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

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New Product Replacement Schemes in the Come On Labels Countries

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1. INTRODUCTION

The "Come On Labels" project supports the implementation of the EU labelling directive for energy-related products in a number of member states. This includes the national legal implementation, enhancing retailer compliance, and monitoring and public relations activities. The EU energy label alone, however, is neither sufficient to persuade households to replace inefficient appliances nor to ensure the market penetration of highly efficient appliances. Due to various barriers (financial, motivational, informational), additional tools are needed to encourage consumers to purchase highly efficient products.

Therefore, a report within the Come On Labels project is dedicated to instruments promoting the replacement of less efficient appliances and the market penetration of more efficient ones.¹ It gave an overview of possible instruments, discussed their advantages and disadvantages, made recommendations, and collected available examples.

This document is an update of the existing report. In section 2, it gives an overview of new product replacement schemes in the project countries and in section 3, it discusses some lessons learned. In the annex, the replacement schemes collected are presented in the form of fact sheets.

2. NEW PRODUCT REPLACEMENT SCHEMES IN COME ON LABELS COUNTRIES

Since the beginning of the Come On Labels project, about a dozen new replacement schemes for products bearing the Energy Label have been identified by Come On Labels partners in project countries.² In spite of the economic crisis, schemes have been or are currently being put in place in Austria, Belgium, Croatia, Germany, Italy, Spain, and the UK. Some of them are of a primarily informational nature, highlighting possible environmental and economic benefits of highly efficient appliances, providing lifetime running costs, or keeping databases where highly efficient appliances can be found and compared. But there is also a number of schemes that include significant financial incentives. One enabling factor is the fact that such schemes need not necessarily be financed by public money. The White Certificate scheme in Italy provides a unique framework motivating utilities to create product replacement programs. Those activities earn them certificates they can either use to fulfill their energy saving obligation or trade on the market. But even without such a framework in place, utilities may participate in replacement programs for customer retention or image reasons. Also, retailers may support them in order to stimulate consumption, as was the case in Austria, where the "Expert" retail chain participated in a number of programs. Here is

¹ Come On Labels Deliverable 6.14: Instruments for the Replacement of Old Appliances. <http://www.come-on-labels.eu/download/replacement-old-appliances>

² Furthermore, there are similar schemes for products not yet bearing the label, e.g. for windows in Portugal.



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another reason why product replacement schemes might be interesting even in times of economic crisis: They promise to stimulate markets and create more value.

The fact sheets in the Annex give an overview of known schemes.³ They represent a variety of both financial and informational measures, many programs combining both aspects. Some interesting features of current programs are:

Use of competitions, drawings, and prizes

In a number of examples from Austria, informational measures are combined with financial or material incentives in order to increase the impact, generally in the form of a competition. For example, households who demonstrate energy savings, provide new ideas for energy savings, or buy a new highly efficient appliance can win an efficient product as a prize. Also, the costs of grant or rebate programs are minimized when instead of a general grant, payments are raffled among the purchasers of an efficient appliance.

Nature of the financial incentives

All financial measures make use of the classic options of rebate, direct payment, or free appliance / free exchange. Less well-known options such as micro loans, bonus / malus systems or “ecopoints” (where the purchaser of an efficient appliance receives “points” that can be used in exchange for other environmentally friendly products or systems) are not in the sample.⁴ Apparently schemes for which ample experience exists are easiest to implement, despite possible advantages of less well-known options.

Embedding financial incentives in a broader context

Financial incentives are usually accompanied by communication campaigns providing information on the scheme itself, efficient appliances, energy savings options etc. This is essential to not only promote the program but produce longer-lasting effects. The German project “Stromsparmcheck” (electricity saving check) goes one step further. Here, low income households are visited, the actual electricity consumption of the appliances is measured, and targeted energy advice is offered. In this context, small efficient appliances such as lamps or switchable power strips are offered by default, but also replacement programs for larger appliances such as refrigerators have been embedded in this context.

³ In Italy, schemes are being put in place by utilities in order to earn certificates in the framework of the White Certificate scheme. But no details on these schemes could be researched; therefore they are not included in the Fact sheets.

