

***Energy Saving Trust:  
Energy Saving Recommended  
14 September 2006***

*CEECAP 2<sup>ND</sup> Project Meeting, ADEME, France*

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- Introduction to Energy Saving Trust
- Labelling: Standards and Best Practice
- Energy Saving Recommended
  - Objectives
  - Scope
  - Working Principles
  - Compliance and Monitoring
  - Marketing

# *Who are we?*

- Established in 1992 following Rio Summit
- Private company with Members
- Government and member funded
- Practical measures to save carbon dioxide and reduce the effects of climate change
- 150 staff
- Based in London / Edinburgh / Cardiff / Belfast

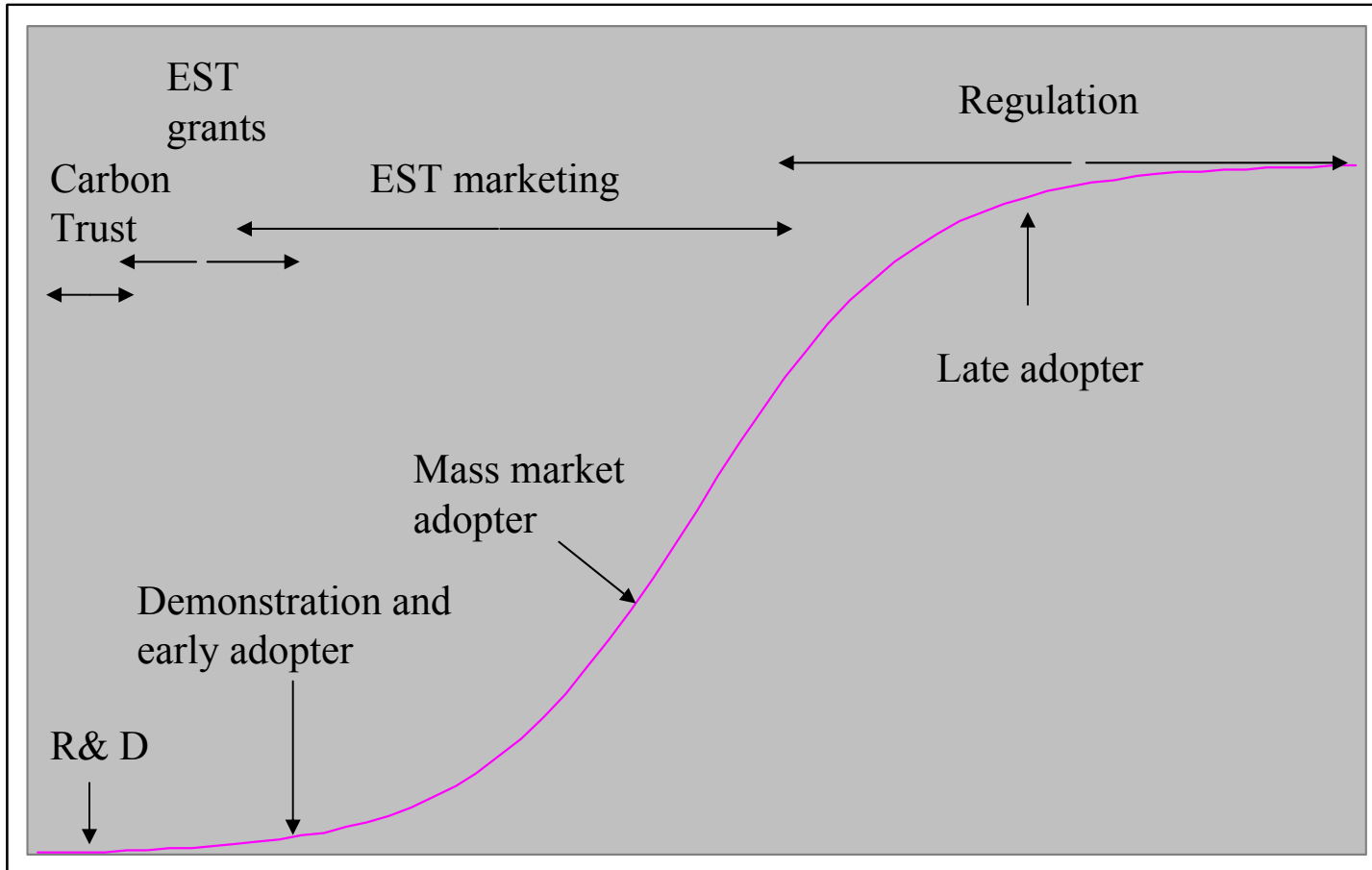
# ***Vision & Mission***

- Vision
  - A world where sustainable energy is the choice for all individuals and organisations
- Mission
  - To inform and transform. To turn good intentions into effective actions

