



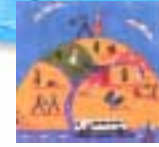
EIE – ADEME

Central and Eastern European Countries Appliance Policy
CEECAP
Appliance Policy
CEECAP
Ankara 6-7 November 2007
Implementing EU-Appliance Policy in Central and Eastern Europe

Pascal Larsonneur

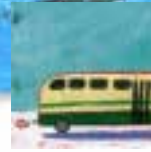
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CEECAP - content

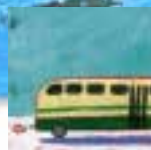
- Objectives
- How we work together & activity planning
- Initial situation & planned achievements
- Deliverables



Objectives

- To motivate the government officials, appliance producers and distributors, as well as the general public, to use energy labels as a reliable system for purchasing energy efficient appliances
 - speed up transformation of EE appliance markets
- Supported by experience in EU15 (France, Austria and Netherlands)





Intelligent Energy Europe

Intelligent Energy Europe Agency

Area of interest

- Energy efficiency
- Renewable energy
- Transport
- Developing countries
- Horizontal, cross-cutting projects

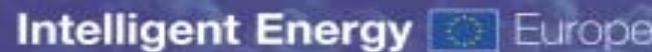
Policy objectives

- Enabling policies
- Market transformation
- Behavioural change
- Access to capital and training

CEECAP: IEE project 2006 – 2008

Organisations from EU Member States, Croatia, Iceland, Norway and Liechtenstein can apply

http://ec.europa.eu/energy/intelligent/index_en.html





Project partners

IEEA – European Commission

Coordinator: SEVEN (CZ)

Transfer of knowledge

Austria: AEA
France: ADEME
Netherlands: KC

Input from
EnR member agencies
IEA

Implementation

Cz. Republic: SEVEN
Bulgaria: EnEffect
Lithuania: LEI
Poland: KAPE
Romania: ARCE
Slovakia: (SEVEN)

Stakeholders

Authorities
Manufacturers
Distributors
Consumer associations
Etc.