⁴ For a description of these instruments, see Come On Labels Deliverable 6.14, Instruments for the Replacement of Old Appliances. <http://www.come-on-labels.eu/download/replacement-old-appliances>



Involvement of the regions

In Spain and Belgium, regional governments are administering the grant schemes. This way, authorities can adapt the programs to the specific economic and demographic conditions in their region.

Lifetime running cost approach tested in the UK

Highly efficient appliances carry a prize premium. In many cases, though, the elevated purchase costs are compensated by the energy savings during the lifetime of the appliance, in comparison to a less efficient product. Communicating the real lifetime running cost of an appliance may therefore reduce consumer reluctance in the face of higher purchasing costs. In the UK, this approach will be tested in a trial phase in 2013. Similar efforts are being developed in the EU project YAECl (Yearly Appliance Energy Cost Indication - www.appliance-energy-costs.eu).

Little evaluation available

Given the fact that replacement schemes involving financial incentives may be costly, surprisingly little evaluation is available. Sometimes numbers of participants or replaced appliances are communicated and energy or CO₂ savings are extrapolated. However, the programs have rarely been evaluated in detail, trying, for example, to assess the relevance of windfall gains, to identify elements that have been successful and elements that could be improved, or to relate the benefits to the costs. Not even the very detailed evaluation of the German Stromsparcheck reveals program costs and relates them to the calculated benefits.

In the following, a few recommendations for developing product replacement schemes are developed and illustrated with examples from the cases collected.

3. RECOMMENDATIONS FOR PRODUCT REPLACEMENT SCHEMES

Decide on whether you wish to support better replacement or early replacement

Better replacement means that a consumer who already wishes to buy a new appliance chooses a more efficient one than he would have without the scheme. Early replacement means that he exchanges the old appliance earlier than he would have done otherwise. Better replacement almost always makes ecological, and often also economical sense. Early replacement is beneficial ecologically only in some cases (e.g., in general, refrigerators older than 10 years), and economically even more rarely.⁵

⁵ More detail can be found in Come On Labels deliverable 6.14, Instruments for the Replacement of Old Appliances. <http://www.come-on-labels.eu/download/replacement-old-appliances>. The data cited there may be outdated though, and new data on the benefits of early replacement is lacking. Given the rapid technological development in e.g. washing machines, it is likely that there is an increasingly stronger case for early replacement.



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Schemes that are limited in time and budget tend to stimulate early replacement more than open-ended schemes do: they motivate the consumer to get the grant / rebate before the scheme is finished. Therefore, it may be wise to focus limited schemes on appliances where there is a clear case for early replacement, such as refrigerators (e.g. in the Austrian Trennungsprämie). They may also be coupled with a requirement that the old appliance must have a certain age or consumption (such as in the German refrigerator exchange scheme). Open-ended schemes such as the Belgian Primes do not favour early replacement as strongly, and therefore may cover a broader range of appliances.

Choose eligibility criteria wisely

Eligibility criteria refer to both target groups and / or products. Eligibility criteria for products define how efficient a product must be in order to receive support. Eligibility criteria for target groups may specify, for example, that the program is targeted at low-income households, or at the inhabitants of a specific region, or that it includes SMEs as well as households. While eligibility criteria for products reflect the desired level of market transformation, eligibility criteria for target groups reflect rather social or political considerations.

Eligibility criteria for products should be based on reliable market data in order to avoid windfall gains. As a rule of thumb, for market transformation purposes it might not be advisable to subsidize appliances which already have 20% or more market share. (However, those appliances might still be subsidized for specific target groups, e.g. young people or low-income households, for primarily social policy reasons.)

Market shares can vary significantly between appliances as well as between different national markets. For example, GfK data for the year 2012 show that the market share of A+++ dishwashers in the EU was 3%, for A++ machines 18%. For washing machines, the respective shares were 16% and 20%. Also, in France the share of A+++ washing machines was a little below average, reaching 13%, while in Germany it was already more than 40% - a situation where no further incentive would be needed.⁶

As national market shares for the appliances covered in the various schemes are not available to the author of this document, little judgement can be made whether the eligibility criteria are appropriate. However, it does not seem advisable to generally support A+ appliances as the Spanish RENOVE scheme has done because in product groups such as refrigerators and washing machines, these do not necessarily represent the top of the market (or their market share is not checked).⁷

⁶ Based on an oral presentation by Barbara Inmann, GfK Retail and Technology, at the Come On Labels Final Event in Brussels, 15 March 2013.

