



CEECAP – Implementing EU Appliance Policy in Central and Eastern Europe

National Market Introduction Plan – List of activities and prepared solutions

*Deliverable 9
www.CEECAP.org*

Introduction

The CEECAP – Implementing EU Appliance Policy in Central and Eastern Europe project was developed with the aim of supporting CEE countries in creating suitable conditions for implementing appliance labelling and efficiency policies in accordance with EU Appliance efficiency legislation and programmes. The activities listed here explain the work undertaken to increase the importance of appliance energy labels among appliance producers and distributors and to prepare activities with a longer-term impact.

Content and description of the main chapters:

- **Legislation:**

Specific issues influencing the work of appliance importers and retailers.

- **Interaction with control organisations:**

Official contacts or cooperation with government control organisations, and the specific involvement of CEECAP within this.

- **Appliance manufacturers and importers:**

Structure – associations, national producers, importers, and how CEECAP has worked with them. CEECAP involvement in the accurate presence of labels in shops.

- **Retailers**

Structure – associations, local shops, national chains, and how CEECAP has worked with them. CEECAP discussion about the accurate presence of labels in shops.

- **Internet shops:**

What is their importance in terms of appliance selling and what is the quality of using the information from the label? Mention of the CEECAP information developed for them.

- **Appliance test:**

Any interference with formal government or some other tests undertaken.

- **Media and promotional work:**

The public promotion activities that have been undertaken by the manufacturers / retailers and how CEECAP has encouraged this.

- **Consumer organisations:**

The involvement of non-governmental organisations in following and promoting labels. Examples of specific activities and cooperation with CEECAP.

- **EU Flower**

Promotional cooperation with any other quality or environmental logos.

- **Type of appliances**

Any information specifically relevant to some types of appliances which may be more problematic or unique in some respect (cooling / washing / air-conditioners / light sources, etc.).

Countries covered:

The Czech Republic, Slovakia, Bulgaria, Romania, Lithuania, Poland.

The Czech Republic

- **Legislation:**

Czech legislation is in line with European in relation to appliance energy labelling, with one exception. Electric water heaters are obliged to be labelled on the Czech market, contrary to the EU rules. This duty, however, due to the legislation rules, only applies to products manufactured by Czech companies, or products originating from outside the European Union.

The expected new legislation within the EU Labelling Framework Directive revision (in the process of negotiation at the time of writing this document), which concerns the application of labels to new products or the proposal for a more regular update of the energy classes, has naturally increased the local attention given by individual organisations to this issue.

- **Interaction with control organisations:**

Within the CEECAP project, SEVEN, as the local organiser, has been in contact with both the appliance manufacturers/retailers and the government control organisations. A common meeting of the representatives of the Czech office of CECED, the State Energy Inspectorate and the Czech Trade Inspection has raised issues pertaining to what all sides should be doing to raise the importance of labels and their proper presence in shops, as well as the recognition by consumers. Continued exchange of information has been agreed and SEVEN served as the intermediate body stimulating both sides to do more than is required concerning the proper usage of labels.

- **Appliance manufacturers and importers:**

All main appliance brands are present in the Czech Republic; the members of the Czech office of CECED (ranging from AEG to Whirlpool) have a vast majority of the market share. Two local manufacturers are members of the association too. During the CEECAP project, several meetings with their representatives took place and discussions have been held on how to promote labels properly. The main result was the preparation of a printed brochure, a poster for shops and a CD-Rom, including a presentation for retailers, legislation, and other information related to appliance energy efficiency. This presentation was then introduced to the CECED members at a special seminar. The manufacturers then agreed to use it within their own work with retailers while promoting energy efficient appliances.

- **Retailers**

SEVEN has been conducting its own research into the presence of labels on appliances in shops since 2002. It is therefore able to track the development of the presence of labels over time, by shop type, and by appliance type. This experience has been used in

undertaking individual work with retailers. The report on the presence of labels has been used for discussing the appropriate activities with the retailer representatives. These concerned the proper usage of labels in shops, and the appropriate promotion of energy efficient appliances by using the information from labels.