Co-financing: IEEA; IEA

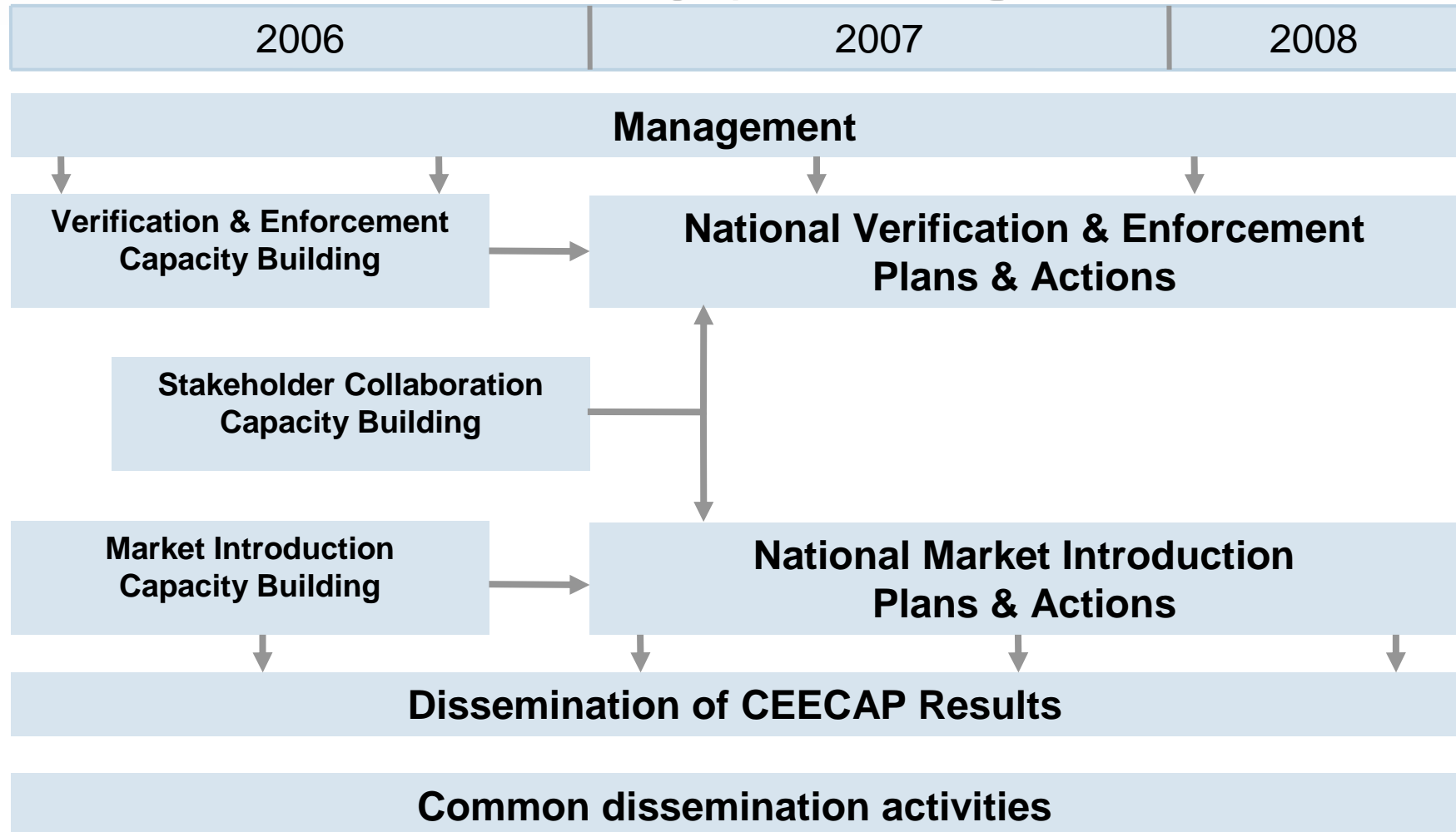


Activity planning

- Work packages
- Project deliverables: outcomes of WPs (workshops, reports, brochures, website, communication of results)
- Project meetings
- Technical, Interim and Final reports
- Performance indicators (estimate of the EE achieved, actions taken, number of local partners, of brochures, seminars, etc.)



Activity planning





Initial situation

- Adoption of full label legislation after joining EU in 2004 - 2007
- Labels are present often due to importers and intl. Chains
- Sales of appliances by energy classes comparable to EU15
- But often low verification and control capacity