⁷ This is due to Ecodesign requirements setting A+ as minimum standard for some product groups. See for more detail the Come On Labels document "Comparison between energy label and ecodesign requirements" <http://www.come-on-labels.eu/download/energy-label-vs-ecodesign>



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Make sure the old appliance is being disposed

The energy savings effect of a new highly efficient appliance is counteracted when the old appliance keeps running in the cellar, is given away or sold. Therefore, to ensure energy savings, one element of the scheme should be the collection and correct disposal of the old appliance, as is done, for example, in Austria (Trennungsprämie), Spain (RENOVE program), and Croatia (pilot incentive scheme for efficient appliances).

For financial incentives, design accompanying information measures

Information activities are not only necessary to promote the program and explain its conditions. Accompanying information on the benefits of efficient appliances, on how to identify them (including the meaning of the energy label) and on important aspects of specific appliance types can multiply the effect of the incentive program. It helps the consumers to make a more informed choice and reaches out beyond the duration and scope of the incentive program. Databases that collect technical features, energy efficiency, price, and possibly running costs of appliances, such as run by topprodukte.at or IDAE in Spain, have proven especially helpful.

Monitor effects and efficiency of the program.

Besides monitoring the number of exchanged appliances and projecting energy and CO₂ savings, it should also be tried to assess possible windfall gains, to balance cost and benefit of a program, to identify which elements and mechanisms have been most successful, and to evaluate the procedures in order to see whether and where they may have to be improved. This way, subsequent programs can be designed in order to provide the best value for money. In our sample, a relatively detailed evaluation is available for the German Stromspar-Check, but even this report does not balance costs and benefits. The UK lifetime running cost trial and the Croatian pilot grant scheme will surely be monitored so that future policies can be based on them.



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ANNEX: OVERVIEW OF PRODUCT REPLACEMENT SCHEMES

Country	Austria
Name of instrument/program	Trennungsprämie
Responsible body/organisation	Environmental Forum Household (UFH) (service company for the collection and recycling of used electric and electronic appliances) in cooperation with Lebensministerium (Ministry of Life; dealing with agriculture, Forestry, Water and the Environment).
Participating actors and their roles	n.a.
Running period	01.09.-15.11.2010; to be continued
Total budget	€ 2 Mio.
Geographical coverage	National
Type of appliance	Refrigerating appliances
Type of instrument	financial and information
IF INFORMATION INSTRUMENT	
Media used	Radiospots, Internet, Poster, Online-Spot
Target group	households
Main message	Exchange
Life cycle costs communicated? (y/n)	no
Other comments	-
IF FINANCIAL INSTRUMENT	
Financing sources	n.a.
Receiver of allowance	consumers
Criteria of eligibility	A++ appliances:
Type of allowance	direct payment
Amount of allowance per appliance; if applicable: upper limit	€ 50 for < 90 cm and € 100 for > 90 cm
Other conditions	disposal of old appliance must be demonstrated
Accompanying measures?	Radiospots, Internet, Poster, Online-Spot
Evaluation available?	no.
Success	undisclosed. Results of the previous Trennungsprämie in 2009: 33.000 refrigerators were exchanged, saving 8,26 Mio. kWh of energy and 1.339 tons of CO ₂ .
Other comments	Follow-up program for the successful "Trennungsprämie" for refrigerating appliances in 2009 and washing machines and tumble driers in summer 2010
Link / source for further information	http://www.topprodukte.at/de/News-Detail/Fortsetzung-folgt_.html for 2009 results: http://www.ufh.at/index.php?i_ca_id=412