The presentation mentioned above has also been used to provide detailed information on how and why labels should be used in the sales activities of retailers. Large retail chains, where the presence of labels is on average good, have been motivated to use them for further promotion of more energy efficient appliances. Examples of activities undertaken include efficient light bulbs given away as presents with certain appliances, distribution of promotion posters in shops, selection of certain efficient appliances for consumer advisory services, detailed information provided on the average and best appliance energy consumption norms, online calculators of savings, etc. Smaller shops have been advised individually on how and where to use the energy labels.

Furthermore, individual retailers, both small local shops and chains, have been consulted and targeted information has been provided to them on the proper form of appliance labelling.

The retailers have also benefited by receiving the materials developed together with the Czech CECED office as listed in the point above.

Certain target groups of products have been checked in more detail, including electric water heaters, which are labelled only in the Czech Republic and not in the rest of the EU, and air-conditioning units, as a new type of appliance. Both tend to be distributed in another type of shops than the “classic white goods” and therefore the information to retailers is of even higher value.

- **Internet shops:**

The Czech Republic is considered to be among the most developed countries in the EU in terms of the share of appliance sales within internet sales, which is continuing to rise. This marks the importance of checking the proper form of information given about the appliances within individual internet shops. A thorough control has been carried out. Individual issues, such as lack of information or improper information, have been reported individually to the shop managers. A general paper has been produced and distributed to all shops within cooperation with the Czech association of electronic shops.

- **Media and promotional work:**

Media attention given to appliance energy efficiency has been supported by the constant rise of local and international energy prizes. The main work done was undertaken in cooperation with the Prague energy utility, which collaborated with CEECAP / SEVEN and printed 560 thousand leaflets about appliance labelling and distributed them with energy bills to all of its household and small business consumers in Prague. Other energy utilities and organisations active in the field of energy efficient appliances and energy conservation have also been asked to pay more attention to energy labels and several activities took place in this regard, indirectly influenced by CEECAP. Other examples include individual media articles and coverage, listing energy efficient appliances as a

practical tool to lower the household energy bill. SEVEN has been responding to a number of journalist requests relating to this topic.

Expert articles have been published in a magazine focused on retailers and shop managers, where the labels have been presented as an opportunity to increase consumer services and improve the goodwill and environmental image of the retailer.

All three major energy utilities in the Czech Republic have been active in promoting energy efficiency to households within the project. Two of them have also consulted SEVEN within CEECAP on the proper form and presentation of their messages relating to appliance labelling to their consumers. This has broadened the message to a large audience.

- **Consumer organisations:**

The Czech consumer-protection organisation D Test has been active in disseminating information on efficient appliances to its members by publishing articles and test results in its magazine, mainly concerning washing machines and light sources. These have contained information on the test results and advice on appropriate maintenance and operation of these appliances, using information from SEVEN. Publication of the test results has also resulted in further media coverage of this topic. Environmental organisations have also been contacted, and they have distributed appliance labelling information to their members and proponents.

Selected information about energy labels has also been used in other projects focused on environmental education in schools, thus bringing the information to another type of consumer or target group.

- **EU Flower**

Cooperation and discussions have taken place with the public organisation responsible for the accreditation of the EU and Czech Eco-Label. Exchange of information has been agreed, discussions have been held on how to bring more efficient and eco-friendly products to the market and how to prove this to consumers. Future cooperation has also been discussed regarding the use of eco-labels and energy labels as selection criteria within public procurement and promoting them to specific target groups.

- **Type of appliances**

Among the appliance types, air-conditioners proved to be the most problematic since it is a relatively new type of appliance with labels and since it is often distributed in a different type of shop. Special attention has therefore been paid to this type of product during the negotiations with retailers and importers. Individual negotiations have been held to increase awareness of this topic.

Slovakia

- **Legislation:**

The Slovak legislation relating to appliance labelling has been revised and discussed on the national level not only with government officials but also with appliance manufacturers and retailers. During the individual meetings and discussions, the current and proposed new legislation has been discussed with a special focus on appliance types, the system of delivering labels to shops, proposed new appliance types to be labelled and the revision of energy classes.

The English version of Deliverable 1b – Manual for proper labelling for manufacturers and retailers – has been fully distributed in Slovakia with positive feedback from individual target group members. The Slovak version of the manual for government officials, in addition, has been so successful that a second reprint has been made under co-financing with the Slovak CECED office, which has also assisted with the distribution of the materials through government agencies.

