

**TABLE OF POSSIBILITY FOR PROJECT COMPONENT**

<b>Project activity (potential to be confirmed after discussion)</b>	<b>Possible Content and delivery mechanism (How)</b>	<b>Who can deliver this component (Who)</b>	<b>Comments, typical experiences</b>	<b>Rank 1-5</b>	<b>How this opportunity is seen in the country</b>	<b>Stakeholders to consult</b>
<b>Output 1 Policy support</b>						
1.1.MEPs developments	Extension of EU voluntary agreements Needs assessment of MEPS development for special categories of appliances (e.g. air conditioners)	Government European Commission  Manufacturers		2	Low priority mainly due to misunderstanding of the issue, some stakeholders has seen this more as a barrier to manufacturers	Government institutions Industrial associations Manufacturers Importers
1.2. National programs and action plans for verification and enforcement	Development of national plan on how to comply with the regulations, detailed procedures for retailers, manufacturers, importers	PMU Government NGO	The plan will specify the control to be performed by different types of institutions on one side government inspection and on the other consumer NGO activities to facilitate the process	5	Preferences for a voluntary actions rather than regulations Supported highly by market players	Government Manufacturers Importers NGOs Importers, retailers

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1.3. National program for performance testing of appliances	Development of a national plan setting the conditions for appliance testing and dissemination of results (on voluntary basis)	PMU Government NGO Testing facilities	Also the approach will be to include consumer NGOs in the procedure. The test performed could be either because of doubt of non compliance or random testing of pilot appliance to present comparative information to the consumers, mainly result will be posted at the developed web site	5	Preferences for a voluntary actions rather than regulations Supported highly by market players	Government NGOs Testing labs Importers, retailers
1.4. Implementation of the national action plan		Government NGO		5		Government Manufacturers Importers NGOs
1.5. Implementation of testing program		Government NGO Testing facilities		5		Government Manufacturers Importers NGOs
1.6. Building up testing capacity for pilot testing	Building capacity in an independent lab to be able to perform the testing under the program	PMU Consultants Testing facilities		5		Testing labs
<b>Output 2 Institutional strengthening and capacity building</b>						

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<u>Detailed training modules</u>						
2.1. Capacity building for Project management unit (in 4 countries)	<p>Creation of national expert working group to be the core of all project activities</p> <p>General training on S&amp;L project components, awareness raising tools and how to implement them.</p> <p>Study tour.</p> <p>Backstopping by international expert.</p>	International consultants.		5		

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2.2. Capacity building for core government experts – creation of nation group of experts	Detailed training of government officials on S&K issues, good practices in policies and programs, verification and enforcement. Those officials will be the main group to work together with PMU on the development and implementation of project components	International consultants PMU unit		5		Government
2.3. Consumer awareness training	Training of trainer is required here also.  NGO for dissemination of information	PMU  External consultants	Note: This is an activity related to the information dissemination by NGO mentioned above. But here we are looking at the capacity building required for the NGO to be able to transmit accurate information to customers.	5	Very important, NGOs are very interested to participate	NGOs

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2.4. Training of salesman	The label and how to interpret this, what typical appliance costs are, tips on how to use the label efficiently,	PMU Trained experts	Note: Training of trainers needed	5	To start with interested retailer who can use the trained personnel as mean of attraction more consumers	Retailers
2.5. Training of state inspectors and NGOs on checking compliance	Based on developed procedure	PMU Trained experts	Note: Training of trainers needed	5		Government inspectorate NGOs
2.6. Training on testing results analysis and assessment		PMU Government NGO		5	Very important is to use the results to compare different performance, not to reject one or another appliance as not efficiency	Government inspectorate NGOs
<u>Specialized Consultations, workshops</u>						

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2.7. Needs assessment for different stakeholders - retailers management, large buyers, manufacturers, utilities, custom agency, statistical agency		PMU National expert group		5	Crucial for planning the rest of activities in 2.8.	Retailers Large buyers Manufactures Utilities Customs Statistical agency
2.8. Organization of special workshops and consultation sessions	Training of retailers management, including support for product range selection	PMU retailers	Topics for managers on: How to sell the appliance, on how to select a good range of product. Content for import: Customs officer training mainly if MEPS or control on import required. Statistics - Survey methods for load research and customer habits. Large Buyers - Manufacturers Content: Training on how to design more efficient equipment. On how to improve their production line., how to find better suppliers of components. Access to software, training on how to design for test procedures and label classifications	4		

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2.9. Support to testing laboratory upon special needs			Content: on testing procedures and laboratory set-up and accreditation requirement. With other laboratories to exchange information.	3		Testing lab
2.10. Utilities		PMU Government Consultants	Utilities General awareness on the project component and how to incorporate them in a DSM program (Awareness, training, others activities).	3	Important in order to set up voluntary or other agreements with Utilities to implement DSM programs Depends on utility willingness	Government Utilities
2.11. Banks and financial institutions		PMU Government Consultants	Mainly aimed at presenting the benefits of ee appliances and development of financial incentives	5	Very important in order to set up financial incentives for consumers	Government Banks
2.12 Media	Workshops for media on project components, results and activities, training on how to present the right information	PMU Government NGO		5	Very important	Media NGOs

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2.13. Large buyers	Development of procurement criteria for energy efficiency appliance purchase (part of information awareness)			3		Large buyers Government
<b>Output 3 Information and awareness raising</b>						
3.1. Awareness for customers	Development of communication strategy describing the goals and results to be achieved, the target groups of the communication activities, main messages and tools Web site development with a database of all efficiency appliances sold at the market, calculation tool, on-line	PMU  Communication firm (to create material)Marketing consulting  Advertisement companies (street panel)  Utility (insert in energy bill)  Government (national event)	Message: attract attention to the label. Importance of energy efficiency, price difference for first cost and savings, case studies. There are different messages; label information, advantage to purchase better equipment, energy saving, payback.  Hint: Point of sales is considered critical.  Reference center (for all participating actors), NGOs for customer awareness.  Additionality: Basic awareness	5	Top priority for all stakeholders	To work in close collaboration with consumer NGOs, use already established channels to consumers  Parallel activities with retailers and manufacturers