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Country	Austria
Name of instrument/program	Top Energy saving Household
Responsible body/organisation	topprodukte.at (website on efficient products run by the Austrian Energy Agency)
Participating actors and their roles	Ministry of Life, Kurier futurezone (Kurier is an Austrian newspaper, running the website futurezone.at dedicated to new digital technologies)
Running period	30.10.-03.12.2010
Total budget	n.a.
Geographical coverage	National
Type of appliance	heat pump drier, washing machine, dishwasher, printers, monitors, lamps (as prizes in a competition)
Type of instrument	information / incentive (competition)
IF INFORMATION INSTRUMENT	
Media used	Internet, Press
Target group	households
Main message	Realize the energy saving potential in your household and win an efficient appliance.
Life cycle costs communicated? (y/n)	no
Evaluation available?	no
Success	n.a.
Other comments	-
Link / source for further information	http://www.topprodukte.at/de/News-Detail/Die-Top-Stromsparhaushalte-und-die-Stromsparer-der-Zukunft-sind-gefunden.html



Come On Labels

Country	Austria
Name of instrument/program	Foto competition
Responsible body/organisation	topprodukte.at (website on efficient products by the Austrian Energy Agency)
Participating actors and their roles	Ministry of Life (klima:aktiv), Austrian Economic Chamber
Running period	06.09.-11.11.2011
Total budget	n.a.
Geographical coverage	National
Type of appliance	Refrigerating appliances, Washing machine, Tumble driers, Dishwashers, TV, Energy saving bulb
Type of instrument	information / incentive (competition)
IF INFORMATION INSTRUMENT	
Media used	Internet, Press
Target group	households
Main message	Buy a topprodukt (a product fulfilling the quality criteria of the topprodukte.at website) and take a picture. Win an efficient appliance as a prize.
Life cycle costs communicated? (y/n)	no
Evaluation available?	no
Success	n.a.
Other comments	-
Link / source for further information	n.a.



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Country	Austria
Name of instrument/program	Summer action
Responsible body/organisation	topprodukte.at (website on efficient products by the Austrian Energy Agency)
Participating actors and their roles	Ministry of Life, Expert (Retailer chain)
Running period	25.06.-28.07.2012
Total budget	€ 15.000
Geographical coverage	National
Type of appliance	Refrigerating appliances
Type of instrument	financial and information
IF INFORMATION INSTRUMENT	
Media used	Internet
Target group	households
Main message	exchange your old refrigerating appliance for an A++ or A+++ appliance
Life cycle costs communicated? (y/n)	no
IF FINANCIAL INSTRUMENT	
Financing sources	n.a.
Receiver of allowance	consumers
Criteria of eligibility	A+++ and A++ appliances
Type of allowance	direct payment that can be won in a drawing
Amount of allowance per appliance; if applicable: upper limit	100x € 100 for A+++; 100x € 50 for A++
Other conditions	buy the new appliance at an EXPERT retailer
Accompanying measures?	advertising Folder, Web, Facebook, Labelling Folder; database with efficient appliances at topprodukte.at
Evaluation available?	no
Success	n.a.
Other comments	-
Link / source for further information	http://www.topprodukte.at/de/News-Detail/A-oder-A-Kuehl-und-Gefriergeraete-kaufen-und-gewinnen.html



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Country	Austria
Name of instrument/program	Energy saving week (Competition)
Responsible body/organisation	topprodukte.at/futurezone.at
Participating actors and their roles	Ministry of Life, futurezone.at
Running period	10.12-14.12.2012
Total budget	n.a.
Geographical coverage	National
Type of appliance	LEDs, LCD Screens, Tumble driers, pellets oven, TVs
Type of instrument	information / incentive (competition)
IF INFORMATION INSTRUMENT	
Media used	Internet, topprodukte.at and klima:aktiv Facebook
Target group	households
Main message	Energy saving with efficient appliances and behavior. Answer a question and win an efficient appliances as prize (each day one prize)
Life cycle costs communicated? (y/n)	no
Evaluation available?	no
Success	n.a.
Other comments	-
Link / source for further information	http://www.facebook.com/topprodukte.at