Discussions have also been held on the inclusion of energy efficient appliances in the National Energy Efficiency Action Plan (NEEAP) and the proposed establishment of the Energy Efficiency Fund, which would co-finance the purchase of the most energy efficient appliances by final consumers.

- **Appliance manufacturers and importers:**

Regular negotiations throughout the project have been held with the representatives of the Slovak office of CECED, as well as with selected individual manufacturers.

The cooperation has ensured that both English- and Czech-language materials produced within CEECAP have been made available to them and that their distribution within Slovakia was possible. CECED contributed to a special reprint of the main Slovak CEECAP manual, and was also cooperating on the preparation and distribution of the project dissemination leaflet.

- **Retailers**

A wide range of discussions with retailers, mainly within the NAY distribution but also with independent small retailers, has been held to oversee the system of label implementation and to explain the importance of labels being present in shops.

The promotional labels, produced with the CECED Slovakia have been distributed mainly through individual shops by which way the shops have been also involved in the promotion of appliance labels.

- **Internet shops:**

The presence of appropriate information from energy labels among the internet shops active in Slovakia has been checked. Individual cases of misinterpretation have been reported to the shop operators individually, but in general the situation relating to label

information publication has been found to be at a satisfactory level. The association of internet shop operators has received a description paper explaining the appropriate form of information publishing, as was developed also for the Czech counter-partners.

- **Appliance test:**

While no direct appliance tests are being conducted on the formal level, within the individual discussions the common paper of CEECAP and the EnR working group relating to the possibility of an international exchange of information has been published. Both manufacturers and retailers would appreciate such information being available, provided that its aim would be to ensure the correct information on labels and the belief of the general public in the system. Further activities in this field would be supported by both sides.

Some locally published tests, undertaken by consumer groups, have been used to increase the public awareness on the appliance efficiency and labelling issues.

- **Media and promotional work:**

Within cooperation with the Slovak office of CEECAP, over 7,000 project leaflets have been produced and distributed, mainly in shops. The content has been checked within cooperation with the manufacturers, who have also ensured the distribution of the leaflets. The leaflets, aimed at final consumers, give an overview of what types of appliances are labelled, what type of information is being used there and what benefit it can bring to the consumer. They also briefly explain the system of labelling and its verification so that consumers have complete trust in it. Good individual feedback on the leaflets, CEECAP members' own financial and human contribution and the interest of shops in stocking these leaflets are proof that it has been of benefit to consumers.

All the Slovak documents prepared have also been placed on the project website and the website has been promoted among the expert public via the printed materials and individual meetings.

Bulgaria

- **Legislation:**

The harmonization of the Bulgarian legislative framework with the European one in the field of appliances has been conducted through the introduction of the European acts of the *acquis communautaire*, which form part of the Global Approach and the New Approach. The European Directives, incorporated in the New Approach, are introduced in the country by virtue of ordinances, which define the significant specific requirements for these products on the grounds of the Law on Technical Requirements with Respect to Products. Directives related to the Global Approach, which deal with the requirements for labelling of appliances, are introduced in Bulgarian legislation by the Law on Consumer Protection. During the project implementation several meetings and discussions have been held with national organizations responsible for appliance's labeling legislation, as well as with main market players.

- **Interaction with the control organisations:**

Close cooperation with the responsible governmental organizations - The Ministry of Economy and Energy and The Commission for Consumer Protection within the same ministry - have been established. Common meetings with representatives from governmental organizations and market players, appliance manufacturers/ importers/ retailers have been organized. Activities for implementation at the national level to raise the awareness on all major aspects related to the development, application and monitoring of the policy on energy efficiency of household appliances and evaluation of its impact have been discussed. Successful international practices in the field of national policies and programmes for energy efficiency of household appliances were collected and analyzed.

- **Appliance manufacturers and importers:**

There is only one local manufacturer producing electric ovens in the country. Most of the big international appliance manufacturers are present at the Bulgarian market. There is no clear distinction at the market between importers, wholesalers, distributors and retailers and approximately 80% of the sales are concentrated in two big retailer chains (acting also as importers of the main appliance brands) having stores in most of the big cities in the country. Some of the retailers have also their own retailer brands, which are produced abroad, at a relatively low price. The main factor that determines the range of products in the shops is the price but the energy class is becoming more and more important over the last several years. Most of the market stakeholders including manufacturers, importers and retailers have declared strong support for the development and implementation of a national appliance energy efficiency program and especially for activities related to consumer awareness raising and setting up of a national system for financial incentives.

