2849Z
WAS32441
WAS3244Z
WAS32491

WAS3249Z
WAS28741
WAS2874Z
WAS28750
WAS28791
WAS2879Z
WAS32741
WAS3274Z
WAS32750
WAS3279Z
WAS3279A



E1WH147310W



WAF 8414 A
WAF 8314 A
WAE 8354 A
WAE 7324 A
WAE 7224 A
WAF 9312 P
WAI 731Z



WM 260 100



WA 74124
WA 74144
WA 74164



DST 10166 PG
DYN 10146 PG
DYN 9164 DPG



PWE 8148 S (EU)



F1407TD56
F1403TD55
F1409QD5
F1443KD5



W 1914 WCS
W 1934 WPS
W 1935 WPS EcoLine
W 1948 WPS EcoComfort
W 1949 WPS Liquid Wash
W 5968 WPS Liquid Wash
W 6749 WPS Liquid Wash
Eco W 5000 WPS (W 5825 WPS)
W 5740 WPS
W 5922 WPS
W 5962 WPS
W 5903 WPS
W 5841 WPS Allwater
W 6544 WPS
Eco W 6000 WPS (W 6546 WPS)
W 6746 WPS



WF9844GWE
WF9824

Stand 2. April 2010

Ergänzungen erfolgen ausschließlich auf www.trennungspraemie.at

SIEMENS

WM12E44Z
WM12E443
WM12E49Z
WM14E42Z
WM14E44Z
WM14E443
WM14E4R3
WM14E4F4
WM14E49S
WM14E49Z
WM14E493
WM14S44P
WM14S441
WM14S44Z
WM14S491
WM14S49Z
WM16S441
WM16S44Z
WM16S491
WM16S49Z
WM16S750
WM14S750
WM14S741
WM14S74Z
WM14S791
WM14S79Z
WM16S74Z
WM16S79P
WM16S791
WM16S79Z
WM14E473EX



AWO 7466
AWO 7446
AWE 7629

WÄSCHETROCKNER



Lavatherm 59850
Lavatherm 59839
Lavatherm 59830
Lavatherm 59840



WTW8E560
WTW8E561
WTW8E590
WTW8E591
WTW8E570EX



TKF7335A
TKF7330A



WD 260 100



Eco T 8626 WP
Eco T 8627 WP
Eco T 8966 WP
Eco T 9747 WP



WT46W560
WT46W561
WT46W590
WT46W591
WT46W5F1

Example of the product list for washing machines and driers

The campaign was targeted on households and end-users. Several energy providers supported the campaign as partners. The promotional activities included an online commercial with an Austrian musician and TV star. The campaign website www.trennungspraemie.at was launched to inform consumers and retailers about the initiative and the advantages of efficient appliances. Advertisements were placed in regional media and retailers received promotional material for the point-of-sale. The retailers were very interested in supporting the campaign.



JETZT BIS ZU 100 EURO TRENNUNGS-PRÄMIE BEIM KAUF EINES A++ KÜHLGERÄTS KASSIEREN*

KAUF MICH!
ICH BIN EIN A++ GERÄT




JETZT ENERGIEEFFIZIENTE WASCHMASCHINE ODER WÄSCHETROCKNER KAUFEN UND 100 EURO TRENNUNGS-PRÄMIE KASSIEREN!

KAUF MICH!
ICH BIN EIN SAUBERMANN



TRENNEN SIE SICH EISKALT

VON IHREM ALTEN KÜHLSCHRANK!

UFH TRENNUNGSPRÄMIE



Mit dem Kauf eines **neuen A++ Kühlgerätes** können Sie, genau wie Roman Gregory,

- Energie & Kosten sparen,
- die Umwelt schonen,
- bis zu **100 Euro Trennungsprämie** kassieren.

In Kooperation mit dem



Informationen unter www.energieagentur.at

Informationen und Teilnahmebedingungen unter www.trennungspraemie.at und bei Ihrem Fachhändler.



Examples of promotional materials of the “Trennungsprämie” (advertisements)

Results and impacts

With these three “Trennungsprämie” campaigns, the UFH supported the purchase of energy efficient washing machines, driers, refrigerators and freezers. All in all, around 9.0 Million Euro were paid out to the consumers. More than 99.000 consumers received a replacement bonus of 50 or 100 Euro.

During the first period (1 September 2009 till 31 December 2009) 32,816 refrigerating appliances were replaced, thus saving 8.26 Million kWh or 1,339 tons of CO₂, respectively. Calculated with the average appliance life-time of 15 years, this result represents a decrease of 20.000 tons of CO₂-emission. The budget of 2.5 Million Euro was increased to 2.94 Million Euro.

During the second period (1 April till 31 May 2010), 30.000 washing machines and driers were replaced and during the third period (1 September till 15 November 2010), about 25.000 refrigerating appliances were replaced.

Promotional activities were very important for the campaign. An online commercial and printed advertisements with an Austrian TV star and musician were developed in order to attract the interest of the consumers.



Sustainability of the action and financing

The campaign “Trennungsprämie” was funded through the UFH Privatstiftung. The UFH Privatstiftung managed the “refrigerator disposal sticker funds” till 2010. The Umweltforum Haushalt is a subsidiary of the UFH Privatstiftung.

From 1993 till 2005, consumers buying a refrigerator, a freezer or a room air conditioner with a refrigeration unit were obliged to purchase a disposal sticker or a voucher, respectively, together with the appliance in order to cover the disposal costs. The WEEE Ordinance of 29 April 2005 abolished the duty to purchase a UFH voucher when buying a refrigeration appliance with effect from 13 August 2005.

From 2005 till 2010 the disposal stickers and vouchers were refunded to the Austrian consumers.

The campaign “Trennungsprämie” was funded from the unredeemed disposal stickers and vouchers. At the moment, however, another campaign is not planned due to a lack of financial means.

Activity project team

The UFH was the main initiator of the campaign “Trennungsprämie” in cooperation with the Federal Ministry of Agriculture, Forestry, Environment and Water Management. The UFH was responsible for the organization and administration of the campaign. The retailers actively promoted the campaign.

The campaign was supported by several energy providers as partners and by the topprodukte.at project via promotion on the website.

Lessons learned and replicability

Promotional activities were very important to inform the consumers about the campaign “Trennungsprämie”. Thanks to an Austrian musician and TV actor starring for the promotional activities, the campaign attracted a lot of attention.

Moreover the support of retailers was necessary. Sales assistants informed about the initiative and advised consumers to buy highly efficient appliances. The involvement of the retailers led to a high multiplication effect.

The campaign was really successful. In the first period the budget had to be increased and the second period was stopped a month earlier (31 May instead of 30 June). Unfortunately the campaign cannot be continued for financial reasons.

Contact for more information

Project / Activity Web Site (if applicable):	www.ufh.at (in German) www.trennungspraemie.at (currently offline)
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Organisation Web Site:	www.ufh.at
Printed reports or other literature available:	www.ufh.at

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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