Come On Labels

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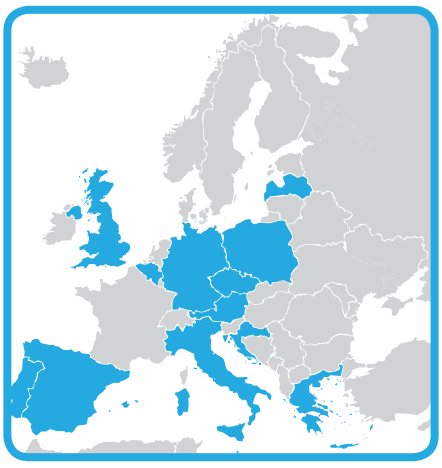
Common Appliance Policy – All for One, One for All – Energy Labels

Contract N°: IEE/09/628/SI2.558219

National Shop Visits Report on the 3rd round

March 2013

Covering shop visits undertaken between January – February 2013 in 13 European countries



Supported by INTELLIGENT ENERGY EUROPE

(Work package 4, Deliverable 4.9)

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Contract N°: IEE/09/628/SI2.558219

3rd round of the proper Energy Label display monitoring shop visits

March 2013
Covering shop visits undertaken between January – February 2013 in 13 European countries

(Work package 4, Deliverable 4.9)

Come On Labels
www.come-on-labels.eu

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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 product tests, proper presence of labels in shops, and consumer education. More information about the 'Come On Labels' project activities and all achieved results are published on:

www.come-on-labels.eu

1. Introduction

The Come On Labels project aims to assure the effective national and EU implementation of the (new) product energy labelling scheme.

There are three main areas to achieve the effectiveness of this scheme:

- Ensure that accurate information is shown on the energy labels
- Monitoring the proper display of the energy labels at the points of sale
- Develop promotional activities towards the final consumers

While the Come On Labels project deals with all of the above-mentioned aspects of the proper energy labelling, this specific document is focused explicitly on the monitoring of proper display of product energy labels in shops and other points of sale.

The proper label display at the points of sale is specified in the European and national legislations, and in each EU Member State there is a designated national or regional authority responsible for the continuous inspection of proper appliance labelling in shops (see the project website www.come-on-labels.eu for more information on the legislative framework and practical activities undertaken).

Within the Come On Labels project, each of the 13 project partners have visited at least 20 selected shops three times during the project. During the entire duration of the project, over 900 points of sales have been visited and monitored.

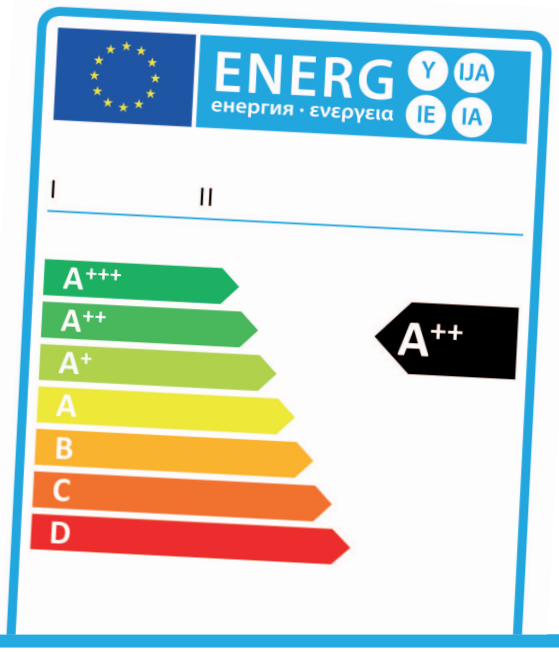
The first round of shop visits took place between December 2011 and February 2012 and included 290 shops.

The second round of shop visits was conducted within the period of July 2012 to October 2012 and included 331 shops.

The third round took place in January and February 2013 and included 305 shops.

More detailed information can be found below on the strategy taken by individual project partners in choosing the shops, the results per country and the overall results on the basis on the three rounds of (in total over 900) shop visits undertaken in various regions all around Europe.

***Note**: the size of the sample and the sampling characteristics result in a shop sample that is not representative of the EU appliance market or of the distribution of the shop types. The project visit results therefore are only indicative of some trends and highlight some of the problems with the label display, but do not represent the full situation of the household appliance retailers both at EU and national levels.*



2. Summary

This document describes the outcomes of the third round of shop visits undertaken by the Come On Labels project partners. The main outcomes and conclusions of this activity are:

- The shop visits took place mainly in January and February 2013

By product type:

- The survey included 60 149 products in nine product categories with an energy label
- The overall label display compliance by product type is 68% compliant / 14% partly compliant / 18% non-compliant (calculated by weighted average).
- Compared to the first and second round of shop visits, partial and incorrect labelling decreased from 18–19% down to 14% which is partly due to the larger share of new energy labels on the market. But partial/incorrect labelling remains high in internet shops as not all the information from the label are presented as required by the legislation. Similar to the previous shop visit rounds, this had a considerable impact on the overall results as online stores usually offer a larger selection of brands and models.
- Wine storage appliances, air-conditioners and electric ovens are the product types with the lowest level of label display. In addition energy label display on TVs is also low compared to other product types with a new energy label. This is partly due to the fact that labelling for this type of appliance only became mandatory on 30 November 2011[1] and there may still be non-labelled products in stock that may legally be sold. But the turnover rate of the latter is also the reason why the rate of correctly labelled TVs increased significantly compared to the other product categories.
- Regarding products which can either bear the old or new energy label depending on the market entry date, as an EU average, over two thirds of the products displayed already have the new energy label.

By shop type:

- The survey covered 305 shops in five main shop categories, located in 13 European countries.
- The overall label display compliance by shop type is 52% compliant / 13% partly compliant / 34% non-compliant (calculated by simple average)
- Compared to the first and second round of shop visits, correct labelling remained stable between 54% and 52%. The rate of partially labelled products mainly remained stable at 14% (11% and 13% in the previous rounds of shop visits). Finally, the level of non-labelled products decreased evolved from 33% and 38% during the first and second round of shop visits to 34% during the third round of shop visits. Not all countries have, however, selected the shops evenly and fully reflecting their market shares. Consequently, it can be concluded that the overall results indicate the trends both on a national and European level, but do not give a statistically relevant market picture.
- Kitchen studios, electric specialists and general hypermarkets/cash and carry shops remain the shop types with the lowest degree of properly displayed energy labels on appliances.

1 Note: For TVs and wine storage appliances the market entry dates were not investigated

- In order to support the proper display of energy labels in shops, project activities such as the distribution of retailer training manuals, negotiations with the market surveillance authorities, and dissemination to consumers have been regularly organised. [2]

2 http://come-on-labels.eu/promoting-energy-labels/examples-of-promotion-activities

3. Proper energy label display in shops

The proper presence of energy labels at the point of sale, or specific information on catalogues and for internet sales, are crucial to allow consumers to make an educated choice on their new appliances.
The experience shows that the presence of labels on appliances in many shops is in general high around the European Member States; however, significant problems still exist in relation to specific product groups or distribution channels.

The Come On Labels project partners have therefore prepared a detailed document[3] to summarise the legal requirements for properly displaying energy labels in shops, and to encourage national authorities to develop a strong market surveillance policy to ensure the presence of the mandatory labels and related information in all distribution channels and for all labelled appliances.

The planned schedule was designed as follows: at least 20 shops in individual countries three times during the project:

- December 2011 – February 2012
- August – October 2012
- January – February 2013 (described in this edition of the document)

3.1 Types of shops covered

The project team has specified the following types of shops to be covered and separately monitored:

Electronic superstores: Large-scale specialists offering electrical appliances with a broad product range and often specialised departments for the different product groups.

Electric specialists: Small and medium enterprises usually with a large range but a limited display area; often combined with service and maintenance offers.

Kitchen/Furniture stores: Offering kitchen furniture including major household appliances; high degree of competence in planning and consulting services for clients; usually selling complete kitchens with most common major electrical appliances mainly of the built-in type. These shops usually display only a limited amount of products.

Hypermarkets/Cash and Carry: In most Member States, these are not as important for the sale of large household appliances as the other channels because the self-service character of these shops often does not respond to customers need for advice at the purchasing time; may offer maintenance services.

Mail order and internet stores: Based on websites and catalogues which are increasingly important for the sales of major domestic appliances. Information from the label and product fiche is displayed, often by text, not necessarily as a picture of the label.

3 http://www.come-on-labels.eu/displaying-energy-labels/appliance-labelling-in-shops

3.2 Strategy of selecting shops

Each country could select between two options for the selection of the range of shops covered:

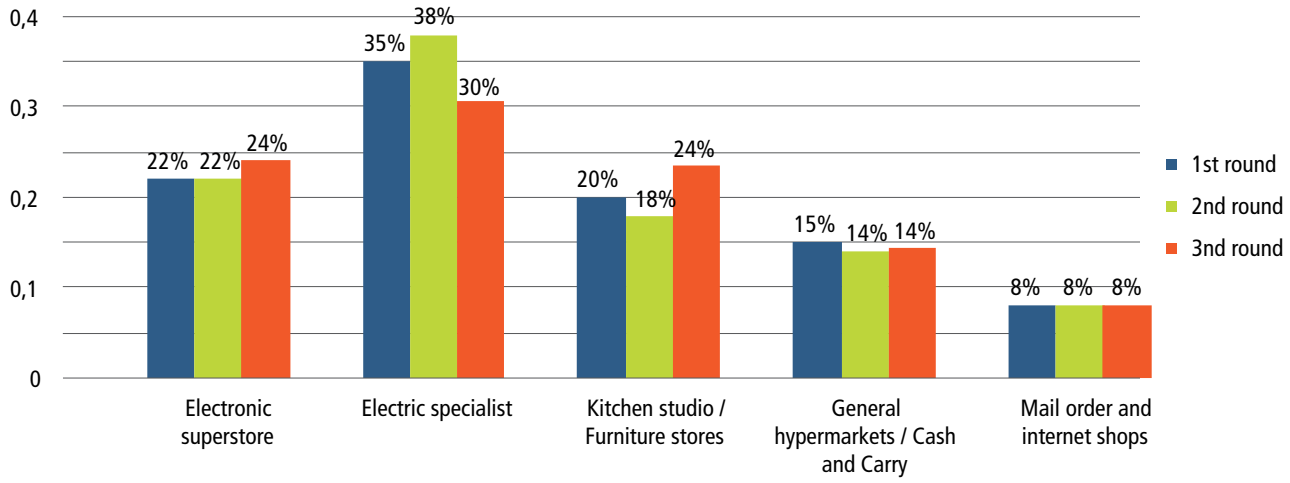
- **Random selection** – a selected region or country, making sure that each type of shops would be represented.
  - Within the random selection, some countries focused primarily on the retailers representing highest national sales.
- **Focus on a potentially "problematic" type of shops** – still making sure that each type of shop would be represented, but the majority of shops covered would be the ones expected to have lower presence of labels – in general or for certain type of products.
  - Please note that due to this fact the overall results are not representative of the market for the EU and for individual countries, but only indicate some trends and identify some of the problems.

The selection methodology of each country is specified in their own chapter.

Note that the project has prepared a special type of retailer **educational material**[4], available in 11 languages, which is actively offered to shops showing lower rates of label compliance. Please contact the project organisers in case of interest in obtaining copies of the retailer training material.

The Figure below compares the share of shops visited in the first, second and third round of shop visits. While the total number of shops visited has changed[5], the shares during the first and second round of shop visits remained similar. During the third round of shop visits, kitchen/furniture studios and electronic superstores were visited slightly more often. On the other hand, less electric specialists were inspected whereas the share for general hypermarkets/cash and carry as well as mail order and internet shops remained similar to the previous rounds.

The % share of shop types visited in 1st, 2nd and 3rd round of shop visits



4 http://www.come-on-labels.eu/displaying-energy-labels/retailer-training-manual

5 Shops visited in total: 926 (1st round : 290 shops ; 2nd round : 331 shops ; 3rd round : 305 shops)

3.3 Types of appliances covered

The project partners monitored all types of products covered by the energy labelling scheme, except for household lamps (see below):

Appliances with a "**new** energy label":

- Washing machines
- Dishwashers
- Refrigerators, freezers and combinations including wine storage appliances
- Televisions

***Note**: TVs and wine storage appliances have been included in the calculations, even though some of the products may have entered the market before the labelling requirement entered into force (11 / 2011). However, we assume that given the fast market turnover of TVs, the number will be negligible (product placement would have to be over one year before the shop visits)*

Appliances with the **"old"** energy label (during the shop visits):

- Tumble driers[6]
- Electric ovens
- Air conditioners[7]
- Household lamps[8]

All of the above-mentioned categories have been included in the project shop visit activity. For products where new labels had been introduced, it was also monitored of how many of them were labelled with the old label and how many with the new energy label.

Light sources are the only category that was excluded from the analysis. This is due to the fact that the label is directly printed on the product package, and therefore does not have the same potential label display problem as the other product categories.

3.4 Category of Partly / Incorrectly labelled appliances

The project partners also considered the cases where the energy label was attached to the product, but in a way that is not in line with the legislation.

Examples include where the label is placed inside the product, where the label is hidden under other marketing materials or the price tag, or where only the data strip of the old label was made available.

In formal market surveillance activities, all these cases should have been considered as "non- labelled" products. However, within the Come On Labels the consortium decided to keep these cases monitored separately, in order to gather knowledge about the most typical mistakes (other than the label simply not being provided) and to share these findings with the experts, surveillance Authorities, and retailers, and to offer targeted training to the shop assistants, pointing their attention to the most common mistakes.

6 Note that the new label can be used since May 2012 on a voluntary basis and will start applying in May 2013.

7 For air conditioners, the new label legislation came into force in January 2013 but the new label could be used prior to this date on a voluntary basis. This fact was considered and reflected in the shop visit evaluation.

8 Not included since labels are printed on their packaging.

4. Summary of shop visits – Overall results

4.1 General overview

The shop visits were carried out in order to provide an overview of compliance of retailers with the energy labelling directive. The third round of shop visits was organised by the project partners mainly between January and February 2013.[9]

Compared to the previous rounds of shop visits, the methodology for undertaking shop visits remained mainly unchanged. In most cases, retail stores were not informed of the shop visits in advance. However, in some cases, discussions about the results with the retail store representatives took place, and retailer trainings were undertaken during or after the visits.

4. 2 Compliance per type of shops

In total, **305 shops** were monitored in the **13 countries** participating in the Come On Labels project. All shops were physically inspected, with the exception of internet stores (22 out of 305).

The shop selection methodology differed from country to country. The main approaches for choosing shops for the survey were:

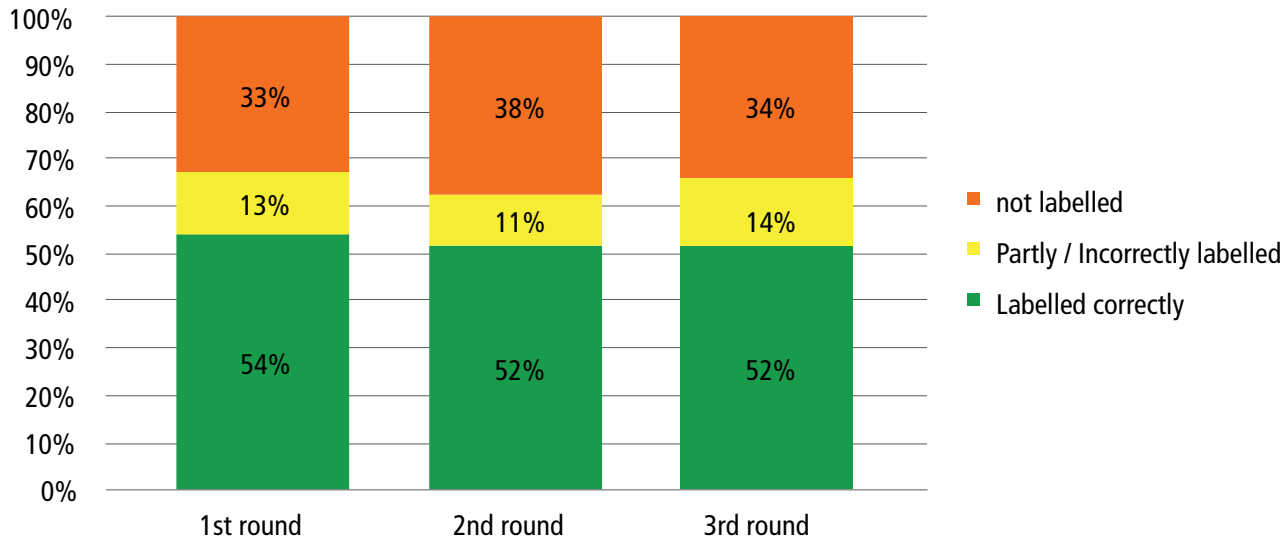
1. **To cover shops from among all five shop categories evenly** in order to derive some trends of the situation in each shop category (Belgium, Croatia, Italy, Portugal)
2. **To focus on shops with the largest share of sales** in the given market (Austria, Greece, Latvia, Malta, Poland)
3. **To focus on shop types with a typically lower level of compliance** such as kitchen /furniture stores, hypermarkets and electric specialists (Czech Republic, Germany, Spain, and UK. However, all shop types were covered to some extent, even though with a lower share).

Note that a different approach was taken by Italy. Whereas the first round of shop visits was undertaken by the Come On Labels / ENEA representative, the second round of shop visits was conducted by a professional subcontractor in April 2012, and the third round of shop visits was undertaken partly by the Come On Labels / ENEA representative and partly by a professional subcontractor covering more than twice the number of stores required. The different approach and timing may have influenced the overall national survey results.

Note that the size of the sample is not reflective of the size of the EU retailer market and is not representative of the share of shops on the appliance markets. The shop visit results therefore indicate trends and serve to highlight main problems with displaying energy labels correctly, but may not reflect the accurate market situation.

Across all shop visits, the weighted average of all individual shop compliance rates is fairly constant at 52–54%.

9 The first round of shop visits were organised between December 2011 and February 2012. The second round of shop visits took place between July and October 2012 (with the core activities taking place in September and October 2012).



Share of proper labels display in 1st, 2nd and 3rd round of shop visits – Summary per shops

However, it should be noted, that compliance per shop category differs considerably from country to country and only refers to the number of fully correctly labelled products - partly or incorrectly labelled products are not considered here. For the third round of shop visits, the highest overall shop compliance was found in Germany (77 %), Croatia (73%), Spain (65%), Poland (63%), and the UK (55%). The lowest overall compliance was found in Malta (37%), Belgium (32%), and Greece (31%).

In addition to that, full compliance also varies greatly according to the type of shop, ranging from as low as 26% in kitchen studios/furniture stores to 70 % in electronic superstores.

The following table summarises the aggregated data of energy label display compliance per type of shop. The bottom rows in the table indicate the average compliance, partial compliance, and non-compliance from all the shops during all three rounds of shop visits.[10]

Table1 Overview of label display compliance in shops

Shop type	N. of shops	%	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Electronic superstore	67	24%	70%	9%	21%
Electric specialist	85	30%	56%	12%	31%
Kitchen studio / Furniture stores	66	24%	26%	15%	59%
General hypermarkets / Cash and Carry	40	14%	54%	10%	37%
Mail order and internet stores	22	8%	52%	38%	10%
Total Visits 3*	**280**	**100%**	**52%**	**14%**	**34%**
Total Visits 2	**331**	**100%**	**52%**	**11%**	**38%**
Total Visits 1	**290**	**100%**	**54%**	**13%**	**33%**

* The figure does not include the last 25 shops visited by IFR in Italy.

10 The overall average is different from the data by appliance type – see table 3 in section 4.3. The reason is that the average compliance per shop type is a simple average, without taking into account the number of appliances in the given shop. Therefore, 50 % compliance may indicate that there were 2 appliances, one labelled and one not, as well as many hundreds in extreme cases.

Overall, **kitchen and furniture studios** remain the shop type with the lowest share of properly energy labelled products followed by **general hypermarkets and electric specialist shops**. In the case of kitchen and furniture studios the situation worsened when comparing all three rounds of shop visits, and only 26% of all appliances were labelled properly in the last round (30-33% in the previous shop visit rounds). General hypermarkets showed a similar trend with an overall compliance just reaching 50% during the third round of shop visits.

Label display depends on a number of factors, such as the type of products offered, the turnover of specific models, the supply of energy labels by the manufacturer/importer, the knowledge and motivation of shop assistants, etc. We concluded that shops where electric products are not in the focus of attention, either because they are selling a large variety of products or because their main product is the furniture, perform worse when it comes to displaying energy labels properly. The comparatively bad performance of the small electric specialists, in contrast, may be explained by the greatly varying motivation and information of the individual shop owners (in contrast to central management by a large retail chain).

Results of the third round of shop visits further show that compliance in **electronic superstores** remain high (70%) and relatively stable compared to the first (76%) and second (71%) round of shop visits. However, significant differences could be observed when comparing the individual countries. In countries such as Austria, Croatia, Czech Republic, Germany, Italy, Poland, Spain, and the UK, compliance for this shop type is above 80% whereas in some other countries the compliance is much lower: around 45% in Greece, and Malta 39% (even in these countries they are among the best-performing compared to other shop types).

Electric specialists account for 31% of all shops visited by the project consortium. The average compliance in this shop category has again improved for the second consecutive time. The average share of correct labelling in shops of this type was 56%, compared to 52% in the second round of shop visits and 48% in the first round. Also compliance in this shop category differs significantly from country to country and also depends on the individual shops visited. Compliance in Greece, Malta and Belgium remained on a low but stable level, whereas in Croatia the situation further improved with ca., 78% of correct labelling on average.

However, it needs to be mentioned that the shop visit results are strongly influenced by the applied shop selection strategy. Germany, the Czech Republic, Spain, and the UK intentionally selected a larger number of kitchen/furniture shops and/or cash and carry shops, Austria, Greece, Latvia, Malta, and Poland focussed on shops with the largest share of sales in the given market whereas Belgium, Croatia, Italy, and Portugal covered all shop types equally.

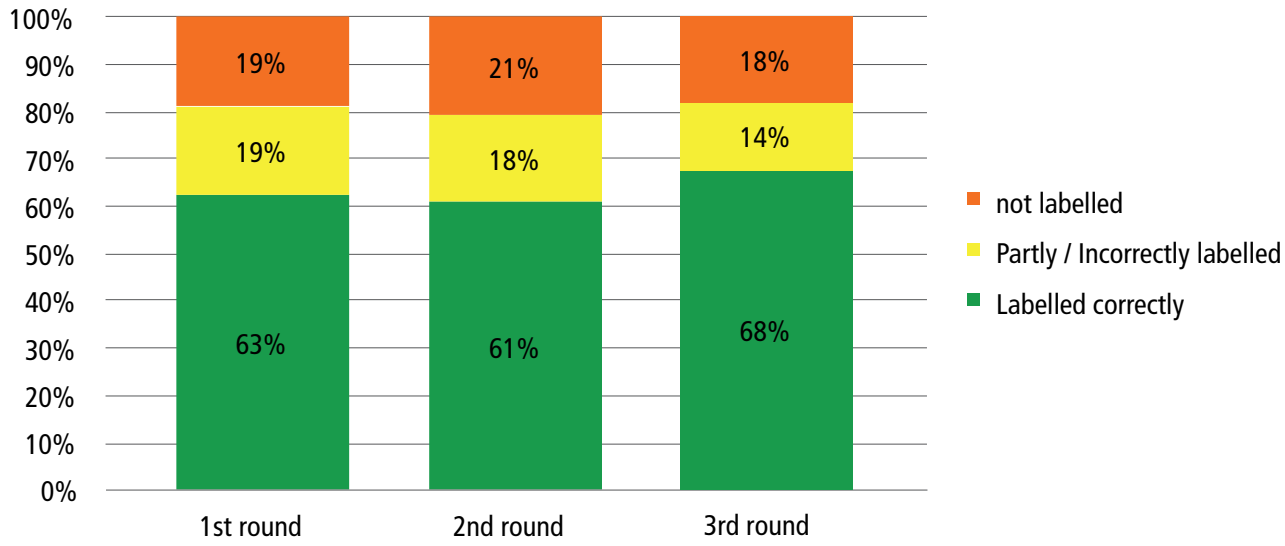
In terms of displaying energy labels only partially and/or incorrectly, **internet shops** are the most problematic type of shop when comparing all three rounds of shop visits. Despite an improvement compared to the second round of shop visits, in 35% of the cases internet shops do not provide consumers with all the required information from the energy label. The EU energy labelling legislation does not demand the display of the label itself, but requires a specific set of information to be displayed with the product offered on internet or catalogue sales. Whereas data such as the energy class or the volume of products are commonly displayed, other information such as noise or climatic class (for refrigerating appliances) is often missing.[11]

11 For examples of wrongly labelled appliances in internet stores, see the picture section at the end of the document, describing the second (previous) round of shop visits.

4. 3 Compliance per product group

Compared to the **first and second round of shop visits**, the overall rate of appliances being correctly equipped with an energy label has **increased in the third round of shop visits.**

The main result observed is that whereas the rate of proper energy labelling of individual products stood between 63% and 61% during the first two rounds, this figure **increased to 68%** during the third round. The rate of unlabelled products remained relatively stable at 19% and 21% during the first two rounds of shop visits and 18% during the third round. At the same time, the rate of incorrectly labelled products decreased from 19% and 18% during the first two shop visit rounds to only 14% during the third round. This change can be mainly attributed to the increased presence of new energy labels on the market which is being supplied in one piece and which is reported to be better received by retailers and manufacturers, and thereby possibly higher interest by consumers alike.



Energy Label compliance by products inspected

In total, 60 149 appliances were checked during the third round of shop visits. This number excludes lamps which usually have the energy labels printed on the product packaging. In the first round of shop visits, some 51 thousand products were checked. In the second round of shop visits, ca. 76 thousand products have been surveyed

As mentioned before, also televisions and wine storage appliances have been included in the compliance survey, despite the fact that it was not possible to determine the market entry date which is decisive for establishing whether an appliance needs to bear an EU energy label or not. According to the respective regulations, in the case of television and wine storage appliances the use of the energy labels is mandatory for products entering the market on or after 30th November 2011.

The overall results of the third round of shop visits are presented in the following table:

Table 2 Number of products inspected in each category and retailer compliance – 3rd round of shop visits

Product	Number of covered products	Labelling	Labelled correctly	Partly / Incorrectly labelled	Non labelled
Refrigerating appliances	17511	old label	889	741	1493
		new label	12828	1560	
Wine storage appliances	478	new label	157	39	282
TVs	14440	new label	9088	1256	4096
Washing machines	10575	old label	973	607	1040
		new label	7204	751	
Dishwashers	6422	old label	737	296	828
		new label	3948	613	
Lamps	Not calculated	old label		Not calculated	
Air conditioners	1446	old label	482	337	492
		new label	70	65	
Electric ovens	6952	old label	3034	1562	2356
Tumble driers	2325	old label	1095	457	373
		new label	340	60	

The table below summarises the share of correctly, incorrectly / partly correctly and non-labelled appliances in individual product categories during all three rounds of shop visits.

Table 3 Labelled, partly labelled and non-labelled appliances per product group

Type of appliance	Round of shop visits	Labelled correctly	Partly / Incorrectly labelled	Non- labelled
Refrigerating appliances	3rd	78%	13%	9%
	2nd	72%	19%	8%
	1st	68%	20%	12%
Wine storage appliances	3rd	33%	8%	59%
	2nd	20%	17%	63%
	1st	11%	N/A	N/A
TVs	3rd	63%	9%	28%
	2nd	49%	8%	43%
	1st	23%	N/A	N/A
Washing machines	3rd	77%	13%	10%
	2nd	74%	16%	10%
	1st	68%	15%	16%
Dishwashers	3rd	72%	15%	13%
	2nd	72%	15%	12%
	1st	66%	16%	19%
Lamps	not calculated			
Air conditioners	3rd	38%	28%	34%
	2nd	40%	30%	30%
	1st	13%	38%	48%
Electric ovens	3rd	44%	22%	34%
	2nd	39%	34%	27%
	1st	41%	23%	35%
Tumble driers	3rd	62%	23%	16%
	2nd	62%	25%	12%
	1st	57%	21%	23%
Total – Visits 3		68%	14%	18%
Total – Visits 2		61%	18%	21%
Total – Visits 1		63%	19%	19%

In total **68% of the appliances surveyed were labelled** correctly, 14% labelled partly/incorrectly and 18 % not labelled at all. In general, there is a significant difference of compliance levels between traditional white-goods such as refrigerating appliances, washing machines, and dishwashers, and appliances that are found less often in households or which have carried the energy label for a shorter time, and / or are sold in different types of shops, such as air-conditioners, electric ovens, and tumble driers.[12]

Furthermore, the introduction of the **new energy labels** has effectively contributed to a lower level of partly and/or incorrectly labelled appliances. This is mainly due to the fact that the new energy labels are supplied in one piece which reduces the possibility for partial or wrong display of the label. Furthermore, shops are more inclined to display them on the appliances compared to the old label. Consequently, a considerable share of the partly/incorrectly labelled appliances found in the third round of shop visits belong to product groups still bearing the old energy label.