- **Retailers**

EnEffect established closed cooperation with one of the leading retail chains, Technoplis, acting also as one of the biggest importers of appliances. EnEffect initiated a joint information and promotional campaign with this retail chain. Energy Efficiency Labeling Day was organized by Technoplis when additional 2,000 copies of the national promotional materials prepared under the project was printed with the financial support of the owners. The promotional material has been disseminated to shops customers by specially trained and dressed promotion assistants.

Independent shop visits were carried out to review the energy label's presence in appliances stores. The bigger shops of the largest retail chains in Sofia (the capital of the country) were visited. About 1,800 appliances were checked. The analysis of the general results shows over 66% properly labeled appliances, nearly 18% unlabelled and about 16% non-properly labeled. A general trend to use energy efficiency as a market tool for sales increase has been observed. The summary report from the visits was disseminated among the market players.

- **Internet shops:**

The share of the sales of appliances over the internet in Bulgaria is very low. However the general review of the existence of proper EE labeling that has been done showed that in most of the cases the Internet labels include more or less some general information as the energy class of the appliance but not the detailed information such as energy consumption, etc. The results of the review have been discussed with the respective responsible government organization.

- **Media and promotional work:**

6,000 copies of the national promotional materials were printed. The brochure with the promo slogan “Do we know what we buy?” provides information about the requirements of the legislation regarding energy labelling of household appliances, the information that should be available on the label the reasons to choose a higher energy efficiency household appliance, as well as helpful tips and tricks to save energy using domestic appliances. The brochures were disseminated through different channels and to a variety of target groups – national and regional energy and energy efficiency policy conferences and workshops targeted at national and regional authorities, small and medium size enterprises (SMEs) and local NGOs, municipal energy efficiency information desks in several Bulgarian municipalities providing information services to local citizens. About 2,000 copies were printed in cooperation with one of the leading retail chains, Technoplis, and disseminated through their shops to their consumers.

The CEECAP project established close relationship with the UNDP/GEF project “Building local capacity for promoting energy efficiency in public and private buildings in Bulgaria” that is being implemented at the same time, in the area of information dissemination. One of the outcomes of the GEF project is to establish at least four municipal information and consultation desks within the municipal administrations. The information desks provide information to private households on how to save energy in their buildings, the possibilities for implementing energy efficiency measures regarding the building envelope, the energy efficiency of appliances, financial sources, etc. CEECAP deliverables such as the national promotional material as well as other relevant energy efficiency standards and labelling information are being disseminated through the municipal desks.

- **Consumer organisations:**

Consumer NGOs have been invited to the main events organized during the project. They expressed interest towards joint activities especially in those related to consumer awareness raising and information dissemination. National promotional material produced under the project has been delivered to them to be widely disseminated via their own information channels.

- **Type of appliances**

The shop survey conducted showed that about 70% of the products from the categories cold appliances, washing and dishwashing machines and ovens were properly labeled. The share of the non-labeled and/or not properly labeled air-conditioners is still very low - only about 25% of the surveyed units had been properly labeled. Therefore special attention should be paid to this type of products during the individual contacts with retailers and importers.

Romania

Introduction / Summary

The ARCE participation in the CEECAP project contributes to increasing the experience of government experts and control and verification authorities (ARCE and ANPC) relating to market introduction, the exchange of best practices relating to improvement of the energy efficiency labelling system and consumers' information between the participants, and the involvement of manufacturers, importers and retailers in training of their personnel relating to the labelling system and in the information campaigns for customers.

Activities have taken place within the project to sustain the improvement of market introduction: *training and workshops with national contact groups; preparation of promotional materials and display of leaflets in shops; sustaining education campaigns through ARCE territorial branches, at info points within municipalities, in the ARCE offices in promoting energy labels towards consumers; biannual training of ARCE personnel/inspectors and analysis of control activity with ARCE inspectors regarding the compliance of products on the market; ongoing monitoring of retailers/importers' activities relating to the implementation of the label system; and support for an increased number of shop visits by ARCE and ANPC.*

- **Legislation:**

Romanian legislation, government decisions on household appliances' energy efficiency, harmonised with EU legislation, establish the requirements for the energy performance of appliances when put on the market: *refrigerators, freezers and combinations thereof; washing machines; combined washer-driers; household lamps; electric tumble driers; dishwashers; electric ovens; ballasts for fluorescent lighting; air conditioners.*

There are no differences between EU and Romanian legislation regarding the energy labelling system. During the transposition process the government decisions were modified and updated taking into consideration the remarks of the EU prior to Romanian accession.