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Country	Belgium
Name of instrument/program	Energy grant - Prime
Responsible body/organisation	Bruxelles Environnement - Direction Energie (municipal administration)
Participating actors and their roles	Service prime (Energy grants Service) of the municipal administration promotes and carries out the program; issues the payment upon reception of the bill.
Running period	2013; grant system is open-ended but updated every year
Total budget	12 Millions Euro for all energy grants (including building-related measures); figure for appliances not available
Geographical coverage	Brussels Region
Type of appliance	Households refrigerating appliances - Households tumble dryers
Type of instrument	Financial (accompanied by information campaign.)
IF FINANCIAL INSTRUMENT	
Financing sources	Public budget (from Brussels region)
Receiver of allowance	consumers
Criteria of eligibility	Refrigerating Appliance class A++ and A+++; tumble dryer class A for households in Brussels region
Type of allowance	direct payment
Amount of allowance per appliance; if applicable: upper limit	From 50€ to 200 € depending on income and, in the case of refrigerators, on energy class. Additional 100€ for large families.
Other conditions	The appliance must be used in the own household. Only one appliance of each type in five years.
Accompanying measures?	Large information campaign on radio , press and internet (http://www.bruxellesenvironnement.be/Templates/Particuliers/informer.aspx?id=12103&langtype=2060) with advice section on the grants, on appliances and new labels
Evaluation available?	no
Success	not yet available; still running
Other comments	Come On Labels partner "Le Centre Urbain" has written the advice section of the grant with information on new labels and reference to the ComeOnLabels project
Link / source for further information	http://www.bruxellesenvironnement.be/uploadedFiles/Contenu_du_site/Particuliers/01_Gestes/09_Mes_primes/Primes_energie_2013/F_FR_2013_20121217.pdf?langtype=2060



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Country	Croatia
Name of instrument/program	Pilote incentive scheme on efficient appliances
Responsible body/organisation	Fund for environmental protection and energy efficiency institute
Participating actors and their roles	n.a.
Running period	2013
Total budget	500.000 HRK = 66.000 EUR budget for promotion measures of the new energy label. Part of it to be invested in the pilot project; remainder, among other things, for possible extension of program
Geographical coverage	national
Type of appliance	household appliances (?)
Type of instrument	financial
IF FINANCIAL INSTRUMENT	
Financing sources	n.a.
Receiver of allowance	100 households
Criteria of eligibility	first come - first serve; A+++ appliances
Type of allowance	direct payment
Amount of allowance per appliance; if applicable: upper limit	up to 25% of appliance price
Other conditions	on presentation of bill and energy label; disposal of old appliance must be demonstrated
Accompanying measures?	announced in newspapers, on website
Evaluation available?	not yet
Success	not yet
Other comments	pilot program; if successful, to be extended.
Link / source for further information	not yet available



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Country	Germany
Name of instrument/program	"Stromspar-Check" (Power Saving Check)
Responsible body/organisation	Deutscher Caritasverband e.V. DCV (welfare organization), Bundesverband der Energie- und Klimaschutzagenturen Deutschlands e.V., eaD (national association of energy and climate agencies); Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
Participating actors and their roles	BMU promotes/funds the project, DCV trains long-term unemployed persons to become power saving advisors for low-income households. DCV and eaD execute the project.
Running period	Phae I: 2008-2009; Phase II: 2010; Phase III: 2013-2015
Total budget	not available
Geographical coverage	national (68 regional locations)
Type of appliance	energy saving lamps, switchable power sockets, water saving appliances
Type of instrument	information; incentive (free power-saving devices are delivered in the context of an energy advice session)
IF INFORMATION INSTRUMENT	
Media used	flyer, brochures, website, press releases, provision of energy advice
Target group	low-income households
Main message	Subscribe for a free electricity saving advice session and learn how to save energy and money in your household
Life cycle costs communicated? (y/n)	yes
Other comments	-
IF FINANCIAL INSTRUMENT	
Financing source	Ministry of the environment (state money)
Receiver of allowance	Consumers (welfare households)
Criteria of eligibility	Consumers who receive unemployment benefit, social assistance or housing allowances
Type of allowance	free energy saving appliances given
Amount of allowance per appliance; if applicable: upper limit	upper limit: 70 EUR for all appliances
Other conditions	none
Accompanying measures?	promotion and communication
Evaluation available?	yes (Phase I and II)
Success	see below
Link / source for further information	http://www.stromspar-check.de/ ; Evaluation phase I: http://www.stromspar-check.de/index.php?eID=tx_nawsecuredl&u=0&file=fileadmin%2Fuser_upload%2FPressematerialien%2FKurzfassung_Schlussbericht_Phase_1.pdf&t=1363866854&hash=70532c9d9fee11e9aa97a442f6de7612 ; evaluation phase I and II: http://www.polsoz.fu-berlin.de/polwiss/forschung/systeme/ffu/forschung/projekte/laufen.de/10_evaluierung_des_nationalen_teils_der_klimaschutzinitiativ_e/evaluierung_des_projektes_stromspar_check.pdf



