



Model for National Action Plans

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Developing a National Action Plan

- Development process model
- Verification & Enforcement plan template
- Market introduction template

Action Plan Development

1. Status Quo / Barrier Analysis
2. Problem Definition: What to target in this project
3. Possible activities: How to overcome barriers
4. Comparing options: What are the conditions; are these met?
5. Selecting actions: Timing, partnering



Model for National Action Plans - Verification & Enforcement Template

Verification & Enforcement

- Checking compliance of standards & labels
- National (member state) responsibility:
 - Laws & regulations in place
 - Institutional mandates & capacities arranged
 - V&E system in place
- Two main issues for checking:
 - Manufacturer or representative: provide accurate label with products?
 - Retailer: display correct label in shops?

Checking Products

- Responsible authority (verification / enforcement)
- Strategy: Which products, years, approach
- Involved parties (government, private sector)
- Sampling plan
- Verification procedure
- Testing aspects
- Enforcement aspects
- Required budget

Checking shops

- Responsible authority (verification / enforcement)
- Strategy: Which shops, years, approach
- Involved parties (government, private sector)
- Shop visit plan
- Verification checklists
- Follow-up procedure
- Enforcement aspects
- Required budget

Some Issues

- Capacities of responsible authority
- Involvement of suppliers or retailers (organisation)
- Use of technical documentation (fiche)
- Test laboratories
- Exchange of test results
- Penalties



Model for National Action Plans - Market Introduction Template

Market Introduction

- Communicating about standards & labels
- National (member state) responsibility:
 - Informing market parties & consumers
 - Marketing appliance energy efficiency?
- Important aspects:
 - What kind of information
 - Working with market parties & others
 - Ambition level & budget

Informing Market Parties

- Responsible authority (verification / enforcement)
- Strategy: Which parties, approach
- Involved parties (government, trade associations)
- Informing manufacturers
- Informing importers
- Informing retailers
- Training retail staff?

Informing Consumers

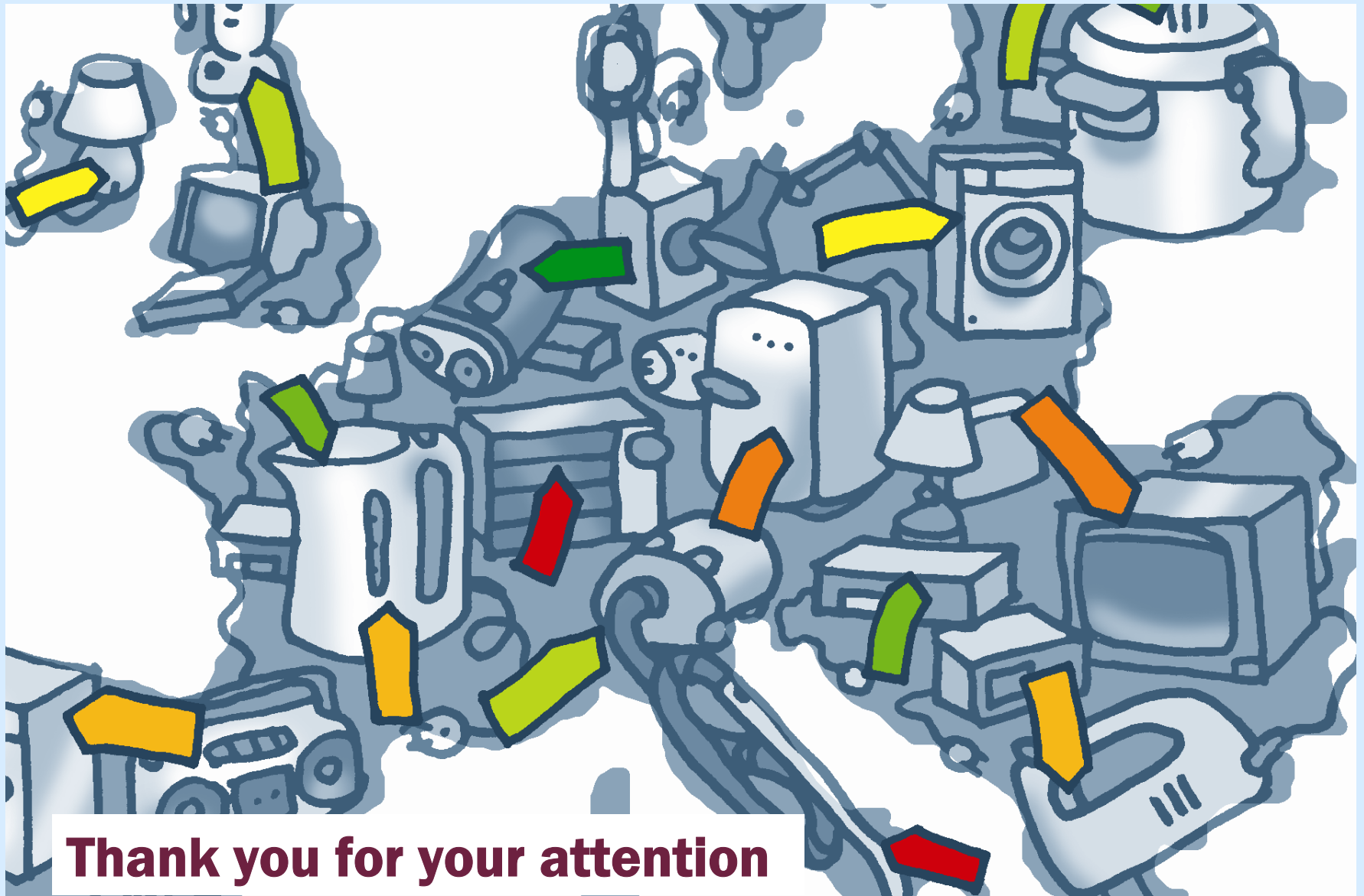
- Responsible authority (verification / enforcement)
- Strategy: Target groups, approach
- Involved parties (government, trade associations)
- Ambition level
 - Information about labels
 - Information about energy efficiency

Marketing Efficient Appliances

- Government responsibility?
- Joint work with market parties?
- Strategy: Which appliances, partners, approach
- Execution by government, market parties?
- Marketing plan:
 - Media campaigns
 - In-store promotion
 - Utility DSM programmes
 - Information centres
 - Financial support: rebates, subsidies, loans?
- Required government & market party budget

Some Issues

- Capacities of responsible authority
- Involvement of suppliers or retailers (organisation)
- Use of utility communications & in-store materials
- Commercial / non-commercial promotion
- Financial support budgets



Thank you for your attention