Of the appliances with a new energy label, **wine storage appliances** still show the lowest share of properly labelled products. This can be mainly attributed to their small market share, and slower replacement time, and to the fact that the relevant regulations for wine storage appliances only came into force at the end of November 2011.

The most commonly spotted mistakes in the proper display of the energy label

The most common examples of labels not being correctly displayed include:

- Labels covered with other stickers, advertising materials, or price tags
- Labels placed inside the appliance, on the side or on the back
- "DIY" labels, hand written labels made by retailers
- Labels sealed in a plastic envelope, not accessible to consumers in shops
- For old labels – only the data strip is displayed or only the background with the coloured arrows but with no figures
- Labels not matching the appliances
- Two labels for one appliance – in some cases also both the old/new labels, both showing a different energy class
- For internet shops, some of the prescribed data is missing
- Usage of non-existing energy classes, such as A+++++ or A+++-20% in internet sales, where it is used as the energy class indication.

More details on the mistakes spotted in displaying the labels are mentioned in the country specific chapters. These and other issues have also been reflected in the project´s retailer training manual, which was then actively circulated around the shops, and which includes further sample pictures of wrong label placement.

12 This result has also been confirmed by previous compliance surveys such as for example CEECAP, focusing on Central and Eastern Europe (www.ceecap.org, 2008), and Survey of Compliance Directive 92/75/EEC - Energy Labelling (Fraunhofer ISI et al, 2009) in which refrigerating appliance and washing machines in general tended to have high compliance, compared to appliances which entered the labelling system at a later point in time and which are less often found in households (dishwashers, air-conditioners, electric ovens).

During all three rounds of the shop visits, in some countries informal interviews with shop assistants were conducted in some shops in order to gather feedback why labels were not displayed fully in certain shops or for certain product types. These interviews have been done on a voluntary basis - not as a formal project deliverable. Retailers have been, however, indicating the following reasons for not showing the labels correctly.

Reasons claimed by retailers for not showing the energy labels correctly:

- **The national system of the distribution of energy labels to shops influences the availability of labels. In countries, where labels are not distributed by supplier associations, the responsibility of individual suppliers to deliver the two parts of the old labels could be lower.**
- **Sometimes the energy label is sealed in a plastic bag, which neither the retailers nor the consumers want to open in the shop, since it could be perceived that the specific model is a used product, or that other parts included in the bag could be lost.**
- **Sticking a label onto the product could leave glue residues on the surface of the product or piece of furniture, when the label is removed.**
- **The aesthetics of the labels on the products, mainly for built-in and in kitchen/furniture shops.**
- **The use of the shop's own "eco" labels for retail stores. These labels, placed on selected products, are made clearly visible and are often part of marketing activities of the retail store. However, the criteria for selection are not always made available and in any case this beha-viour is in contrast with the obligations of the retailers established in the energy labelling framework directive.**
- **Arguments of having no interest in labels, as if the label were simply a matter of choice.**
- **Slow turnover of some products, resulting in presumably old models being displayed that were placed on the market before the new legislation entering in force.**
- **Mandatory presence of energy class information generally unknown to managers of e-commerce shops' general catalogue websites and in product advertising since this is a new provision.**
- **Claiming that a different legal entity is selling the products to consumers, than the one displaying the products in the shop.**

4.3.1 Market share of new energy labels

The display of the new energy labels became mandatory in some product categories for products newly entering the market. Therefore, in the case of refrigerating appliances, washing machines and dishwashers, both the **old and new labels** can be found in the shops at the moment. Further categories such as TVs followed (also since 11/2011), and some air-conditioning units entering the market from January 2013 onwards also need to bear the new energy label. More products and product categories will soon be equipped with a new instead of old energy label (e.g. tumble dryers and light sources) and some suppliers already use the new labels on a voluntary basis.

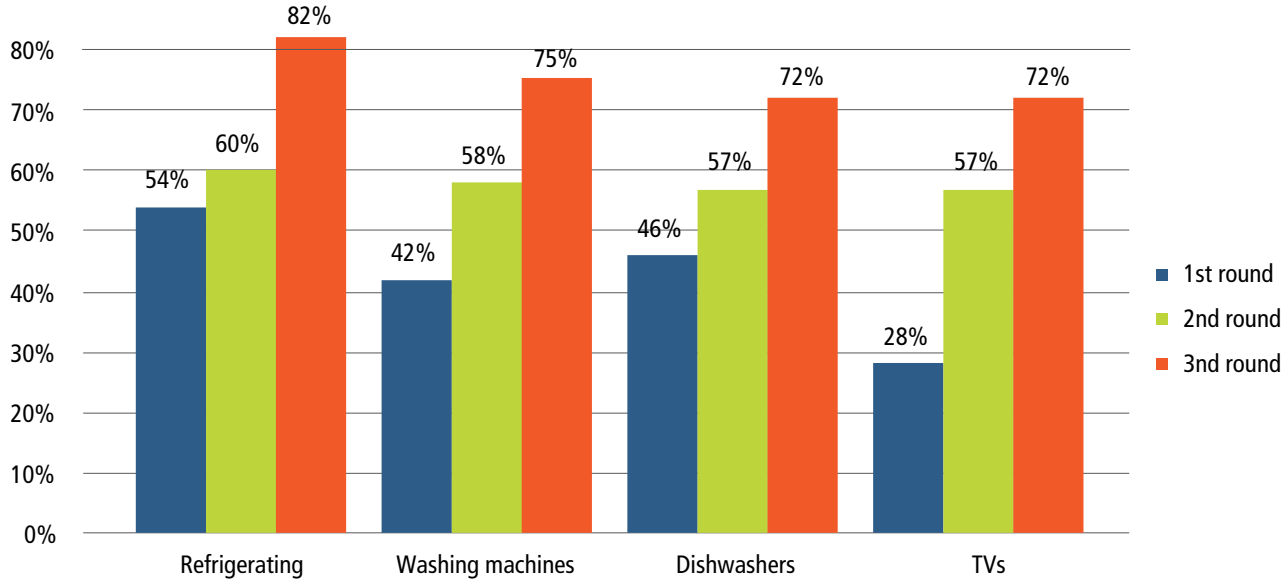
In all three rounds of shop visits, the share of old and new labels has been monitored and compared. It needs to be mentioned though that during the first round of shop visits non-labelled TVs and wine storage appliances were not taken into consideration (only models with the label display have been calculated) as their market entry date could not be verified during the visits and only products with the energy label were counted.

In the first round of shop visits, and depending on the product category, between 42% and 54% of the appliances with the possibility to bear the old or the new labels were found with a new label while between 46% and 58% were still equipped with the old label.

In the second round of shop visits, it was observed that the share of new energy labels had increased in general in all concerned product categories. This was particularly visible in the case of televisions for which formerly no label was available. In this category a high share of products was labelled with the new energy label right from the start.

During the third round of shop visits, the previously observed trends could be confirmed as the share of new energy labels further increased considerably in all four product categories. Between 71% and 82% of dishwashers, washing machines, and refrigerating appliances are now equipped with a new label. Similarly, 72% of TVs found during the shop visits now have a new energy label. This a remarkable increase particularly compared to the first round of shop visits during which only 28% had a new energy label and 72% were not equipped with the energy label.

As shown in the figure below[13], around two thirds of all appliances in the three product categories with both new and old labels were equipped with the new energy labels. The previously unlabelled product category of TVs also follows this trend.



Display of the new energy label – Summary

Similarly, the share of new energy labels also increased substantially on a country-by-country basis when comparing all three rounds of shop visits. Consequently, the increased presence of the new energy labels has

13 The table includes the share of correctly and partly/incorrectly labelled products using the new energy label.

also positively contributed towards a lower share of "partly / incorrectly" labelled products on the market since the label is being supplied to shops in one piece.

During the third round of shop visits it was discovered that some manufacturers already use the new energy label on a voluntary basis for product categories such as air-conditioners and tumble dryers where the new energy label has only been introduced recently but is not yet mandatory to use.

In all three rounds of shop visits undertaken by the Come On Labels project the highest levels of new energy labels were found in Austria, Czech Republic, Croatia (TVs only), Spain (excluding TVs), and Italy (Refrigerating appliances). High but to some extent fluctuating shares of the new energy label were found in Germany, Poland, the UK, Italy, and Malta (TVs only).

Compared to the two previous rounds, in the third round of shop visits, an above average increase in the number of new energy labels was also noticed in Greece and Latvia.

4.4 Highlights from the country chapters

After the third round of shop visits, the project partners were able to make some interesting comparisons within their countries, highlighting some similar but also diverging national trends regarding energy labelling of household appliances.

In **Austria**, comparing the three rounds of shop visits, the labelling compliance of wine storage appliances has improved significantly from 0% in the first to 31% in the third round.

Belgium noticed that after the third round of shop visits, 63% of refrigerating appliances display the new energy labels, up from 48% in the first round of shop visits. Higher interest from consumers in the new label, as well as a replacement grants to encourage the purchase of cold appliances might have influenced this development.

In **Croatia**, a particularly high percentage of new labels was found for TVs. 85% of all appliances in this category were equipped with the new energy label.

Also in the **Czech Republic**, labelling of wine storage appliances and televisions, albeit still on a low level, has improved significantly since 2011. Internet sales, increasing in its market shares, shows about one third of partly labelled products.

In **Germany**, a significant increase in the share of correctly labelled cold appliances, driers, and TVs has taken place when comparing the three rounds of shop visits. While for TVs the increase comes naturally from the fact that they have been labelled for the first time, improvements in cold appliances and driers probably stem from the introduction of the new label.

Greece has found out that overall the level of correctly labelled products has increased by 27% (from 17% to 44%), while the level of partly/incorrectly labelled has decreased by 35% (from 65% to 30%) when comparing all three rounds of shop visits.

In **Italy** it is worth noting that the display of new energy labels has also increased with time, and that already at the beginning of 2013 almost all refrigerators and freezers in the shops surveyed had the new energy label, followed by 83% of the washing machines, and 74% of dishwashers.

Latvia also observed a positive development in terms of correctly labelled products and an increase of new energy labels being used on appliances.

Malta also noted progress with proper energy labelling of appliances in most categories which can be mainly attributed to the higher share of appliances with the new energy label, a higher level of acceptance towards the new energy label design for marketing purposes as well as additional efforts by shops.

In **Poland** shops showed a slight increase of proper label display (in the first round it was 73%, in the second round it was 74%, and in the third one: 75%). Furthermore, the average share of products marked with no energy labels decreased from 27% in the first round, to 24% in the second round and to 19% in the final third round of the visits.

Portugal noticed that some 14% of tumble dryers already bear the new label, despite the fact that the new label for this appliance category will only be mandatory from May 2013 onwards.

In **Spain** a higher number of correctly labelled TVs was noticed (in the first round 52% and in the third round 64%). Kitchen studios show the lower rate of proper labelling with 40%, followed by electric specialist shops in which 65% products had the energy label.

In the **UK**, refrigerating appliances have doubled their rate of the new energy labels display since shop visit round one, rising from 42% to 86% of correctly placed new labels. Dishwashers have also doubled their new label display rate, rising from 40% to 82% correctly labelled.

Table: Country overview of label display compliance per products

Country	N. of shops visited in the 3rd round	N. of products surveyed in the 3rd round	Shop selection strategy	Products labelled (%)		
				Correctly	Partly	Not labelled
Austria	20	3529	By largest market share	64	20	16
Belgium	20	2641	Even selection	44	12	44
Croatia	20	4637	Even selection	70	23	7
Czech Republic	23	3910	Focus on suspected non-compliant	63	23	13
Germany	21	2374	Focus on suspected non-compliant	85	4	11
Greece	20	3771	By largest market share	44	30	25
Italy	20 + 25	14177	Even selection	84	7	9
Latvia	20	3088	By largest market share	61	23	16
Malta	20	1711	By largest market share	35	8	56
Poland	21	5205	By largest market share	75	6	19
Portugal	21	4775	Even selection	44	26	30
Spain	34	8868	Focus on suspected non-compliant	76	4	19
UK	20	2183	Focus on suspected non-compliant	72	10	18

4.5 Follow-up and further steps

Within the Come On Labels project, several important activities have been organised to support the proper the label display at the points of sales. These include:

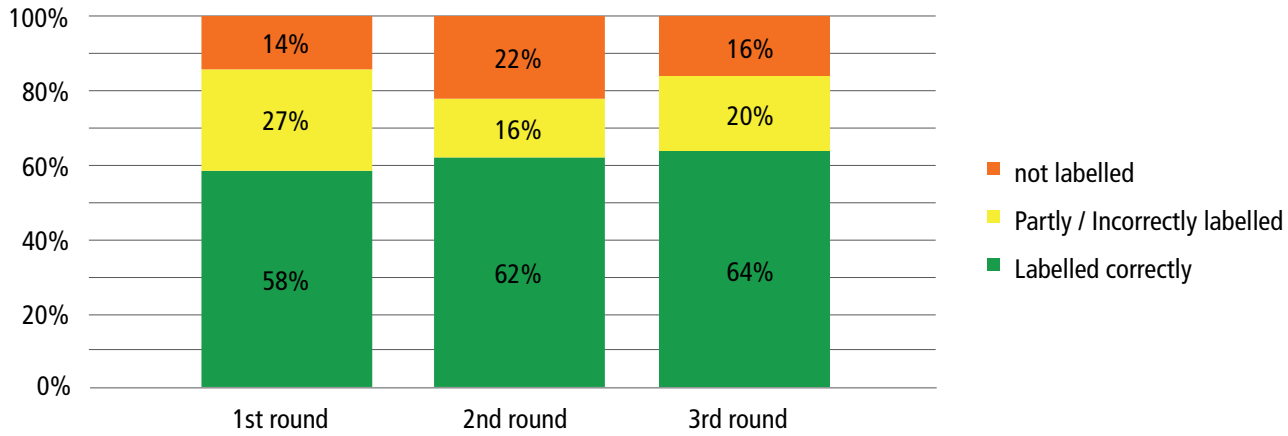
- **Retailer training manual:** drafting and circulating a manual, specifically explaining to the shop assistants the proper label display and its meaning to consumers, circulated to specific shops, by retailer associations, manufacturers and Authorities[14].
- **Sharing the results with Market Surveillance Authorities:** the results of the project shop visits have been discussed with the national Authorities, discussing the label display in individual shop and product types and possible cooperation in the future surveillance activities[15].
- **Promoting energy labels to consumers:** the new energy labels have been explained to consumers in a number of articles, leaflets, brochures, bookmarks, radio and TV short programmes, posters, events, etc., in order to increase their awareness about labels and their demand for them in shops[16].

14 http://www.come-on-labels.eu/displaying-energy-labels/retailer-training-manual
15 http://www.come-on-labels.eu/legislation/energy-labelling-legislation-in-the-project-countries
16 http://www.come-on-labels.eu/promoting-energy-labels/examples-of-promotion-activities

5. Summary of third-round visits in the participant countries

5.1 AUSTRIA

The third round of shop visits in Austria was mainly carried out in January and February 2013. Most of the visited shops are situated in Vienna and Lower Austria. Different shops than in the first and second round have been selected. As in the former rounds of visits, the shops were not informed in advance about the visits. In the third round some shops with smaller sales areas in the countryside were also visited.



Share of proper labels display in 1st, 2nd and 3rd set of shop visits – Austria

In the **third round** of shop visits **64% of the displayed products were found to be labelled correctly**, which means an increase of 6% since the first round of shop visits (1st round: 58%, 2nd round: 62%).

5.1.1 Description of shops visited

In total, 60 shops have been visited in Austria in all three rounds of shop visits. In the table below you can see that in each round of our visits, the **focus** was put on **electric specialists**, followed by **kitchen and furniture stores** and electronic superstores. Depending on the type of shop, the level of compliance varies significantly.

Table: Number and type of shops visited:

	1st round	2nd round	3rd round
Electronic Superstore	3	4	4
Electric specialist	8	7	7
Kitchen studio/ Furniture stores	4	6	6
General hypermarkets / Cash and Carry	2	1	1
Mail order and internet stores	3	2	2

In order to make the results comparable, a similarly same share of shop types **throughout all three rounds of shop visits** have been visited.

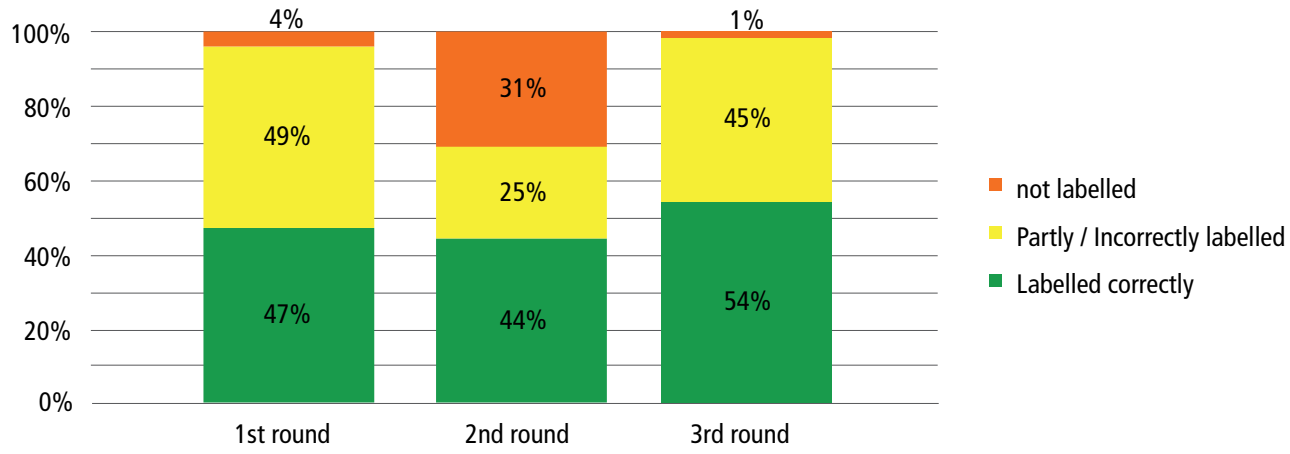
Shops with the least degree of energy labels displayed

In the third round of visits, the two types of shops with the lowest share of labels were **kitchen studios/ furniture stores with 3%** and **internet shops with 54%** of compliance. These shop types have been the ones with the lowest compliance levels observed also in the previous two rounds of the shop visits.

- The main problem in **internet shops** is the lack of required information, e.g. noise, cycle time, or annual consumption.
- One of the reasons for the low compliance in **kitchen studios/furniture stores** could be that the appliances are sold as a part of the kitchen (built-in) and rarely displayed free-standing. Common mistakes in this type of shops are the placing of the labels inside the appliance or even no label at all. Comparing the three rounds, the 22% decrease of compliance in kitchen studios/furniture stores is very high – from 25% in the first, 19% in the second to only 3% in the third round.

Other types of shops visited:

- **Electric specialists:** the differences of proper labelling in stores of one retailer chain are significant. The level of proper labelling is different throughout all types of shops, but especially in the category "**Electric specialist**" also the different levels of compliance between stores belonging to the same retailer chain are significant.
- In the third round, **1300 appliances checked** were **displayed in the internet shop**s. Comparing the outcomes of the three rounds, the level of correctly labelled appliances in this type of stores is relatively constant. What is remarkable is the variation between partly correctly/incorrectly and non-labelled appliances (see below mentioned graph: Share of proper labelling in mail order and internet stores).



Share of proper labelling in mail order and internet stores

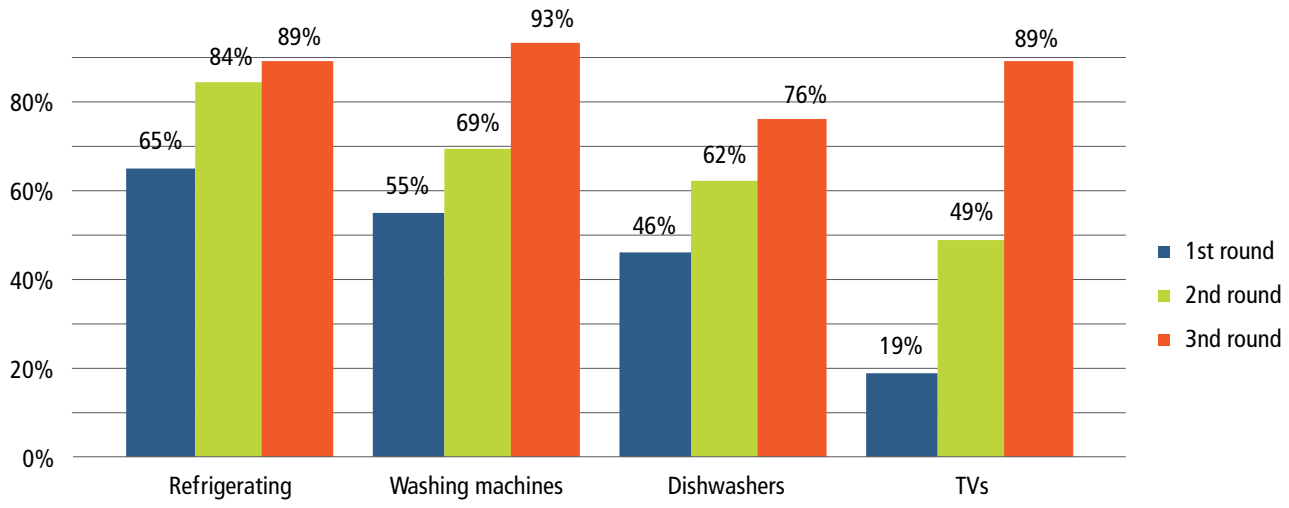
Disregarding the internet shops, the share of partly correctly/incorrectly labelled products is only 9%, which means a decrease of 11%.

5.1.2 Description of the products verified

- **Overall Summary – 1st, 2nd and 3rd round of shop visits**
  10522 products in 60 shops were checked (excluding TVs, and wine storage appliances in the first round). In total, 61% of the appliances were labelled correctly (weighted average), 21% partly correctly/ incorrectly and 18% not labelled.
  - **Washing machines:** 86% of the displayed appliances are labelled correctly and only 6% are not labelled,
  - **Tumble driers:** 77% of the displayed tumble driers are labelled correctly. (64% old labels, 36% new labels found) The new label for tumble driers will be mandatory from May 29th, 2013,
  - **Refrigeration appliances:** correctly labelled 79 %; only 1% of them are old labels, in total 10 of 1138 checked appliances,
  - **Dishwashers:** 66% appliances correctly labelled, only new labels found in the visited shops),
  - **Wine storage appliances** – the label for these appliances was introduced in November 2011. Comparing the three rounds of shop visits, compliance has improved significantly from 0% in the first to 31% in the third round,
  - **TVs:** 55% of the 621 checked appliances are labelled correctly, 34% partly correctly/incorrectly and 11% not labelled.

5.1.3 Main mistakes in proper label display:

- **A frequent mistake** in internet shops is the **lack of required data**, e.g. the level of noise or the annual consumption.
- A **major mistake**, mostly found in **kitchen studios and furniture store**s, is the placing of the **labels inside** the appliances.
- **Only data strip on the appliance** – this is a mistake found mainly in the first and second round of shop visits, because in the third round the number of old labels found on the appliances is much lower.



Display of the new energy label – Austria

Share of the new energy label display

- Development and **share of old labels found in shops** between the **1st, 2nd and 3rd round** of shop visits, for product groups where labelling has been obligatory for a long time:

	1st round	2nd round	3rd round
Washing machines	27%	7%	1%
Refrigerating appliances	41%	26%	1%
Dishwashers	38%	10%	0%

- In the third round, **55%** of the displayed **TVs were labelled correctly** and **34% partly correctly/ incorrectly**. Only **11% are not labelled**. Disregarding internet shops, the percentage of partly correctly/incorrectly labelled TVs decreased from 34% to as little as 4%, and the share of not labelled TVs increased to 20%. The main problem in internet stores is the lack of required data, e.g. annual consumption.
- The number of **displayed room air-conditioners** in Austrian shops is very low. It may depend on the season that **we only found 2 products** in the visited shops, one labelled correctly and one not labelled.
- **Wine storage appliances** – the label for this appliances has been introduced in November 2011. Comparing the three rounds of shop visits, compliance has improved significantly from 0% in the first to 31% in the third round.

5.1.4 Project activities to improve the situation and next steps

- Training in vocational schools in cooperation with topprodukte.at, a program of the climate protection initiative klima:aktiv of the Federal Ministry of Agriculture, Forestry, Environment and Water Management,
- Leaflet production and distribution in shops: "Das neue EU-Energieeffizienzlabel" – 100.000 pieces printed in cooperation with the Austrian Association of Traders with Electrical/Electronic Goods, Home and Office Furnishings,
- Revision of the existing leaflet, in cooperation with the Austrian Association of Traders with Electrical/ Electronic Goods, Home and Office Furnishings, with another 100.000 copies to be printed.

5.2 BELGIUM

Time schedule and summary

Within the third round of shop visits in Belgium, 20 shops in the Brussels Region have been visited in January and February 2013.

The results of the third round of shop visits show little progress in the degree of proper display of labels on appliances despite numerous efforts to involve retailers, electric specialists or kitchen studio retailers, and hypermarket managers.

Below are listed the main trends and explanations for these trends.

The shop selection

For the third round we mainly kept the same selection of shops than in the first and second rounds, in order to measure the evolution of the situation.

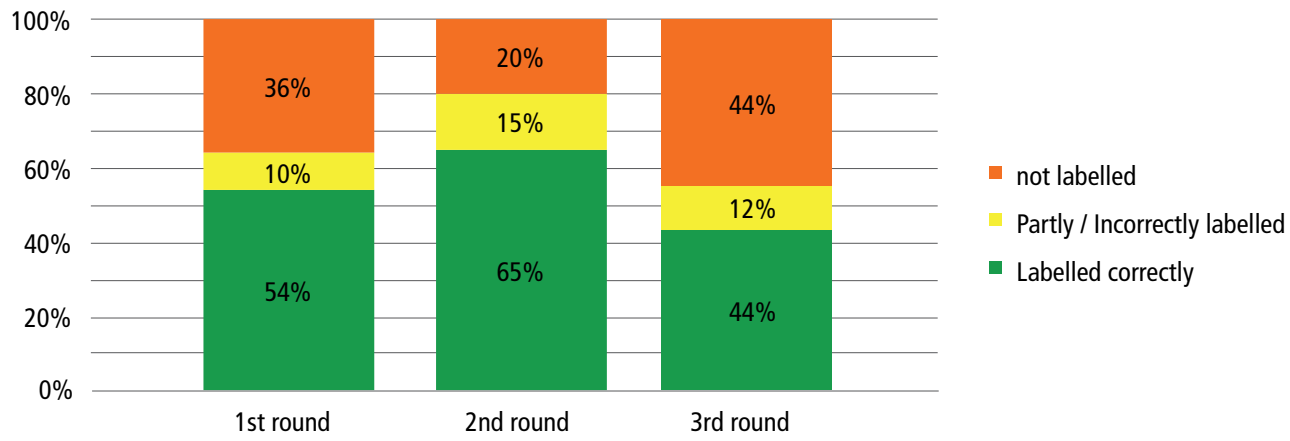
However, in two cases, we have chosen to have a look on other shops of a same chain (a different "Brico" or another "Carrefour"shop) were investigated to see whether the correct application of labels could vary within different shops of the same retailer chain.

The shop selection was done using all the five type categories of shops as defined by the Come On Labels project in all three rounds of shop visits.

The share between the different shop categories is:

- 20% for Electronic superstores,
- 25% for electric specialists,
- 35% for kitchen studios and furniture stores,
- 15% for general hypermarkets and cash and carry, and
- 5% for internet stores.

Comparisons between the three rounds of shop visits



Share of proper labels display in 1st, 2nd and 3rd set of shop visits – Belgium

The weight of televisions

The total number of appliances seen (lamps excluded) during the third round of shop visits is quite similar to the two previous rounds (around 2600), but the figures for TVs, lamps and wine storages were not included in the calculation in the first round of visits due to the new energy labelling legislation only recently entering force at that time.

When the share of proper labels display between the three rounds is compared is compared, a negative trend in Belgium can be observed: 44% of all appliances have no labels, compared to 36% and 20% for the first and second rounds.

However, if we take into account the number of appliances seen, one third of the products surveyed are televisions, which only display labels in 31% of cases, and 10% of the products are electric ovens, only showing labels properly in 21% of models.

Particularly the situation with televisions seems to be worsening, since the second round of shop visits only showed 41% of models not displaying the energy label, whereas the third round indicated over 80% of models without the label. It has to be added, however, that the small number of shops involved strongly affects the results.

The share of appliances partly labelled or incorrectly labelled

The share of products showing the energy labels in an incorrect way or place has decreased from 15% to 12% between the third and the second round, nearly reaching the 10% of the first round of shop visits.