# ***Energy Saving Trust Priorities***

- Transforming markets for sustainable energy in homes, communities and road transport in the UK
- Sustainable energy is
  - Energy efficiency, and
  - Low carbon fuels, in particular renewable energy

# Market transformation



# ***Labelling – Standards and Best Practice***

ISO 14020 Environmental Labels – General Principles:

1. Accurate, verifiable
2. No unnecessary obstacles to international trade
3. Thorough scientific methodology
4. Information should be available to interested parties
5. Development to consider all relevant life cycle aspects
6. Don't inhibit innovation which might improve performance
7. No unnecessary administration requirements
8. Open, participatory development process
9. Environmental product info available to purchasers

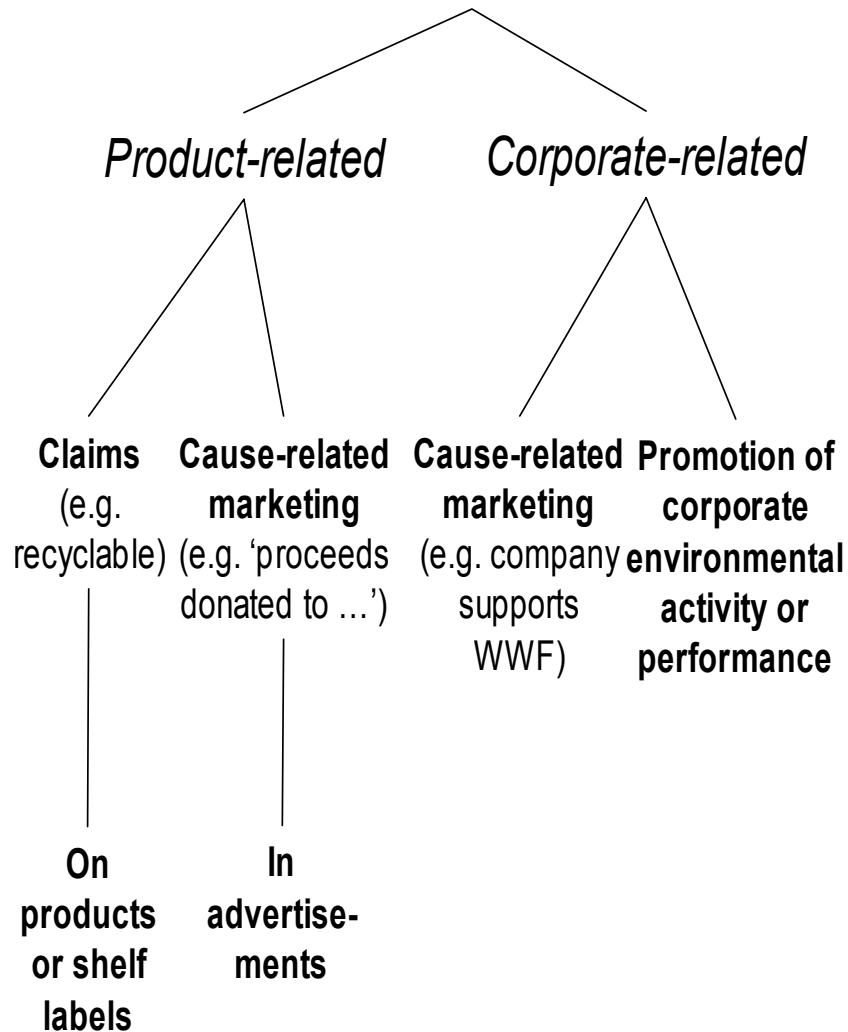
# ***Labelling – Standards and Best Practice***

- Type I – Environmental Label
- Voluntary, multiple-criteria-based third party programme that awards a license which authorises the use of environmental labels on products indicating overall environmental preferability of a product within a particular product category based on life cycle considerations.
- ISO 14024:2001