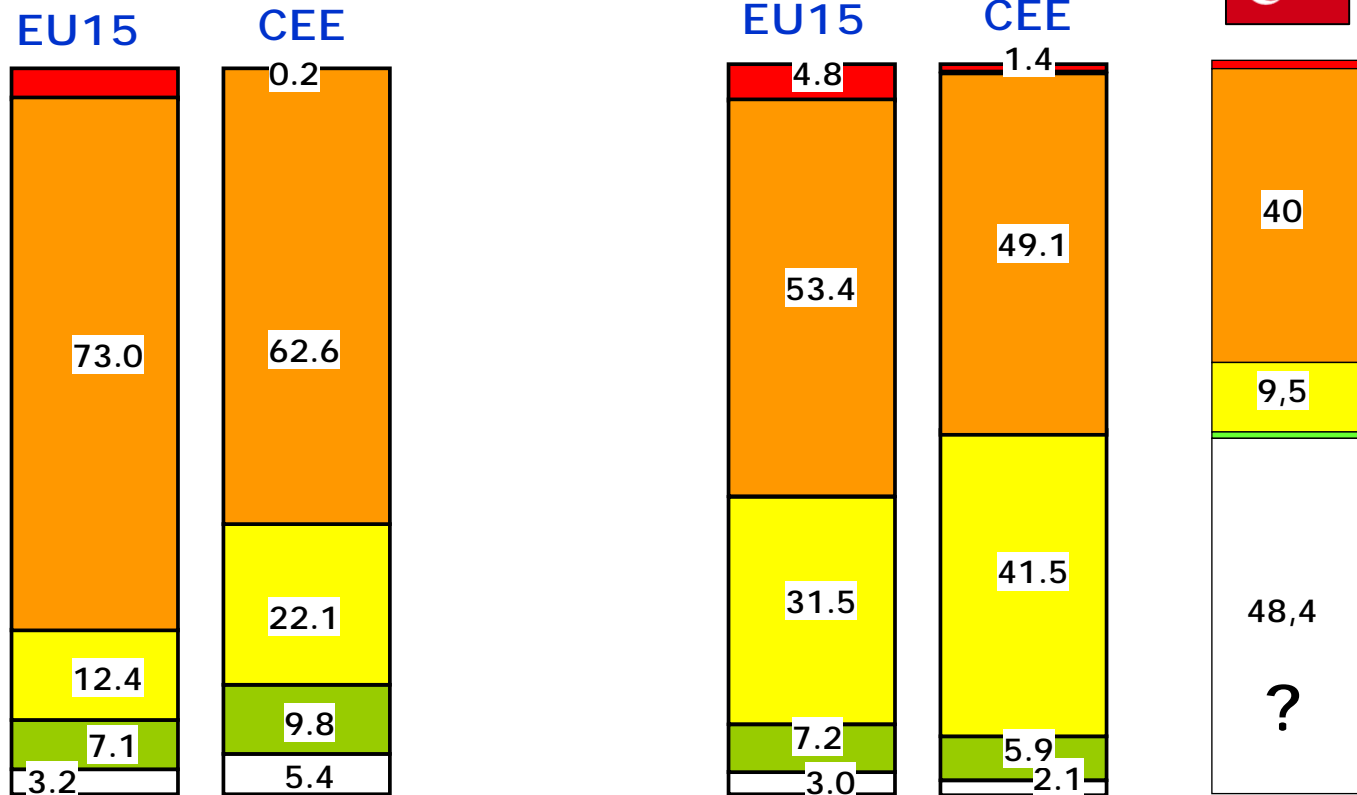


Market share in EU15 and CEE countries

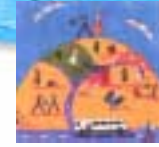
Washing machines

Refrigerators

- A +
- A
- B
- C
- others

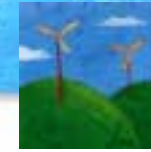


Source: GfK 2004



Main local problems

- Passive transformation of legislation without real motivation
- Long time needed for adoption of new labels
- Control institutions underfinanced or have higher priorities
- No control between the competitors
- Presence of labels in shops varies considerably



Local partners

- Government departments, Trade Inspectorates, State Energy Inspections
 - who create the legislation and control it
- Appliance Manufacturers and Retailers
 - who use labels in their sales and promotion
- Consumer groups, media and the public
 - for whom all this is done...



Main deliverables

- **Training manual** and program for both government officials and retailers and manufacturers
- **Workshops** and individual consultations
- National enforcement and market introduction **plans** and their implementation
- Final project **brochure** for international dissemination, project website
- **National promotion** materials



Training manuals: manufacturers/retailers - government officials

- Overview of EU energy policy
- The energy label
- Legal obligations: MS, retailers and manufacturers
- Why and how to do it?





Verification and enforcement plan Market introduction plan

→ Identify barriers and possible actions

- Responsible authorities
- Other involved parties
- Existing verification procedures
- Existing testing procedures
- Required budget



Example: Bulgaria

- Ministry of Economy and energy 6 regional energy efficiency workshops by December 2007.
 - Targeted audience: municipal and regional authorities, SMEs and local NGOs.
 - activities going on in the area of energy efficiency, CEECAP project.
- Brochure promoting energy efficiency disseminated at the workshops, incl. information about appliance labelling + CEECAP brochures
- partnership with the UNDP/GEF project “Building local capacity for promoting energy efficiency in public and private buildings”
 - outcome: six municipal information and consultation desks
 - Information on appliances material prepared by CEECAP and UNDP/GEF project.

CEECAP Results - Mozilla Firefox

http://ceecap.org/cntrnt/ceecap/results

GO Google SEARCH

Central and Eastern European Countries Appliance Policy

CEECAP

Energy Efficiency

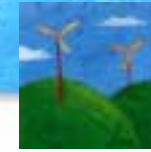
Implementing EU-Appliance Policy in Central and Eastern Europe

Project description Activities Results Partners Legislation Library Links News

List of Deliverables

Deliverable N°	Work package N°	Deliverable name	Download versions	Target group	Sub-mission deadline
D1a	WP2	Training program for national government officials and experts	Bulgarian Czech English Polish Romanian	Government officials	June 2006
D1b	WP3	Training program for retailers and manufacturers	Bulgarian English Polish	Retailers and manufacturers	done
D2	WP2	Verification and Enforcement workshop or 4 consultations	Bulgarian Czech Lithuanian Polish Romanian	Decision makers about legislation and its control	Sept 2006
D3	WP3	Market Introduction workshop or 2 consultations for each labelled appliance type manufacturers and/or retailers	Bulgarian Czech English Lithuanian Polish Romanian	Decision makers among manufacturers and retailers	Sept 2006
D4	WP4	Summary of state national compliance and government activities	Bulgarian Czech Lithuanian Polish Romanian	Decision makers - state officials, EC	done
D6	WP5	National Verification and Enforcement plan	Bulgarian Czech English Lithuanian Polish Romanian	State officials decision makers	June 2007
		Implementation of			