One major explanation is the entry of new labels, with no strip, leaving out the possibility of displaying only part of the energy label.

Display of the new energy label

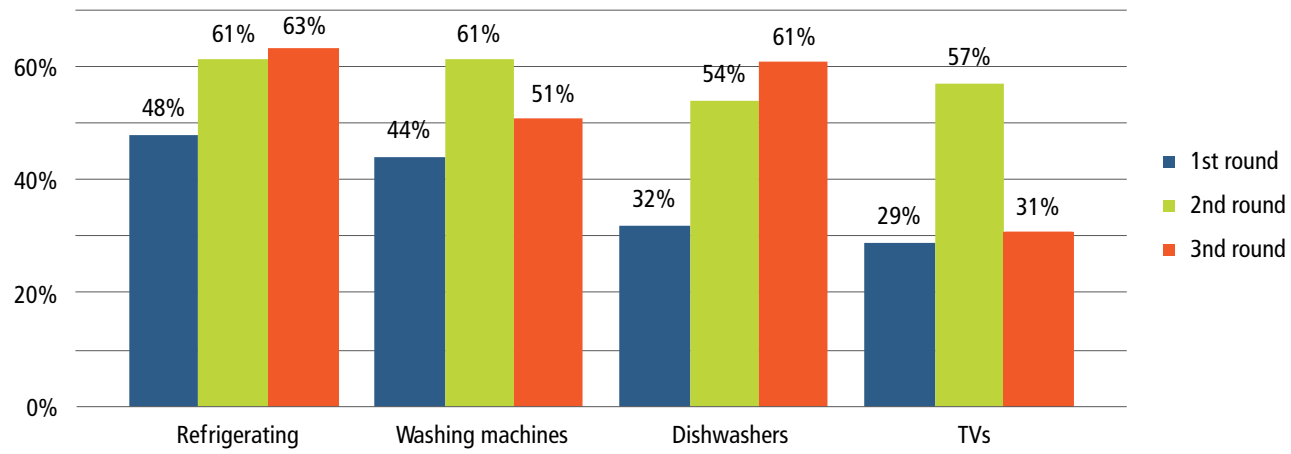
63% of refrigerating appliances display the new energy labels, up from 48% in the first round of shop visits. Two factors may explain this improved performance:

- Higher interest from consumers, since these appliances are always in function and the amount of savings can be high,
- Replacement grants are given in the Brussels's region to encourage the purchase of cold appliances with new efficient label.

The average of new labels among washing machines is 50%, for dishwashers, it rises up to 61%.

For televisions, it can be seen that only a third of them display the new labels, it seems that in 2012 dealers have used the new labels properly in higher degree, but later on either removed them or stopped using them for new models. Having talked with responsible managers, they said that they prefer not to stick the label on the screen because they fear to damage appliances, and it takes space on the screen.

In general TVs, and wine storage appliances appear to be the product types having the worst level of proper labelling.



Display of the new energy label – Belgium

Labelling compliance between shop types

The significant differences in proper label display between various shop types remains very strong.
The best performing shop types are Electronic Superstores, with more then half of the products properly labelled (56% in the third round), and the Internet stores with up to 72% of products marked with proper data from the energy label.

General hypermarkets displayed fewer appliances correctly in the third round (only 31%) than in the second (58%), with the main reason for the decline being the increased number of TVs offered for sale without the energy label displayed.

The problematic stores are still Kitchen studios with 62% of appliances displayed without the energy labels and Electronic specialists with 56% of appliances displayed without energy labels.

During our conversations with retailers, it became apparent that in Kitchen studios they were not interested in labels, saying that there is no additional value for the sale. They also said that labels were not contributing in a positive way to the aesthetics values for theirs kitchens. One senior manager in February 2013 said that he systematically removed all the labels from kitchen appliances when arriving at the store.

Retailers in Electronic specialists shops said last year that they did not systematically find labels in the appliances boxes, but it should be improving at present according to them.

Furthermore, some brands are applying their own labels to appliances, so retailers do not want to overload the appliance with labels and stickers.

Another related problem the retailers face regarding energy labels is the understanding of labels. Some shop assistants may have problems to explain the content of the labels, individual figures and calculations. Another related difficulty is the turnover among retailer staff.

Among other partially labelled appliance cases, the most common problems are:

- several labels on one appliance,
- incomplete old label (only the data strip),
- self-made or homemade labels,
- old labels mismatch between the strip on the right and the type of appliance.

For TVs new labels are sometimes applied on the back, very often placed in between two TVs in such a way that consumers do not know whether they address to the right or to the left appliance.

It must be noted that a large number of partly or incorrectly labelled appliance come from the Internet stores. The most current information which is missing in the description of the product is:

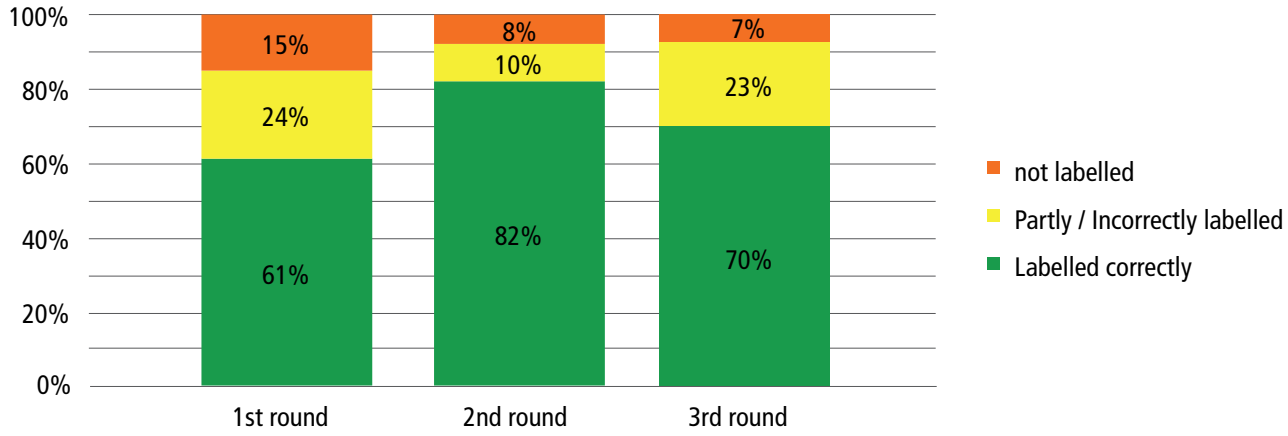
- Refrigerating appliances: climate class,
- Washing machines: the weighted annual energy consumption in kWh per year,
- Ovens: the noise and the energy consumption.

Despite what is said above; there has been a partial improvement in the share of proper display of energy label related information.

5.3 CROATIA

The third round of shop visits was undertaken in Croatia in February 2013. The shops visited were mainly located in Zagreb.

The **strategy** was to re-visit the shop which were already visited in the first and second rounds to see the trend of energy label improvement in the market and to provide an overview of compliance of retailers with the energy labelling Directive.



Share of proper labels display in 1st, 2nd and 3rd set of shop visits – Croatia

The shop selection is done using the five type's categories that were defined in the Come on Labels project.

A total of 20 shops were selected in Croatia of which 20% are electronic superstore, 35% are electric specialist, 15% are kitchen studio and furniture stores, 25% are general hypermarket and cash and carry and 5% are internet stores.

- Third visit covered over 4600 displayed products which are a subject to energy labelling.
- Some 1240 refrigerators have been checked, of which 70% were labelled correctly, 27,7% partly or incorrectly labelled and 2% not labelled at all.
- For washing machines, 854 units were labelled correctly (69%), 244 partly or incorrectly labelled (28%) and 14 (1,6%) not labelled at all.
- TVs are products for which the new energy label Directive was applied recently, in the third round it was observed that more than 85% of products were labelled correctly in the Croatian market.
- Some 61% of the observed wine storage appliances (11 of 18) were labeled properly.

The level of compliances within **Electric specialists** was 87% and comparing to the second shop visit it was improved from 82%. Compliance in electric specialists is the highest, followed by electronic superstores and hypermarkets/cash & carry. The lowest percentage of compliance was found in kitchen studios/furniture stores.

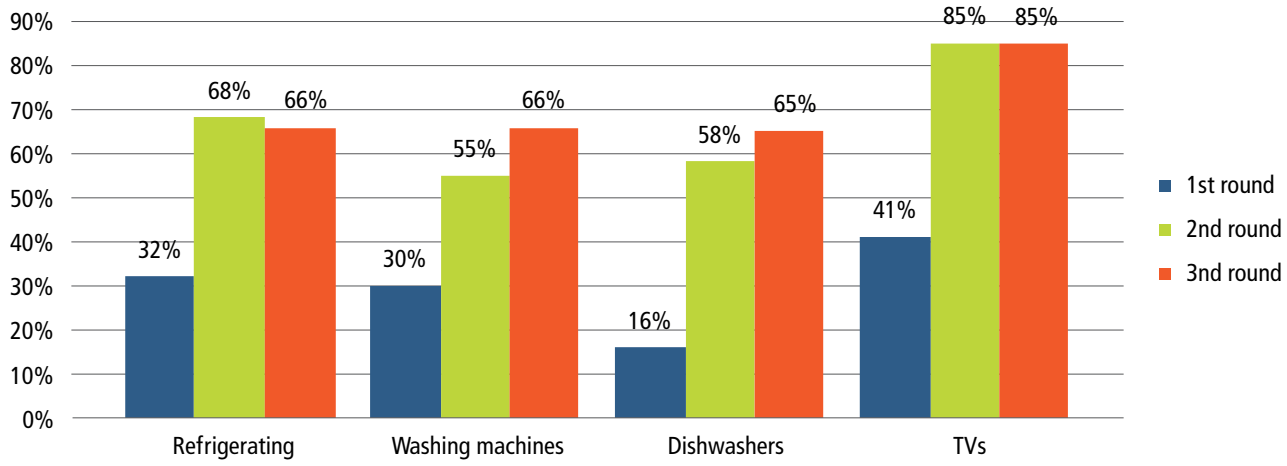
Similar common mistakes observed during the the first and second shop visits, were observed mostly in **kitchen studios and furniture stores**. Although the percentage of correct label has increased from 44% to

57%, when compared to other shop categories these still have the highest non-compliances of the appliances (28%).

As it can be seen from the data and results of analysis the level of properly displayed energy labels has increased in the market.

Overall 70% of the products seen in the shops have been correctly labelled without taking into account the electric lamps.

The highest percentage of new labels was found in the product category **TVs with 85%** followed by refrigerating appliances with 66% – 68%.



Display of the new energy label – Croatia

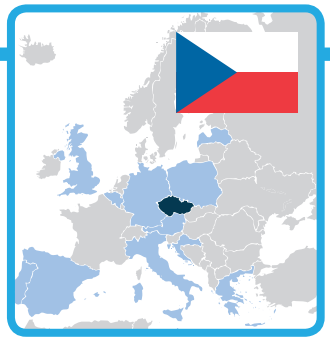
As regards the **new energy labels**, these are displayed in a relatively constant level as to the situation about half a year earlier (second round of shop visits) – slightly more for washing machines and dishwashers, equal for TVs and slightly less (but insignificantly) for refrigerating appliances.

Problems that were observed during the shop visit are as follow:

- After three shop visit rounds it can be concluded that one of the main problems is that the shop assistants are not trained and they are not aware of the methodology used for the annuall energy consumption calculation. That is why more time was spent with the retailers directly on site, and specific training has been delivered to enhance the level of their knowledge about new energy labels.
  - Most of the shop assistants interviewed believed that the energy label for washing machines and dishwashers should mention the number of cycles used for yearly energy consumption on the label to be more transparent.
- One of the other problems is that retailers receive the old labels in part only – just the data strip, and claim not to receive the full label, even when they ask for it.
- Apart from the above, the most common problems are such as black and white copies, two labels on one appliance, self made labels and wrongly placed labels, especially in kitchen studios.

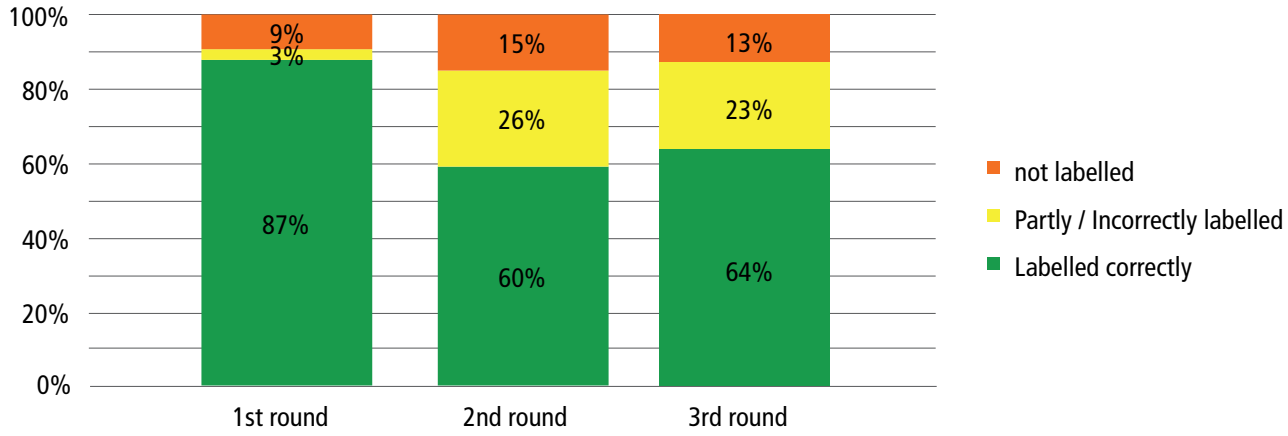
- Again it was seen that some shops designed and printed out their own labels with different colour sets and size; this was also discussed with shop assistants and the managers of the shops, as they complained that they do not receive any labels within the product package so they have to make and put it on the appliances in the showroom. It was realised during the third round visit, that this is mainly a problem for appliances marked with old labels.
- Considering the shop type, the share of correct labels in kitchen studio/furniture stores was the lowest at only 57%. That means that the kitchen studios could be one of the focus areas to be considered for specific promotional activities.

The core strategy was to visit the same shops to monitor the level of improvement after repeating the shop visits. During the shop visits, training was delivered on site and staff were informed informed them about the new labelling directive. For this reason it was expected to see the increased level of correct energy labelling. At least 50 shop assistants were trained during the shop visits. This method was successful in part as it can be seen from the results of the shop visits. It was observed that the overall level of compliance has increased by 10% from the first round of visits to the last one (from 60% to 70%).

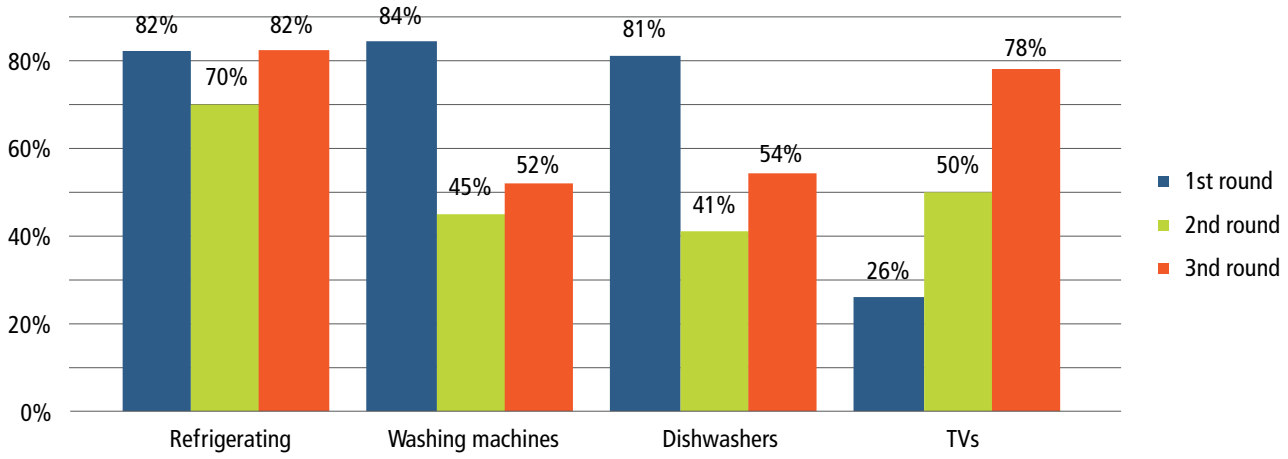


5.4 CZECH REPUBLIC

The third round of shop visits in the Czech Republic was carried out in January–February 2013 mainly in Prague and the surrounding towns of Central Bohemia.



Share of proper labels display in 1st, 2nd and 3rd round of shop visits – Czech Republic



Display of the new energy label – Czech Republic

Note:

- *All three rounds of the shop visits have taken place in Prague and Central Bohemia, representing populated areas, as well as medium sized municipalities.*
- *Throughout the project, shops selected for visit in the Czech Republic have been selected with a high-suspicion rate, over-weighting the kitchen studios and other shops suspected to have a lower rate of proper label presence.*
- *The overall statistics are also influenced by the high number of models offered on internet shops, which are able to offer them without the need for physical storing of units displayed. The share of internet shops was highest in the second round, influencing the comparison with he first round of shop visits.*

Description of shops visited

23 shops have been visited in the Czech Republic during the third round of shop visits. During the first and second round of shop visits, 25 and 26 shops respectively were visited (a minimum of 20 shops per country per round of visits was defined).

Almost half of the shops visited, 48%, were the **kitchen studios** (11 out of 23). This is identical to the first round of shop visits and slightly higher than in the second round (35%). Kitchen studios may have a smaller share on the markets of selling appliances, but have been identified as the type of shops with the lowest rate of compliance with proper label display – 67% of products not labelled and 28% labelled partly, only 5% labelled correctly.

Electric specialist shops have been represented by 17% (24% and 15% in the first and second rounds respectively). Despite their focus on products, the level of labelling is not sufficient – 54% products labelled, 19% partly labelled, and 28% of products not labelled. Results are, however, rather individual, where individual shops show either high compliance, or very low for an entire shop.

Electronic superstores (chains specialising on products), were represented by 13% (3 out of 23 shops) which was the case also in both previous rounds of shop visits. This type of shop shows the highest compliance with proper label display, 88% of products being labelled correctly, 2% partly and 11% not labelled. These results are relatively consistent throughout the project´s shop visits and demonstrate the good outreach of labelling in these shop chains.

On the contrary, **general hypermarkets**, which are also shop chains, but selling a wide range of products, including food, textile, toys, and dry goods, show lower rate of compliance. Within the two (first), three (third) and five (second) shops visited during the individual shop visit rounds, some half of the products have been labelled correctly, but some 40% of products not labelled (third round, 48% in the second round). This demonstrates a lower rate of attention to the labelling aspects of product selling in hypermarkets, and was confirmed by the national authority, which has mainly visited this type of shop in the past.

While representing only 2% of shops visited (8% in the first, and 19% in the second rounds), **internet shops** represent a larger share of the products surveyed, since most internet shops are offering tens to hundreds of models for each major product category. The shops in this category have been therefore carefully selected to represent the situation on the market (shops with larger share on the market, offering all product categories and all major manufacturer brands). The level of displaying some information from the energy label is in general high (92% when including fully and partly labelled products), but about one quarter of products is only partly labelled, since often some figures from the label are missing (e.g. noise and climatic class).

The share of proper labelling in individual types of shops has not changed much from the second round of shops visits. The only observed development was a lower share of partly labelled products, attributable to the higher share of new energy labels, distributed only in one part.

Description of the products verified

Some 3910 products have been surveyed in the third round of shop visits in the Czech Republic. This is similar to the first round of shop visits, but less than half of the products surveyed in the second round of shops visits, where several more internet shops had been visited (each offering a large number of models).

Some 63% of products seen have had a proper label (60% in the second round), 23% have had a partial label, and 13% of products had no energy label. These results are similar to the second round of shop visits, with a slight decrease of partly or not labelled products.

Wine storage appliances and **televisions** remain to be the product groups with the highest rate of non-labelled models displayed, being labelled only since 2011. This has improved significantly, however, since the previous shop visits. While in the second round this was more than half of products displayed (within the first round these two categories were not monitored), in January – February 2013 it was only 23% for TVs and 29% for wine storage appliances.

Electric ovens remain as a product group with the lowest share of labels displayed, which was not expected at the start of the shop visits, since ovens have had the label for a long time and many products bear the A class.

The "white appliances", such as **refrigerators, washing machines, dishwashers and tumble driers**, remain, on the contrary, with the highest share of correctly labelled models. One of the tendencies observed, was that with the increase of new labels, the share of partial label category is smaller (such labels come in one part, therefore no "do-it-yourself" labels are displayed, but, still new labels can be also hidden by other advertising materials or wrongly placed).

Light sources have not been checked, having the label printed on packaging, and air-conditioners have not been seen in shops, due to the winter timing of the final round of the shop visits.

Market developments regarding the label display

The main developments observed during the Come On Labels project (2011–2013) are:

- Increasing share of new energy labels contributing to the proper label display
- Energy labels for televisions are increasingly present in shops
- Electric ovens remain a product group which has been labelled for a long time, but is consistently not labelled correctly
- Kitchen studios are a shop type with the lowest presence of energy labels in shops
- Internet shops have the highest share of partial label, not displaying all required information
- New labels contribute to a lower share of partial labelling in classic shops, the main examples of partial labelling being:
  - Label put inside the appliance
  - Label covered by price tag/advertising material
  - Black and white copy of the label, hand written figures on the strip, data strip or the arrows missing – for the old label.

Project activities to improve the situation

During the project, the Czech Come On Labels organiser (and the overall project coordinator), has undertaken several activities to contribute to improving the situation with the proper presence of labels in shops:

- **Market surveillance authority:** the results have been shared with the authority, and discussed on the appropriate focus in terms of future shop visits.
- **Retailers:** a Czech edition of the project´s retailer training manual has been elaborated, and circulated to a number of individual retailers, both in printed and electronic versions.
- **Manufacturers:** in cooperation with the Czech association of manufacturers, CECED CZ, the retailer training manuals have been circulated to retailers by the associations´ individual members and their trainings specialists.
- **Consumers and Media:** the proper usage of labels has been highlighted in several public documents and materials, increasing the awareness of consumers to the energy labels during their purchasing decisions.

5.5 GERMANY

Summary highlights:

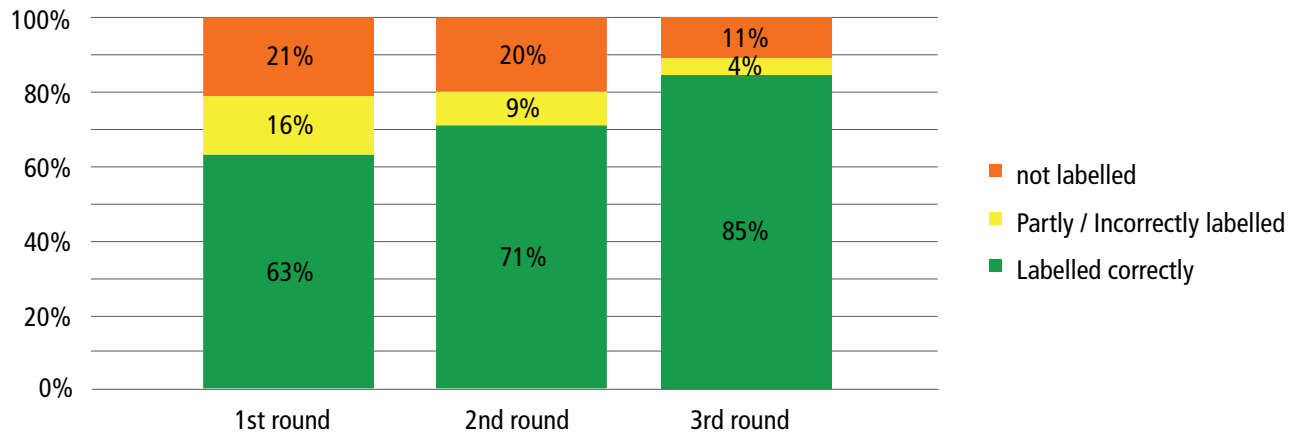
- Shops were sampled similar to the first round of shop visits in order to enable comparison. Kitchen studios were slightly oversampled because of compliance problems in former rounds.
- Compliance in kitchen / furniture shops has greatly improved, mainly due to the furniture shops. The share of correct labelling is now 85%. The biggest compliance problems are with small electric specialists and general hypermarkets (share of correct labelling: both 59%).
- The share of correctly labelled appliances has generally improved. The overall share of correctly labelled appliances is now 85%, with 4% being partly or incorrectly labelled, and 11% not labelled at all. Lack of labels is most prominent in TVs and ovens, mislabelling in ovens (where the label is often put onto the hob instead of the oven door).
- The share of new labels has generally increased since round 1, with the increase being most prominent in the (newly labelled) TVs and in driers, where the new label was introduced only in September 2012. The overall share of new labels is now 83%.
- The next steps will be a targeted mailing to retailer organisations offering the retailer training, a common press release with our partners, and a letter to the surveillance authorities.

Strategy

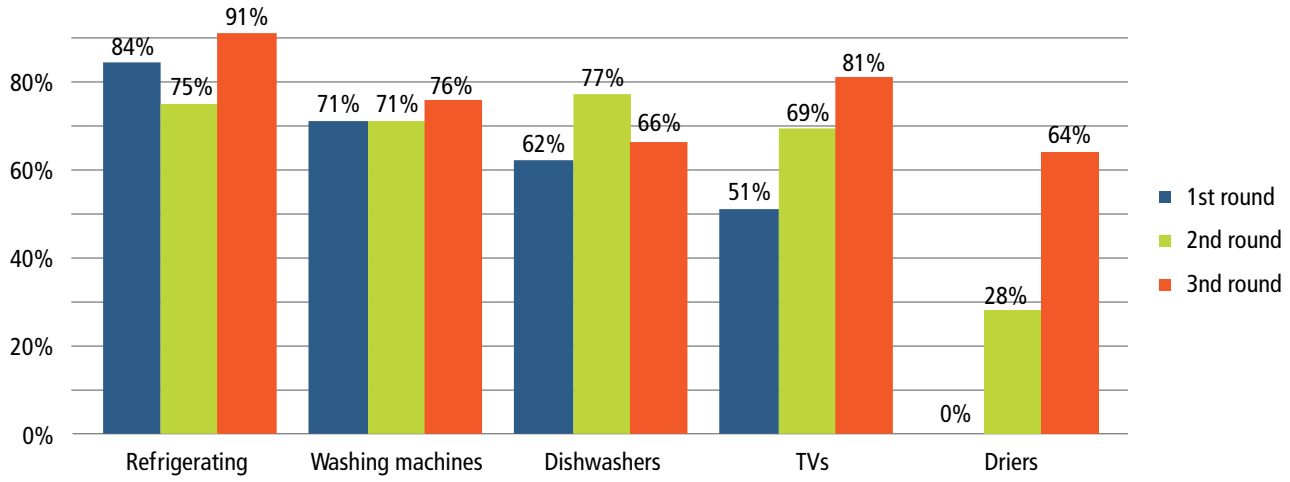
The third round of shop visits in Germany was carried out from January 17th to February 14th, 2013, in four cities:

- Freiburg (South-Western region)
- Halle (Eastern Region)
- Leipzig (Eastern Region)
- Regensburg (South-Eastern region).

The cities represent the same regions as those visited in the former rounds, in order to ensure continuity, a certain comparability, and use the established relationships with partners. The shop visits in Halle, Leipzig, and Regensburg were carried out by partners (consumer centres Sachsen Anhalt and Sachsen, and Deutsche Umwelthilfe, respectively).



Share of proper labels display in 1st, 2nd and 3rd set of shop visits – Germany



New label display – percentage of all appliances – Germany

**Remarks:* The shop visits took place in Dec 2011 – Feb 2012 (Round 1), July-Oct 2012 (Round 2), and in Jan / Feb 2013 (Round 3). New labels are compulsory for cold appliances and TVs from Nov 30th, 2011, for washing machines and dishwashers from Dec 20th,2011, for driers from Sep 29, 2012, and for air-conditioners from Jan 1st, 2013. For TVs, the label has been introduced for the first time. Non-labelling of TVs does not necessarily mean non-compliance as older TVs in stock may still be sold without the label.

The same types of shops were visited as in the first round in order to achieve a certain comparability. Kitchen / furniture stores were oversampled though, in expense of general hypermarkets, because it was not possible to find many general hypermarkets offering appliances during the period of the shop visits. Within these types, different individual shops were chosen in order to improve outreach.

5.5.1 Description of shops visited

First table below shows the number and percentage of shops visited during the three rounds while Second table below highlights the relationship of appliance types and shop types in round 3.

