

SUMMARY TABLE

The following table summarizes the problems and activities suggested by CEECAP project organizers to handle these problems within the system of energy labelling in the Romania (*from the verification and enforcement point of view*):

<i>Target activity or target group</i>	<i>Goals (of CEECAP and in general towards labels promotion)</i>	<i>Proposed activities</i>
Strengthening the capacity on energy efficiency appliances policy	Increase the capacity on energy efficiency appliances policy	<i>Experts from government institutions, ARCE and ANPC, trained in appliances energy efficiency development, implementation and monitoring energy appliances policy.</i>
New legislation	Support adoption and effective implementation of new legislation	<i>Sustain and promote the adoption of the new legislation that it could help the improvement of energy efficiency and conducts to reach the energy savings, interactive activities with all target groups</i>
Manufacturers	Monitor compliance and support promotion activities involvement	<i>Ongoing monitor manufacturers activities related their obligation to label appliances by energy class before introduction on the market</i> <i>Manufacturers support proper labeling and increase involvement in promotion of labels.</i>
Retailers shop visits	Monitor compliance and increase the number of visits shops, provide feedback	<i>Ongoing monitor retailers activities related the implementation of the label system and support increased number of shop visits by ARCE and ANPC</i> <i>Improvement of a data collection on appliance sales and stock to have more information about the structure of market introduction, by energy class classification.</i> <i>Sustain information corner in retailers shops in promotion energy label towards customers</i>
Appliance tests	Monitor if the appliances are tested in according with the harmonized standards, share the results of tests with the other countries or institutions	<i>Ongoing monitor the technical documentation that should include the test report that confirm the conformity of appliance with the</i>

	and exchange info	<p><i>energy efficiency requirements.</i></p> <p><i>Exchange info on tests with the others institutions, manufacturers associations, from the European countries.</i></p> <p><i>Identify the test laboratories abroad, estimate the test costs and established a scheme for financing the tests for the predominant appliances on the market (refrigerators, washing machines, and air conditioners), if any.</i></p> <p><i>Establish a methodology for choosing the samples.</i></p> <p><i>Sustain the promotion and dissemination of tests results.</i></p>
Promotion campaigns	Ongoing existing promotion campaign and improve it.	<p><i>Ongoing development the ARCE communication strategy that include promotion materials for consumers message, logo, media activities, etc., sustain info points in municipalities centers or in ARCE territorial branches offices.</i></p> <p><i>Increased consumers awareness of energy efficiency appliances characteristics, labels and the costs and benefits of more efficient products</i></p>
Consumer groups and NGOs	Support the label system promotion	<i>Cooperate on promotion activities</i>

MAIN DISCUSSION POINTS

• *LEGISLATION:*

Current situation

The Romanian Government has paid utmost attention to harmonizing the Romanian legislation with the Directives of the European Commission on household appliances energy efficiency. Government decisions for harmonizing the Romanian legislation with the Commission Directives have been issued for:

- *refrigerators, freezers and combination thereof;*
- *washing machines;*

- *combined washer-driers;*
- *household lamps;*
- *electric tumble driers*
- *dishwashers;*
- *electric ovens;*
- *ballasts for fluorescent lighting;*
- *air conditioner;*
- *boilers*

The *Romanian Standardization Association - ASRO* has also adopted the specific European standards on methods for the energy performances measurement of appliances.

All these Government decisions specify that:

- ***Only the household appliances that have a label informing about their energy consumption in a visible place and are accompanied by an EU harmonized form including different information, can be marketed.***
- ***The supplier is responsible for the appliance labeling and for providing the label and all the information that is needed.***

All Energy Labeling Appliances Government Decisions are in force.

The main representatives of the authorities on national group contacts are:

- *Ministry of Economy and Finance through its specialized departments (Energy, Industrial Policy and Internal Market)*
- *Ministry of Environment and Water Management (eco-label)*
- *Governmental agencies (mainly ARCE- Romanian Agency for Energy Conservation, and National Authority for Consumer Protection – ANPC);*
- *Civil society (Romanian Standardization Association – ASRO)*
- *Patronage of cold and air conditioned in Romania*
- *National Romanian Lighting Committee*
- *Energy Research and Modernizing Institute – ICEMENERG*
- *Electro-technical Research Institute*
- *Non-Governmental organizations*

Proposed improvement

In Romania, the current legislation in place is in accordance with the EU energy labelling legislation and similar with the legislation of other *EU member states*. (*list of labeled appliances, institutions enforced to control the implementation of energy labelling, potential actions to be taken to enforce the energy labeling*).

