ESIB Kiev Workshop

UK – organisational framework and promotion of energy saving products

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UK Institutional Framework
Institutional Framework

• Government
  • Dept. for Environment (DEFRA)
  • Dept. for Energy and Climate Change (DECC)

• DEFRA
  • Responsible for EU Energy Label, Eco-design, monitoring, verification and enforcement
  • Indicative standards for energy efficient products 2009 – 2030 “Saving Energy through better products and appliances”
Institutional Framework

• Defra Continued…
  • On Enforcement, aiming to introduce cost sharing and civil sanctions
  • Engagement with Retailers on new Energy Label

• National Measurement Office (NMO)
  • Enforcement of Energy Labelling and Eco-design

• Advertising Standards Agency (ASA)
  • ASA will monitor usage of Energy Label
  • The NMO will carry out enforcement
Along with the rest of the EU, the mandatory Energy Label appears at the point of sale in the UK on products like cold goods, laundry, dishwashers, electric ovens, CFLs, air-con and shortly for TVs.
Institutional Framework

- DECC
  - Carbon Emissions Reduction Target
  - The Green Deal
  - Primary Government Funder for Energy Saving Trust
- Energy Saving Trust
  - Voluntary best-in-class “endorsement” labelling
  - Endorsed Advice
  - Consumer Messaging
  - Knowledge Services & Data
  - Evaluation
Institutional Framework

• Energy Saving Trust Continued…
  • Works closely with Defra on labelling and Eco-design
• Carbon Trust
  • Business and Commercial Market
  • Carbon Footprint Label
• Waste Resources Action Programme (WRAP)
  • Recycling
  • Resource Efficiency
  • Consumer Messaging
Energy Saving Trust and Energy Saving Trust Recommended
‘About’…EST and ESTR

• **Energy Saving Trust**
  - Est. ’93; Independent & Impartial
  - Reduce UK CO₂ from Consumers
  - Not for profit / public & private funding

• **Energy Saving Trust ‘Recommended’**
  - Voluntary, Membership based Scheme
  - At-a-glance, Best-in-Class, Energy-in-Use
  - Launched in 2000; 39% consumer recognition
  - Certification, marketing, account management
ESTR Objectives

• To help **reduce CO2 emissions** from the household sector

• To **signpost consumers** to the best performing energy saving products available on the market

• To help **transform the market** for energy saving products by the setting of **robust product performance standards**.

• To **increase volume sales** of Energy Saving Trust Recommended certified products, compared with non-certified products.
Scope

7 sectors

- heating, insulation, lighting, IT, glazing, appliances, consumer electronics

34 product categories

- New standards include Irons and Vacuum Cleaners; more due for Hobs and Home Energy Monitors and Plugs

~3000 certified products

~250 members
ESTR & EU Energy Label

- Both labels exist in the UK
- ESTR is Voluntary with 34 categories
- Energy Label is mandatory with 9 categories
## ESTR Team

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<tr>
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<th>Account Management</th>
<th>Marketing</th>
<th>Product Certification</th>
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<tbody>
<tr>
<td>Number of Members</td>
<td>3</td>
<td>4</td>
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<td>Responsibilities</td>
<td>•Primary EST contact for 54 managed accounts</td>
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<td>•Member communication</td>
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Product Certification

- Company ‘Requirements’
  - Staff competencies / Lead Audit
  - Quality Management, Audit, Corrective Action
  - Product Liability
- Independent 3rd Party Verification
  - Prevalent in a number of product standards
- Suppliers Declaration of Conformity
  - Conformance with ISO 17050 Guidance
Product standard setting process

• Identify key industry contacts
• Develop draft standard
• Present draft standard at the Consultative Forum
• Respond to subsequent feedback
• Internal peer review
• Presentation to the Endorsement Panel
• Issue Industry Announcement
• Notice and Implementation Period

Start to finish, the process takes between 3-12 months
Stakeholders

- Compliance Working Group
- Sector Specialists
- Market Transformation Programme
- Endorsement Panel
- Policymakers
- Regulators
- Consumer Watchdogs
- Enforcement Bodies
- Glazing SWG
- Heating SWG
- Insulation SWG
- Consumer Electronics SWG
- White Goods SWG
- Lighting SWG
- Partnership
- EnR Labelling and Eco-design WG/Member Sates
- Carbon Emissions Reduction Target
Monitoring Label Use