Shop types sampled in Germany over all rounds of shop visits

Shop type	No. of shops			%		
	Round 1	Round 2	Round 3	Round 1	Round 2	Round 3
Electric Superstores	7	6	4	21,9%	19,4%	19,0%
Electric specialists	5	5	3	15,6%	16,1%	14,3%
Kitchen / Furniture	8	10	9	25,0%	32,3%	42,9%
Hypermarkets	10	8	4	31,3%	25,8%	19,0%
Mail order	2	2	1	6,3%	6,5%	4,8%
Total (84)	**32**	**31**	**21**			

Appliance types per shop type sampled in Germany in round three

	Electric Superstores	Electric specialists	Kitchen / Furniture	Hypermar-kets	Mail order	Total
Cold	259	0	218	10	0	**487**
TVs	465	0	0	127	208	**800**
Washing machines	30	73	108	6	0	**217**
Dishwashers	20	0	339	3	0	**362**
Ovens	12	0	381	2	0	**395**
Driers	82	20	2	3	0	**107**
Total						**2368**

A combined strategy was chosen for sampling shops and appliances as it would not have been possible to sample all appliances in all shops. Also, for electronic specialists, choice had to be made, as there are separate electronic specialists for white goods and consumer electronics.

The strategy was as follows:

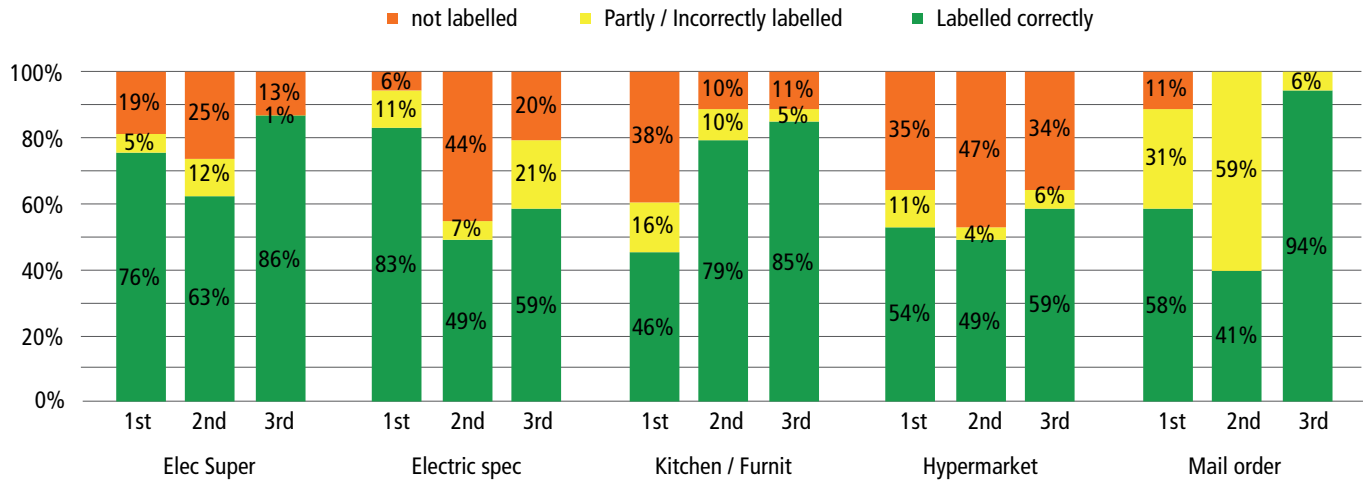
In the first round, a roughly even distribution of shop types with a slight oversampling of general hypermarkets was selected because at that time, special Christmas offers were present, and experience had shown special compliance problems with general hypermarkets. Within the group of electronic specialists, the focus was on those selling white goods.

As it turned out that kitchen studios tended to have low compliance, this category was focused on more in the second round. Furthermore, within electronic specialists, those selling TVs were sampled in order to highlight some developments in this newly labelled product. Furthermore air-conditioners were added as a product. As this round took place in the summer, it was the appropriate season to find those appliances, in which compliance was known to be poor, because they had not often been the subject of public attention. Air conditioners are sold in a special type of cash and carry market, the so-called building centres or hardware stores (*Baumärkte*).

In the third round, the same types of shops and appliances were sampled as in the first round in order to achieve a certain comparability. Kitchen / furniture stores were oversampled though, in expense of general hypermarkets, because it was not possible to find many general hypermarkets offering appliances during the period of the shop visits. As in the first round, electric specialists selling white goods were chosen. On the other hand, there was focus on TVs in the analysis of the mail order stores.

Shops with the least degree of energy labels displayed

The graph below shows the development in compliance per shop type. The results for mail order / internet shops are only informative. An analysis of the development over time is not meaningful as only one or two internet shops have been analysed in each round and they were all different ones.



Mean compliance per shop type, Germany

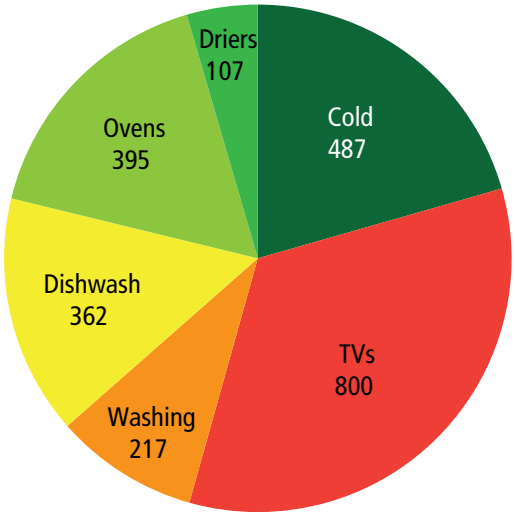
The comparison has to be interpreted with caution, as different individual shops have been sampled in each round, and the shares of various appliances have differed too. In general, compliance seems to have increased over time though. The decreasing compliance in round two for electronic superstores and hypermarkets, and the small improvement in electric specialists may well be due to the fact that in round two, TVs and air-conditioners were oversampled, representing specifically problematic appliance types.

Especially, kitchen and furniture stores have improved greatly over time, the main improvement being with the furniture stores. One reason is probably the initiative by important retail chains such as IKEA. Still, smaller kitchen studios remain reluctant. Besides aesthetical issues, one of their main arguments is that gluing the labels to kitchen furniture destroys delicate surfaces.

The worst-performing shop types are, as in round two, general hypermarkets and electric specialists. The explanation is easier in the case of general hypermarkets: they are just not specialised in selling that kind of product. Electric specialists should be, though. One possible explanation is that they are often small, independent shops without a centralised management such as in the case of electronic superstores. Therefore, proper labelling depends very much on the initiative and motivation of the individual owner. Also, it may be more difficult for an individual owner to keep track of all the recent changes in legislation. Finally, as these type of shops rely more heavily on personal sales conversation, they may consider providing printed material less important.

5.5.2 Description of the products verified

All in all, 2368 products have been sampled in round three.
The graph below shows the distribution across appliance types.



Shares of appliances in round 3

The graph below shows the relative shares of the correctly labelled appliances, partly / incorrectly labelled ones, and appliances that have not been labelled at all, over the three rounds of shop visits.

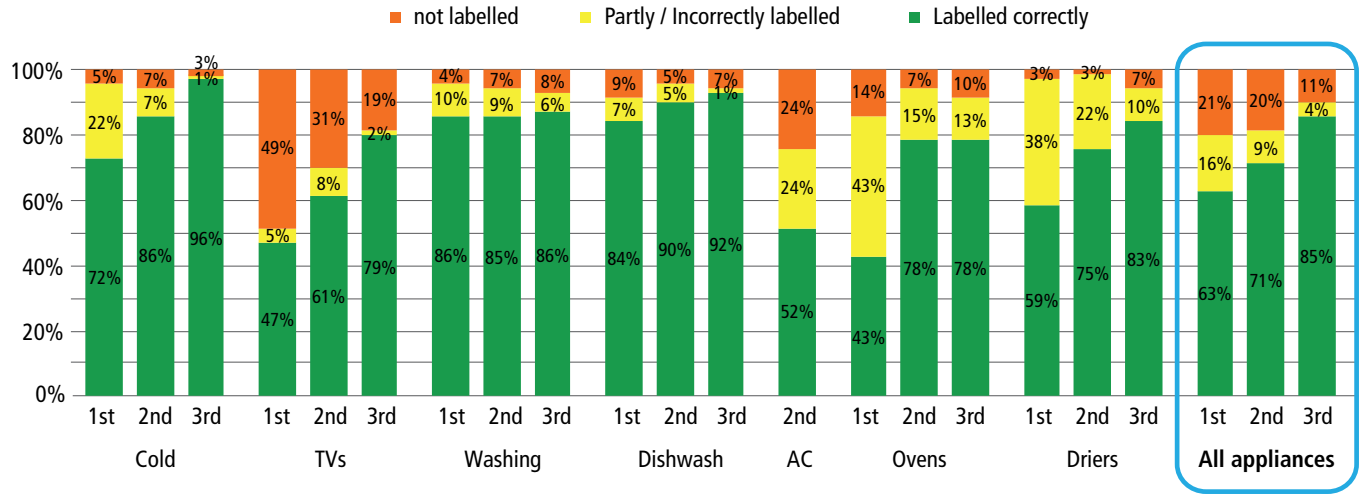


Figure 5 : Compliance per appliance type, Germany, 3 rounds of shop visits

In round three, the lowest share of correct labelling is found in TVs, ovens, and driers. At the same time, TVs and ovens show the highest share of non-labelling, and ovens and driers show the highest share of incorrect labelling.

In TVs, a high share of non-labelling does not necessarily point to noncompliance, as labels have been newly introduced for this product group a year ago and there may still be products in stock that have been put on the market before the labelling regulation entered into force (though it is becoming increasingly unlikely, given the quick turnover in this product group).

The high share of mislabelling in ovens is due to the fact that the label has often been placed on the hob instead of the oven door, so consumers might mistake it to refer to the performance of the hob. This is probably the case because the label can be conveniently placed there without having to be glued, and retailers might conclude that it is correct because other appliances may be labelled on the top side, too.
The relatively high share of mislabelling in tumble driers occurred in one specific shop where all white goods with the old label bore data strips only. Driers were more affected by this error because most of the other white goods already bore the new label.

Market developments regarding the label display

Comparisons over the three rounds of shop visits must be interpreted with caution, as the individual shops differed as well as the numbers of various appliances and the choice of appliances per shop type. However, a significant increase in the share of correctly labelled appliances seems to have taken place in cold appliances, driers, and TVs between round one and 3, and in ovens between round one and two. While in TVs the increase comes naturally from the fact that they have been labelled for the first time, improvements in cold appliances and driers probably stem from the introduction of the new label. In washing machines and dishwashers, the effect seems to be smaller because the share of correct labelling was already high.

The strong improvement in ovens between round one and two cannot be explained and may be a sampling effect.

Main mistakes in proper label display:

The following mistakes were reported most frequently:

- Old label: data strip only (especially in one shop)
- Ovens: label placed on top, on the hob, instead of the oven door
- White goods: label inside the appliance
- Kitchen studios: the labels are often not stuck to the appliance in order to not destroy the surface. Instead, they are put into a clear pouch and hung from a string where they eventually turn and show their backside. This problem could easily be avoided by printing them double-sided.

Share of the new energy label display

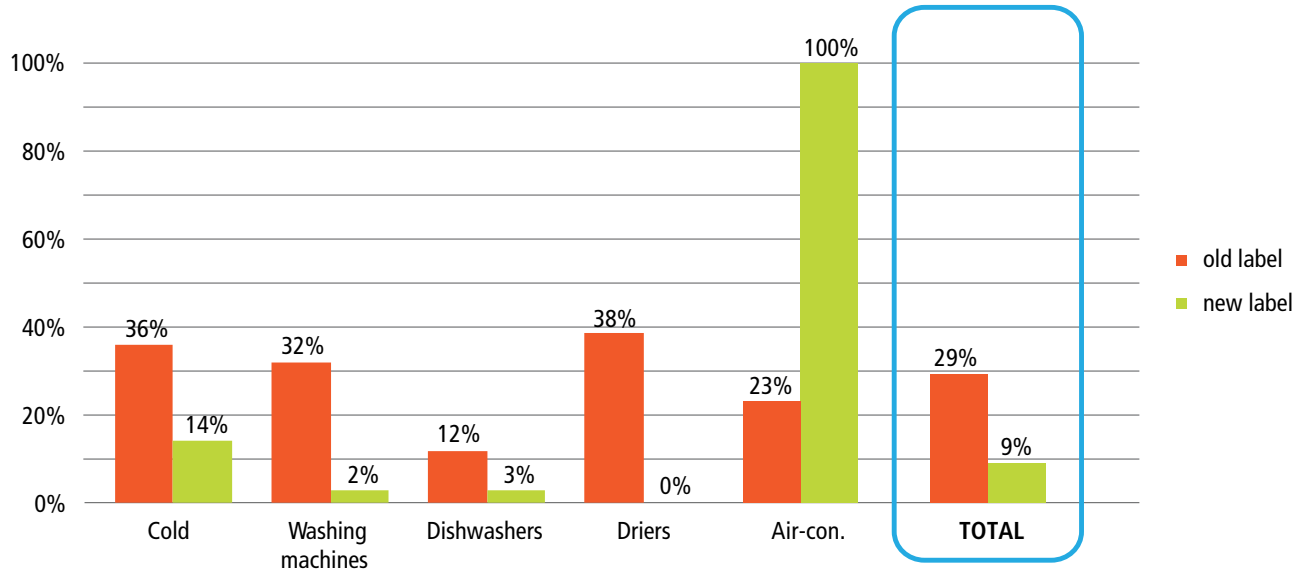
One of the charts above shows the development of the share of new labels over the three rounds of shop visits, per appliance. The total has been calculated with and without TVs, because TVs (as a special case) make up a third of the sample, therefore strongly influencing the result. Ovens have not been covered as there is no new label for ovens yet.

It shows that the usage of new labels seems to have generally increased between round one and three. However, while the increase is strong and constant in driers and TVs, cold appliances and dishwashers show a somewhat irregular pattern and washing machines show a rather moderate increase.

The quick increase in driers and TVs is due to the fact that labels for TVs have been made compulsory for the first time shortly before the first round of shop visits, and new labels for driers have been introduced for driers only at the time of the 2nd round of shop visits. So these two appliance types were more or less starting from zero, while cold and wet appliances already had a considerable share of new labels at the time

of the first shop visits, so the increase was less pronounced. Furthermore, these appliances have a slower turnover than TVs.

The introduction of new labels has definitely improved compliance and reduced the share of mislabelling, as can be seen in the graph below.



Influence of new labels on the share of incorrect labelling; Germany; summary of 3 rounds of shop visits

One exception is air conditioners. This is however due to the fact that there were only six appliances with the new label at all, all of them in one internet store, where certain information was missing.

Project activities to improve the situation and next steps

As a follow-up to round two, a press release was issued together with the partners which led to some online articles. Also, retailer training was offered to various retailer organizations, although with little success.

As a follow-up round three, regional organisations of kitchen studios and small electric specialists were directly addressed with the results for their region, and the retailer training was offered again. This activity led to a retailer training being conducted in Düsseldorf with three representatives of small electric specialists. Hypermarkets were not contacted as it was expected that the interest would be even lower than in more specialised stores.

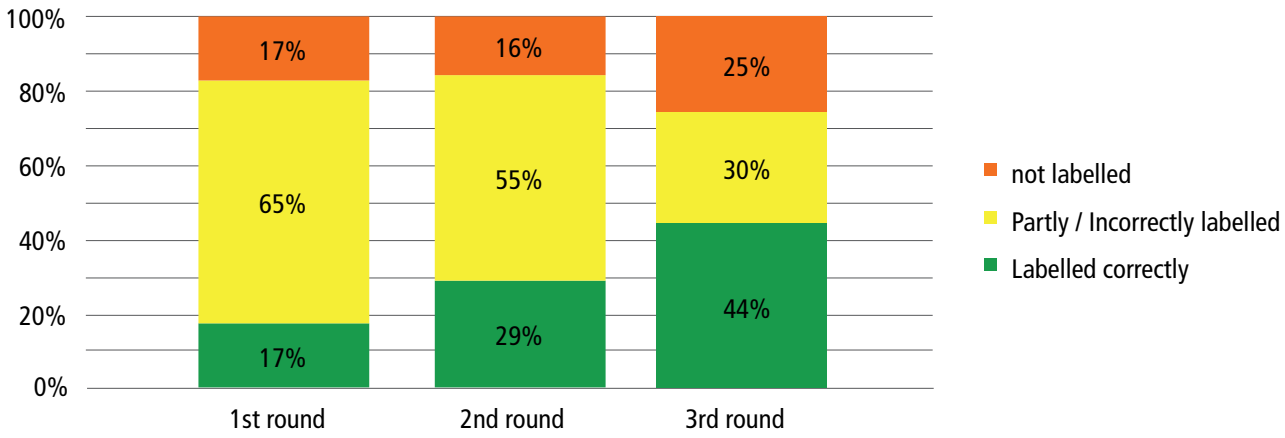
Furthermore, another press release was published that led to another number of online articles, and market surveillance authorities were informed.

Finally, a group of kitchen studio representatives and members of parliament have been contacted, who are currently trying to change labelling requirements, which allegedly cause them financial loss due to the damage the labels do to kitchen surfaces. The legal situation has been clarified (as there were a couple of misunderstandings) and various kinds of advice have been offered in order to reconcile labelling requirements and professional interest.

5.6 GREECE

The third round of shop visits in Greece was carried out in January-February 2013 mainly in shops in the region of Attica.

5.6.1 Description of shops visited



Share of proper labels display in 1st, 2nd and 3rd set of shop visits – Greece

In each round of shop visits 20 shops were visited. No warning prior to the visit was given to the shop employees/management.

At least 1 shop from each type was selected, but special focus was given in electric specialists, electronic superstores and kitchen studios/furniture stores with the aim to visit the main representatives in the market of these categories (focusing on those with a high load of consumer visits).

For the second round of shop visits, it was decided to select the same shops with those of the first round, so as to monitor the penetration of the new energy label and the compliance of shops versus time. By the time the second round of shop visits took place, a shop that was monitored during the first round was no longer in operation; therefore another one was selected. This new shop was located in the central part of the country (Fthiotida) and it belonged to a different shop type category (general hypermarkets/cash and carry shops), since in small towns consumers may buy more often electrical appliances from general hypermarkets/cash and carry shops.
During the third round of shop visits different shops were selected than those of the first and second round. The number of electronic superstores increased, since at the moment a large number of consumers buy electric household appliances from electronic superstores. Due to the fact that during the first and second round of shop visits kitchen studio/furniture stores showed low compliance, it was decided to visit a higher number of shops in this category. Finally, it was decided to visit a higher number of internet stores, since at the moment an increasing number of consumers seem to be buying appliances via internet stores.

The following table presents the share (%) of individual shops visits in each round of shop visits:

Table: Share (%) of individual shops visits in each round of shop visits.

Shop type	Round 1	Round 2	Round 3
Electric Superstores	25%	25%	40%
Electric specialists	45%	40%	20%
Kitchen studio / Furniture stores	20%	20%	25%
General Hypermarkets / Cash and Carry	5%	10%	5%
Mail order and internet stores	5%	5%	10%

Kitchen studios/furniture stores that were monitored either were typical kitchen studios/furniture stores or they were larger shops that sold additionally a wide variety of household goods.

During the third round of shop visits, results showed that general hypermarkets/cash and carry shops showed the highest share of correctly labelled products (52%) and the lowest share of partly/incorrectly labelled products (7%) compared to other shop types. In the case of electronic superstores, 45% of the products were labelled correctly, while 27% were not labelled. Electric specialists showed the lowest share of correctly labelled products (10%) and approximately equal shares of partly/incorrectly labelled (46%) and not labelled products (44%). Kitchen studio/furniture stores showed the highest share of not labelled products (62%). This share is attributed to typical kitchen studios/furniture stores. The share of correctly labelled products was relatively high (29%) compared to other shop categories. This share is attributed to typical kitchen studios/furniture stores. Internet shops showed the highest share of partly/incorrectly labelled products (74%) and the lowest share of not labelled products (10%) compared to other shop types.

Shops with the least degree of energy labels displayed

In each round of shop visits, electric specialists and internet stores were the two shop types with the lowest share of correct labelling.

In the case of electric specialists, the share of correct labelling increased between the first and second round of shop visits. Results of correct labelling in the third round of shop visits did not show any improvement. This could be attributed to the fact that different shops, than those in the first and second round, were visited. Electric specialists showed a lower level of correct labelling compared to other shop types. This could be explained by the fact that electric specialists are small and medium enterprises with challenged viability due to the difficult economic circumstances. Therefore, proper label display seems not to be a priority at the moment.

In the case of internet shops, the share of correct labelling increased between the first and second round of shop visits. Results of correct labelling in the third round of shop visits showed a similar share of correct labelling. Internet shops showed a high percentage of partly labelled products. This could be attributed to the fact that internet shop managers may not be familiar with the demands of the new energy labelling legislation yet, since. Proper training may increase the share of correct labelling.

Difference between classic shops and internet shops

Shop type		Labelled correctly	Partly / Incorrectly labelled	Not labelled
1st round	including internet shops	22%	32%	46%
	excluding internet shops	23%	29%	48%
2nd round	including internet shops	27%	32%	41%
	excluding internet shops	28%	29%	43%
3rd round	including internet shops	31%	31%	38%
	excluding internet shops	33%	26%	41%

Table: Statistical results per shop type if internet shops are (a) included and (b) excluded.

Table 2 shows that results of correct labelling per shop type were slighlty improved when internet shops were excluded from the statistical calculations. Internet shops increased the percentage of partly/incorrect labelling.

Description of the products verified

During the first, the second and the third round of shop visits, approximately 4300, 5000 and 3700 (respectively) displayed products were monitored for compliance with the energy label. In total, approximately 13000 products were monitored on a national level.

Comparing the second to the first round of shop visits, the percentage of correctly labelled products increased by 11 percentage points (from 17% to 29%), while the percentage of partly/incorrectly labelled decreased by 10 percentage points (from 65% to 55%). Results showed that the energy label gradually penetrated into the Greek market, but at a slow pace. Results of the third round of shop visits showed that the penetration continued, reaching a level of 44% for correctly labelled products and 30% for partly/incorrectly labelled products.

For all product types, the percentage of correct labelling increased compared to the first and second round of shop visits. Wine storage appliances, tumble driers and air conditioners remain the most problematic product types concerning the energy labelling. In the first two cases, this could be attributed to the fact that these appliances are not often bought by Greek households; therefore retail shops sell a limited number of such appliances and correct labelling of these appliances might be considered of small importance for retail shops. In the case of air-conditioners, this could be attributed to the fact that they are complicated appliances in terms of operation and perhaps the data of the energy label is not fully understood by retailers. Therefore, they may consider the energy label display not an issue of primary importance.

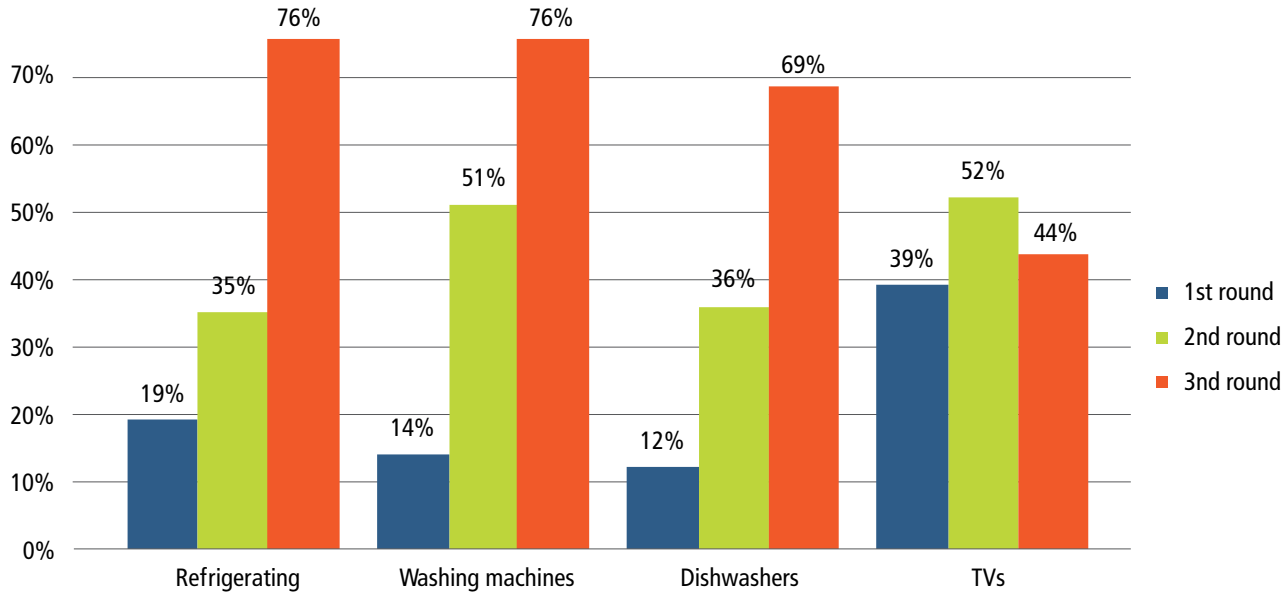
Results were similar throughout all shops of electronic superstores and electric specialists. Differences were noticed in the case of kitchen studios/furniture shops. Typical kitchen studios/furniture stores showed almost no correct labelling compared to that of larger shops that sold additionally a wide variety of household goods. Results within the same product type were different in the case of refrigerating appliances, where stainless appliances showed lower percentage of correct labelling.

Main mistakes in proper label display:

In the case of the old label, a common mistake in shops was that only the data strip was present on the products.

Placing the label inside the product and not outside (on a clearly visible spot) still remains a common mistake in shops, especially in the case of stainless appliances. Retailers are either not convinced that the energy label will not "destroy" the "delicate" product surface of an appliance or for marketing reasons they prefer not to "ruin" the look of appliances by placing the energy label.

Internet stores showed again a high percentage of partly/incorrectly labelled products. The energy class was mentioned in all product categories, but other relevant information was missing.



Display of the new energy label – Greece

In the case of refrigerating appliances and washing machines the share of the new energy label was 76%, while in the case of washing machines the share was 69%.

In the case of TVs the share of the new energy label was 44%.

No significant usage of the new energy labels of air conditioners and tumble driers was reported.

In the case of refrigerating appliances, washing machines and dishwashers the share significantly increased from the first throughout the third round of shop visits.
In the case of TVs the share does not show a clear trend from the first throughout the third round of shop visits.

It should be noted here that as the penetration of the new label continued, the percentage of partly/incorrectly labelled products significantly decreased – from 65% in the first round to 30% in the third round of the shop visits. This could attributed to the fact that the new energy labels come in one piece instead of two (template and data stripe).

Project activities to improve the situation and next steps

To improve the situation the retailer training manual was offered to a large number of relevant stakeholders (more than 40). A training session was performed for the relevant executives of a big retailer company and results of the third round of shop visits showed a significantly high percentage of correctly labelled products (85%). The performance of training sessions with more companies could contribute to the energy label's increased penetration into the market.

Regular contact with the market surveillance authority was attempted in order to exchange information and offer the expertise gained throughout the Come On Labels project.

The Greek version of the project's Newsletter was regularly forwarded to relevant stakeholders (manufacturers, suppliers, retailers, consumer associations, etc.).

Presentations on the new energy label were performed in events where relevant stakeholders (manufacturers, suppliers, retailers, consumers, etc.) participated.

Articles on the new energy labels were published. Numerous posters were displayed and leaflets were handed out to consumers.

5.7 ITALY

The Italian approach

- Italy has developed a specific approach for the shop visits exercise foreseen by the Come On Labels project. An Italian market research firm working for decades in shop surveys, IFR (part of the GfK group), was asked to develop in early spring 2012 an Italy-wide survey on the presence of the labels in the shops, that was repeated after 12 months in early spring 2013. To keep this alternative approach as much as possible in line with the Come On Labels approach this larger shop survey has been preceded by a shop visit action that has encompassed the visit of 15 shops in Milan in the period end December 2012 mid February 2012. The overall Italian alternative approach therefore includes:
- the preliminary local shop survey (first Come On Labels shop survey): 15 shops in Milan visited in the period of December 2012 to February 2012,
- the IFR/GfK first national shop survey (second Come On Labels shop survey), developed in April 2012 and including some 50 shops all over the Country,
- the third Come On Labels shop survey that included the IFR second national shop survey (25 shops) run in February-March 2013 and an ENEA own survey in 20 shops run in January-February 2013.

At the end of this chapter the overall results of the three shop visits are shown.

The third shop survey

The third round of shop visits in Italy is divided into two data rounds: 20 shops were visited in January-February 2013 in Milan by ENEA, while another 25 shops were surveyed in February-March 2013 all over Italy by the specialised society IFR (part of GfK group), the same society that run the second round of shop surveys. This twofold approach was decided to keep the cost of the national survey at a reasonable level and by covering all relevant types of shops in a proportional and relevant manner.