Within the CEECAP project the new EU and CEECAP proposal for updating the framework directive on energy labelling and the future of energy efficiency labelling of appliances have been discussed. The ARCE personnel were informed of the new proposal, as were the representatives of the ministry, decision-makers on updating the national legislation.

- **Interaction with the control organisations:**

The representatives of the main important decision-making authorities are in good contact with and were also involved in the CEECAP project, they are participants in national

contact groups and participate in workshops. They sustain the importance of energy efficient appliances in energy efficiency policy.

The Ministry of Economy and Finance (MEF) was involved in the drafting of the first National Energy Efficiency Action Plan in 2007. Taking into consideration the experience achieved in the CEECAP project in promotion of efficient appliances of other countries, ARCE make a proposal to the MEF to sustain through a government decision a bonus of 50 euros for A and A+ class appliances in 2009.

The MEF collaborates with the Ministry of the Environment on the *National Plan of Green Procurement*. This plan will sustain the procurement of efficient appliances and lamps in the public sector.

The control authorities report to the MEF the results of their work. The progress could be seen in market introduction.

- **Appliance manufacturers and importers:**

ARCE representatives, during the visits to shops, meetings or workshops with manufacturers, importers and dealers, discuss and inform them of the labels, the importance of accurate information relating to the energy performance of appliances, improve the knowledge of retailers by training focused on consumer information on the energy label. The representatives of manufacturers and importers of appliances are involved in the CEECAP project through their participation in workshops, by displaying the information obtained from ARCE in shops, training with retailers and by their contribution to printing the leaflets produced by ARCE in the CEECAP project.

With CEECAP, manufacturers sustain education campaigns promoting energy labels towards customers. ARCE has printed 1,000 leaflets within the project, and in collaboration with others (importers, dealers (*Candy, Gorenje, Indesit/ Ariston, Whirlpool, Domo*)) another 11,000 leaflets have been printed and distributed to shops.

- **Retailers**

The largest retailers in Romania are: FLAMINGO-FLANCO (20% market share), DOMO (20% market share), ALTEX (MEDIA GALAXY GROUP) (30% market share), COSMO (5% market share), SELGROS + METRO (5% market share), CARREFOUR ROMANIA (1% market share), *CORA ROMANIA (1% market share), Independent retailers (18% market share).*

Within the CEECAP project they have been invited to take part in national contact groups, to participate in workshops, meetings, and during the control in shops discussions took place relating to the energy labelling system.

The distribution of promotional materials will be fulfilled by the ARCE representatives through territorial branches, at the national level, in shops, or by importers and retailers.

- **Internet shops:**

In the internet shops the information relating to appliances' energy performance includes the energy class and energy consumption. Hence, consumers can see the energy

consumption and the energy class when they make their choice. The ARCE control activities are not focused on internet shops. The discussions within the CEECAP project suggest taking this into consideration and improving the control.

- **Appliance test:**

Tests are not carried out. No appliances are currently being tested to verify the information on their labels. The main reason for this is the lack of public financial funds for these tests. A testing laboratory that can carry out appliance performance testing does not exist in the country and no such tests have yet been contracted to a testing laboratory outside the country.

ARCTIC – a Romanian manufacturer of household electrical appliances – invests in its own testing facilities that may be used for quality control and product development research and for classification of its products.

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

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

In the CEECAP project we sustain access to the internet or other ways to information relating to the results of the test reports undertaken in EU laboratories.

- **Media and promotional work:**

The manufacturers and retailers sustain the promotional activities relating to consumer information, they multiply the promotion material produced by ARCE within the CEECAP project and distribute it in shops or by internet in their chain of distribution.

At the info points in municipalities or in ARCE territorial branch offices, promotional materials and information relating to the energy efficiency labelling system can be found. Moreover, when ARCE has been invited for an interview on TV or in other media it has mentioned the importance of the energy performance of appliances and the increase in consumers’ interest in purchasing products of the best energy class. The CEECAP project has given rise to the opportunity to increase the level of information in shops and for market players.