Taking into account of the *EU Commission* position related the ***appliances and equipment labelling and minimum energy performance standards***, in *Action Plan for Energy Efficiency to the Directive on Energy End-Use Efficiency and Energy Services*, the priorities regarding the future energy efficiency policy, will include the necessity to setting dynamic energy performance requirements for a wide range of products. For this, *EU Commission* will revise the *Framework Directive 92/75/EC* on labelling to reinforce its effectiveness. *The existing labelling classifications will be upgraded* and re-scaled every 5 years or when new technological

developments justify it, based on eco-design studies, with a view to reserve A-label status for the top 10 – 20 % best performing equipment.

The *EU Commission* will ensure that appropriate measuring methods will be developed on time through *CEN/CENELEC* or other appropriate means. *Products that do not meet the agreed minimum requirements may not be put on the market.*

In this context, *Romania* should update the legislation in according with the *new EU legislation* on the requirements on energy efficiency follow the progress and dynamic of energy performance requirements for appliances taking account the justifiable technological developments.

Activities to be taken

Romania as new *EU member state* beginning to 1 January 2007 should have an energy efficiency policy in according with the *EU policy*. Already before its accession in the *EU member states*, the energy labelling legislation was in force in *Romania*.

Romania legislation imposes the introduction on the market only of the *appliances and equipment labeled in respect with the minimum energy performance standards*.

In present, on the market the majority of the appliances are of energy class *A to C*, the percent of *A and B class* appliances various on the market between 40-60% for different types of appliances. *On going* should sustain the activities that conduct to the increasing sales of energy efficient appliances: *legislation, information campaigns, active monitoring and control on the market.*

Target: full fulfillment of legislation and early adoption of new legislation

Within the CEECAP project we will:

- ***Increase the proactive role of state authorities (MEF, ARCE and ANPC) in a well implementation of energy efficiency legislation on appliances***
- ***Develop the ability of the state authorities to react quickly to new appliance regulations, focusing on new appliances or modifying the energy classes, if any***
- ***Support the updating of energy classes and involvement of new appliance categories into the labelling system, if any***
- ***Support the dissemination of the examples of best practices on energy efficiency appliances policy***
- ***Exchange information between national organizations on energy efficiency policies and others similar at international level***
- ***Sustain collaboration between state and private organizations in fulfillment of legislation and updating it on dynamic energy performance requirements***

• ***NATIONAL ENERGY EFFICIENCY STRATEGY:***

Current situation

The international engagements in the field of climate changes have enhanced the importance granted by decision-makers and by the public at large to the energy efficiency.

The main purpose of the *National Energy Efficiency Strategy - NSEE* is to identify the possibilities and means of increasing energy efficiency for the entire energy chain, by implementing adequate programs. The *NSEE* objectives are achieved by assessing the growth

potential of energy efficiency, in various economic and power development scenarios for Romania up to the year 2015.

The *housing sector* is the second largest sector, from the point of view of final energy consumption, about 30% of total final consumption, with an estimate potential savings about 35-50%. *For this the options to give a priority to the diminishing of the energy consumption in household sector is important.*

The decrease of the final energy consumption in household sector has to be considered in connection also with the diminishment of the energy consumption by *using energy efficient appliances.*

Proposed improvement

The legislation in force in the field of energy efficiency *Law no.199/2000 regarding the rational use of energy, republished*, and all the *government decisions* related the labeling and energy efficiency of householder appliances sustain the improvement of the energy efficiency in household sector.

Also, taking into consideration the *new EU energy strategy*, should give ongoing priority of energy efficient appliances policy in the increasing the energy savings and reduction of environmental impact of emissions. It necessary to involve the *public sector* to be an example in public procurements of *appliances and equipment labeled in according with minimum energy performance standards.*

Target: *ensure the adoption of formal targets from policy documents to practical activities*

Within the CEECAP project we will:

- ***Increase the capacity of state authorities to draft relevant target and establish priorities on national energy efficiency policies taking into consideration the EU policy***
- ***Help the state authorities to bring it into force the energy efficiency legislation by increase their knowledge on the practical examples.***

• CONTROL ORGANIZATIONS:

Current situation

The *Romanian Agency for Energy Conservation* and the *National Authority of Consumers Protection* are two authorities which are in charge with the control and enforce the proper implementation of the legislation on energy labelling system. During the last 3 years their control activities conduct to the improvement of the system of energy labelling of appliances.