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Results of Stromspar-Check Phase I and II:

Stromspar-Check (Power Saving Check)			
Phase I: 01.12.2008 - 31.08.2009		Phase II: 01.09.2009 - 31.12.2010	
Target	Achieved	Target	Achieved
Reduction of the energy consumption of 10-20% per household	Reduction of 15%, including learning experience (emergency aid* 13%)	Reduction of the energy consumption of 13% per household (by emergency aid)	reduction of 14%, including learning experience (emergency aid 11%)
Reduction of the CO ₂ emissions of 290-400 kg per household	Reduction of 307kg, including learning experience (emergency aid 270kg)	Reduction of the CO ₂ emissions of minimum 191kg per household	reduction of 332kg, including learning experience (emergency aid 242kg)
Savings of CO ₂ emissions untill 2009: 3500-4500t/a = proportionately for phase I (untill august): 2330t/a	CO ₂ savings of 2753 t/a	Savings of CO ₂ emissions: 4256t/a (for 22314 households) - 6831t/a (for 35814 households)	CO ₂ savings of 11396t/a (for 34344 households)
*for example energy saving lamps, switchable power sockets, water saving appliances			



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Country	Germany
Name of instrument/program	Refrigerator exchange campaign in the city of Freiburg in the context of Stromsparcheck (power saving check) -
Responsible body/organisation	City of Freiburg, VABE (Verein zur Förderung kommunaler Arbeits- und Beschäftigungsmaßnahmen e.V., Association for the Promotion of Municipal Employment Measures), Caritas (welfare organization), Badenova (utility)
Participating actors and their roles	City and Badenova fund the project, VABE and Caritas organize power saving checks
Running period	summer / fall 2012
Total budget	200.000 EUR (160.000 for the appliances, 10.000 for transport and disposal of old appliances, 30.000 for administration); aiming at the replacement of 200-350 appliances
Geographical coverage	regional
Type of appliance	refrigerators
Type of instrument	financial; in the context of the power saving advice campaign "Stromspar-Check" for low-income households
IF FINANCIAL INSTRUMENT	
Financing sources	municipal council
Receiver of allowance	consumers
Criteria of eligibility	Consumers must have an income below the poverty line and their refrigerator has to be very inefficient (energy savings of min 200 kWh/a, due to the exchange). New appliance will be A+++.
Type of allowance	exchange of the appliance
Amount of allowance per appliance; if applicable: upper limit	not applicable
Other conditions	Consumer must undergo a "power saving check" (energy counseling session)
Accompanying measures?	promotion and communication
Evaluation available?	no
Success	n.a.
Other comments	-
Link / source for further information	http://www.badische-zeitung.de/freiburg/stadt-schenkt-armen-familien-stromsparende-kuehlschraenke--62490713.html http://www.freiburg.de/pb/,Lde/368617.html http://www.schwarzwaelder-bote.de/inhalt.alt-gegen-neu-kuehlschraenke-zu-verschenken.4672ac6f-2214-4637-a645-674d58f7bdb9.html