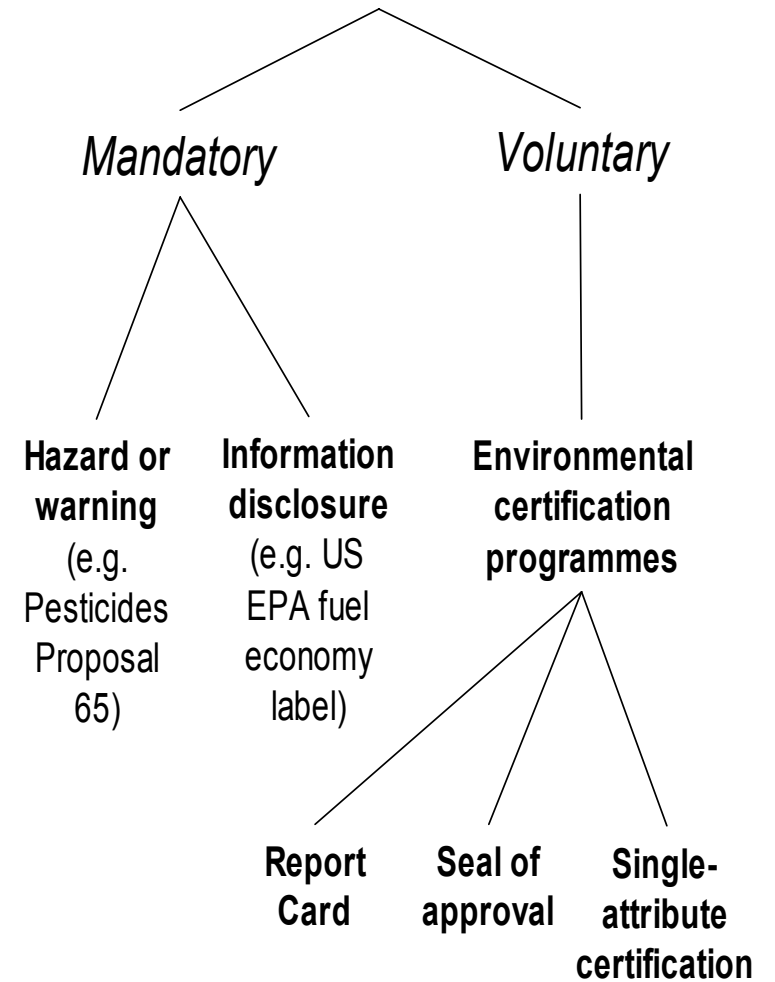
# ***Labelling – Standards and Best Practice***

- Type II – Environmental Label
- Self-declared (i.e. no third party verification) by manufacturer, retailer etc
- ISO 14021:2001
  
- Type III – Environmental Label
- Quantified Environmental Data - Environmental Product Declarations
- ISO 14025:2006