ENEA surveyed the following shops: Electronic Superstore (1), Electric specialist (4), Kitchen studio / Furniture stores (10), General hypermarkets / Cash and Carry (2), and Mail order and internet stores (3). The national survey has instead concentrated on Electronic Superstores (9), Electric specialists (10) and General hypermarkets / Cash and Carry (6) shops with significant market shares.

Description of shops visited

ENEA concentrated on kitchen studios (50%) and on small shops either electric specialists (20%) or general hypermarkets (15%, food hypermarkets with a small household appliance area) and on on-line shops (15%). The selected shops have a high probability of incorrect label display and a low possibility to be included in the national survey developed by the specialised market research company. Only one electronic superstore was visited in order to qualitatively assess if the label presence were apparently different compared to the first round of shop visits.

The number of shops in the third rounds of shop visits is shown in table below (the disaggregation of the shops surveyed in the second part of the third visit is for the moment excluded)

Table: Shop types and number of investigated sale points

Shop type	Shop category	Number of shops				
		1st visit	2nd visit	3rd visit		TOT.
Electronic superstores	T1	4	15	1	9	20
Electric specialists	T2	3	23	4	10	30
Kitchen studio/Furniture stores	T3	3	7	10	0	20
Hypermarkets & Cash and Carry	T4	3	9	2	6	14
Mail order and internet stores	T5	2	0	3	0	5
Total		15	54	20	25	114

Without considering the second national survey, the percentage of the different shop types for each visit round are shown in table below. Apart from "mail order and internet stores" the other shop types have been visited in similar percentages, with some variations among the three rounds.

Table: Shop types and % of investigated sale points

Shop type	Shop category	Types of shops visited (% share)			
		1st visit	2nd visit	3rd visit	
Electronic superstores	T1	26	28	5	36
Electric specialists	T2	20	43	20	40
Kitchen studio/Furniture stores	T3	20	13	50	0
Hypermarkets & Cash and Carry	T4	20	16	10	24
Mail order and internet stores	T5	14	0	15	0

It is worth noting that the first round and the first part of the third round were conducted in the same region and town while the second round and the second part of the third round were conducted at national level on the same shop types.

Shops have been visited following a different approach for the three rounds:

- the first visit was used as a preliminary approach to broadly understand the situation of the label display and of the new label presence in the different shop types, and therefore almost the same numbers of shops per category were selected in the second biggest town of the Country.
- The second round of shop visits was in the form of a national survey covering all shop types in all Regions in order to have a picture of the situation at the national level.
- The last shop visit was instead a repetition of the first local and of the second national survey in order to compare the situation at a year´s time distance. In fact the outcomes of the first and of the second visit are not fully comparable due to the different sampling procedure.

Shops with the least degree of energy labels displayed

The two shop types which show the lowest share of displayed label (Figure 1) are the "kitchen studio/furniture stores" and "mail order and internet stores". The situation has remained unchanged for the former during the three shop visit rounds, while for the latter the 100% of labelled products found in the first shop visit round is due to an incomplete check of the requested information: only the presence of the energy efficiency class was looked at and not all other mandatory information to be reported for on-line sales.

If the "mail order and internet stores" are not taken into account, the second shop type with the lowest share of displayed label depends on the specific round of shop visit, i.e. from the sample of shops that has been investigated. This probably is caused by the quite small sample of shops in the first round and the first part of the third round. But results of "electric specialists" show a consistently high percentage of non-labelled models.

Description of the products verified

34 580 models (Table below) of the different product types covered by the project have been surveyed. Mostly TVs, refrigerating appliances and washing machine were supervised.

Table: Investigated products and models number in each shop visit round

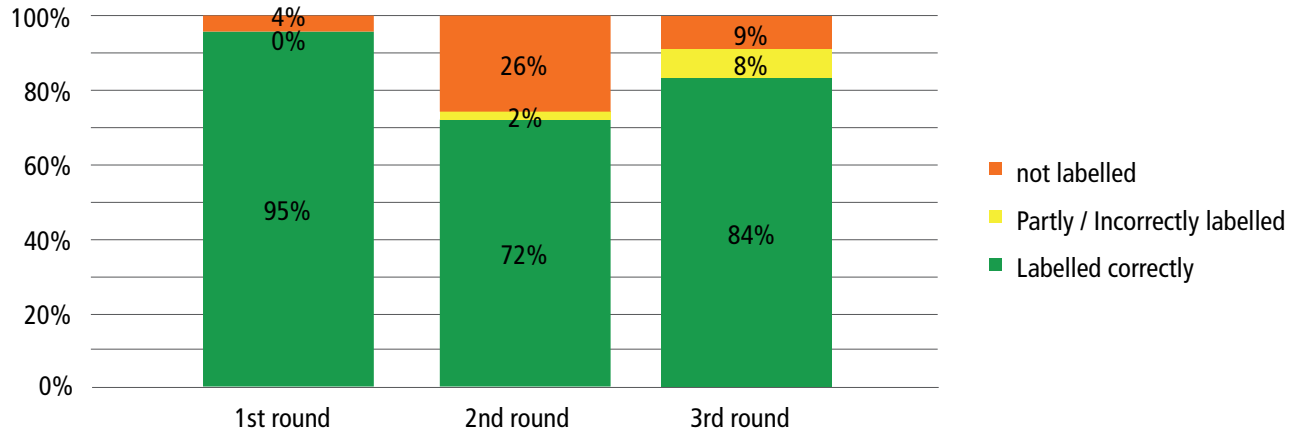
Shop type	Number of shops			
	1st visit	2nd visit	3rd visit	Total
Refrigerators and refrigerator-freezers	100	3.736	2.268	**8.198**
Freezers		804		
Wine storage appliances	0	75	0	**111**
Electric ovens	80	2.015	874	**3.687**
Washing machines	50	4.162	2.266	**6.777**
Dishwashers	50	1.543	701	**2.581**
Tumble dryers	15	677	347	**1.179**
Air conditioners	0	802	243	**1.314**
Televisions	60	6.234	3.211	**10.733**
Total	**355**	**20.048**	**9.910**	**34.580**

The overall summary of the third shop visit per product type is shown in the Table below. Wine storage appliances show the highest percentage of non-labelled models, although only very few were found in the shops; refrigerating appliances, washing machines and tumble dryers show instead the lowest percentage of non labelled models with 2%. It is worth noting that for air-conditioners some models with the new label, mandatory from 1 January 2013, were found. The percentage of "partly/incorrectly labelled" is due to the on-line shops that present a very large number of models per product type (see Annex at the end of this chapter).

Market developments regarding the label display

The decision about shop selection has a major influence on the survey results: the percentage of correctly labelled models has dropped in the third shop visit and the percentage of partly/incorrectly labelled models has significantly increased; the latter phenomenon is mainly due to the on-line shops, where a very large number of models per each product are displayed.

If the number of partly/incorrectly labelled models are added to the correctly labelled ones we arrive at about 91%, that is close to 95% of the first shop visit. The outcome of the national shop survey (second shop visit) is not comparable due to the completely different shop selection criteria.



Share of proper labels display in 1st, 2nd and 3rd set of shop visits – Italy

For ovens the three visits have resulted in a quite different scenario. In fact in the first and third visit the percentage of non-labelled models is similar at around 15-18%, while the national survey has resulted in 26% of non labelled models. Again the shop sampling system has a large influence on the outcome.

	Total number of displayed products	Labelling	Compliance per type of appliance					
			Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	**3558**	old label	130	1	59	4%	0%	2%
		new label	3217	151		90%	4%	
Wine storage appliances	**36**	new label	8	0	28	0%	0%	0%
TVs	**4439**	new label	3282	427	730	74%	10%	16%
Washing Machines	**2984**	old label	294	69	61	10%	2%	2%
		new label	2490	70		83%	2%	
Dishwashers	**1000**	old label	85	64	41	9%	6%	4%
		new label	742	68		74%	7%	
Air conditioners	**512**	old label	319	127	24	62%	25%	5%
		new label	42	0		8%	0%	
Electric Ovens	**1161**	old label	853	8	300	73%	1%	26%
Tumble driers	**487**	old label	319	85	20	66%	17%	4%
		new label	63	0		13%	0%	
Total number of products	**14 177**		**11 844**	**1 070**	**1 263**			

Main mistakes in proper label display

The share of displaying energy labels in an incorrect way was quite low in the surveyed shops. The main mistake found was the displaying of the "strip" alone on the appliance models when the old label is used. When instead the new label is applied apparently no mistakes have been reported, only in some cases the labels appeared to be not in good conditions as if someone had tried to remove them. The second mistake is the lack of the label on packaged products displayed for sale: however we believe that this is more due the lack of knowledge by the retailers of this specific obligation than to the will to avoid label display. In fact the framework directive 2010/30/EU does not specifically address the labelling of all packed models once displayed for sale. It is a later interpretation of the legal provisions by the European Commission, issued after a specific request from the EU Member State representatives

In the case of on-line shops, a product specific round of information has to be reported instead of displaying the label. A significant portion of the offered models do not report all requested information, although in general energy efficiency class and major parameters are shown.

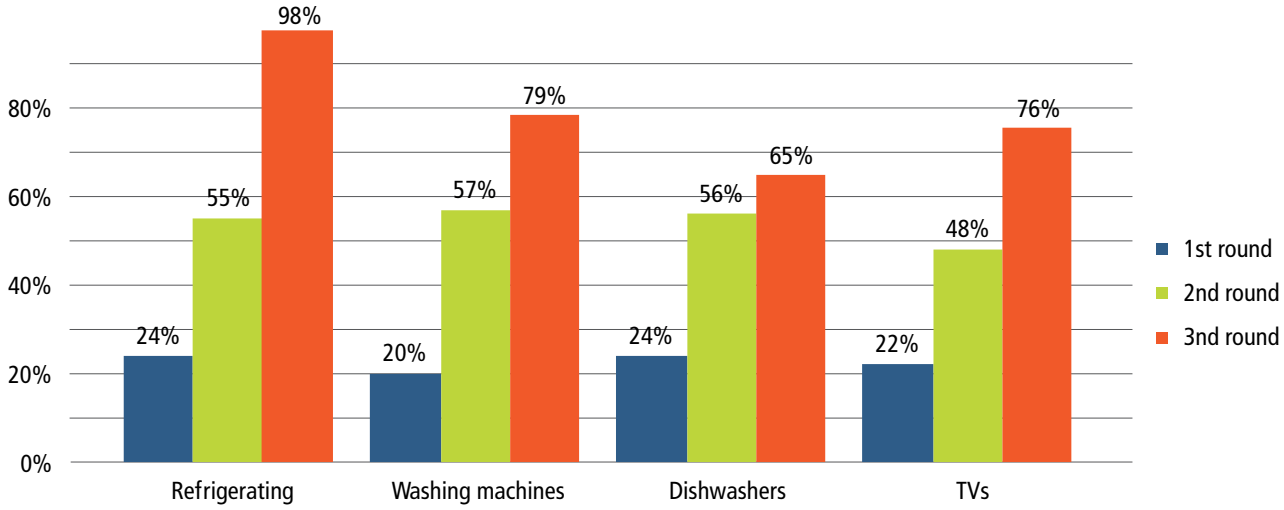
No publicly available results of market surveillance actions developed by the national Market Surveillance Authority are available, although some have been done in 2012.

5.7.1 Share of the new energy label display

The new energy label is mandatory since the end of 2011 for refrigerating appliances, washing machines and dishwashers. However, for some time it would be possible to find in the shops models bearing the old label because these were placed on the market before the new label has become mandatory. It is therefore important to assess the share of the old and new labels present in the shops for these appliances. The new label has become mandatory for TVs in 2012. The shop visits have also allowed to evaluate the increase in the label display for this product that was not covered by the previous (1992) labelling scheme.

The comparison of the new label display for refrigerating appliances, washing machine, dishwashers and TV of the three shop visit rounds is presented in Figure 3. It is worth noting that the display of the new label has increased with time, and that already at the beginning of 2013 almost all refrigerators and freezers in the shops bear the new label, followed by 80% of the washing machines; dishwashers follow with 65%.

For TVs, in only a year since the label become mandatory more than three quarters of the displayed models have become labelled. Even considering the faster turnover of this specific product compared to other large household appliances, the result in quite impressive and is very likely due to the fact that energy labelling is recognised not only as a tool for consumer information but also as a marketing tool by suppliers and retailers.



Display of the new energy label – Italy

On the contrary, no new label was seen on the investigated air-conditioners. This can be justified by the fact that the new label became mandatory only at the beginning of 2013 and air-conditioners have a faster turnover during spring-summer period, at least in Italy.

A final positive aspect of the new label is related to the drastic reduction of the partly/incorrectly labelled models. The presence of the label on each unit of the labelled products makes almost impossible some of the well known labelling mistakes (i.e. the presence of the strip or of the coloured part only). In any case at least in Italy a low percentage of incorrect labelling was found in the three shop visit rounds.

5.7.2 Project activities to improve the situation and next steps

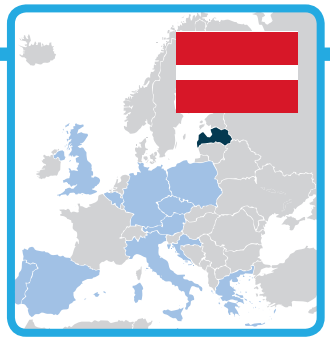
During the Come On Labels project a number of initiatives were developed to improve the knowledge of the EU energy labelling scheme among market actors and the general public among which seminars, publication of articles, contacts with suppliers and retailers, support to the national Authority for market surveillance etc. In particular:

- ENEA has prepared (in Italian) a detailed analysis of the national shop survey that has been sent to the national MSA for information and further actions if necessary.
- Retailer training: when preparing the Italian version of the training for the retailers, ENEA was not sure about the best approach to be followed in order to make the training material effectively reaching the shop managers/assistants. In the end the decision was to use the national Association of manufacturers (CECED Italia) as the intermediate subject to transfer the training to retailers. In this respect ENEA has prepared the training material and has then trained a person of CECED Italia, giving him the task to participate to a series of specific meetings organised by the retailer Association AIRES. This approach has proven to be very successful. The CECED Italia person has already presented the retailer training during five meetings with retailers in Padova (14 November 2012), Bologna (15 November 2012), Bari (16 January 2013), Florence (23 January 2013) and Catania (30 January 2013), with about 50-60 participants in each meeting. Retailers have become extremely interested on how to correctly display labels, and as results the retailer training has been placed on the website of CECED Italia.
- Two national events for dissemination of the new label have been organised, one in cooperation with CECED Italia, the second in cooperation with the IEE SHEEP project[17] on 20 February 2013 at the Chamber of Commerce of Mestre (Venice).

Within its institutional role of national agency, ENEA and in particular the Unit in charge of the project (UTEE – technical Unit on Energy Efficiency) is committed to do all possible actions to improve the energy efficiency in Italy far beyond the completion of Come On Labels. In the coming months we will:

- publish a 30 page brochure targeted for consumers and stakeholders but also for national and local Authorities that includes not only the detailed description of the new energy label for all products currently covered by a delegated Regulation but also calculations showing the energy consumption of typical products belonging to different energy efficiency classes,
- analyse in detail the results of the second national shop survey to update the already published report to be again shared with the national surveillance authority,
- continue the cooperation with the retailers and suppliers Associations for improving the proper label display in shops.

17 www.aplusplus.eu



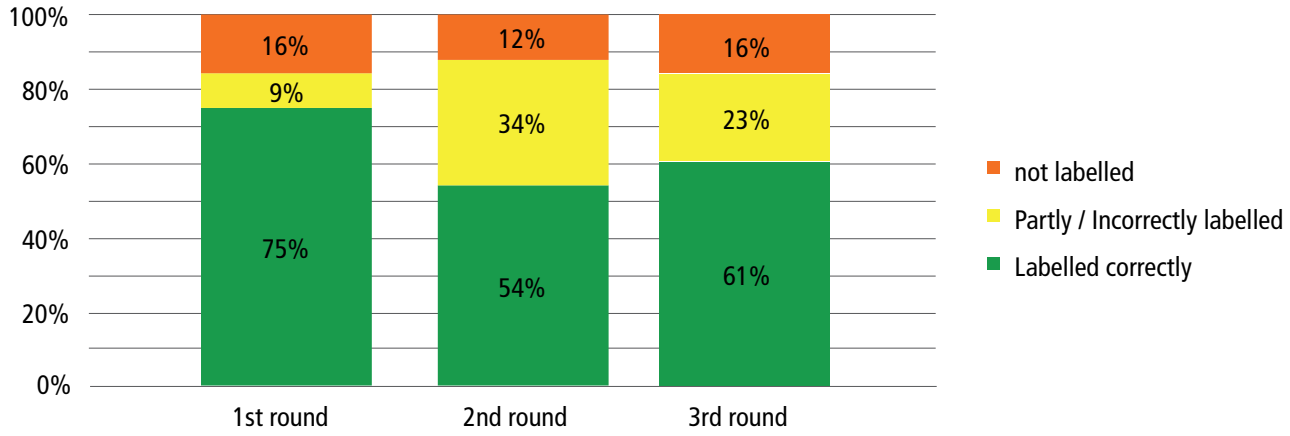
5.8 LATVIA

The objective of the 3rd shop visit was to evaluate what the current situation of labels is for the household appliances in the Latvian market. It is important to compare the results of all the three rounds of shop visits to see the changes and tendency of labelled appliances.

Just like in previous shop visits, in total 20 shops (more than 3 000 appliances) were visited during February 2013. Different kinds of shops were selected – starting with *electronic superstores* and *electric specialists* in the capital city and smaller regions, continuing with a shop types like *kitchen studio* and *internet shops*, and this time also one *general hypermarket* was visited. Three *electronic superstores* and two *electric specialists* were visited for the 3rd time.

As it was mentioned already in the previous report, the aim was not to count as many appliances as possible but to focus on the main shops that are mostly visited by customers. The most popular shops or retailer chains were visited, as well as shops that might be 'problematic' or where labels might not be available.

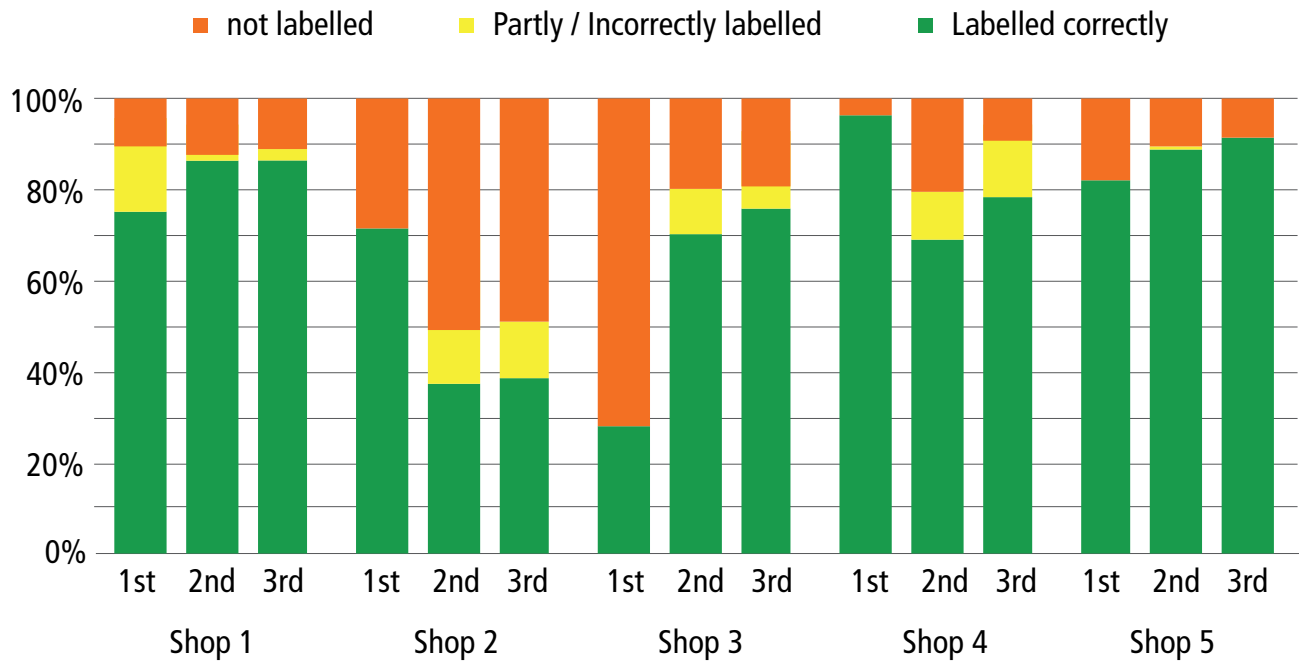
The share of displayed, partly displayed or not labelled items for all the three rounds of shop visits has been collected. Of course, it is not a reasonable comparison as the results are from different shops but it shows the general tendency.



Share of proper labels display in 1st, 2nd and 3rd set of shop visits – Latvia

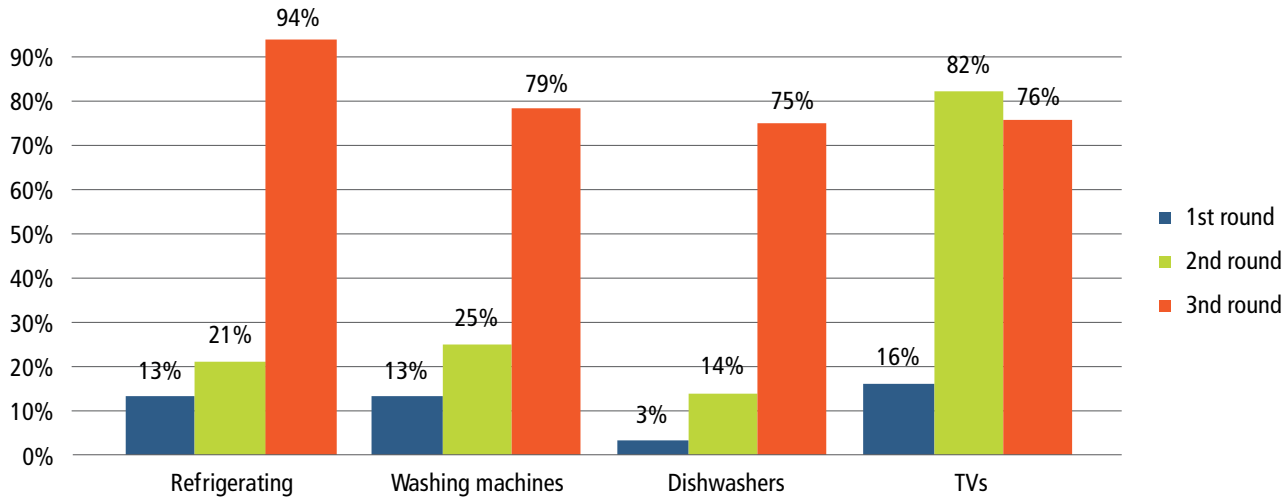
To show the changes of the presence of labels in shops, a comparison is made in the same shops which were visited during all three shop visits. In three shops out of five the situation is improved and more appliances are labelled correctly but in two shops the situation is the opposite. It is hard to find the reason why in two shops the amount of not labelled appliances has increased. But in one case it can be explained with the fact that the new appliances are placed next to the old/used household appliances.

In one shop where the non-labelled items formed approximately 70% of the stock at the beginning of 2012, now has only 20% non-labelled appliances during the 3rd shop visit (beginning of 2013).



Situation of labels in 5 shops during 3 shop visits

The overview of the new energy labels displayed (see graph below) during all three rounds of shop visits shows the tendency which in this case is positive and more often the new energy labels are placed correctly on appliances.



Display of the new energy label – Latvia

The results of 3rd visit show the following situation: more than half of the appliances were labelled correctly (61%), appliances that are partly labelled was a little bit more than not labelled (respectively 23% and 16%).

The main mistakes observed at the shops were:

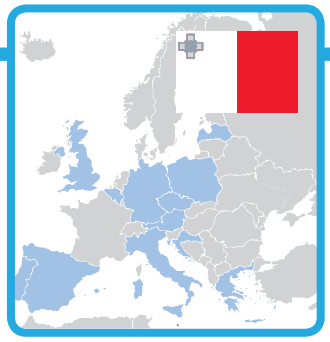
- the labels are still covered with other information or other labels;
- both new and old labels are placed inside the appliances;
- very often only the data strip is available (especially for electric ovens) and in a few cases it is inside the appliance.

The presence of appropriate information at two **internet shops** was also checked. At least a partial description exists for all appliances, with very few exceptions. Still a lot of models were counted as partly labelled and the main mistakes are as follows:

- For **TV's** at both internet shops were the same problem – only few items were marked as correctly labelled (next to the photo of a TV, a picture of a label was placed). Otherwise all TV's would be partly labelled. Information about energy consumption, and the hard power off button were not mentioned.
- Information about noise is missing for **electric ovens**.
- It is interesting that for **washing machines** classes like "A+++-10%" and "A+++-20%" are displayed as the energy class.
- For **electric ovens** and **tumble driers** classes such as "A-10%", "A-30%" and even "A-50%" are displayed as the energy class.

As it was already mentioned in the report of the 2nd shop visits, also this time confusing situations regarding monitors were observed. Even if next to the monitor there is a description that it is a monitor, still some of them are labelled.

Some confusing labels (such as two data strips for one appliance) are still available in the shops, but as can be seen in the graph above, it will not be long until the new label completely dominates the market. It is also clear that the internet shops need to improve the information being displayed for each product category.



5.9 MALTA

In Malta, the third round of Come On Labels shop visits was undertaken between January 2013 and February 2013. In total, **20 shops** have been visited during this last round with a total of **1711 checked appliances**.

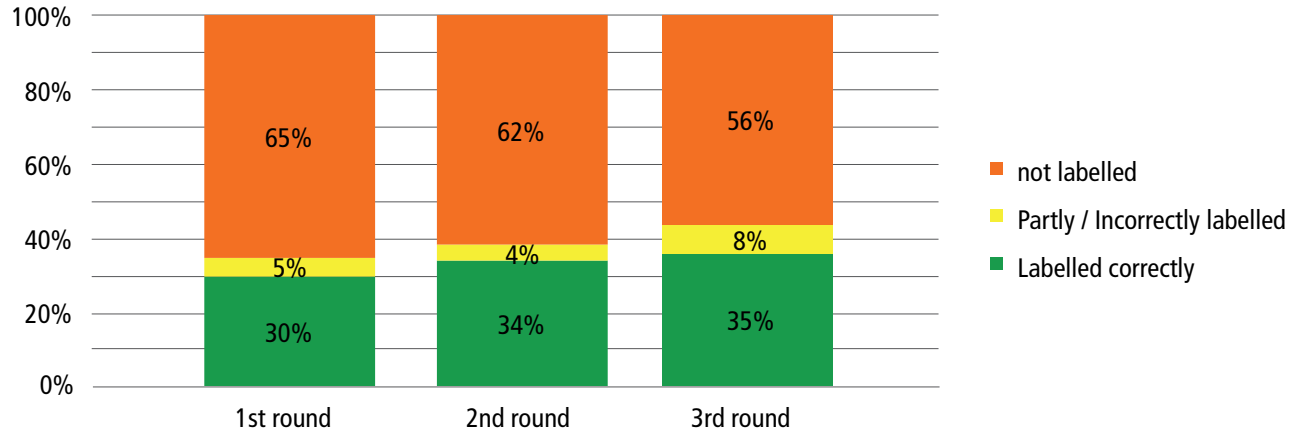
Also during this final round of shop visits, mainly the same retailers were targeted in order to allow a comparison with the two previous rounds of shop visits. Furthermore, the retailers that were checked can be considered as the main stakeholders and are therefore believed to have a considerable impact on the local market.

In addition to that, also smaller shops and mainly family businesses, kitchen studios and some electric specialists with a focus on air-conditioners were checked. Overall less effort was made when checking shops that only sell TV's as it was noticed that energy label compliance within this category is above the national average.

Main observations:

- In total, **1711 appliances** have been checked, **36% of which were labelled correctly, 8% were partly labelled and 56% were not labelled at all**. This overall result shows again a slight improvement compared to the situation found during the first and second round of shop visits conducted in the beginning of 2012 and at the end of 2012 but still places Malta below the EU average. Particularly the higher share of partly labelled appliances shows, that more retailers are trying to make an effort to display energy labels correctly but very often lack the necessary knowledge, or in the case of the old energy label, have not been supplied with the energy label and the appliance specific data strip.
- Compliance with the new energy label for TV's was noted to be above the national average. Ca. 70% of all TV's found on the market were labelled correctly.
- Dishwashers as one of the appliance categories that have to be labelled for the longest time, still disproportionately underperform compared to refrigerating appliances or washing machines. Only 20% of dishwashers found in stores were labelled correctly, 8% were only partly labelled, and 72% were not labelled at all.
- An additional effort by shops was also observed when looking at the compliance of air-conditioning units. Although the share of correctly labelled products slightly decreased from 33% during the second round to 25% during the third round, the share of partly labelled products significantly increased from 9% to 22% and overall level of unlabelled air-conditioners decreased from 58% to 53%.
- Electric ovens are considered to be a problematic appliance category on the local market and the share of correctly labelled products decreased compared to previous shop visits.
- Retailers reported that consumers are increasingly confused by the additional classes (A+ - A+++) and have no or little knowledge about the additional icons on the label.