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Country	Spain
Name of instrument/program	RENOVE plan (Rebate Program domestic appliances)
Responsible body/organisation	IDAE (institute for the diversification and saving of energy, advice body to the ministry of Industry, Energy, and Tourism) and Regional Governments
Participating actors and their roles	Regional Governments management of resources; IDEA manages database of eligible appliances; association of commerces and chamber of commerces run database of participant shops; commerces replace the appliances and administrate the rebate?
Running period	2011 and first semester 2012
Total budget	n.a.
Geographical coverage	some regions of Spain
Type of appliance	white appliances
Type of instrument	financial
IF FINANCIAL INSTRUMENT	
Financing sources	Central Government and Regions
Receiver of allowance	consumers
Criteria of eligibility	Consumer should prove to live in the Region where the Rebate plan is available . Each Region defines the products to be eligible for the REBATES In the years 2011 and 2012 , washing machines, dishwashers, cooler-freezer-combinations, freezers and ovens with the labels A+ A++ or A+++ were eligible
Type of allowance	rebate at the point of sale
Amount of allowance per appliance; if applicable: upper limit	80-120 Euros
Other conditions	the shop takes back the old appliance
Accompanying measures?	different campaign according to the region, i.e. dissemination of leaflets/ posters / articles in press
Evaluation available?	no
Success	More than 584.000 appliances were replaced in 2011 and 200.000 in 2012; the old appliances are taken to the recycled companies; no studies of impacts
Other comments	In addition to the consumer benefit, sales of domestic appliances increased and shops benefited
Link / source for further information	http://www.idae.es/index.php/id.659/relcategoria.101/relmenu.369/lang.uk/mod.pags/mem.detalle http://www.idae.es/index.php/mod.pags/mem.detalle/relcategoria.1042/id.58/relmenu.67



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Country	Spain
Name of instrument/program	Rebate Program Air conditioners
Responsible body/organisation	IDAE (institute for the diversification and saving of energy, advice body to the ministry of Industry, Energy, and Tourism) and Regional Governments
Participating actors and their roles	Installers associations; shops;
Running period	2011 and 2012
Total budget	n.a.
Geographical coverage	some regions of Spain
Type of appliance	domestic air conditioning
Type of instrument	financial
IF FINANCIAL INSTRUMENT	
Financing sources	Central Government and Regions
Receiver of allowance	final user (consumer, company, building, or industry)
Criteria of eligibility	Consumer should prove to live in the Region where the Rebate plan is available. Each Region defines the products to be eligible for the REBATES. Criteria for airconditioning were class A
Type of allowance	rebate
Amount of allowance per appliance; if applicable: upper limit	200-450 Euros
Other conditions	the installer takes back the old air conditioning
Accompanying measures?	different campaign according to the region, i.e. dissemination of leaflets/posters / articles in press; communication campaign on TV
Evaluation available?	no
Success	In Madrid region in one year 4.000 beneficiaries. Estimations in Spain about 65.000 per year
Other comments	-
Link / source for further information	www.idae.es





























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Country	UK
Name of instrument/program	DECC & John Lewis energy labelling trial
Responsible body/organisation	Department for Energy & Climate Change (DECC) (government)
Participating actors and their roles	John Lewis (retailer): responsible for labelling products with new information.
Running period	Starts Summer 2013; unknown timescales.
Total budget	Unknown
Geographical coverage	National, across all John Lewis department stores.
Type of appliance	All appliances that are sold with the current EU energy label.
Type of instrument	Information on the lifetime running cost of each appliance.
IF INFORMATION INSTRUMENT	
Media used	Information label on each appliance
Target group	Householders
Main message	Enabling the customer to compare lifetime running costs.
Life cycle costs communicated? (y/n)	partly (lifetime running costs will be communicated; not yet sure about the integration of purchase and disposal costs)
Accompanying measures?	not yet known
Evaluation available?	not yet
Success	not yet known
Other comments	-
Link / source for further information	http://www.decc.gov.uk/en/content/cms/news/pn12_140/pn12_140.aspx



Come on Labels project members – contacts

	Czech Republic – project coordinator	SEVEn , The Energy Efficiency Center www.svn.cz	
	Austria	Austrian Energy Agency www.energyagency.at	
	Belgium	Brussels Energy Agency www.curbain.be	
	Croatia	ELMA Kurtalj d.o.o www.elma.hr	
	Germany	Öko-Institut e.V. , Institute for Applied Ecology www.oeko.de	
	Great Britain	Severn Wye Energy Agency www.swea.co.uk	
	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.A. www.escansa.com	



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

www.come-on-labels.eu