Proposed improvement

The control activities will be ongoing targeted to introduction on the market only of the energy efficient appliances.

Further improvement of human resource capacity towards energy labeling would be also beneficial. The annual or biannual training of the inspectors from these authorities on this topic will be important.

Activities to be taken

Continue to give guidance to the *ARCE* inspectors to perform their control actions include the overview of the legislation in force, the control procedure, the best practices in others countries.

ARCE inspectors will be trained in compliance checking in shops and in the area of manufacturers or importers relate to conformity declarations of them with the energy efficiency requirements : *for visiting shops inspection*: check lists, how to carry out the shop visit, practical advise, checking mail order catalogues and internet offers, sales, reporting the results; *for checking products compliance* in according with conformity declaration and technical documentation: what and how to check, information in the product fiche, how to identify the appliances that may not comply with the energy efficiency declaration.

Target: *increase the level of regular activities (control in the shop, control the manufacturers labeling system) not only due to requests from CEECAP project but also on its own will.*

Within the CEECAP project we will:

- *Increase the role of state control authorities (ARCE and ANPC) in their undertaking on verification in compliance with the energy efficiency requirements*
- *Provide with information and best practice examples from abroad*
- *Offer personalized training with the description of the proper activities related to shop visits and control of information on labels*
- *Support a well-functioning and coordination at the national and territorial level of inspectors' activity with stakeholders (appliance manufacturers or importers, retailers and their organizations, consumer organizations, NGOs).*
- *Perform the control authorities' capacity to react quickly to new appliance regulations, focusing on new appliances or modifying the energy classes on national level and by all stakeholders, from the government adoption, through the manufacturer and retailer usage and to the consumer understanding.*

- **APPLIANCE PRODUCERS:**

Current situation

ARCTIC is the most famous Romanian brand, reaching 99% brand awareness in two words: tradition and quality and the only Romanian manufacturer.

ARCTIC has almost 30% share on appliances market, with 40% share on refrigerators segment, 20% on washing machines segment (3rd place) and 20% on gas cookers segment (2nd player on the respective market).

ARCTIC is part of the **ARÇELIK A.S.** corporate group that became major **ARCTIC** stockholder of the company in 2002.

ARCTIC products are intended for both the domestic markets (50%) and the export markets (50%), the main ones being Great Britain, France, Spain and Germany.

Brands available at national level, grouped by manufacturers: the majority of the appliances manufacturers on the Romanian market are from abroad, European brands: for refrigerators: *Indesit, Whirlpool, Zanussi, Electrolux, Gorenje, Ariston, Beko* and for washing machines: *Indesit, Whirlpool, Arctic, Ariston, Beko, Zanussi, Bosch.*

Since the interest of the consumers for energy efficient appliances increase, are many appliances A class labeled on the market and producers are interested to use labels for the promotion of their efficient appliances.

Proposed improvement

Furthermore, increased general involvement of manufacturers in the promotion of energy labeling would be very welcomed and beneficial for the general public.

Activities to be taken

Ongoing the monitoring and control of the manufacturers related the implementing of the energy labeling system.

The manufacturers should be more active in the promotion of labels towards the retailers and the consumers. Their distribution network could be used to distribute the information widely and effectively on *appliance energy efficiency characteristics, labels and the costs and benefits of more efficient products.*

Target: *motivate for continued proper usage of energy labels, increase the share of properly labeled appliances within the more problematic types of labels, and motivate manufacturers for their own activities aimed at promoting energy labels towards retailers and the general public*

Within the CEECAP project we will:

- ***Support the improvement of the usage of labels by working with manufacturers/importers***
- ***Involve manufacturers/importers into the labelling system by motivating them to use labels as a marketing tool not only a legal obligation***
- ***Increase the interest of manufacturers/importers in product energy performance within all product groups to fulfill their role in the system of labelling, including the distribution of labels to retailers, promotion activities***
- ***Inform them about concrete examples of wrongly labels (content, form, usage, etc)***

• RETAILERS AND INTERNET SHOPS:

Current situation

We include in this section all market actors that are involved in day to day trading and purchasing of appliances importers, retailers.