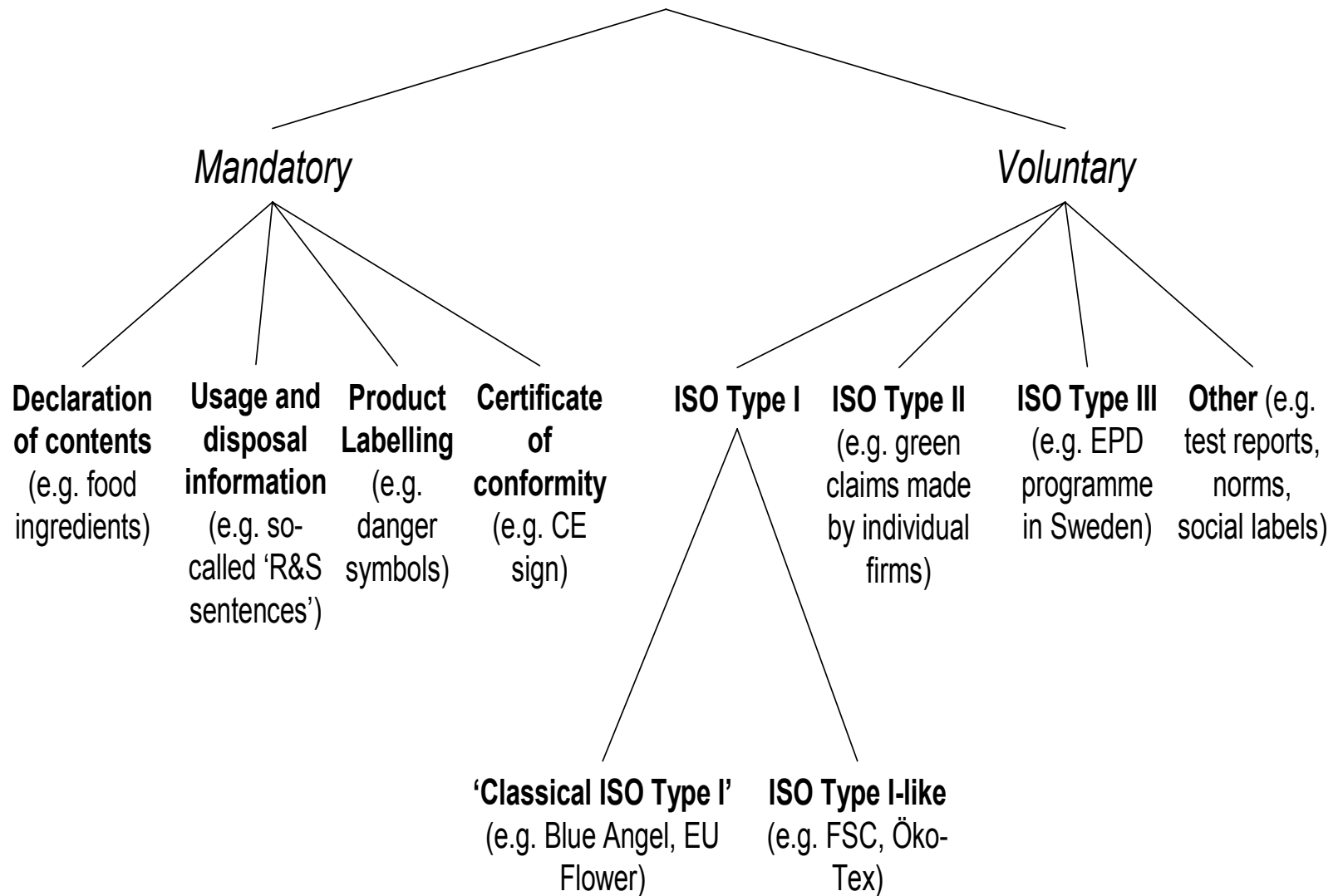
## First-party environmental labelling programmes



## Third-party environmental labelling programmes



# Environmental product information schemes (EPIS)



## ***Labelling – Measuring Effectiveness***

- Lack of adequate data on the environmental effectiveness of programmes (UNEP, 2005).
- Further examples: EU Eco-Label, EU Energy Star (EU, 2005)
- This is a problem endemic across ecolabelling in general (UNEP; Rubik and Frankl)
- Notable exception – White Swan

# ***Labelling – Measuring Effectiveness***

- Proxy Indicators of Effectiveness – 2 types
- Quantifiable: number of product categories, the frequency of criteria upgrade and the number of companies and products certified.
- Qualitative: the process undergone for developing the ecolabel and the names and types of organisations that endorse and support it.
- Complement, integrate and interact with other environmental policy initiatives
- Source: UNEP, 2005

# ***Energy Saving Recommended...***

- A voluntary product labelling scheme for domestic energy saving products



# *Objectives*

- Signpost consumers towards products that are amongst the most energy efficient available
- Grow the market for energy efficient products
- Raise consumer awareness of the choice of products available

## *Aim*

- Where products may be differentiated by their energy efficiency properties:
  - We aim to endorse the top 20% of products in class

# Scope

- 5 sectors
  - heating, insulation, lighting, glazing & appliances (white & brown)
- 19 product groups
  - e.g. tumble dryers, windows, IDTVs
- 1900+ certified products
- 117 certified manufacturers & suppliers
- 44 certified retailers

# *Key Working Principles*

- Thorough standard setting & review process
  - Support, energy savings, sales, objectives
- Detailed future direction on standards
  - provides notice, allows incorporation
- Strong working relationship with partners
  - industry support, technical expertise, peer review
- Legal rights afforded from Cert Mark status
  - enforced through label and product monitoring

# ***Key Working Principle: 1***

## Thorough Standard Setting & Review Process

- The Scheme aims to endorse the top 20% of products in class – the review process supports this aim
- The process involves: specifying the energy savings; forecasting future sales with and without endorsement; defining objectives for endorsement and setting milestones for their review; explaining how endorsement links with the wider product policy agenda; and detailing supporters
- Once established, the Scheme has an objective to review the product endorsement criteria on an annual basis.