When the representatives of the Romanian Government made public the intention to sustain by a bonus of 50 euros A and A⁺ class appliances in 2009, the mass media was very active and the news was broadcast by all the TV channels.

- **Consumer organisations:**

Consumer rights protection organisations are interested in the issue of energy labelling and energy efficient appliances. The NGO consumer associations are active and visible on the market.

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

- **EU Flower**

The Eco Flower logo (for environmentally friendly products) can be used on energy labels for selected environmentally friendly products. The manufacturer only has the right to use the Eco Flower logo in the case it obtains authorisation in accordance 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, because all the appliances with the Eco Flower logo are energy efficient appliances. The Ministry for Environment and Water Management is involved in the National Plan for Green Procurement. In this plan they propose that only energy efficient appliances and lamps be used in the public sector. To sustain the promotion of eco appliances, workshops and conferences took place. During the CEECAP project, ARCE participates in conferences.

- **Type of appliances**

In the annual control programme we pay attention to all types of household appliances. In the last 5 years, the results of the control activities carried out show that the number of appliances complying with the requirements of energy labelling legislation has increased and information for consumers about the performance of appliances when they buy an appliance is a criterion for achievement for all the electrical household appliances.

For example, the following results were recorded within the study of energy efficient appliances on the market carried out by our territorial branches, Oradea, in February – March 2008 relating to the issues of the CEECAP project:

Number of interviews (shops): 19

Refrigerators: 18 shops

- class A and A⁺: 18 shops / between 60% - 100%
- class B: 3 shops / between 10% - 30%

Washing machines:

Number of interviews (shops): 18

- class A and A⁺: 18 shops / between 60% - 100%
- class B: 4 shops / between 10% - 30%

Air conditioners:

Number of interviews (shops): 12

- class A: 8 shops / between 15% - 80%
- class B: 9 shops / between 15% - 70%
- class C: 6 shops/ between 30% - 60%
- class D: 1 shop/ 20%

The increase in consumers' interest in the energy labelling system:

Number of respondents: 19

Moderate interest: 11 answers (58%)

High interest: 8 answers (42%)

Type of actions considered useful for improvement of the energy labelling system: 19 interviews (shops):

<i>Type of action</i>	<i>Yes</i>	<i>No</i>
<i>Training for retailers</i>	<i>18</i>	<i>1</i>
<i>Information campaign in shops</i>	<i>14</i>	<i>5</i>
<i>Promotion of energy labels to consumers</i>	<i>16</i>	<i>2</i>

Lithuania

- **Legislation:**

In Lithuania, the current legislation in place is in accordance with the EU labelling legislation and is similar to the legislation of other new EU member states. This relates to the list of labelled appliances, the institutions empowered to control the mechanism of labelling, the system of potential actions to be taken to enforce the labelling.

When implementing the CEECAP project, LEI established close cooperation with the Ministry of Economy and the National Energy Agency. These government and public officials are responsible for the labelling legislation and implementation of the labelling programme in Lithuania.

Regular meetings and discussions about implementation of the labelling programme in Lithuania have been held throughout the project.

- **Interaction with the control organisations:**

Within the CEECAP project, LEI has been in close contact with the governmental control organisations. Two governmental organisations are responsible for overseeing the appropriate energy labelling of appliances: the State Non-food Inspectorate and the State Energy Inspectorate. Meetings with representatives of the inspectorates with the Lithuanian CECED office have raised issues concerning what all sides should be doing to raise the level of knowledge producers, retailers, importers, consumers have about energy labelling of appliances, its presentation in shops and explanation of its role to consumers. The CEECAP project informational material has been used for training responsible inspectors from the inspectorates.

- **Appliance manufacturers and importers:**

At the present time, there is only one producer of appliances in Lithuania, SC Snaige, which manufactures refrigerators, freezers and their combination. SC Snaige is the main member of the Lithuanian CECED office.

During the CEECAP project, several meetings with SC Snaige representatives took place and discussions have been held on energy labels, testing refrigerators and freezers and how to better promote labels. SC Snaige representatives addressed problems of energy labels and labelling technologies at the CEECAP training workshop on 3 April 2008 (at the Lithuanian Energy Institute). Data about their experience of energy labelling were distributed among interested organisations. The CEECAP project educational materials have been transferred to the manufacturer. The manufacturer has agreed to use them within its own work for training its staff.