- **Why check?**
  - Don’t want to mislead consumers
  - Even more important with charging

- **Where do we look?**
  - In-press, online, in-store, catalogues, POS

- **Trends**
  - Historically up to 50 instances of misuse a quarter
  - Predominance of installers misusing at local level

- **Enforcement (Infringement of Trademark)**
  - Legal action (generally up to 5 cases a year)
Testing & Monitoring

• Resource & Targets
  • Budget
  • Target testing of 5-10% of certified product

• Contribution to Product Compliance Histories
  • Records of product testing since 2003

• 2010 and 2011 Activity
  • Conformity testing of Cold Appliances and Washing Machines
Key Working Principles

1. Thorough standard setting & review process
   • Support, energy savings, sales, objectives
2. Detailed future direction on standards
   • provides notice, allows incorporation
3. Strong working relationship with partners
   • industry support, technical expertise, peer review
4. Legal rights from Certification Mark status
   • enforced through label and product monitoring
How do you know?

• Because we’ve checked it
• And we continue to check it
• The standards are best-in-class
• Third party verification
• Product conformity testing
• Monitoring use of the Mark
ESTR Appliances

• Which Categories?
  • Cold Appliances
  • Washing Machines
  • Dishwashers
  • Tumble Dryers (Electricity and Gas)
  • Kettles & Instantaneous Water Heaters
  • Electric Ovens
  • Hobs (Electricity and Gas)
  • Vacuum Cleaners
  • Irons
ESTR Appliances

• What are the standards?
  • [http://www.energysavingtrust.org.uk/business/Energy-Saving-Trust-Recommended/Product-criteria](http://www.energysavingtrust.org.uk/business/Energy-Saving-Trust-Recommended/Product-criteria)

• How is conformity assessed on application?
  • Mixture of Third Party Assessment
  • And Self-Declaration

• How often are they conformity tested?
  • Every year
Energy Saving Trust Recommended Marketing
Scheme Re-Launch

• New fee based scheme with greater support for members
• New logo identifying Energy Saving Trust as the organisation behind the scheme
• Toolkit with consumer insights, product facts and key messages to help members promote the label
• Improved communication
  • Energy Wire – monthly consumer news
  • Quarterly member’s newsletter
Scheme Re-Launch 2

- Joint marketing/PR activities to increase visibility of the label in key channels such as Energy Saving Week
- Consumer buyer guides
- New website
- Consumer video and leaflet for use in store and online
- Training and training guides
Compelling to the customer

71% OR £305 saving over the TV’s life

42” LED TV

25% Uses 25% less energy in sleep mode than an average new PC

Desktop PC

£170m Saved each year if every UK household used an ESTR kettle

Kettle

60% OR £36 saving per year than a typical old fridge freezer

Fridge Freezer
Retailer logo usage
Voluntary Retailer Initiative
Background

- Televisions growth area with multiple ownership
- CO2 / £ savings are compelling:
  - 135k tonnes of CO2
- Customers surprised and unaware about consumption
- Opportunity to create positive change ahead of A-G and MEPS…and TVs is just the start.
Our objective is to make energy efficiency a hygiene factor

Work with retailers to improve the energy efficiency of their TV ranges ahead of forthcoming EU regulations in 2012

- Future proof ranges (2012 MEPS) / A-G labelling
- Range recognition from the Trust

Improve the penetration of Energy Saving Trust Recommended televisions sold through retailers’ channels

- Compelling proof points to trade customers up
- Training for sales staff / marketing collateral
Benefits to the retailer

- Increased presence of the Energy Saving Trust Recommended label through all retailer channels
  - Logo on POS, EPOP, cartons and websites
  - Sales training from EST & suppliers
  - Use of ESTR marketing materials
- Powerful energy saving proposition for the customer
- Commercial driver – trade up
Benefits to the manufacturer

- Engaged retailers who want to actively promote your best in class products
- Better informed end users
- Retailers’ buyers more educated in the energy efficiency field
- Access to retailers’ sales staff
What’s Next?

- VRI 2 – IT Products (kick starting 2010)
- VRI 3 – Large Domestic Appliances (2010/11)
Further Sources of Info

• ESTR Certified Product Database
  • www.est.org.uk/recommended

• Enquiries
  • estr@est.org.uk

• Contact Details
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  • 00 44 20 7227 0318
Thanks & Questions