Similar to the first two rounds of shop visits, it is important to point out that the shop visits were again prepared in close collaboration with the **Malta Competition and Consumer Affairs Authority** (MCCAA) and it was agreed to share all results and observation that were made to serve as the basis for follow-up checks and potential enforcement activity.



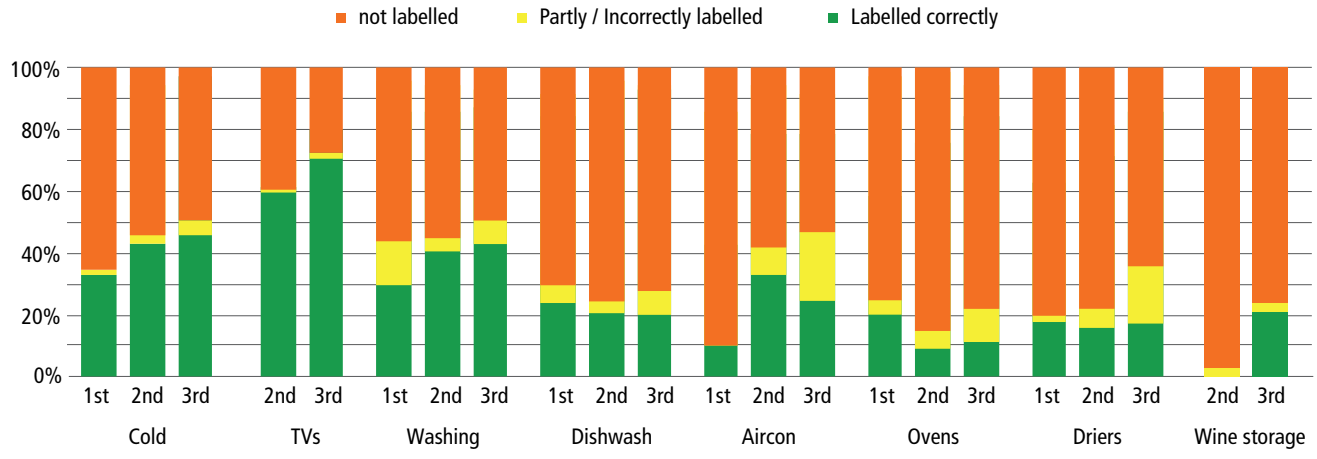
Share of proper labels display in 1st, 2nd and 3rd set of shop visits – Malta

The comparison of current results with the first and second round of shop visits in Malta shows that some slight improvements were achieved regarding the proper energy labelling of appliances.

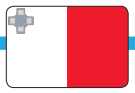
Products

The following section will present the main findings for specific appliance types:

- **Refrigerating appliances:** In total 625 refrigerating appliances were checked. From among the appliances which have to be labelled for the longest time, refrigerating appliances show the highest share of correctly labelled products. 45% of these appliances were labelled correctly.
- **Washing machines:** Overall, 262 washing machines have been checked in the third round of shop visits. Also among the category of appliances which have to be labelled for the longest time, label presence on washing machines is slightly above national average. 39% of appliances checked had the new EU energy label.



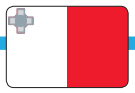
Compliance per appliance type, Malta, 3 rounds of shop visits



- **Dishwashers:** In total, 163 dishwashers were checked by the Come On Labels team in the third round of shop visits. Generally, dishwashers have a below EU average market penetration rate in Malta and show a significantly lower energy labelling compliance compared to other traditional appliance categories. Compared to the two previous rounds of shop visits, the rate of correctly labelled products decreased even further.
- **TVs:** Similar to previous observations, compliance of energy labelling for TVs was above the national average and improved even more when comparing the results of the second and third round of shop visits. In total 142 TVs were checked in the third round of shop visits. TVs were not systematically checked during the first round of shop visits.
- **Wine storage appliances:** Also labelling of wine storage appliances slightly improved compared to the previous round of shop inspections. In total 38 wine storage appliances were checked this time. Wine storage appliances were not systematically checked during the first round of shop visits.
- **Tumble Driers:** In Malta, tumble driers have a lower market share which is mainly due to the warmer climate. Among the 1711 appliances checked, only 67 tumble driers were found during the final round of shop visits. Labelling of tumble driers also slightly improved but most notably the share of completely unlabelled products decreased significantly.
- **Air-conditioners:** Air-conditioners show a varying degree of proper labelling. However, it can be observed that overall the share of unlabelled products decreased as it was already the case during the second round of shop visits and a substantially larger share was partly labelled. Shop assistants complained that only the data strip is provided for most air-conditioners. In total 97 air-conditioners were checked this time.
- **Electric Ovens:** Electric ovens are perhaps one of the most problematic appliance categories on the local market when it comes to energy labelling. No substantial progress was noted for this category although twice as many appliances were partly labelled compared to the previous shop visits. 317 electric ovens were checked this time.
- **Lamps:** After an initial compliance check in a number of shops, we decided to exclude this product category from further checks and the evaluation, as the large quantities available in shops could have altered the overall evaluation results. Energy labels for lamps are printed directly on the product packaging.

Observations and main mistakes

After having conducted the third and final round of shop visits, it can be concluded that there has been a **slow but steady progress** regarding energy labeling in Malta overall. Specific appliance categories still suffer from a particularly low level of properly labeled products such as dishwashers and electric ovens. For most other categories either the level of properly labeled appliances and/or the level of partly labeled products increased in the last 24 months which is partly due to **additional efforts by retailers** and also due to the **better acceptance of the new label**. However, many retailers reported that **consumers are increasingly confused** by the additional + classes and have no or little knowledge about the additional icons on the label.



Shop type	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Electronic Superstore	39%	8%	53%
Electric specialist	39%	14%	47%
Kitchen studio / Furniture stores	14%	8%	78%
Mail order and internet stores	75%	7%	18%

Table: Compliance of energy labelling per shop type – 3rd round of shop visits

Apart from this and similar to the results from the first and second round of shop visits, the main problems and observations regarding energy labelling in Malta are as follows:

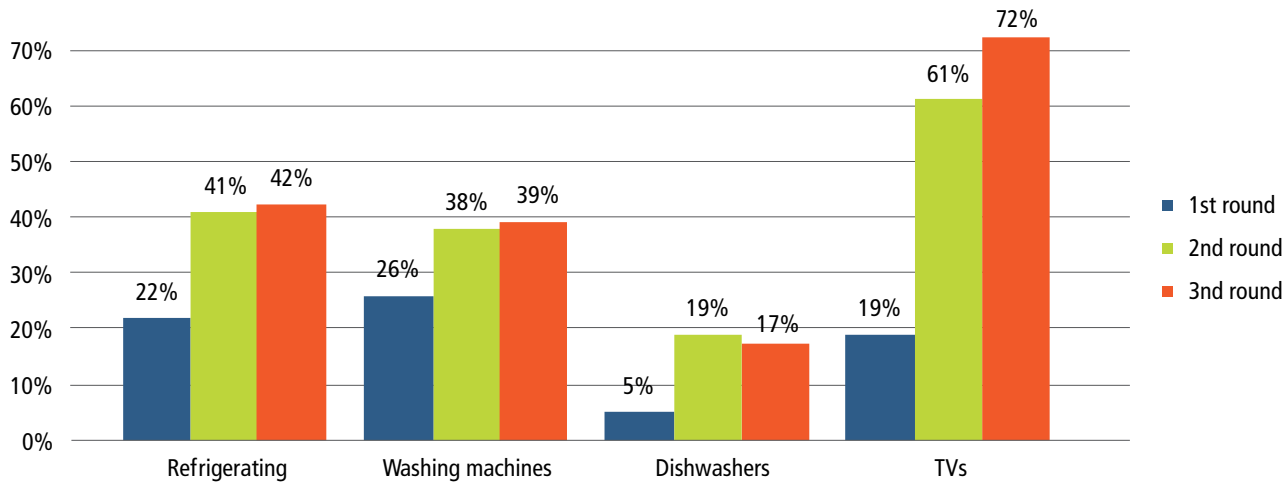
- Some shops use the energy label selectively as part of a promotion campaign to attract consumer attention for a specific model.
- In some cases (certain brands) a problem with the distribution of the labels was observed, and retailers often do not know who to contact abroad.
- In many cases labels were still in the original packing together with the product documentation inside the appliance. Shop assistants indicated that they do not want to open the product documentation (usually a plastic bag) delivered with the product and take out labels, because other small parts and documents could be removed or stolen.
- Small shops with only a few appliances on display and kitchen studios still underperform and have a very low level of compliance. Sometimes different labels are placed inside the same appliance which can cause confusion among the consumers.
- In some cases advertising covers the energy label.
- Labels are not displayed on the front or top of the product but are still inside the product documentation or are placed on the side or inside appliances.
- Although some effort was noted by shops to display the old energy label correctly, in many cases only the data strip is being displayed. During interviews conducted with shop assistants it was also confirmed that most retailers are aware of the requirements to bring together the label and data strip but do not get the labels from the supplier.
- Only the energy class is highlighted on a different sticker provided by the manufacturer without showing the energy label.
- In some of the stores where a basic effort to apply labels correctly can be observed, retailers place labels inside the appliance in a 'semi-visible' way (in the case of refrigerators very often next to the door).
- Feedback received from a number of retailers suggests that although they are aware of the requirement to place labels correctly, they do not do so in the case of stainless steel appliances (both old and new label). This is believed to damage the appliance so that it cannot be sold to the consumer.
- Kitchen studios are still problematic but have slightly improved due to increased awareness raising activities and checks by the authority.

- Local online stores show good performance and display all prescribed energy label information (e.g. noise emissions, climate class) as these have to compete with the established electric specialists.
- In the past, retailers very often had to chase the supplier or manufacturer for the label or the data strip if it was not supplied with the product. The new energy label has improved this situation.

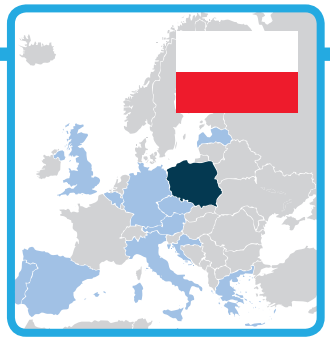
Summary

In summary, some progress was again observed during the third round of shop visits regarding proper labelling in most appliance categories. **This can be mainly attributed to the higher share of appliances with the new energy label, a higher level of acceptance towards the new energy label design for marketing purposes as well as additional efforts by shops.** Overall however, the level of properly labelled appliances in Malta is still relatively far below the level of other Member States.

The table below again summarises the share of correctly labelled appliances for some of the most common product categories.



Display of the new energy label - Malta



5.10 POLAND

Between January and February 2013, 21 shops have been visited by KAPE. These were the same shops as visited previously within the project. This makes it possible to compare the results. The shops visited represented all type of shops existing in the Polish market. Some 60% of shops were electronic superstores (the most popular shops selling household appliances), 20% were general hypermarkets and cash & carry, 15% were electric specialist and 5% were kitchen studios and one internet shop.

During this round of the shop visits KAPE representatives also talked with shop assistants about energy efficiency labels. It has to be stressed that on 1st February 2013 the „Act obligations to provide information on energy consumption by energy-using products" entered into force in Poland, adapting the EU new legislation concerning product labelling. Due to this reason, the interest in labels increased both among retailers and suppliers.

In the third round of shop visits KAPE verified 4955 products in classic shops (TVs, washing machines, refrigeration appliances, electric ovens, dishwashers, tumble dries and wine storages). The new labels were found on 3451 products (70%), 527 items were marked with the old ones (11%). Only 63 devices were labelled partly or incorrectly (1%). Out of all products seen, 972 had no energy labels – 20%. Generally about 79% of all items were labelled correctly – 75% including the internet shop share. In addition, one internet shop has been verified (selected to be reflective of the general situation), where all of the products had only a partial label display – e.g. announcing the energy class, but missing some of the other prescribed information.

Comparison of the third, second and first shop visiting rounds

The third round of shop visits in Poland showed a slight increase of proper label display (in the first round it was 73%, in the second round it was 74%, and in the third one 75%).

The average share of products marked with no energy labels decreased from 27% in the first round, to 24% in the second round and to 19% in the final third round of the visits.

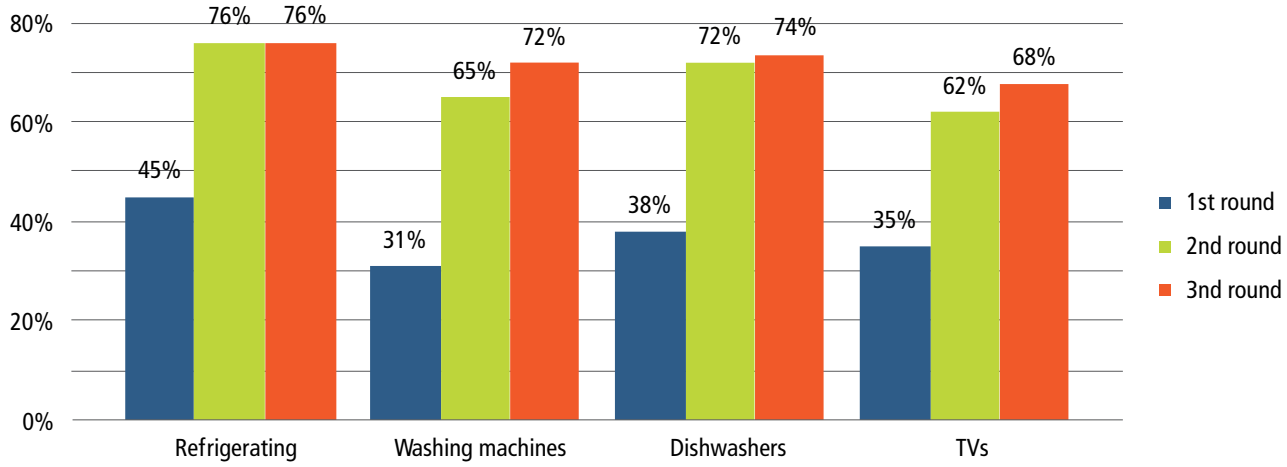
The display of partial label is considered to be marginal in classis shops, but significant in the internet based electronic shops.

Refrigerators, dishwashers and washing machines are labelled most appropriately on the Polish market. Wine storages, electric ovens and TVs have about one third of products not displayed appropriately with an energy labels at the points of sales.

Comparison by product category:

- **Dishwashers:** in the third round of shop visits some 85% were labelled correctly, in the second round it was 83% of the total and 76% in the first round, so we can see a slight increase of the correct presence of energy labels.
- **Electric ovens:** In the third round of the shop visits the share was 62%, in the second round of shop visits 67% of ovens were marked with the energy label correctly, in the first round it was 53%.
- **Refrigerating appliances:** 85% had correctly placed labels in comparison to 84% in the second round of visits and 77% in the first round.

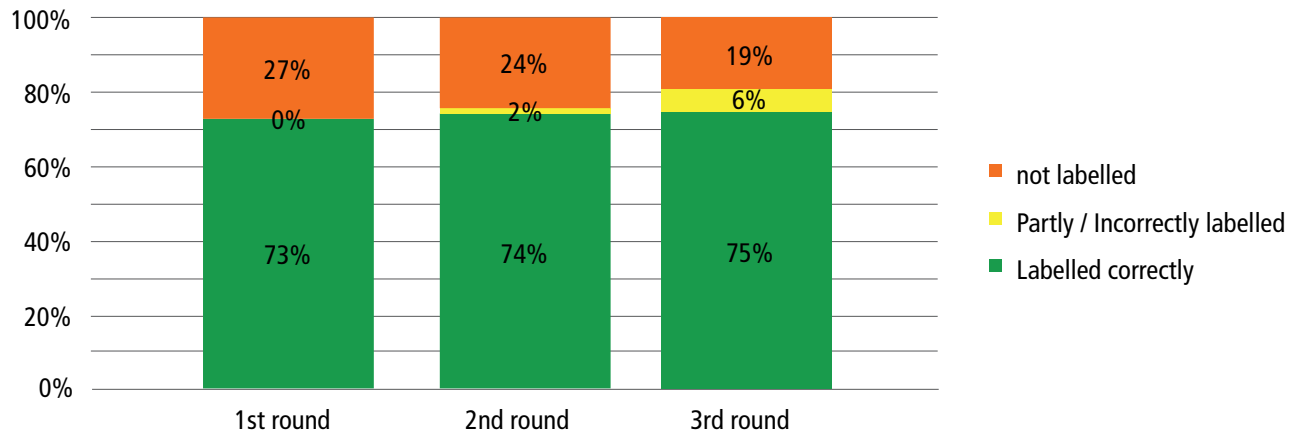
- **TVs:** 64% of TVs have new labels, 33% is not marked. Previous time 61% had new labels and 38% had none.
- **Tumble driers:** out of the 38 surveyed products 79% were labelled correct in classic shops, but only 37% if internet sales is included. 10% have had no energy labels. In the second round 66% were correctly labelled and 26% had no labels. But it has been noted that 0% of products are partly or incorrectly marked in comparison to 9% in previous time and 0% in the first round of shop visits in classic shops.
- **Washing machines:** this time 79% of products have had the labels properly displayed, in the second round of visits it was les by 10%. It was 64% in the first round.
- **Wine storages:** Only 29% were labelled in the correct way. In the second round it was 40% but with a sample of seven and five models only.



Display of the new energy label – Poland

Comparison of the second and third shop visits according to the type of shops

The third round of shop visits revealed that refrigerating appliances, dishwashers and washing machines are marked better than TVs, tumble driers or wine storages. But it is necessary to mention that both wine storages and tumble driers are not as popular in Poland. These products remain in shops for a longer time and with less attention from the consumers.



Display of the new energy label - Poland

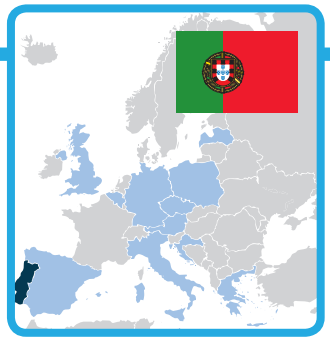
Observations and comments on the labelling

In general the situation in the Polish market is satisfactory and improving. The main reason is that the main players on the Polish market are chains retailers, who do care about correct labelling in their shops. As statistics show, the level of labelling is lower in small shops. But smaller shops have been driven out of the market by chains.

During the third round of shop visits, attention was also given to labels packed in plastic bags with warranty, manual and other documents. Some shop assistants do not want to take the labels out, because of the fear of loosing documents or small objects (screws, handles) from the bag. Fortunately there were only few cases of this situation.

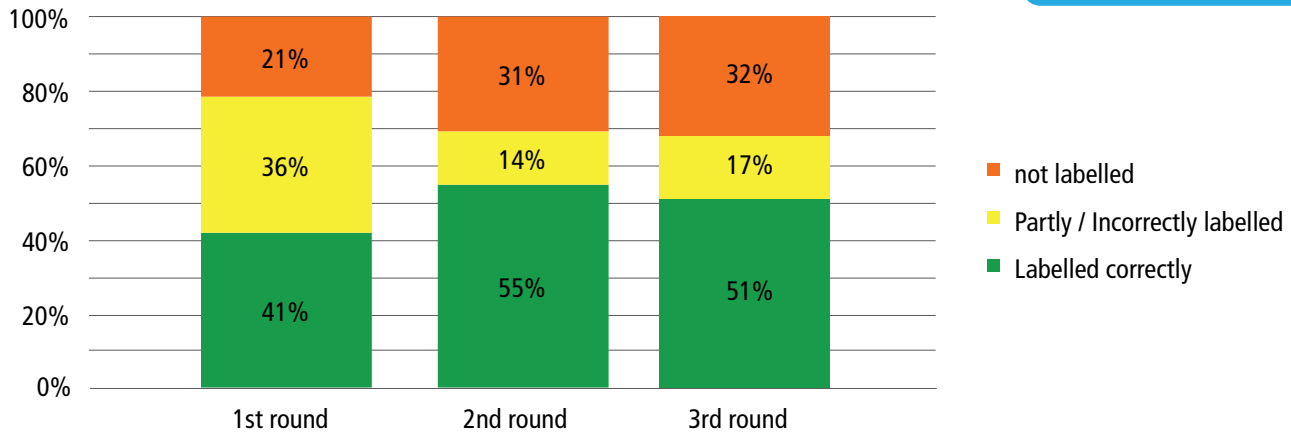
Another typical example is the DIY label. The label is sometimes printed on a piece of paper directly in the shop. Fortunately, only a decreasing amount of similar cases has been discovered.

The Polish survey included only one internet shop, but selected one being typical to other shops, and not over-weighting the share of internet sales on the Polish market (currently considered small but growing quickly). The Polish web-based shops tend not to show proper data from the energy labels, most often they only show the energy efficiency class. But small products (mixers, blenders, coffee machines) are mainly popular among consumers at the internet shops, the typical white appliances (washing machines, dishwashers, and TVs) are mostly purchased in classic shops, due to the possibility of seeing the product and receive advice from the retailers.

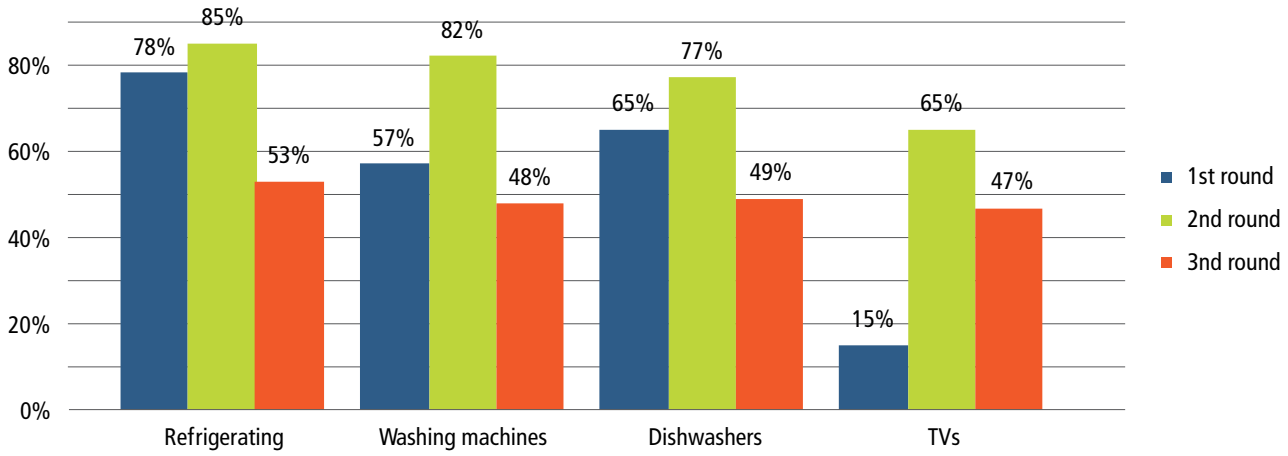


5.11 PORTUGAL

The third set of shop visits in Portugal was carried out in January–February 2013 in three different regions: Santarém, Castelo Branco and Oporto districts.



Share of proper labels display in 1st, 2nd and 3rd set of shops visits – Portugal



Display of the new energy label – Portugal

Note: *The first and second shop visits were conducted in the same area (Lisbon) but the third included different regions (Santarém, Castelo Branco and Oporto). The same types of shops were investigated in the three rounds.*

Unlike the first and second rounds of shop visits the third comprehended a major urban area – Oporto – but most of the shops were located in two rural areas. In the Lisbon area the level of compliance of the second set of visits was higher (55% against 41%) but also the rate of non-labelled products (31% against 21%). The results show that in the third set of visits the level of compliance (51%) is still higher than in the first set (41%) but slightly lower than in the second set of visits (55%). On the other hand the share of non-labelled products is practically the same between the second (31%) and third set of visits (32%).

Except for TV sets the third round registered the lowest rate of the new energy label presence of all rounds of shop visits. A plausible explanation, apart from the retraction of the market, is the fact that the population density is lower in the rural areas as well as the number of sales and therefore the appliances replacement time in stores is slow, making the new label presence share below the level found in the capital stores.

5.11.1 Description of shops visited

In the third round of shop visits, 21 shops were visited of which 29% were electronic superstores, 24% electric specialists, 14% are kitchen studios and furniture stores, 24% general hypermarkets and Cash & Carry, and 10% internet shops.

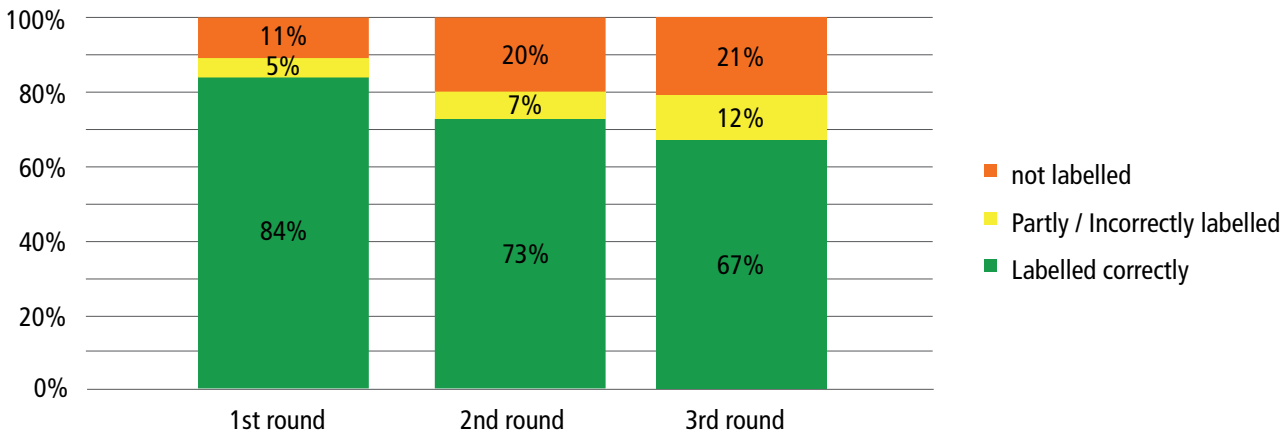
The overall number of shops visited during the project was 64. None of the shops were revisited but some belong to the same retail chain and they were not informed previously or during the visit. In the three rounds the selection was even to cover all five types of shops. However electronic superstores and electric specialists were the most visited ones (28% and 23%, respectively) since consumers usually buy their appliances in these type of shops. The air conditioning units are mainly sold in Cash & Carry shops so this type of shops was also representative during the visits (22%).

In the Portuguese market the internet shops have a low rate of sales although the number of appliances displayed is quite high, however it was important to know the present compliance situation also because the new energy labelling regulation reinforces the information to be displayed for end-users who cannot be expected to see the appliances. This type of shop has the lowest share of visits within the survey (10%) followed by the kitchen studio / furniture stores (14%).

The lowest share of correct labelling was found in the internet shops (25%) and hypermarkets / Cash & Carry (32%). In the three rounds of visits these two types of shops were the ones that showed the lowest compliance level (the lamps registered in the first set of visits were excluded from this analysis).

The internet shops have the highest rate (40% in average) of partially labelled products because usually they only display some of the data required by regulation and their major concern is to give information about the appliances' functionalities and design.

The hypermarkets and Cash&Carry show the highest level (49%) of unlabelled products, probably due to the fact that their main core products are not home appliances and therefore their awareness for energy labelling is still low. The lack of interaction between shop assistants and consumers is also a factor for consideration.