- **Retailers**

More than 95% of appliances are imported, European and world brands vary. Products from the following leading appliance makers are on the Lithuanian market at the present time: Bosch, Indesit, Whirlpool, Zanussi, Elektrolux, Ariston, Gorenje, Beko, Liebherr, etc.

The largest retailers in Lithuania are: the shopping centres MAXIMA, AKROPOLIS, SENUKAI, ELEKTROMARKT, etc.

Close contacts were established between LEI and retailers within the CEECAP project implementation period. LEI provided support with information from other project partners about the importance of proper label usage. LEI helped with organising education of existing and new retailers. Using the project results, LEI motivated retailers to participate in market activities by using the energy labels for promotion of efficient appliances. Close cooperation increased the knowledge of retailers in the energy labelling field.

- **Internet shops:**

More than 95% of appliances are imported, European and world brands vary. Products from the following leading appliance makers are on the Lithuanian market at present time: Bosch, Liebherr, Elektrolux, Gorenje, Beko, Zanussi, Whirlpool, etc. A large range of appliances is sold by internet shops.

The total share and volume of sales of appliances over the internet is not large. At the present time, 9 internet shops exist.

Most appliances presented in internet shop catalogues have information about class and energy consumption. When implementing the project, LEI had close contact with internet shops (individual consultations, training, workshops). Owners of internet shops regularly received information about CEECAP results, results of its control activities, etc. Control of internet shops shows much better results in energy labelling of appliances compared with other types of shops.

The results of controls have been reported individually to internet shop owners and to the State Non-food Inspectorate.

- **Media and promotional work:**

When implementing the CEECAP project, the national leaflet for energy labelling of appliances was prepared (1,000 leaflets were printed). Leaflets were distributed to the Ministry of Economy, Ministry of Environment, National Energy Agency, Lithuanian Non-food Inspectorate, Energy Inspectorate, municipalities, SC Snaige, CECED, the biggest shopping centres, retailers, consumer associations. Interested organisations are multiplying this promotional material produced by LEI. Media representatives and journalists show an interest in advertisement of energy efficiency, including energy labelling and promotion of energy efficient appliances. It was good to use this opportunity to more widely promote energy labels to the general public. The CEECAP project supported and stimulated these activities very well.

Large-scale promotional work was undertaken when organising the national workshop “Policy of household appliance energy labelling, its implementation and problems in

Lithuania” (3 April 2008, Lithuanian Energy Institute). The workshop was focused primarily on national experts, retailers, dealers, manufactures, key government officials, etc. Altogether, over 35 representatives from different target groups took part in the workshop.

The CEECAP project was presented at the national conference “Science and Industry, Energy and Technologies”, 31 January – 1 February 2008, Kaunas; organiser of the conference: Kaunas Technical University. Journalists of the main media organisations took part in the conference. In general, the CEECAP project gave rise to the opportunity to increase the level of information for consumers.

- **Consumer organisations:**

Meetings with consumer organisations show that consumers are interested in energy efficient appliances, which is a very important point when selecting and buying appliances. The biggest barrier to the most efficient appliances is the real economic situation in the country. The existing income of consumers stops the usage of the most energy efficient appliances. Throughout the duration of the project, LEI was in close contact with the main consumer organisations.

During the CEECAP project implementation time, LEI provided for consumer organisations information about energy labelling and efficient appliances, information about control visits to shops, invited them to organised workshops. This activity increased the general knowledge of consumers in the energy labelling field and it would also help to further increase the attention paid by retailers and manufactures to this topic.

- **EU Flower**

The Eco Flower logo (for environmentally friendly products) can be used on energy labels for selected environmentally friendly products. The Ministry of the Environment is responsible for promoting the Eco Flower logo.

During the CEECAP project, LEI supported the Ministry with promotional material about environmentally friendly products, including energy labels (EU information, information from other project partners, etc.).