# ***Key Working Principle: 1***

In 2005/6, 9 Standard Revisions were completed:

- Electric Tumble Dryers
- Dishwashers
- Integrated Digital Televisions
- Energy Saving Mains Controllers
- Natural Gas and LPG Boilers
- Oil boilers
- Gas Central Heating Controls
- Cavity wall insulation
- External wall insulation

## ***Key Working Principle: 2***

### Detailed Future Direction on Standards

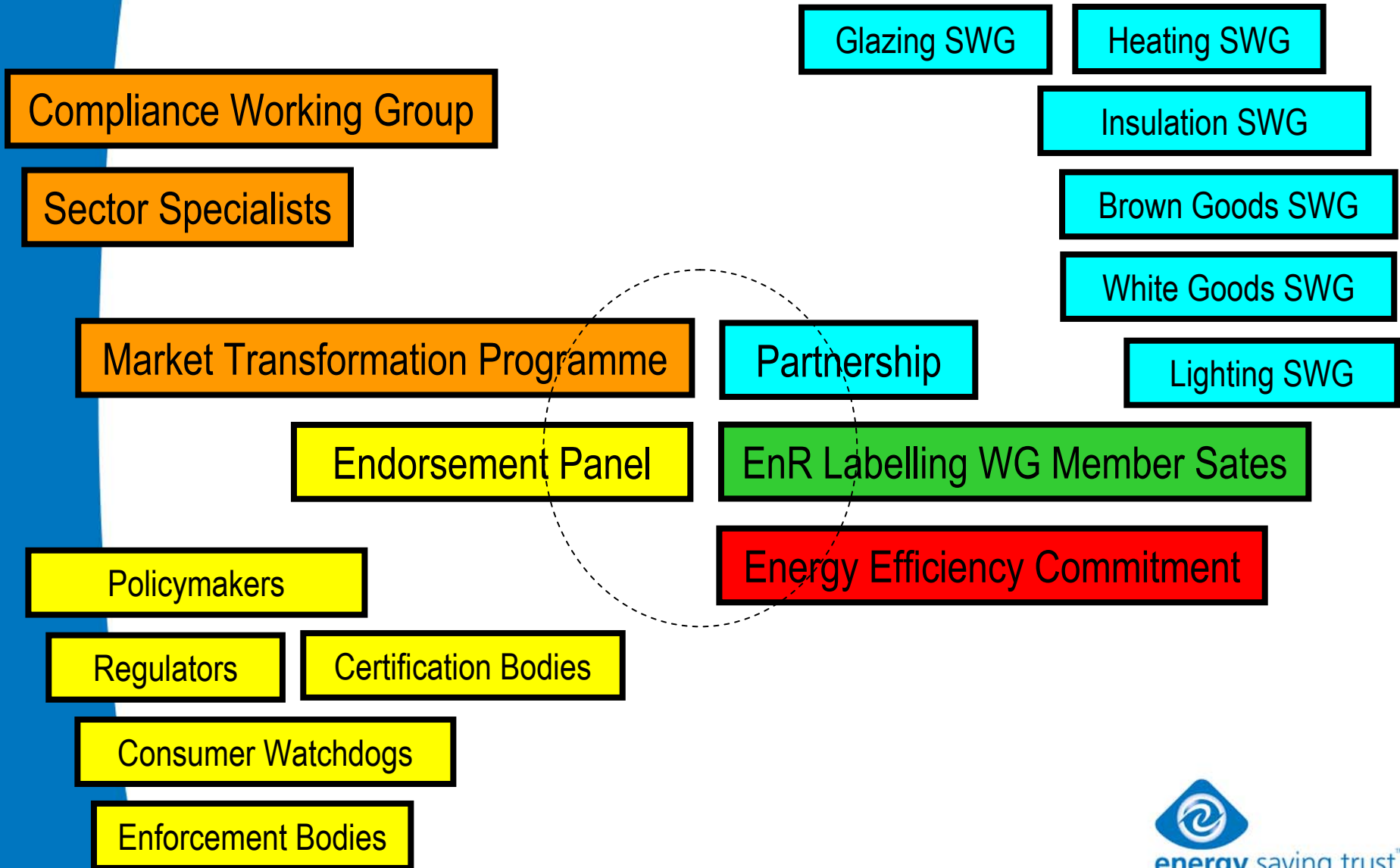
- When standards are set, guidance is published on their likely future direction 12, 24 or 36 months time
- Benefits: provides notice to manufacturers, allows incorporation into product design and manufacture