ARCTIC has its own chain of retailers which sells only ARCTIC brand products. Also the ARCTIC brand is sold in every appliances store because of the brand public awareness and low price.

The largest retailers in Romania are:

- ***FLAMINGO-FLANCO (20% of market share)***
- ***DOMO (20 % of the market share)***
- ***ALTEX (MEDIA GALAXY GROUP) (30% market share)***
- ***COSMO (5% of the market)***
- ***SELGROS + METRO (5% of the market)***

- **CARREFOUR ROMANIA** (1% of the market share)
- **CORA ROMANIA** (1% of the market share)
- **Independent retailers** (18% of the market share)

Because we don't have hard data about the market share of the main actors on retailers market, we can only estimate this share.

Publicity is organized at both the retail shop and manufacturers' level. Commercials are mostly on TV, Radio, newspapers and magazines, especially regarding prices of products.

Retailers show various responsiveness towards energy labelling of products which they sell.

In general, the large chains of shops have presence of labels in their shops. The system of delivery of labels on the chain of retailers has sometime problems with the sending of labels to the shops.

Internet shops show also the class labels of appliances when they publish the dates on the web.

In the internet shop catalogues, could meet sometime the same products with different energy consumption at the limit of *A class* to *B class*, and in this case the product are considered from *A class*, that is not true. Often, not all requested information about appliances is published in the catalogues.

Proposed improvement

Proposed improvement would mean higher degree of presence of labels in shops, more proactive promotion of labels towards the customers.

Activities to be taken

Contact retailers and ask them to compliance for existing the energy labels at the points of sales create an information corner for consumers in retailer shops, prepare concrete training for retailers on the importance of proper label usage.

Ongoing work with retailers to increase the presence of labels in their shops, use labels for active promotion of their products and select the most energy efficient products to be sold by them.

Also work with *ARCE* inspectors to perform their activity on monitoring and supporting the retailers to do concrete actions in implementing the energy labeling system.

Target: *ensure that labels are properly placed on all products and also properly described within internet and other catalogues, to use labels for active promotion of energy efficient products (in accordance with the legislation).*

Within the CEECAP project we will:

- ***Sustain the financial allocation to increase the capacity of the authorities to carry out the annual program control with more random shop inspection controls and inform retailers about the results with regard of the content of energy labels and its method of publication***
- ***Increase the interest of retailers on a well functioning of the energy efficiency appliances market based on information and awareness' consumers on using the performance appliances.***
- ***Retailers to be active on promotion of energy efficient appliances in their shops***

- **TESTS:**

Current situation

The government develops some activities and support for set up testing labs through research programmes as follows:

- Ministry for Economy and Commerce “*Programme for increasing the products’ competitiveness*” - GD 1247/2005 (budget financing to fit out and/or arrangement testing labs, products’ compliance and/or receiving Eco-label)
- Ministry for Education and Research – *Excellency research – Programme 4*

Only the *ARCTIC* producer has the possibility to undertake consistent testing activities for refrigerators and freezers.

NGOs, private and non-profit service organizations and educational facilities have no test facilities that can be use for appliance performance testing, or to be transformed or adapted for testing the performance of appliances.

No appliances are being currently tested to verify the information on their labels. The main reason for this is the lack of public financial funds for these tests.

Proposed improvement

Because the majority of the appliances on the Romanian market are European brands, will be useful to access a public *EU web site* that contents a list with the results of the tests made by *CEECE*D association or other authorized European laboratories related the energy efficiency appliances performance. In this way is not necessary as each country to have a lot of testing laboratories for all of appliances that should be labeled and the financial effort will be low.

Within the *CEECAP project*, an option was discussed that the results of appliance tests undertaken in individual *EU member states* should be shared among the member countries.

While such initiative should take place on a general *EU level* among all member states, *CEECAP* partners would do their best to promote and support such move within its territories.

Activities to be taken

The decision to start testing of appliances would require allocation of financial resources for such a move. It will be more expensive to test the appliances in own laboratories because these don’t exist, will be more low to test it abroad, in the existing authorized laboratories. Also should set up a methodology on choosing the samples by the type of appliances, predominant on the market, and reclamations from the consumers, etc.

If the information on tests from other countries or other organizations could be shared, will be beneficial to be shared with the *ARCE* inspectors, if no own funds will be allocated in the future. If test results will be accessible for the Romania, these will be promoted to the relevant target groups.