- **Type of appliances**

Lithuanian regulations apply to the following types of household appliances: refrigerators, freezers and their combinations, washing machines, dryers and their combinations, dishwashers, ovens, water heaters and hot-water storage appliances, lighting sources, air-conditioning appliances. Shop visits show that air-conditioners proved to be the most problematic because they are distributed in a different type of shop. This problem was presented and special attention was paid during meetings and discussions with control organisations, retailers and importers, representatives of air-conditioner shops.

Poland

- **Legislation:**

The main documents that regulate the labelling system in Poland are the Energy Act from 10 April 1997 (with amendments) and the Ordinance of the Minister of Economy and Labour from 20 May 2005, on requirements concerning technical documentation, application of labels and technical specifications and specimens of labels. It is the producer or importer's obligation to provide appliances that are introduced on the market with a label. The producer is also obliged to prepare technical documentation of every appliance. The Ordinance also introduces a design of the label for every kind of appliance.

- **Interaction with the control organisations:**

KAPE collected information about shop controls from the Polish Trade Inspectorate, which is the institution that checks labels in shops. There have been no tests since the new ordinance came into force (2005). The survey carried out by KAPE was sent to the Trade Inspectorate to introduce the situation of labelling in shops.

- **Appliance manufacturers, importers and retailers:**

The main producers and importers are the members of the CECEDPolska association. Its members are: Amica Wronki S.A., BSH Sprzęt Gospodarstwa Domowego Sp. z o.o., Beko Polska S.A., Candy Polska Sp. z o.o., Ciarko Sp. z o.o., Gorenje Polska Sp. z o.o., Electrolux Poland Sp. z o.o., Indesit Company Polska Sp. z o.o., Miele Sp.z o.o., Philips Polska Sp. z o.o., Groupe SEB Polska Sp.z o.o., Whirlpool Polska Sp.z o.o., FagorMastercook S.A. The largest hypermarkets are the biggest importers of appliances, i.e. Saturn, Media Markt, EuroRTVAGD, and Electroworld
KAPE cooperated with producers through CECED. CECED and some of the producers participated in a stakeholders meeting organised by KAPE on 23 April in Warsaw. At this meeting the report from the shop survey was presented in order to make the representatives of producers aware of the situation of labelling in shops. CECED has plans to organise shop staff training in the future.

- **Internet shops:**

As a shop survey carried out by KAPE shows, appliance energy classes are visible in internet shops. Over 90% of household appliances are assigned a class. Internet shop owners treat energy class as necessary information. In some of them it is possible to select appliances by energy class.

- **Appliance test:**

The only tests of appliances are made by the producers themselves. The results of these tests are put on the labels.

- **Media and promotional work:**

CECED's campaign "Time to Go" – promotion of replacement of old household appliances – was supported by the CEECAP brochure "Training programme for domestic appliance manufacturers, dealers and retailers. Energy labelling: How to use it for your benefit?"

- **Consumer organisations:**

The Consumer Federation took part in labels promotion and distributed the leaflets of the CEECAP project in its branches in different regions of Poland. The shop survey carried out by KAPE was also freely published on the CF website.

- **EU Flower**

The Eco-Label was promoted to national authorities and producers at "Energy labelling of domestic appliances – rules, obligations and enforcement" seminars organised by KAPE in 2006 by a representative of the Polish Centre for Testing and Certification.

- **Type of appliances**

As the results of the shop survey show, the worst situation of labelling in shops is in the case of air conditioners (0%), ovens (33%) and freezers (39%). Promotion of air conditioners' labelling in particular is necessary in the future.

- **Utilities**

RWE Stoen is one of the two privatised electricity distributors in Poland. It sells energy to more than 850,000 private and institutional clients and has a 5.5% share of the Polish power market.

KAPE cooperated in RWE Stoen's Conscious Energy campaign - a long-term social undertaking whose aim is to educate people about efficient use of electric power and to promote the idea of saving energy. By controlling one's everyday activities and paying attention to the energy-saving features of household appliances, it is possible to efficiently decrease the use and limit the costs of electric energy over the long term. With this campaign, RWE Stoen wants to raise public awareness of the benefits that conscious use of energy bring.

KAPE prepared input for the RWE Stoen Household Guide that has been available in all Customer Service Centres since 1 October 2007. The guide contains comprehensive information on the use of energy by each appliance and hands-on advice on decreasing energy consumption in households. The guide is also available for download at www.swiadomaenergia.pl. KAPE used, among other things, CEECAP materials to prepare the Household Guide.

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