# ***Key Working Principle: 3***

## Strong Working Relationship with Partners

- Endorsement has industry support
- The Scheme benefits from technical expertise
- All standards are peer reviewed prior to implementation
- Certification processes are utilised by partners
- Working practices are shared

# Key Working Principle: 3



# ***Key Working Principle: 4***


## Certification Mark Status

- The Energy Saving Recommended label is a registered Certification Mark with UK Trade Marks Registry
- A Certification Mark goes a step further than a Trademark
- It indicates that the good on which it is used is certified in respect of a particular characteristic e.g. energy savings
- Certification Mark status affords the owner legal enforcement rights
- The Scheme Rules – once signed, forms a contract with the Member and serves as a licence for using the label.

# Example: Appliances

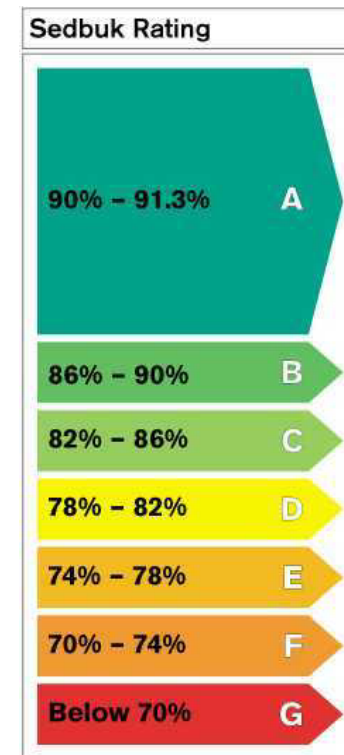
- Washing machines AAA
- Refrigeration A+/A++
- Dishwashers AAA & EU Eco-Label for water



<b>Energy</b>		Fridge-Freezer
Manufacturer		
Model		
<b>More efficient</b>		
A		<b>A</b>
B		
C		
D		
E		
F		
<b>Less efficient</b>		
G		
Energy consumption kWh/year <small>(Based on standard test results for 24h)</small>		<b>325</b>
<small>Actual consumption will depend on how the appliance is used and where it is located</small>		
Fresh food volume l		190
Frozen food volume l		126
		<b>***</b>
<b>Noise</b> (dB(A) re 1 pW)		
<small>Further information is contained in product brochures</small>		
<small>Norm EN 153 May 1999 Refrigerator Label Directive 94/2/EC</small>		

# *Example: Heating*

- SEDBUK: Seasonal efficiency of domestic boilers in the UK
- Gas and oil boilers: A
- Controls



## *Example: Lighting*

- EST Lamp Specification
- Launching version 5



## ***Example: Insulation***

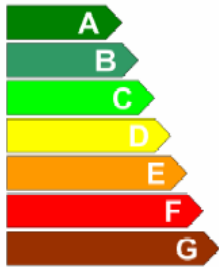



- BBA/BSI certified or
- Meets standards:
  - BS 5617
  - BS 5618
  - BS EN 13162
  - BS 5803
  - BS 5262



# Example: Glazing

- British Fenestration Rating Council
- Total energy performance of window
  - Transmittance
  - Solar gain
  - Air leakage
- C or better