Target: *motivate the relevant authorities responsible with the verification to undertake their own tests, inform them about tests from abroad or other organizations*

Within the CEECAP project we will:

- ***Provide with available information from abroad related the tests on energy efficiency performance requirements carried out by the European brands/ manufacturers***

- *Be involved in publicizing the results of the tests and in organizing consequent actions*
- *Support the annually financial allocation to test a number of appliances, if any.*

• **CONSUMER ORGANIZATIONS:**

Current situation

Consumer rights protection organizations are interested in the issue of energy labelling and energy efficient appliances. The *NGO* consumers association are enough active and visible on the market. They do not have sufficient funds for testing appliances on their own funds.

Proposed improvement

Continued support to providing information about the energy labelling and efficient appliances and to help to further increase the general knowledge of consumers about this topic.

Activities to be taken

Continued support for the *NGO* consumer groups in their public information campaigns. Also further organizations, such as the energy utilities, could be involved in informing their clients about the energy efficiency aspects of appliances.

Target: motivate them to take their role in the control of proper labeling and testing of appliances, and informing customers about the advantages of orientation by labels

Within the CEECAP project we will:

- *Provide information to support consumer groups organizations for further publishing, advising and promoting activities towards the consumers interest*
- *Provide with best practice examples of activities of their counterparts from abroad*
- *Involve other organizations, such as environmental groups, to be proactive in the promotion of energy efficient appliances through the energy labels*

• **ECO FLOWER LOGO:**

Current situation

The *Eco Flower logo* (for environmentally friendly products) can be used on energy label for selected environmentally friendly products. For this logo which could be put on the energy label, the manufacturer has the right to use the *Eco Flower logo* only in the case in which obtains the authorization in according with the legislation.

The Ministry for Environment and Water Management, which is responsible for promoting the *Eco Flower logo*, is active in promoting environmentally friendly products. It is also interested in promoting energy labels and energy efficient products.

Proposed improvement

Information campaigns to sustain the *Eco Flower logo* and environmentally friendly products promotion.

Activities to be taken

Publishing and distribution of materials promotional to inform the consumers, focused on energy labels and environmentally friendly products.

Target: *enable interaction of these two systems and ensure common promotion towards producers and the general public*

Within the CEECAP project we will:

- ***Support the exchange of information and raise of motivation of the state organizations to be involved in the promotion of environmentally friendly and energy efficient products***

• ***MEDIA:***

Current situation

Media representatives and journalists show interest in the energy efficiency, including the energy labelling and in the promotion of energy efficient appliances. This is a way to inform and increase the interest of the consumers related the energy efficient appliances.

Proposed improvement

More attention to this item would be of course beneficial. In addition, joining together with other potential partners would increase the impact, as more activities could be organized.

Activities to be taken

Always react upon concrete requests from journalists and provide information to them about energy labels and energy efficiency implications.

Ongoing to prepare and publish materials focus consumers' attention to this topic.

Target: *further increase of published materials devoted to energy efficient appliances, offer materials which will enable to publish independent articles*

Within the CEECAP project we will:

- ***Involve media to increase public attention towards energy labelling***
- ***Motivate other partners to be also active in this field***

• ***SYNERGY EFFECTS***

Current situation

In the general context, increase of energy prices, the negative environmental impacts of energy usage, energy delivery security issues, there is a need for improved energy end-use efficiency by undertaking actions and measures at the level of end users. One of action should be focus on increase the energy performance of appliances and equipment.

Proposed improvement

It is possible to reach synergic effects by encourage the public sector to fulfill its exemplary role in the energy efficiency improvement. The requirement to purchase appliances and equipment based on lists of energy-efficient product specifications taking into account the classification by energy class of different categories of equipment and appliances is most important.

The promotion of labeled appliances in the public procurement should be a priority.

Manufacturers should be co-interested to sustain the replacement of the old appliances and purchasing new, more efficient. Their effort could also help to speed up market penetration of energy efficient appliances, which would be promoted by energy labels.

Activities to be taken

Monitor constantly the market to increase the market introduction of energy labeled appliances.

Target: *ensure a multiplication effect benefiting the promotion of energy efficient labels*

Within the CEECAP project we will:

- ***Support any multiplication effect of various related activities on energy efficiency appliances policy and promote them among the project target groups.***

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Further contact: Cristiana CĂLUGĂR, calugar@arceonline.ro