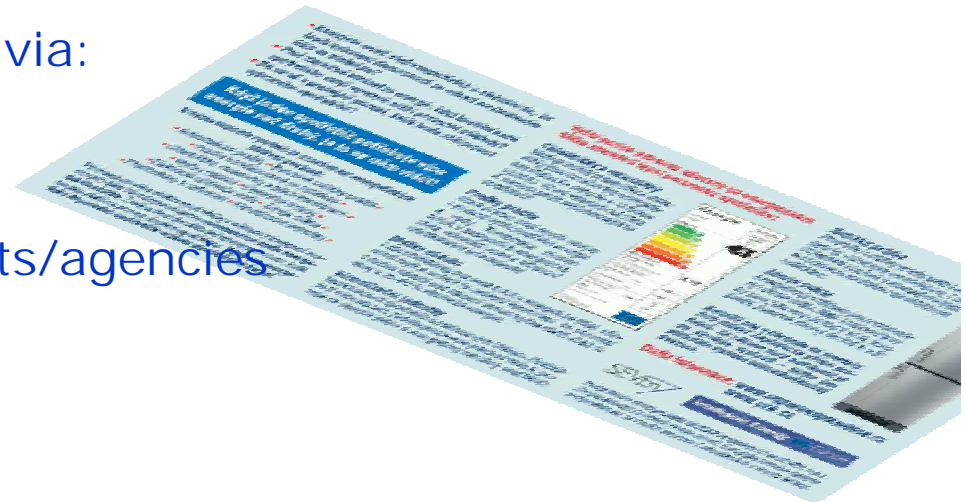
<http://ceecap.org/>

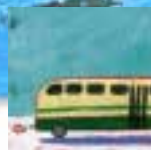


Promotion material

- Several 1000s leaflets printed in each country, delivered to customers via:
 - Retailers network
 - Utility
 - Local energy information points/agencies

- One national conference & one international conference





To do until June 2008

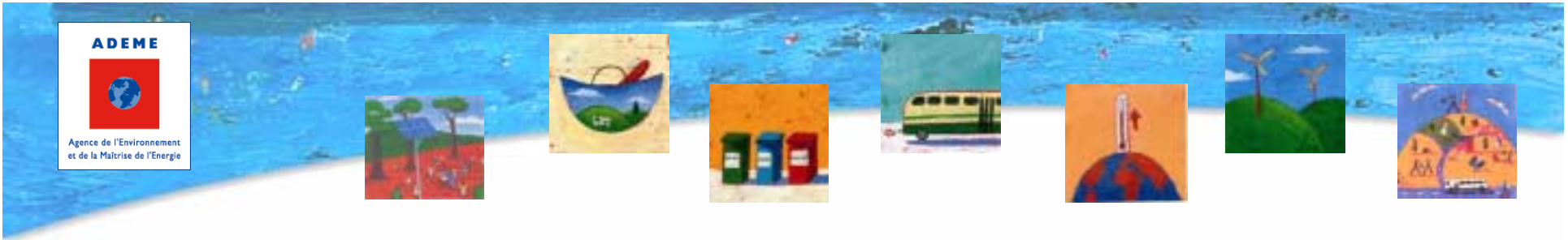
- **Implementation of the national Plans:**
 - Support shop visits and enlarge capacity
 - Own shop visits
 - Support appliance test (exchange of information)
 - Promotion campaigns
 - Manufacturers: support proper labelling and involvement in promotion of labels
 - Retailers: inform and train on proper use of label, promotion to customers
 - NGO, consumer groups: information, co-operation on promotion activities, controls and tests

- **Produce and distribute promotion material targeting customers**



Lessons learned

- Labels in shops: no visible difference with many EU15 countries, not necessarily less state controls
- Low level of shop visits and controls, very few tests
- Low priority
- Good co-operation with manufacturers, representatives. Motivated for promotion.
- Little exchange of good practice between EU15 countries



Thank you for you attention!