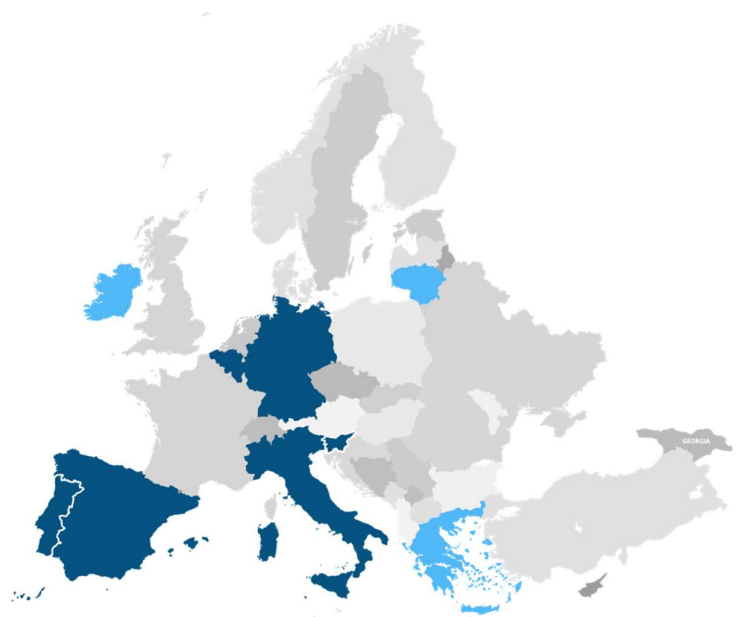


BELT Boost Energy Label Take Up

BELT is a project, funded by the European Union in the context of the research program Horizon 2020, with the goal of facilitating the introduction of the new energy label, under Regulation (EU) 2017/1369, from 1 March 2021, for some categories of domestic household appliances: washing machines, washer-dryers, dishwashers, refrigerators and freezers, TV and displays, light sources and specific professional products (such as refrigerating appliances with a direct sales function)

BELT IN A NUTSHELL

BELT's objective was the smooth transition period for the new energy labels, informing and supporting all stakeholders and to reduce to a minimum error at all levels of the value chain from manufacturer to consumer. BELT promoted the new energy labels at two key levels: primarily by raising awareness and informing consumers, business and public procurement staff, allowing them to make better and more informed choices; secondly by helping manufacturers and retailers to adapt their practices and use the rescaled labels to push innovation in designing energy efficient products.



BELT reaches out to consumers, manufacturers, retailers and public procurement personnel in the countries, Belgium, Italy, Portugal, Slovenia and Spain, represented by members of the consortium.

ALTROCONSUMO EDIZIONI, BEUC, CITTÀ METROPOLITANA DI BOLOGNA, DECO PROTESTE, ERION, ICLEI, OCU EDICIONES, SOFIES, SONAE and WORTEN, TEST ACHATS, ZPS

BEUC's linked third parties **ALCO, CAI, EKPIZO and KEPKA** are committed to inform consumers and stakeholders in their respective countries, Lithuania, Ireland and Greece.

Beyond these countries, BELT extends its influence throughout Europe with the support of many European organizations and generate impacts thanks to the collaboration with Label2020 European project.

What we did

Thanks to the multidisciplinary expertise and geographical coverage of the consortium, BELT developed tailored communications and targeted campaigns for the different market actors and stakeholders as well as effective actions.



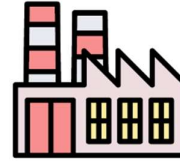
Supporting consumers in taking decisions to reduce costs related to energy consumption



Informing and training retailers



Improving routing purchase decisions towards higher efficiency products



Training and incentivizing manufacturers to further improve their products

What we achieved



About 800 contents produced and published (videos, articles, leaflets, flyers, guidelines, publications, online news, posts)



A webtool for consumers in 9 languages that calculates the energy efficiency of the domestic appliances

77

More than 77 million European consumers and stakeholders informed



Almost 6.000 market actors engaged



35 ktCO₂-eq/year reduction of greenhouse gas emissions



17 million EUR/year energy costs savings for consumers



105 GWh/year primary energy savings triggered by the project

Key policy recommendations

Timeline of future rescales

The energy label should be rescaled as soon as possible for all remaining appliances, to unleash the full energy efficiency potentials of this instrument. The cohabitation of the new and old labels on the market should be limited as highly likely to cause confusion among consumers and market operators.

Energy efficiency scale

When determining the boundaries for each energy efficiency class, the European Commission should take account of the Energy Labelling Framework Regulation's indication to keep the top-class empty, so to encourage technological progress toward more efficient appliances.

EPREL public interface

The public interface of EPREL should be constructed in a consumer-centric way, avoiding the use of technical language and counterintuitive navigation options. It is also a powerful tool for large public and private buyers.

Compliance and enforcement

Strong enforcement action should be undertaken to ensure the prompt uptake of the new energy label, both online and in physical shops. Non-compliant products should be removed from the market.

Articulation between manufacturers and retailers

Ensure the coherence between processes on the manufacturers' and on the retailers' side, considering their impact on consumers. Retailers, manufacturers and consumer associations should be involved in joint discussion to ensure a fine-tuning of future waves of the new labels

Stocking out

Assure a correct stock out of products already in the market in the transition periods. Additionally, a clear definition of alternative processes should be considered.

Identify a technical reference point at national level

A national reference point that can support market actors at national level on more technical issues. The support can significantly reduce market actors' errors.

What is next for energy labelling?

The future developments in energy labelling policies should reflect the objectives of the Circular Economy Action Plan 2020 to establish a strong and coherent product policy framework that will make sustainable products, services and business models the norm.

Consumers should also be informed about relevant sustainability aspects besides energy efficiency, including product lifetime, reliability, upgradability and repairability potentials.

Best practices

Integrated communication strategy to inform consumers and public/private procurement personnel, taking advantage of all channels, including digital media, social media, in store communication, as well as workshops or conferences.

Clear messaging from the beginning of the communication campaign to ensure consumers become aware of the new energy label and to avoid confusion.

Information available at point of sale helps consumers at the time of purchase. This information should clearly appear both in physical and online shops.

Targeted communication material and tools depending on the audience focus on key messages and adapted based on the target group's needs and expectations.

Updated communication materials to consumers according to the specific doubts that emerge after the entering into force of a new system.

Information to retailers and producers also through their associations, to share insights and involve several retailers, large and small, in discussing the adoption of the new labels.

Importance of other products characteristics and additional information to guide consumer decisions towards more sustainable choices.