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	<p>consultation for consumers Parallel activities with retailers and manufacturers putting the message in marketing activities on efficiency Media activities – articles, TV Information centers, telephone hot line for advices Posters in city, leaflets, inserts in utility bill, promotional goods, publicity through banner in website. Simple calculation presented at sale point (appliance documentation)a and in the instructions manual</p>	<p>NGO (participation in animation, telephone lines, material distributions).  Local municipalities (newspaper, advertisement, insert).  External consultant to design web site.  School teachers</p>	<p>may not be considered additional; targeted consumer information might be. The challenge here will be to define what is considered a baseline in European country and what is going beyond.  To discuss: whether it is good to create common regional message and logo of the campaign??</p>			

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3.2. Awareness for large buyers	Dissemination of information about energy efficiency appliances.	PMU		3	The activities are related to previous one, more attention to be included in capacity building session – consultation, workshops, etc.	Government Large buyers
3.3. Awareness for retailers	Press release with an event for retailers.  Bilateral meetings with large chains  Information on the impact of project results	PMU  Consultant hired to organize the information sessions.	Message : (a) The upcoming S&L regulation and the support programs. (b) We can inform them about other project component. (c ) We can help them to select a good range of product and to explain rationale to customers. (d) How the enforcement works. What they have to be aware. And penalties!!  Hint: Tell them their competitors have done it already.  Issues: What to do with the one that does not participate.	3	More attention to be included in capacity building session – consultation, workshops, etc.	
3.4. Awareness for manufacturers and importers.	Face to face meeting, with marketing, production and general manager, (preferred method)	PMU.	Message: (a) The ones that do not know the label or upcoming regulations and national policies, should be informed. (b) About the other project component and how they can take advantage. (c ) The	3.	more attention to be included in capacity building session – consultation,	

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	Newsletter about the development of project and how to cooperate.		<p>project component dedicated to them and the information we would like from them. (d) How they can convey the message to their retailers if they provide training or sales rationales to them.</p> <p>Hint: Message may have to be conveyed to different departments.</p>		workshops, etc.	
1.5. Media	<p>Special workshops and information meetings</p> <p>Impact of project results on consumer behavior and sales of ee appliances</p>	PMU NGOs		5	More attention in capacity building	
<b>Output 4 Market research</b>						
4.1. Development and implementation of methodology for regular statistical survey on appliance market and change in consumer behavior		Statistical institute PMU		5		Government

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4.2. Track on consumer behavior change using special surveys performed with consumer NGOs		NGO PMU		5		NGOs
4.3. Track on market transformation – appliance sales by energy class		Pmu Specialized company Market players		5		Market players
<b>Output 5 Market based strategies</b>						
5.1 Financial support to customers – through existing or new credit facilities – Pilot activity for one or more appliances		Government PMU Administration by PMU or financial intermediaries		5	Crucial for project implementation, condition for attraction of market players	
5.2. Voluntary agreements with utilities to implement DSM programs	Support mechanism that can reduce the price of equipment for consumers.	Government	Mechanism: Delivery by direct mail to customer, cash rebate at outlet, utility delivery of rebate.  Note : Full size project could have a component to design more detailed mechanism for financial support.	3	Optional depending on utilities willing to participate	Utilities Government
5.3. Agreements with banks and financial institutions	Facilitating the retooling needed for the production of higher	PMU Government		5	Very important, develop rationale for banks and	Banks Retailers Government

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	efficiency equipment. Either by soft loan through existing leasing schemes				financila insttutions	
5.4. Development of mechanism using the EU recycling directive – giving back old equipment		PMU Government	To be explored further after development of relevant legislation in the country	4		Government Manufacturers NGOs
5.5. Financial support to set-up and implement test labs	Provide financial support to set-up test labs and implement testing	PMU		5	Dépende on 1.3. approval	

<b>Regional component</b>						
Regional database?	<p>Database of appliances tested and result of the test.</p> <p>Preferred step may be to join an European Union existing database.</p>	European Commission / EU countries	<p>Note: A regional database could be difficult to establish as it is difficult to follow the branding game for the same equipment in different countries. Database would have to cover a large part of the market to be meaningful. Issues: How to make such an effort sustainable after the project life (financial commitment of countries needed).</p> <p>Try to join an existing or new EU database. (note: one may be established as part of the revision of the EU label policy)</p> <p>Additionality: Yes.</p>			
Regional information network	<p>Web site for networking</p> <p>Regional contact list.</p> <p>Meetings regularly</p> <p>Coordination for collection and dissemination of information.</p>	Regional PMU and National PMUs.	<p>Note: This component is considered a must for a regional project.</p> <p>Additionality: Yes.</p>	Rank : Required.		
Exchange of information network	Activity to maintain contact	A working group with	Note: This idea is to create a regional entity that will maintain	Rank : Plus		

	with international stakeholders.	representative from national PMUs.	the communication with international stakeholders for the project (e.g. international headquarter of manufacturers).  Additionality: Yes.			
<b>Replication strategy</b>	Seminar  Web site dissemination and outreach.  Assistance to start the project. (e.g., PDF-B proposal for West Balkans)	PMU	Note: Included in the project document for PDF-B so to be part of the full size project.  Additionality: Yes	Rank : Required		