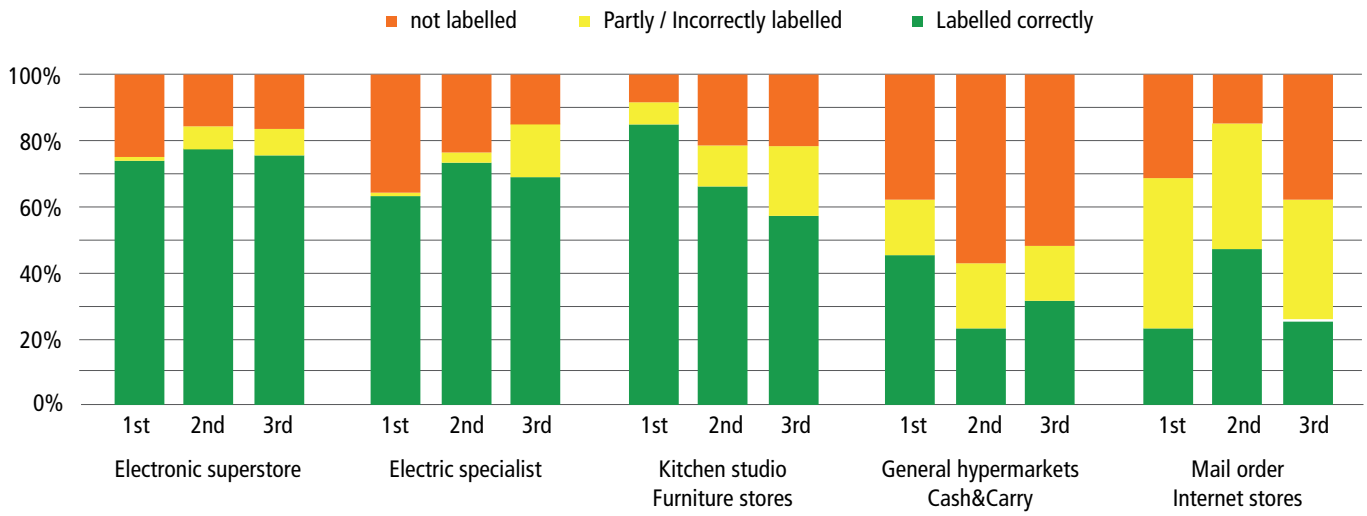


Share of labels display in classic shops (excluding internet sales) – Portugal

The graph shows the level of compliance in the three rounds of visits excluding the internet shops. It is important to mention than the number of products checked on internet shops is 50% higher than the one found in physical shops. The share of products correctly labelled (75% in average) found in physical shops is clearly higher than the level of compliance (49% in average) of all products checked on physical and internet shops.

Contrary to what happens when all shops are considered in the physical shops the share of labelled products found in 2012 (1st and 2nd visits) decreased in 2013 and although the share of not labelled products is higher if the internet shops are included the trend is the same as the one seen for the physical shops. Between the 2nd and 3rd set of shop visits there is a decrease in the level of compliant products both in physical shops and all shops considered, which can be explained by the different geographical shop locations in the third round.

By type of shops (graph below) the electronic superstores show the highest compliance rate which is fairly regular for all sets of visits. In electric specialists the rate of unlabelled products decreased but the partial or incorrect labelled share increased. Kitchen studios and furniture shops showed a constant not labelled rate over 2012-2013, but the share of compliance decreased in favour of the partial or incorrectly labelled. In hypermarkets and Cash & Carry the share of compliance decreased by half in the second visits and increased in the third visits while the partial or incorrectly labelled and not labelled rates decreased. In internet shops the non-compliance rate more than doubled, between the 2nd and 3rd rounds of visits, because of the wine storage appliances, TV sets and electric ovens.



Level of labels display compliance by type of shop

5.11.2 Description of the Products verified

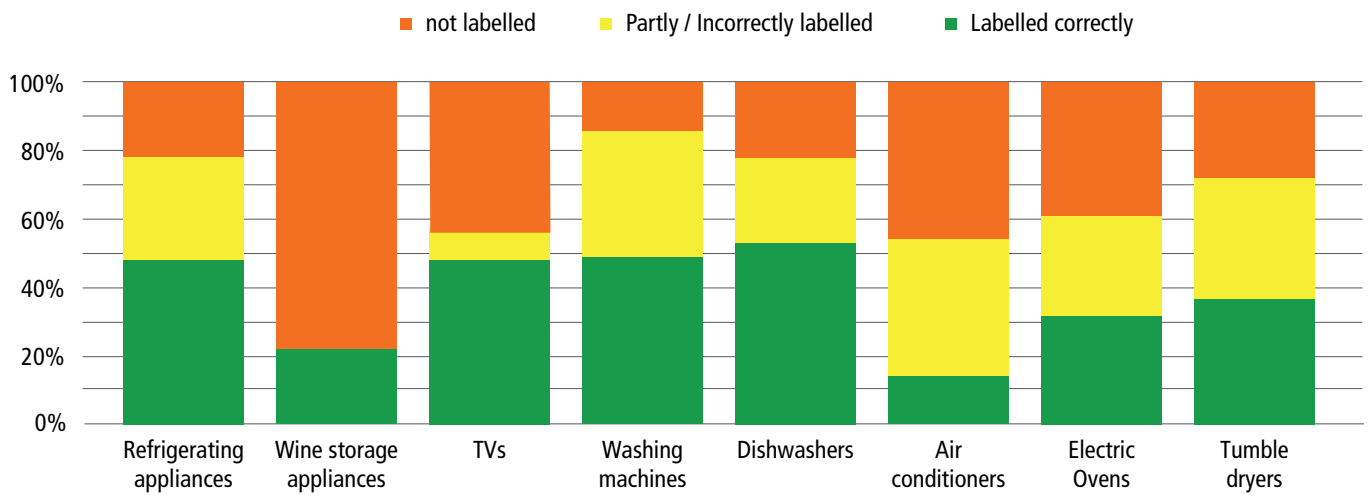
In the 1st, 2nd and 3rd rounds of shop visits, 17,004 products were checked (excluding lamps): 10,171 in internet shops and 6,833 in physical shops.

The overall compliance of dishwashers is the highest (58%) followed by the refrigerating appliances and washing machines (50%). The lowest compliance belongs to the air-conditioners (20%). Wine storage appliances and TV sets, recently subject to the energy labelling scheme, represent the appliances where the rate of no labelling is higher (58% and 55%, respectively), however the market entry dates were not verified and in the second and third visits the share of not labelled TV sets decreased considerably to 35% and 44%, respectively. For refrigerating appliances, washing machines and dishwashers the products checked with no labels were the lowest (13%, 15% and 18%, respectively).

Considering just the physical shops the level of compliance is much higher. The overall compliance of refrigerating appliances is the highest (88%) followed by the tumble dryers and dishwashers (81% and 80%, respectively). The lowest compliance belongs to wine storage appliances (3%) which represent the appliance checked with the highest number of non-labelled products (94%).

	1st visits				2nd visits				3rd visits				Overall			
	Total	C %	P %	N %	Total	C %	P %	N %	Total	C %	P %	N %	Total	C %	P %	N %
Refrigerating	659	88	5	7	605	91	2	7	533	86	8	7	1797	88	5	7
Wine storage	18	0	6	94	9	0	0	100	8	13	0	88	35	3	3	94
TV sets	721	16	1	83	568	61	2	37	619	57	5	38	1908	43	2	55
Washing mach.	383	79	4	17	304	71	18	11	314	78	17	6	1001	76	12	12
Dishwashers	223	93	1	6	231	80	12	9	208	67	23	10	663	80	12	8
Air conditioner	102	38	7	55	96	54	20	26	124	19	21	60	322	35	16	48
Electric ovens	234	77	15	8	263	57	13	30	273	63	17	20	771	65	15	20
Tumble dryers	126	92	5	3	110	81	6	13	100	67	22	11	336	81	10	9

C Correctly labelled **P** Partial or incorrectly labelled **N** Not labelled



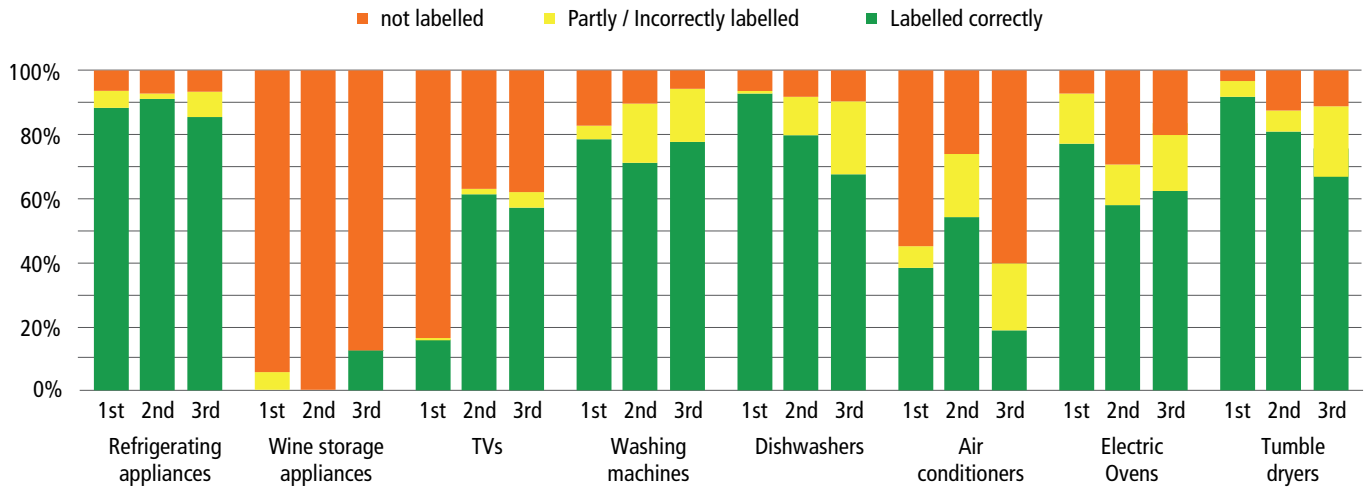
Level of labels display compliance in the 3rd set of shops visits by type of product – Portugal

The major difference between the physical shops and internet is the high level of compliance and the low rate of partial or incorrectly labelled found in physical shops. The only exception goes to the wine storage appliances which show a higher rate of compliance in the internet shops comparing to the physical stores (23% against 3%).

The graph above shows the compliance found in the third set of shop visits. The comparison is similar to the one made previously for the overall set of visits, dishwashers, washing machines, refrigerating appliances and also TV sets present rates of compliance higher than 48%.

The share of compliance increases substantially if considering just the physical shops and the rates of partial/incorrectly labelled as well as the unlabelled appliances rate decreases.

The share of compliance for all products in the three set of shop visits for physical shops only is indicated in the following graph. The new labelled products (TV sets and wine storage appliances) show a different trend. The rate of unlabelled TV sets decreased significantly after the first visits held in February 2012 while the wine storage appliances still have the highest non compliance rate, although slightly decreasing in the third set where the first correctly labelled products were found. This kind of home appliance is still not very requested by the consumers so there is the possibility that the non compliant products were put on the market before the new label was mandatory. The refrigerating appliances, washing machines, dishwashers and tumble dryers are the ones with the highest share of correctly labelled appliances. For these products the reduction on the rate of compliance, found in the 3rd set, is in favour of the partial or incorrect labelling, usually due to covered labels or tag with price/label. The air-conditioners present on the 3rd set the lowest compliance rate of all sets of visits and the highest increase of not labelled products. The reason is the high number of unlabelled units found in the Cash & Carry shops.



Share of label display in the classic shops (excluding internet) – Portugal

The physical shops have twice the internet shops compliance rate and a similar share of unlabelled products. The rate of partial or incorrect labelled products is four times higher in the internet shops than in the classical ones because usually they only display some of the required data by regulation and their major concern is to give information about the appliances' functionalities and design.

In the internet shops all types of products registered a decrease on the rate of compliance and an increase of the not labelled products, although the number of verified products was lower than in the other two sets of visits. The only exception is the air conditioner where the decrease in the correctly labelled was transferred for the partially labelled.

Main mistakes in proper label display

- The main mistakes found in the category of partial label are related to labels inside the appliances, labels background or data strip only, covered by objects or a tag with the price on the front side and the label on the back, do-it-yourself labels, black and white labels, labels on the back of the appliance and old labels in other languages.

- The most registered mistakes were data strip only, labels inside the appliance and tags with the price on the front side and the label on the back.
- The refrigerating appliances and tumble dryers generally do not show any major problems. The mistake registered for dishwashers and washing machines was the tag with the price on the front side and the label on the back, for the electric ovens two mistakes are worth mentioning, the data strip and the label inside the appliance. For the air conditioners the do-it-yourself label was the most common mistake and for the TV sets the price covering the energy label.

Share of the new energy label display

In the third set of shop visits the share of new labels for products which also have the old one is higher. For the refrigerating appliances (53%) the new label share is twice as high as the old one, for the washing machines the new label presence (49%) is 1/3 higher than the old label and for the dishwasher the new label (47%) rate is 1/2 higher than the old one. For TVs, the share of new label in the third set of shop visits is 56%. The highest rate was found in electric specialists (79%) and electronic superstores (66%) and the lowest on in kitchen studio / furniture stores (33%). The new labels of air-conditioners is mandatory for appliances that were put on the market since the January 2013 however neither the physical stores or the internet shops have products with the new label. On the other hand the new label of tumble dryers will be mandatory from May 2013 but some 14% of the products already bear the new label, found only in electronic superstores (25%) and internet shops (11%).

Between the first and second rounds of shop visits there was an increase of the new labels share, especially for washing machines but also for the refrigerating appliances and a slight decrease for dishwashers. On the third set the rate of new labels decreased for all appliances and the explanation is related to the geographical location of these shops outside Lisbon and the majority in rural areas.

Considering only the physical shops the new energy labels have a low rate of partial / incorrect labels in the first and second set of shop visits. However on the third set this situation is reversed, except for the refrigerating appliances, but the problem is related to the display of the label, sometimes covered by objects or price.

5.11.3 Project activities to improve the situation and next steps

As a complement to the project's retailer training manual, distributed among the shops, and used in training sessions, Quercus elaborated a pocket guidebook with technical information to help shop assistants clarifying the consumer's questions regarding the energy labels but also to the technicians involved in this area. The 1500 printed pocket guidebook were distributed in more than 400 shops from all over the country, municipal energy agencies, national authorities, libraries, associations, citizen advice bureaus, manufacturers and also consumers. During the project Quercus have participated in several seminars, workshops and exhibitions related to energy efficiency where the new energy labels were explained, reaching almost 3000 participants and wrote a few articles published in newsletter, newspapers and online.

For the consumers four different bookmarks were prepared showing the new energy labels (refrigerating appliances, TV sets, washing machines and dishwashers). The printed 20,000 bookmarks were distributed in libraries, associations, citizen advice bureaus and in all the events we have participated on.
In order to raise consumers' awareness three short programmes were produced about the energy labels using a one-minute programme called Green Minute that Quercus daily broadcast in national TV. A similar daily programme is broadcast on the national radio and the subject of three of them was the new labels.

All the project activities have been communicated through the newsletters translated to Portuguese and sent to all stakeholders enhancing the national activities.

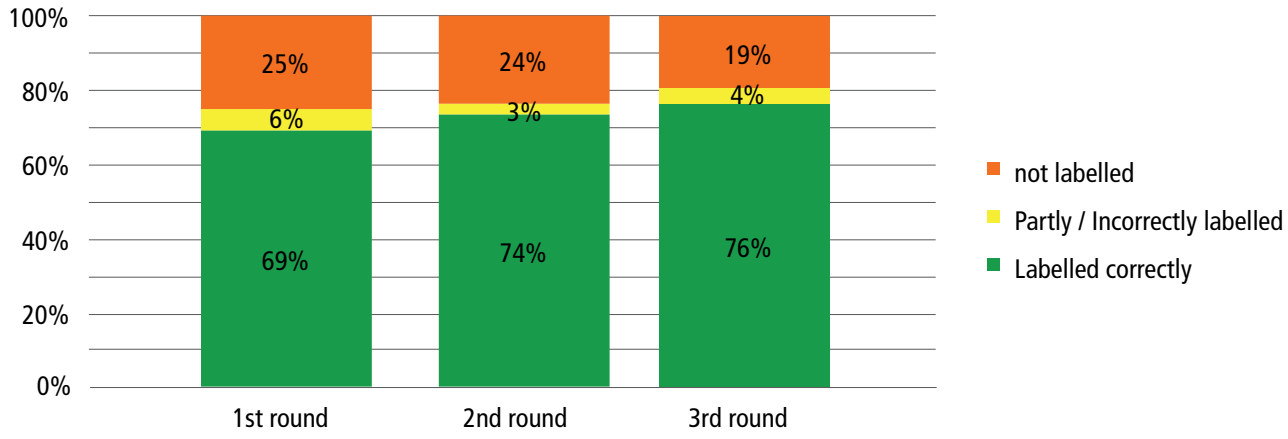
An updated pocket guidebook will be prepared and printed. Meanwhile the distribution of the 5000 paper fans with the explanation of the new energy labels for the air conditioners has started.

The results of the three sets of shop visits will be communicated in a press release and a more detailed document will be sent to the relevant stakeholders.

5.12 SPAIN

The Spanish partner kept a similar formula for the selection of shops for the three rounds of shop visits covering all five shop categories from two Regions, Madrid Region (urban area) and Aragón Region (rural area). In the third round one new shop was visited because the shop manager approached the project and was interested to learn about energy labelling.

There were no significant disproportions among the shop types in terms of the correct label display, as more than 65% of the visited shops displayed the energy labels correctly (the low number of appliances with an energy label particula rly applied to one furniture shop, one online shop and one electric specialist shop). The online shop and the electric specialist did improve slightly but the furniture shop still remains very similar in 2013.



Share of proper labels display in 1st, 2nd and 3rd set of shop visits – Spain

If the online shops were not considered then the share of proper label display in the third visit should be 67% labelled correctly, 10% partly labelled, 23% not labelled.

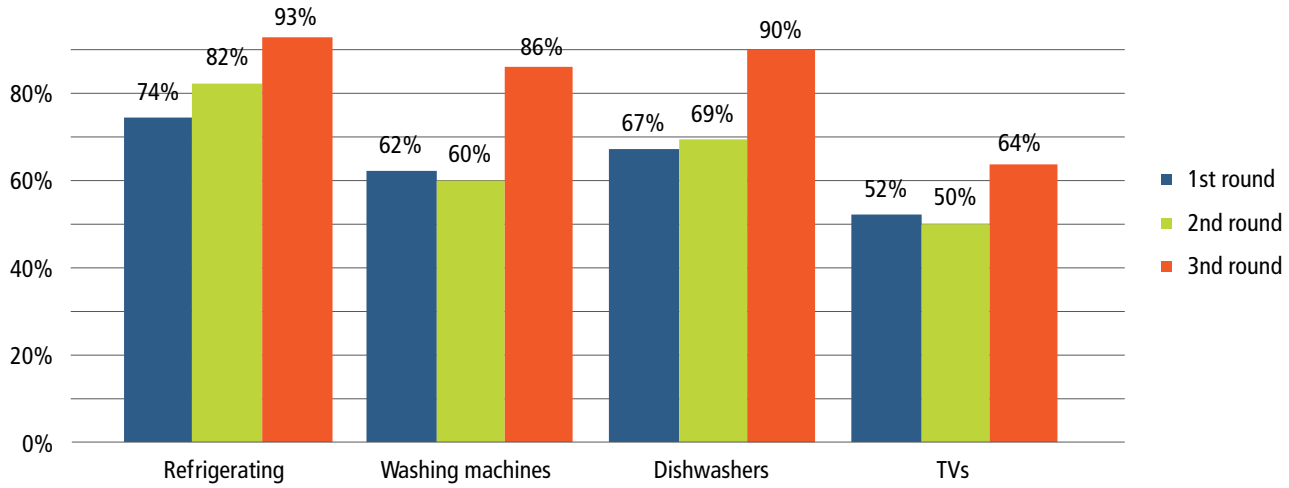
Comparing the compliance per product groups in 2012 and 2013, in general the white appliances have a good rate of correctly labelled products in shops and high improvements did take place regarding the televisions.

- **Refrigerating appliances:** 74 % and 93% correctly labelled in the first and third shop visits respectively (either old or new labels).
- **Televisions:** 52 % and 64% correctly labelled in the first and third shop visits respectively.
- **Washing machines:** 62% and 86% correctly labelled in the first and third round of shop visits respectively.
- **Dishwashers:** 67% and 90% correctly labelled in the first and third shop visits respectively.

On the other end, wine storage appliances, air conditioners and ovens show the lowest rate of correctly labelled products but the rate is improved between the second and third round of shops visits:

- **Wine storage appliances** in the second round 13,5% and in the third round 34% did display the energy label properly.

- **Air conditioners** in the second visit 20% did show the label and in the third 32% units.
- **Ovens:** 52% and 37% were correctly labelled; no improvement was made because the new models, which were in the shops visited in January – February 2013, included the label in the plastic bag inside the oven.



Display of the new energy label – Spain

Note: The shop visits were conducted in the same two cities and the same type of shops were investigated.

The project´s retailer training was started within the second round of the shops visits, within the third round of visits the good and bad aspects of the label display were commented on by the retailers and experts of Escan, including the explanation of the legislation requirements.

Description of shops visited

In Spain, 33 shops were visited both times in the first and second rounds and 34 shops were visited in the third round of shop visits. 30 shops were selected for personal visits and 3 online shops were checked. For all the three visits face to face meetings were held with the shop managers of the classic shops. During the first visit Escan presented the objectives of COL about labelling assessment and information; during the second Excan provided training to several employees of the shops and during the third Escan asked for their feedback and provided information on legislation about the new energy label for air-conditioners and dryers of domestic use.

Shops with the least degree of energy labels displayed

The shops with the lowest share of labels are **Kitchen studios/furniture store**s. These types of shops are generally not very interested in appliances. Four shops have been visited and this represents 12%; the rate of compliance – 40% products labelled, 31% products partly labelled and 29% not labelled.

The other shop types are analysed:

- **The electronic superstores** (chains specialising on products) were represented by 9% (3 out of 34 shops), the level of labelling is high – 72% products labelled, 7% products partly labelled and 21% not labelled.
- **Electric specialist shops** are represented by 65% (22 out of 34 shops), the level of labelling is also good – 66% products labelled, 9% products partly labelled and 25% not labelled.
- **General hypermarkets/cash and carry** are represented by 6% (2 out of 34); it was found 70% of the product labelled correctly, 3% partly or incorrectly labelled products and 27% not labelled.
- **Internet shops** represent a larger share of models surveyed since most internet shops offers thousands of appliances, in the third shop visit are represented by 9% (3 out of 34), the level of labelling is very good, 79% products with the information of the energy class, and 1% partly or incorrectly labelled products and 20% not labelled.

Not much changes from the second round of shop visits in terms of the share of proper labelling in individual types of shops.

If the physical shops are calculated only and internet shop excluded from the results of the third round of shop visits, the results will be 67% labelled correctly, 10% partially and 23% not labelled; and considering all shops categories: 76% labelled correctly, 4% partially and 19% not labelled.

Description of the products verified

In the third shop visit 8868 products were checked, and in the first and second visits (10,000 including CFLs and 7800 products) more than in the second visit due to more products offered in internet shops. Some 76% had the label correctly (74% in the second shop visit), 4% were partly labelled (3% in the second shop visit) and 19% were not labelled (24% in the second shop visit).

One of the product groups with least share of proper labelling is the **wine storage appliances**. This was the case during all the shop visits in the third round some 62% of the products did not have the label. Most of the retailers said that the wine storage appliance did not include the label, indicating that the unit may have entered the market before the product specific labelling legislation came into force.

More than 60% of **air-conditioning** units did not display the label in the third visit. In Spain sometimes the air conditioning case is in the shop and not the product, and this has no label. Also the strip is displayed but not the common part of the label. The **electric ovens** is the third group with less presence of labels in shops and 54% of the checked products did not display any energy label.

Market developments regarding the label display

- In the third shop visit a higher number of TVs displayed the label correctly. The new models and the training carried out by Escan produced positive results.
- The rate of labelling for ovens in shops remain very similar in the shops where the ovens were correctly placed in the first shop visits meanwhile in the shops where the label was inside the plastic bag with the fiche or the product the label remains inside. Escan did the training, and provided the information to the shops but some shop managers preferred to maintain all papers inside the ovens in the plastic bag with the fiche and guarantee documents.

- The Kitchen studios and furniture stores present the lowest rate of proper energy labelling of domestic appliances.
- New labels contribute to a lower share of partial labeling in general because the new label is one piece and the old label is two pieces and very often ovens and air-conditioning only display one piece.

Main mistakes in proper label display:

- Due to the slow sales of products some energy labels are deteriorated and even broken. In the third round of shop visits, two shops included a "do-it-yourself" energy label and not the original.
- At one of the specialist shops all TVs did show the label in the back of the units during 2012 as well as in 2013. After asking the reason they said the screen suffers with the label and they are not going to change the place.
- One of the most common mistakes that were found in the three shop visits is the label is placed inside the appliance, this occurs mainly for electric ovens, and some dishwashers and washing machines.
- Only data strip in most ovens and air-conditioning equipment were found.

Share of the new energy label display

The share of the **new energy label** for products which also had the old one (refrigerating appliances, dishwashers and washing machines) is very high in all shop visits. The increase of new energy label and decrease of the old label in 2012-2013 is analysed by product groups:

- **Refrigerating appliances** with the new label were found in 93% in third visit and 82% in second visit, with the old label 2% in the third shop visit and 14% in the second.

- **Dishwashers** with the new label were found in 90% in third visit and 69% in second visit; with old label 5% in third visit and 25% in the second visit.
- **Washing machines:** 86% were found with new label in third shop visit and 60% in second shop visit; with old label 6% in third visit and 28% in second shop visit.
- Share of new labels used for **TVs** was 64 per cent in the third shop visit.
- In Spain the new labels for **air-conditioner** will start with the new campaign for the summer 2013. All products that did display the label showed the old energy label.

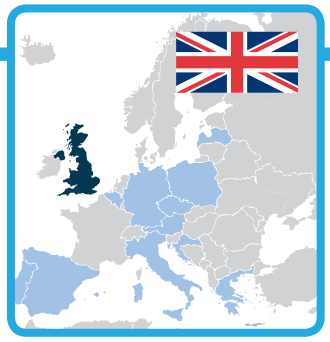
Project activities to improve the situation and next steps

In order to improve the situation Escan did organise several meetings in 2011, 2012 and up to May 2013 providing information to all type of agents that are involved in the energy labelling scheme: manufacturers, retailers, suppliers, authority and consumers.

Also training through the Association of manufacturers, Association of retailers and distribution groups took place.

Many articles and press releases have been elaborated and are included in magazines of the retailer professionals sector.

ESCAN also organised a final project event in April 2013, inviting all relevant stakeholders, such as the national energy agency, manufacturers, consumers, retailers, etc.



5.13 UNITED KINGDOM

The third round of the shop visits in the UK took place during January/February 2013. The strategy this time was to return to a range of the shops previously visited in rounds one and two. The shops were again chosen to cover each of the four shop types and also included several internet stores.

Results per type of shop

In this round five stores were visited in the small electrical specialist category as this was one of the worst performing shop categories in previous rounds. Eight in the general hypermarkets category were visited, this is a diverse collection of shops including supermarkets, large DIY stores and general home stores so a selection of each type was visited. Three electronic superstores were visited; these included two different branches of the same chain of the companies visited in round one and two. This was due to the small number of companies in this category in the UK; one retail chain visited in rounds one and two has ceased trading so this reduced the number of companies in this category. Only two furniture stores were visited as there are not many of these dedicated kitchen / furniture stores in the UK.

Only one on-line retailer was surveyed this round which was a small independent retailer. No printed catalogues were reviewed in this round and the larger internet stores were not included in these results. The larger internet stores generally had all the required information but not in the correct order as required by the regulations. As these stores have a much larger number of appliances for sale than in the shops the results had a major effect on the results in round two, and are not included in this round.

Problems with proper label display

The first two rounds were mostly done unannounced but for this round most of the stores were informed upon arrival that a survey of the labelling of goods was taking place and this lead to a conversation about the state of the labelling in that shop. One of the major non-conformances across all three rounds was with the electric ovens (displaying the old label). This was usually due to only the data strip of the old style two part label being present or no label at all. All of the retailers spoken to, told of the same problem, that it was very hard to obtain the backing piece of the two part label so rather than not display anything most of them had put the data strip on the appliance. The retailers found that the manufacturers did not supply the backing piece and had been unable to find a source of them from anywhere else. Once a data strip has been applied to an appliance it is very hard to remove it, so one retailer following a shop visit had photocopied the label cut it to size and stuck it next to the data strip as the best they could do.

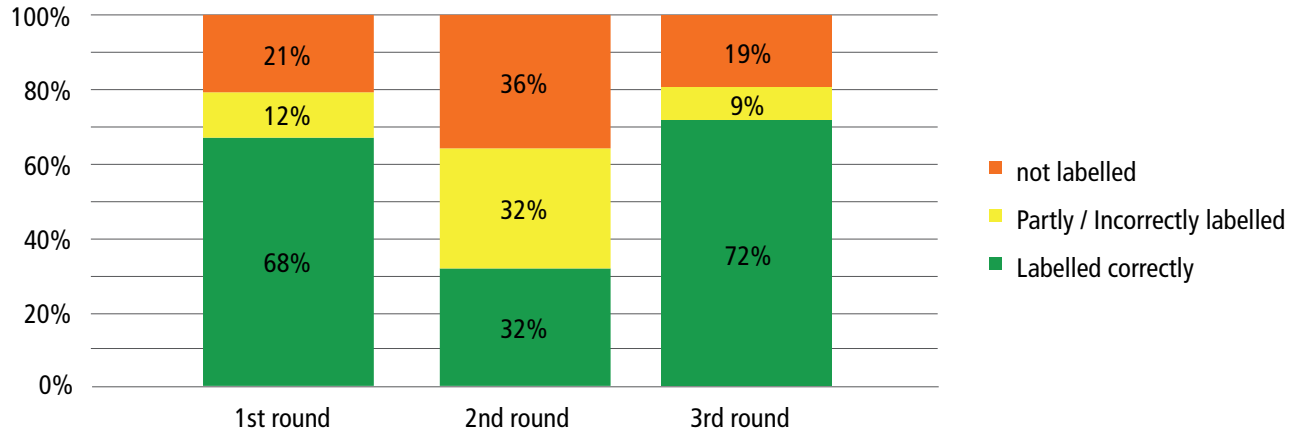
Some of the smaller independent shops with only one person in the shop said they did not have time to go round sticking labels on the appliances with everything else they had to do and the appliances were sometimes only in the shop for a short time before being sold.