Energy Window	
	Window Ltd. XYZ 68/abc
	
Energy Index (kWh/m <sup>2</sup> /year) <small>(Energy index certified by BFRC and based on UK standard window. The actual energy consumption for a specific application will depend on the building, the local climate and the indoor temperature)</small>	<b>-14</b>
The climate zone is:	<b>UK</b>
Thermal Transmittance (U-value)	1.7 W/m <sup>2</sup> K
Solar Factor (g-value)	0.50
Air Leakage (L-value)	0.10 m <sup>3</sup> /m <sup>2</sup> /h
 <a href="http://www.bfrc.org">www.bfrc.org</a> 	
<small>This label is not a statutory requirement. It is a voluntary label provided as a customer service to allow consumers to make informed decisions on the energy performance of competing products.</small>	

# ***Example*** Integrated Digital Televisions

- Self Declaration
- Registrations
  - 10 manufacturers, 111 products
- Standards
  - Standby  $\leq 1.5W$ ; On-mode  $\leq 250W$
  - Implemented January 2006; Review end of 2006
  - Future direction: Standby  $\leq 1W$
- Industry Support
  - Partnership's Brown Goods Strategy Group
  - Market Transformation Programme



## ***Energy Saving Recommended – Product Compliance Testing***

- Annual product testing; equiv. to 5% of cert. products
- Product failure can result in de-registration
- 2006/7 product testing in-progress: luminaires; natural gas, lpg and oil boilers;
- 2005/6 White Goods compliance test results:

## ***Energy Saving Recommended – Product Compliance Testing***

	Tested	Pass	Fail	Action
Dishwashers	11	9	2	De-registered
Cold Appliances	5	4	1	De-registered
Washing Machines	3	3	0	N/A

# ***Energy Saving Recommended – Monitoring Label Compliance***

- Preventing un-authorized use and protecting the integrity of the Mark.
- Methods:
  - In-press – coverage: all UK newspapers, local & national
  - Online – 1 day per month
  - In-store – 1 day per month
- Legal enforcement where necessary: 3 cases in 2006/7

# ***Marketing***

- Consumer awareness
- Trade partnerships

# Awareness Raising: Save Your 20%

**NEXT TIME YOU BUY, LOOK FOR THE LOGO. IT CAN HELP YOU SAVE YOUR 20%**

Energy efficient fridges use less energy. Look for the energy saving or energy star logo when you buy. It's likely you'll be the most energy efficient fridge on the market.

By saving 20% of all the energy you use every day, you can help prevent climate change.

**SAVE YOUR 20%**  
[www.saveyour20percent.co.uk](http://www.saveyour20percent.co.uk)  
 or call 0800 715 77 22

Save Your 20% is a campaign of Energy Saving Trust. Visit [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk) for more information.

Your energy supplier  
**Can help you Save your 20%**

There are many simple, cost-effective ways to cut down on the gas and electricity you use. Join central government energy suppliers for advice on how to save energy. Suppliers include British Gas, EDF Energy, E.ON Energy, and Npower. They're committed to helping you save energy and they're leading by example.

By saving 20% of all the energy you use every day, you can help prevent climate change.

**SAVE YOUR 20%**  
[www.saveyour20percent.co.uk](http://www.saveyour20percent.co.uk)  
 or call 0800 715 77 22



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 www.energysavingtrust.org.uk

energy saving trust

**HOW WILL YOU SAVE YOUR 20%?**

If you just saved 20% of the energy you use every day, you'll prevent climate change.

We all use energy every day - at home, at work and when we travel. To generate that energy, we burn fossil fuels, oil and gas that produce greenhouse gases in particular carbon dioxide (CO2) which are changing the climate and damaging the environment. This website explains how that process works and how you can take simple steps to save your 20%.

There are lots of different ways you can reduce your energy use and save as much as £200 each year on your energy bills. Home improvements such as wall and loft insulation, buying energy saving recommended products or installing innovative technologies can all help you save your 20%. Discover all the options with our Energy Savers.

**ENERGY SAVERS**

More Energy Check  
 Complete and have energy check for a recommended amount to see how you can save your 20% and the amount climate change.

**GET YOUR OWN REPORT**

**10 ENERGY SAVING TIPS**

**QUICK QUIZ ON YOUR ENERGY HABITS**

Click here to access the Energy Savers. Visit main site

**SAVE YOUR 20%**  
[www.saveyour20percent.co.uk](http://www.saveyour20percent.co.uk)  
 or call 0800 715 77 22

Save Your 20% is a campaign of Energy Saving Trust. Visit [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk) for more information.

By saving 20% of all the energy you use every day, you can help prevent climate change. There are many simple ways to do this - like insulating your walls and loft to keep your heat in.

