

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

Appliance Labelling Good Practice Case Study

Project Title: Time to Change Campaign

Name of organizer: AMDEA

Country: United Kingdom

Date of elaboration: 2007 - 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: AMDEA & Severn Wye Energy Agency, United Kingdom

Summary including context and objectives

AMDEA is the trade association for large and small domestic appliances in the UK. Their Time to Change Campaign, now into its fourth year, aims to encourage consumers to replace their old appliances with new, energy efficient models that will reduce their carbon emissions and save them money on fuel bills.

Over the past decade this industry across Europe has invested £6.6 billion in product development with the result that many domestic appliances are now more energy-efficient than ever before. Today's most efficient appliances can offer better performance while running on as little as one third of the electricity and water consumed by some of the much older models. Even a 10 year old fridge-freezer will use at least twice as much electricity as a current model.

In the UK alone there is an estimated 15.4 million fridges, freezers and washing machines still in use that are at least 10 years old. Replacing them would save as much electricity as the annual output of three 700MW power stations. This would be sufficient to power over a million homes for an entire year.

AMDEA set up the [Time to Change](#) website to provide information on energy saving issues as part of their wider campaign to encourage the replacement of these inefficient appliances.



2011 competition winner



Products with new energy labels

Activity description

The Time to Change campaign aims to provide consumers with information on the energy efficiency of modern domestic appliances and to talk to politicians, government departments and other bodies about how to offer consumers incentives to replace their old appliances. It was created by AMDEA as the UK segment of a pan-European programme, organised by the European Committee of Domestic Equipment Manufacturers (CECED), to encourage the replacement of 188 million old, energy-hungry large domestic appliances still in use across Europe.

AMDEA aims to promote the European energy label. A key element of the scheme is the website which aims to demonstrate to the public the significant benefits of replacing out-dated domestic appliances with new energy efficient models; providing information on individual household savings, within the broader context of the national environmental impact.

The central feature of the website is a calculator to provide users with an estimate of their personal eco-savings. It is based on a data model supplied by the Market Transformation Programme (MTP), a Defra (Department for environment, food and rural affairs) programme which supports UK Government policy. Keying in the age of an old appliance (the calculator provides results for every year of manufacture from 1980 to 2000) instantly adds up how much money, CO₂, electricity (and water) could be saved if it were to be replaced with a new A+ rated model. To make it easier to envisage these savings there are also practical comparisons, such as units of energy - kWh per year - translated into the number of days a 60W light bulb could be left on, or how many balloons could be filled with the corresponding CO₂ savings.

AMDEA have also run an annual on-line competition to find the UK's "oldest working fridge" with the winners being between 58 and 60 year old appliances but although these have attracted considerable publicity, AMDEA reports that the commentary does tend to celebrate their longevity rather than lament their inefficiency.

A case study was conducted in Cheltenham where they monitored a family's 30 year old fridge-freezer for three weeks and then replaced it with a brand new A++ model which was monitored for a further three weeks.

Findings:

- 80% energy saved
- 23.26 kWh vs. 4.3 kWh per week
- £137 saved in electricity a year
- 3 years to recoup cost of new model
- 529 kg of CO₂ saved a year

AMDEA is now setting up a further case study to compare a 20 year old model with a new, commonly available A+ appliance.

Results and impacts

The results of the Time to Change campaign are difficult to quantify as they are limited to the extent to which other bodies are willing to promote the website and quote the findings of the case studies; and the level of awareness that AMDEA has generated among consumers.

That said, this campaign has been able to successfully highlight the importance of change for improved energy efficient products, along with raising awareness of the energy labels amongst the general public. Severn Wye Energy Agency ran a programme of providing cash back incentives when people replace ageing inefficient refrigeration appliances with modern A+/A++ rated units. As part of the programme Severn Wye both utilised the Time to Change website to calculate savings from such measures and raised awareness of the campaigns activities. Severn Wye also assisted AMDEA in locating a suitable household for one of the monitoring case studies.



As a result of the Severn Wye’s small involvement with the campaign it is clear to see the usefulness of such a programme of work and it would be encouraging to see this replicated further across Europe.

Sustainability of the action and financing

The project was initially financed as a short-term initiative with additional funding being allocated on an ad hoc basis and in 2010 AMDEA was only able to fund the competition and certain meetings with politicians and civil servants.

However AMDEA were able to allocate additional funds towards the end of last year and have subsequently agreed a budget for the next three years. On-going work includes a new website with additional pages, products and information, a further case study and setting up a research project with a university to look at household energy use on domestic appliances.

Activity project team

The project is run by Douglas Herbison, the Chief Executive of AMDEA, in partnership with Barnett Fernandes International Ltd, who run the website and campaign material.

Lessons learned and replicability

Other National Associations in Europe have expressed an interest in how successful the campaign has been and there is general agreement that consumers need a financial incentive to persuade them to trade in their old appliances. In some parts of Europe this is even more of an issue than in the UK where the average fridge-freezer is 17.5 years old.

However, the competition news is widely read in all parts of the world so the idea of newer appliances being more energy efficient is of interest. We do however still need to address the fact that much of the publicity tends to celebrate the durability of old appliances rather than lament their energy use.

Contact for more information

Project / Activity Web Site (if applicable): www.t2c.org.uk

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