In two of the larger independent stores the manager was taken round and the problems with the labelling were highlighted and rectified as best they could at the time of the visit.

The supermarkets although they only had a small number and range of appliances performed badly having many unlabelled goods on sale. During discussions with one of the managers who had been spoken to in round two, he explained that some of the appliances were old stock and that he had tried to chase head office for the labels but so far had had no response.

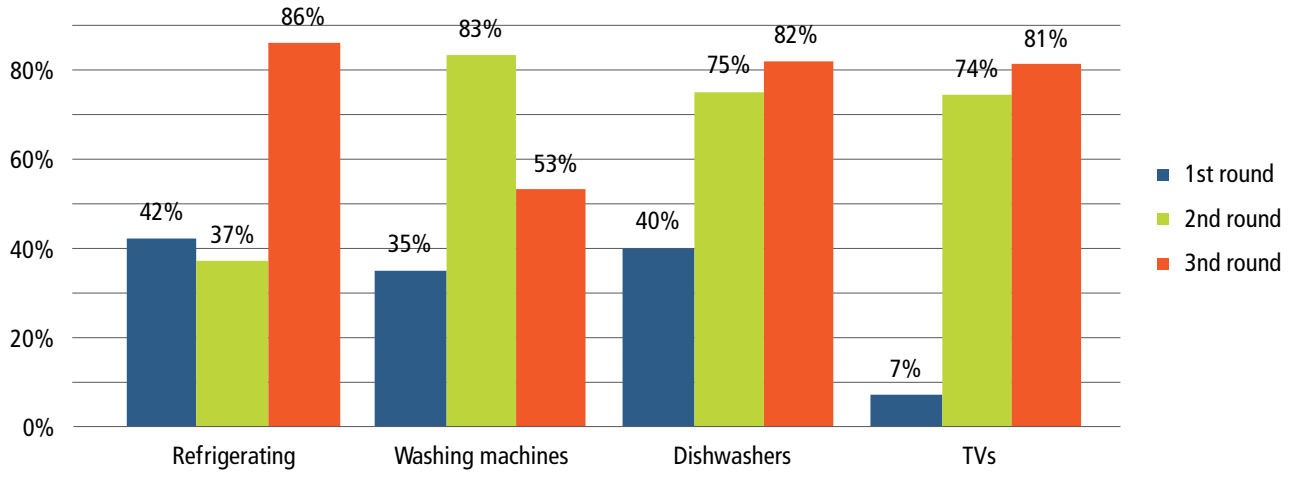
The one internet site checked mostly gave the energy rating with the appliance and the manufacturer data sheet for the product was included in the information page for each appliance, some of these conformed to the regulations and some did not which was dependant on what the manufacturers supplied on the data sheet. One other website looked at but not recorded had the coloured bar graphic for each appliance but no other data. The manager of that store which had also had a shop visit was sent a summary of the delegated regulations stating what data was required and the order in which it was to be displayed so they could amend their website.

The graph below shows the summary results of the three rounds. The dip in correctly labelled products in round two was due to the inclusion of several large internet stores, which having a large number of incorrectly labelled products i.e. the data not in the correct order for each appliance, reduced the percentage of those correctly labelled.



Share of proper labels display in 1st, 2nd and 3rd set of shop visits – UK

The chart below shows that overall display of the new energy label has risen in the third round for refrigerating, dishwashers and TVs.



Display of the new energy label – UK

Results by product type

Refrigerating appliances have doubled their rate of the new energy labels display since round one, rising from 42% to 86% of correctly placed new labels. The rate of no label display (no matter if old or new) was between 3 to 10% during the three shop visit rounds.

Dishwashers have also doubled their new label display rate, rising from 40% to 82% correctly labelled. Between 3 to 15% of dishwashers surveyed had no label displayed.

The results for washing machines in the third round are distorted by the large number of unlabelled appliances found particularly in one store that had rows of unpacked machines on display, see photo below but this was also influenced by the manufacturer as another row of unpacked machines by a different manufacturer had the label visible. The result in this one store therefore distorted the final result.

Unlabelled unpacked washing machine

Labelled unpacked machines

When the first round was undertaken the TV label had only recently come in and very few TVs had a label (just 7%). By the second round approximately three quarters of the TVs were labelled and this has risen again in the third round to 81% correctly labelled.

One retail chain has added another label to the products on display to enhance the labelling by showing a running cost for the appliance therefore helping the customer to do money saving comparisons as well as the energy rating and energy usage on the label.

Conclusion

The changes between each round of the other appliances has no direct comparison as mainly different shops were visited in rounds one and two. In round two the internet sites affected the overall figures as they had such a large quantity of models available. No air conditioners were seen in any of the shops visited, and lamps were not checked in this round of the visits.

Overall for the physical shop visits most shop types have improved over the three rounds with the exception of the kitchen showroom shops which again performed very badly at only 24% compliance. One kitchen display store had only 4% compliance. The electronic superstores performed best with 83% compliance and they have the largest number of appliances for sale.

6.
Detailed Results of the Third Round of Visits (I-II/2013)

6.1 Results for the whole project: SUMMARY – 1st set of shop visits

Country	Visit Serie Nr. (1. / 2. / 3.)	Date of visit (period)	Shops visited
SUMMARY	1	January/February 2012	290

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	64	22%	76%	7%	17%
T2.- Electric specialist	101	35%	48%	12%	40%
T3.- Kitchen studio / Furniture stores	57	20%	30%	17%	53%
T4.- General hypermarkets / Cash and Carry	44	15%	64%	12%	25%
T5.- Mail order and internet stores	24	8%	65%	24%	11%
Total number of shops:	**290**		**54%**	**13%**	**33%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	18980	old label	4724	1716	1045	25%	9%	12%
		new label	8076	2106	1313	43%	11%	
Wine storage appliances	524	new label	57	113	354		not calculated	
TVs	13340	new label	3069	656	9615		not calculated	
Washing Machines	10229	old label	3206	1048	793	31%	10%	16%
		new label	3771	557	854	37%	5%	
Dishwashers	6659	old label	1761	642	651	26%	10%	19%
		new label	2638	375	592	40%	6%	
Lamps	79586	old label	74216	2200	3170		not calculated	
Air conditioners	1702	old label	222	653	814	13%	38%	48%
		new label	7	4	2	0%	0%	
Electric Ovens	8829	old label	3636	2068	3125	41%	23%	35%
Tumble driers	2351	old label	1334	486	531	57%	21%	23%
Total number of products	**51876**		**32501**	**9655**	**9720**			
Summary of % share	**100%**		**63%**	**19%**	**19%**			

SUMMARY – 2nd set of shop visits

Country	Visit Serie Nr. (1. / 2. / 3.)	Date of visit (period)	Shops visited
SUMMARY	2	August/ October 2012	331

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	73	22%	71%	7%	22%
T2.- Electric specialist	126	38%	52%	8%	41%
T3.- Kitchen studio / Furniture stores	58	18%	33%	12%	56%
T4.- General hypermarkets / Cash and Carry	47	14%	47%	9%	44%
T5.- Mail order and internet stores	27	8%	41%	45%	14%
Total number of shops:	**331**	**100%**	**51%**	**12%**	**38%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	21505	old label	4317	2303	1792	20%	11%	8%
		new label	11279	1814		52%	8%	
Wine storage appliances	676	new label	132	117	427	20%	17%	63%
TVs	17814	new label	8711	1402	7701	49%	8%	43%
Washing Machines	13292	old label	3238	1103	1350	24%	8%	10%
		new label	6595	1006		50%	8%	
Dishwashers	7912	old label	1899	547	936	24%	7%	12%
		new label	3829	701		48%	9%	
Lamps	729	old label	496	1	232	not calculated		
Air conditioners	2429	old label	962	720	724	40%	30%	30%
		new label	11	12		0%	0%	
Electric Ovens	9881	old label	3862	3347	2672	39%	34%	27%
Tumble driers	2915	old label	1611	594	347	55%	20%	12%
		new label	208	155		7%	5%	
Total number of products	**76424**		**46654**	**13821**	**15949**			
Summary of % share	**100%**		**61%**	**18%**	**21%**			

SUMMARY – 3rd set of shop visits

Country	Visit Serie Nr. (1. / 2. / 3.)	Date of visit (period)	Shops visited
SUMMARY	3	January - February 2013	280

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	67	24%	70%	9%	21%
T2.- Electric specialist	85	30%	56%	12%	31%
T3.- Kitchen studio / Furniture stores	66	24%	26%	15%	59%
T4.- General hypermarkets / Cash and Carry	40	14%	54%	10%	37%
T5.- Mail order and internet stores	22	8%	52%	38%	10%
Total number of shops:	**280**	**100%**	**52%**	**14%**	**34%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	17511	old label	889	741	1493	5%	4%	9%
		new label	12828	1560		73%	9%	
Wine storage appliances	478	new label	157	39	282	33%	8%	59%
TVs	14440	new label	9088	1256	4096	63%	9%	28%
Washing Machines	10575	old label	973	607	1040	9%	6%	10%
		new label	7204	751		68%	7%	
Dishwashers	6422	old label	737	296	828	11%	5%	13%
		new label	3948	613		61%	10%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	1446	old label	482	337	492	33%	23%	34%
		0	70	65		5%	4%	
Electric Ovens	6952	old label	3034	1562	2356	44%	22%	34%
Tumble driers	2325	old label	1095	457	373	47%	20%	16%
		new label	340	60		15%	3%	
Total number of products	**60149**		**40845**	**8344**	**10960**			
Summary of % share			**68%**	**14%**	**18%**			

6.2 Results per country: Austria

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Austria	3	Jan.–Feb. 2012	20	AEA

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	4	20%	84%	6%	11%
T2.- Electric specialist	7	35%	61%	8%	31%
T3.- Kitchen studio / Furniture stores	6	30%	3%	24%	74%
T4.- General hypermarkets / Cash and Carry	1	5%	69%	12%	19%
T5.- Mail order and internet stores	2	10%	54%	45%	1%
Total number of shops:	**20**	**Average**	**48%**	**16%**	**36%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1270	old label	10	0	132	1%	0%	10%
		new label	994	134		78%	11%	
Wine storage appliances	36	new label	11	5	20	31%	14%	56%
TVs	621	new label	342	213	66	55%	34%	11%
Washing Machines	445	old label	6	1	25	1%	0%	6%
		new label	375	38		84%	9%	
Dishwashers	463	old label	0	0	112	0%	0%	24%
		new label	305	46		66%	10%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	2	old label	1	0	1	50%	0%	50%
		0	0	0		0%	0%	
Electric Ovens	515	old label	68	259	188	13%	50%	37%
Tumble driers	177	old label	88	18	14	50%	10%	8%
		new label	48	9		27%	5%	
Total number of products	**3529**		**2248**	**723**	**558**			
Summary of % share	**3529**		**64%**	**20%**	**16%**			

Belgium

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Belgium	3	Jan.–Feb. 2012	20	ABEA

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	4	20%	56%	10%	33%
T2.- Electric specialist	5	25%	22%	22%	56%
T3.- Kitchen studio / Furniture stores	7	35%	9%	19%	72%
T4.- General hypermarkets / Cash and Carry	3	15%	54%	16%	29%
T5.- Mail order and internet stores	1	5%	72%	28%	0%
Total number of shops:	**20**		**32%**	**18%**	**50%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	682	old label	20	77	157	3%	11%	23%
		new label	356	72		52%	11%	
Wine storage appliances	27	new label	1	2	24	4%	7%	89%
TVs	893	new label	281	1	611	31%	0%	68%
Washing Machines	349	old label	68	9	94	19%	3%	27%
		new label	153	25		44%	7%	
Dishwashers	230	old label	22	1	68	10%	0%	30%
		new label	98	41		43%	18%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	5	old label	4	1	0	80%	20%	0%
		new label	0	0		0%	0%	
Electric Ovens	258	old label	54	42	162	21%	16%	63%
Tumble driers	197	old label	79	12	35	40%	6%	18%
		new label	33	38		17%	19%	
Total number of products	**2641**		**1169**	**321**	**1151**			
Summary of % share	**2641**		**44%**	**12%**	**44%**			

Croatia

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
CROATIA	3	February 2013	20	ELMA

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	4	20%	81%	14%	5%
T2.- Electric specialist	7	35%	87%	8%	5%
T3.- Kitchen studio / Furniture stores	3	15%	57%	15%	28%
T4.- General hypermarkets / Cash and Carry	5	25%	74%	5%	22%
T5.- Mail order and internet stores	1	5%	0%	93%	7%
Total number of shops:	**20**	**Average**	**73%**	**14%**	**13%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1242	old label	141	127	25	11%	10%	2%
		new label	732	217		59%	17%	
Wine storage appliances	18	new label	11	1	6	61%	6%	33%
TVs	716	new label	611	1	104	85%	0%	15%
Washing Machines	854	old label	175	98	14	20%	11%	2%
		new label	421	146		49%	17%	
Dishwashers	693	old label	152	30	55	22%	4%	8%
		new label	315	141		45%	20%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	160	old label	25	3	67	16%	2%	4%
		new label	0	65		0%	41%	
Electric Ovens	783	old label	556	183	44	71%	23%	6%
Tumble driers	171	old label	103	61	4	60%	36%	2%
		new label	2	1		1%	1%	
Total number of products	**4637**		**3244**	**1074**	**319**			
Summary of % share	**4637**		**70%**	**23%**	**7%**			

Czech Republic

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Czech Republic	3	Jan.–Feb. 2013	23	SEVEn

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	3	13%	88%	2%	11%
T2.- Electric specialist	4	17%	54%	19%	28%
T3.- Kitchen studio / Furniture stores	11	48%	5%	28%	67%
T4.- General hypermarkets / Cash and Carry	3	13%	53%	7%	40%
T5.- Mail order and internet stores	2	9%	63%	29%	8%
Total number of shops:	**23**	**Average**	**35%**	**20%**	**44%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1365	old label	146	62	47	11%	5%	3%
		new label	760	350		56%	26%	
Wine storage appliances	56	new label	30	10	16	54%	18%	29%
TVs	893	new label	542	150	201	61%	17%	23%
Washing Machines	534	old label	132	60	64	25%	11%	12%
		new label	216	62		40%	12%	
Dishwashers	455	old label	98	37	75	22%	8%	16%
		new label	160	85		35%	19%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	0	old label	0	0	0	0%	0%	0%
		new label	0	0		0%	0%	
Electric Ovens	404	old label	241	64	99	60%	16%	25%
Tumble driers	203	old label	104	26	8	51%	13%	4%
		new label	58	7		29%	3%	
Total number of products	**3910**		**2487**	**913**	**510**			
Summary of % share	**3910**		**63,6%**	**23,4%**	**13,0%**			

Germany

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Germany	3	17.1.–14.2.2013	21	Öko-Institut,...*

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	4	19%	86%	1%	13%
T2.- Electric specialist	3	14%	59%	21%	20%
T3.- Kitchen studio / Furniture stores	9	43%	85%	5%	11%
T4.- General hypermarkets / Cash and Carry	4	19%	59%	6%	34%
T5.- Mail order and internet stores	1	5%	94%	6%	0%
Total number of shops:	21	Average	77%	7%	17%

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	487	old label	29	2	13	6%	0%	3%
		new label	440	3		90%	1%	
Wine storage appliances	0	new label	0	0	0			
TVs	800	new label	630	19	151	79%	2%	19%
Washing Machines	223	old label	26	9	18	12%	4%	8%
		new label	166	4		74%	2%	
Dishwashers	362	old label	97	1	25	27%	0%	7%
		new label	237	2		65%	1%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	0	old label	0	0	0			
		new label	0	0				
Electric Ovens	395	old label	307	50	38	78%	13%	10%
Tumble driers	107	old label	20	11	7	19%	10%	7%
		new label	69	0		64%	0%	
Total number of products	2374		2021	101	252			
Summary of % share	2374		85%	4%	11%			

* Öko-Institut, Verbraucherzentrale Sachsen, Verbraucherzentrale Sachsen-Anhalt

Greece

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Greece	3	Jan.–Feb. 2013	20	CRES

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	8	40%	45%	28%	27%
T2.- Electric specialist	4	20%	10%	46%	44%
T3.- Kitchen studio / Furniture stores	5	25%	29%	9%	62%
T4.- General hypermarkets / Cash and Carry	1	5%	52%	7%	41%
T5.- Mail order and internet stores	2	10%	16%	74%	10%
Total number of shops:	**20**		**31%**	**30%**	**38%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	945	old label	55	93	71	6%	10%	8%
		new label	467	259		49%	27%	
Wine storage appliances	9	new label	1	0	8	11%	0%	89%
TVs	948	new label	397	23	528	42%	2%	56%
Washing Machines	531	old label	13	61	52	2%	11%	10%
		new label	236	169		44%	32%	
Dishwashers	355	old label	18	48	41	5%	14%	12%
		new label	154	94		43%	26%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	219	old label	47	32	140	21%	15%	64%
		new label	0	0		0%	0%	
Electric Ovens	694	old label	270	334	90	39%	48%	13%
Tumble driers	70	old label	9	25	27	13%	36%	39%
		new label	9	0		13%	0%	
Total number of products	**3771**		**1676**	**1138**	**957**			
Summary of % share	**3771**		**44%**	**30%**	**25%**			

Italy

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Italy	3	February 2013	20	ENEA

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	1	5%	93%	0%	7%
T2.- Electric specialist	4	20%	78%	0%	22%
T3.- Kitchen studio / Furniture stores	10	50%	0%	0%	100%
T4.- General hypermarkets / Cash and Carry	2	10%	65%	1%	34%
T5.- Mail order and internet stores	3	15%	60%	31%	9%
Total number of shops:	**20**	**Average**	**36%**	**5%**	**59%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1290	old label	11	0	21	1%	0%	2%
		new label	1107	151		86%	12%	
Wine storage appliances	36	new label	8	0	28	22%	0%	78%
TVs	1228	new label	543	389	296	44%	32%	24%
Washing Machines	718	old label	76	65	13	11%	9%	2%
		new label	494	70		69%	10%	
Dishwashers	299	old label	30	62	12	10%	21%	4%
		new label	127	68		42%	23%	
Lamps	0	old label	0	0	0		not calculated	
Air conditioners	269	old label	144	125	0	54%	46%	0%
		new label	0	0		0%	0%	
Electric Ovens	287	old label	232	2	53	81%	1%	18%
Tumble driers	140	old label	58	79	3	41%	56%	2%
		new label	0	0		0%	0%	
Total number of products	**4267**		**2830**	**1011**	**426**			
Summary of % share	**4267**		**66%**	**24%**	**10%**			

Italy – Data provided by IFR / GfK

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Italy	3	February 2013	25	IFR / GfK

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	9	36%			
T2.- Electric specialist	10	40%			
T3.- Kitchen studio / Furniture stores	0	0%			
T4.- General hypermarkets / Cash and Carry	6	24%			
T5.- Mail order and internet stores	0	0%			
Total number of shops:	25				

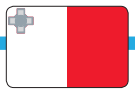
	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	2268	old label	119	1	38	5%	0%	2%
		new label	2110	0		93%	0%	
Wine storage appliances	0	new label	0	0	0	0%	0%	0%
TVs	3211	new label	2739	38	434	85%	1%	14%
Washing Machines	2266	old label	218	4	48	10%	0%	2%
		new label	1996	0		88%	0%	
Dishwashers	701	old label	55	2	29	8%	0%	4%
		new label	615	0		88%	0%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	243	old label	175	2	24	72%	1%	10%
		new label	42	0		17%	0%	
Electric Ovens	874	old label	621	6	247	71%	1%	28%
Tumble driers	347	old label	261	6	17	75%	2%	5%
		new label	63	0		18%	0%	
Total number of products	9910		9014	59	837			
Summary of % share	9910		91%	1%	8%			

Latvia

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Latvia	3	February 2013	20	Ekodoma

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	8	40%	75%	10%	14%
T2.- Electric specialist	7	35%	63%	5%	32%
T3.- Kitchen studio / Furniture stores	2	10%	35%	26%	39%
T4.- General hypermarkets / Cash and Carry	1	5%	26%	2%	72%
T5.- Mail order and internet stores	2	10%	42%	57%	1%
Total number of shops:	**20**		**61%**	**14%**	**25%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	855	old label	8	9	38	1%	1%	4%
		new label	716	84		84%	10%	
Wine storage appliances	31	new label	9	13	9	29%	42%	29%
TVs	909	new label	450	237	222	50%	26%	24%
Washing Machines	723	old label	40	12	105	6%	2%	15%
		new label	481	85		67%	12%	
Dishwashers	169	old label	9	2	31	5%	1%	18%
		new label	98	29		58%	17%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	70	old label	0	70	0	0%	100%	0%
		new label	0	0		0%	0%	
Electric Ovens	280	old label	57	156	67	20%	56%	24%
Tumble driers	51	old label	15	24	11	29%	47%	22%
		new label	1	0		2%	0%	
Total number of products	**3088**		**1884**	**721**	**483**			
Summary of % share	**3088**		**61%**	**23%**	**16%**			



Malta

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Malta	3	Jan.–Feb. 2013	20	PiM

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	7	35%	39%	8%	53%
T2.- Electric specialist	9	45%	39%	14%	47%
T3.- Kitchen studio / Furniture stores	3	15%	14%	8%	78%
T4.- General hypermarkets / Cash and Carry	0	0%	0%	0%	0%
T5.- Mail order and internet stores	1	5%	75%	7%	18%
Total number of shops:	**20**	**100%**	**37%**	**10%**	**52%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	625	old label	18	34	309	3%	5%	49%
		new label	264	0		42%	0%	
Wine storage appliances	38	new label	8	1	29	21%	3%	76%
TVs	242	new label	100	3	39	70%	2%	27%
Washing Machines	262	old label	10	20	129	4%	8%	49%
		new label	103	0		39%	0%	
Dishwashers	163	old label	6	12	118	4%	7%	72%
		new label	26	1		16%	1%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	97	old label	24	21	52	25%	22%	54%
		new label	0	0		0%	0%	
Electric Ovens	317	old label	34	36	247	11%	11%	78%
Tumble driers	67	old label	10	12	43	15%	18%	64%
		new label	2	0		3%	0%	
Total number of products	**1711**		**605**	**140**	**966**			
Summary of % share	**1711**		**35%**	**8%**	**56%**			

Poland

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Poland	3	Jan.–Feb. 2013	21	KAPE S.A.

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	12	57%	82%	2%	17%
T2.- Electric specialist	3	14%	44%	0%	56%
T3.- Kitchen studio / Furniture stores	1	5%	0%	0%	100%
T4.- General hypermarkets / Cash and Carry	4	19%	50%	4%	46%
T5.- Mail order and internet stores	1	5%	0%	100%	0%
Total number of shops:	**21**	**Average**	**63%**	**6%**	**31%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1387	old label	134	50	151	10%	4%	11%
		new label	1038	14		75%	1%	
Wine storage appliances	7	new label	2	3	2	29%	43%	29%
TVs	1458	new label	930	60	468	64%	4%	32%
Washing Machines	1253	old label	122	50	173	10%	4%	14%
		new label	870	38		69%	3%	
Dishwashers	741	old label	88	26	84	12%	4%	11%
		new label	538	5		73%	1%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	0	old label	0	0	0	0%	0%	0%
		new label	0	0		0%	0%	
Electric Ovens	277	old label	171	20	86	62%	7%	31%
Tumble driers	82	old label	12	44	8	15%	54%	10%
		new label	18	0		22%	0%	
Total number of products	**5205**		**3923**	**310**	**972**			
Summary of % share	**5205**		**75%**	**6%**	**19%**			

Portugal

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Portugal	3	Jan.–Feb. 2013	21	Quercus

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	6	29%	74%	8%	18%
T2.- Electric specialist	5	24%	61%	19%	20%
T3.- Kitchen studio / Furniture stores	3	14%	54%	24%	23%
T4.- General hypermarkets / Cash and Carry	5	24%	22%	14%	64%
T5.- Mail order and internet stores	2	10%	29%	37%	34%
Total number of shops:	21	Average	51%	17%	32%

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	1490	old label	108	262	326	7%	18%	22%
		new label	601	193		40%	13%	
Wine storage appliances	85	new label	19	0	66	22%	0%	78%
TVs	998	new label	480	78	440	48%	8%	44%
Washing Machines	644	old label	61	178	87	9%	28%	14%
		new label	256	62		40%	10%	
Dishwashers	498	old label	88	64	112	18%	13%	22%
		new label	174	60		35%	12%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	170	old label	23	68	79	14%	40%	46%
		new label	0	0		0%	0%	
Electric Ovens	603	old label	192	173	238	32%	29%	39%
Tumble driers	287	old label	70	98	80	24%	34%	28%
		new label	35	4		12%	1%	
Total number of products	4775		2107	1240	1428			
Summary of % share	4775		44%	26%	30%			

Spain

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
Spain	3	Jan.–Feb. 2013	34	ESCAN

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	3	9%	72%	7%	21%
T2.- Electric specialist	22	65%	66%	9%	25%
T3.- Kitchen studio / Furniture stores	4	12%	40%	31%	29%
T4.- General hypermarkets / Cash and Carry	2	6%	70%	3%	27%
T5.- Mail order and internet stores	3	9%	79%	0%	20%
Total number of shops:	**34**	**Average**	**65%**	**11%**	**25%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	3084	old label	59	20	126	2%	1%	4%
		new label	2815	64		91%	2%	
Wine storage appliances	114	new label	39	4	71	34%	4%	62%
TVs	1296	new label	787	33	476	61%	3%	37%
Washing Machines	1515	old label	74	22	120	5%	1%	8%
		new label	1252	47		83%	3%	
Dishwashers	1112	old label	48	7	56	4%	1%	5%
		new label	972	29		87%	3%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	211	old label	39	15	129	18%	7%	61%
		new label	28	0		13%	0%	
Electric Ovens	1231	old label	460	107	664	37%	9%	54%
Tumble driers	305	old label	210	21	72	69%	7%	24%
		new label	1	1		0%	0%	
Total number of products	**8868**		**6784**	**370**	**1714**			
Summary of % share	**8868**		**76%**	**4%**	**19%**			

United Kingdom

Country	Visit Serie Nr.	Date of visit (period)	Shops visited	Visit undertaken by
UK	3	Jan.–Feb. 2013	20	SWEA

Shop type	N° of shops	%	Compliance per type of shop: Labelled correctly	Partly / Incorrectly labelled	Not labelled
T1.-Electronic Superstore	3	15%	84%	2%	14%
T2.- Electric specialist	5	25%	47%	10%	43%
T3.- Kitchen studio / Furniture stores	2	10%	24%	12%	63%
T4.- General hypermarkets / Cash and Carry	9	45%	54%	17%	29%
T5.- Mail order and internet stores	1	5%	73%	27%	0%
Total number of shops:	**20**	**Average**	**55%**	**13%**	**33%**

	Total number of displayed products	Labelling	Compliance per type of appliance: Labelled correctly	Partly / Incorrectly labelled	Not labelled	Labelled correctly	Partly / Incorrectly labelled	Not labelled
Refrigerating appliances	521	old label	31	4	39	6%	1%	7%
		new label	428	19		82%	4%	
Wine storage appliances	21	new label	18	0	3	86%	0%	14%
TVs	327	new label	256	11	60	78%	3%	18%
Washing Machines	357	old label	51	18	98	14%	5%	27%
		new label	185	5		52%	1%	
Dishwashers	181	old label	26	4	10	14%	2%	6%
		new label	129	12		71%	7%	
Lamps	0	old label	0	0	0	not calculated		
Air conditioners	0	old label	0	0	0			
		new label	0	0				
Electric Ovens	655	old label	392	130	133	60%	20%	20%
Tumble driers	121	old label	56	20	44	46%	17%	36%
		new label	1	0		1%	0%	
Total number of products	**2183**		**1573**	**223**	**387**			
Summary of % share	**2183**		**72%**	**10%**	**18%**			

Come On Labels
www.come-on-labels.eu

Come on Labels project members – contacts

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Croatia — **ELMA Kurtalj d.o.o**
www.elma.hr

Germany — **Öko-Institut e.V., Institute for Applied Ecology**
www.oeko.de

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

Spain — **ESCAN, s.l.**
www.escansa.com

United Kingdom — **Severn Wye Energy Agency**
www.swea.co.uk

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.

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

www.come-on-labels.eu