**So, how will you save your 20%?**

To find out more about energy saving, visit our Energy Efficiency Advice Centre on 0800 715 77 22 or [www.saveyour20percent.co.uk](http://www.saveyour20percent.co.uk)

**INSULATE AND SAVE MONEY**

**SAVE YOUR 20%**  
[www.saveyour20percent.co.uk](http://www.saveyour20percent.co.uk)

By saving 20% of all the energy you use every day, you can help prevent climate change. There are many simple ways to do this - like turning down your heating bills.

**So, how will you save your 20%?**

To find out more about energy saving, visit our Energy Efficiency Advice Centre on 0800 715 77 22 or [www.saveyour20percent.co.uk](http://www.saveyour20percent.co.uk)

**TURN DOWN YOUR HEATING BILLS**

**SAVE YOUR 20%**  
[www.saveyour20percent.co.uk](http://www.saveyour20percent.co.uk)

By saving 20% of all the energy you use every day, you can help prevent climate change. There are many simple ways to do this - like making the switch and saving energy.

**So, how will you save your 20%?**

To find out more about energy saving, visit our Energy Efficiency Advice Centre on 0800 715 77 22 or [www.saveyour20percent.co.uk](http://www.saveyour20percent.co.uk)

**MAKE THE SWITCH AND SAVE ENERGY**

**SAVE YOUR 20%**  
[www.saveyour20percent.co.uk](http://www.saveyour20percent.co.uk)



# Targeted Marketing

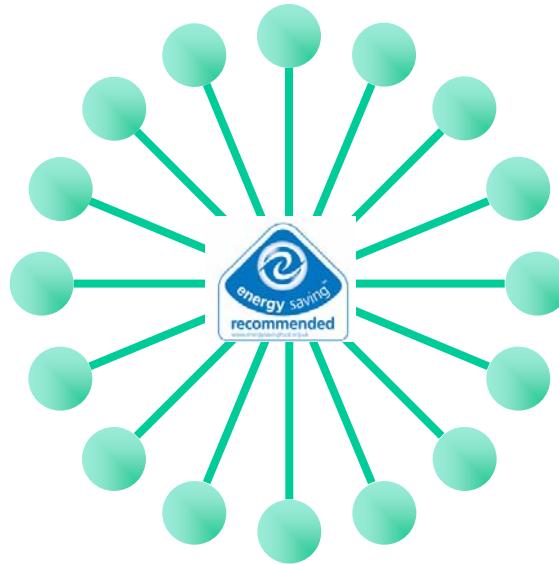


# Targeted Marketing



# *Marketing with trade partners – current approach*

**Bespoke programmes  
with individual  
Trade partners**



Manufacturers  
Distributors  
Retailers  
Trade associations  
Installers

ESR has grown – a new marketing model is required

# Trade partnership - manufacturer

 **smeg**  
technology with style



free 5 year guarantee

Exclusive offer:  
free 5 year  
guarantee (parts & labour)

Available on selected dishwashers from Smeg range



  
energy saving trust™

# Trade partnership – manufacturer & retailer

**FOCUS**  
**3 FOR 2**



**Loft Roll**  
**Combi Cut 100mm**  
• 100x1160x9170mm(DWL)  
• Coverage 10.64m<sup>2</sup>  
• Combi cut - can be split and used between 400, 600 or 1200mm joists  
£21.99 per roll

Also available:  
**Loft Roll**  
**Combi Cut 170mm**  
• 170x1160x5330mm(DWL)  
• Coverage 6.15m<sup>2</sup>  
£21.99 per roll

Equivalent to  
per roll  
**£14.66**

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# Marketing ESR – A vision for the future



## Manufacturers

“I **need** the ESR accreditation mark on my products because that’s **what buyers are looking for.**”



## Retailers

“ESR accredited products are **independently tested** so I know that when I **see the logo** I’m **guaranteed the best, most energy efficient products** that **meet my customer’s needs** and deliver **increased margin.**”



## Consumers

“ESR accreditation is one of the key factors that **influence my decision to buy** one product over the next.”



## Single ESR vision

## ***Key Contact Details***

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- www.est.org.uk/recommended
- **Sources:** www.clasponline.org

***Thanks - Any Questions?***