



Raising standards for consumers



The Consumer Voice in Europe

Lessons learned from past mistakes - The need for a transparent and simple Energy Label based on a closed A-G scale

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Consumer challenge: making informed choices based on a fragmented labelling system

Appliance	Current labelling scheme	Allowed on market conform Ecodesign	Empty classes
Room air conditioning - mobile ^N	A to G	A to E A to D (2014)	2 - 3
Room air conditioning - single/double duct ^O	A+++ to D	A+++ to C A+++ to A (2014)	1 - 3
Consumer electronics TV ^O	A to G	A to D	3
Domestic refrigerators and freezers ^P	A+++ to D	A+++ to A+	4
Household dishwashers ^Q	A+++ to D	A+++ to A A+++ to A+ (2014)	3 - 4
Household washing machines ^R	A+++ to D	A+++ to A A+++ to A+ (2014)	3 - 4
Household tumble driers ^S	A+++ to D	A+++ to C	1
Domestic lighting ^{T,U,V}	A++ to E	A++ to B/C A++ to D ^{II}	1 - 3
Vacuum cleaners ^W	A to G (2014)	A to F (2014)	1
Ovens ^X	A to G A+++ to D (new label)	A to D (old label) A+++ to C (new label)	1 - 3
Range hoods ^Y	n.a. A to G (new label)	A to F	1
Combined washer-dryer	A to G	n.a.	n.a.

Understanding of the Energy Label

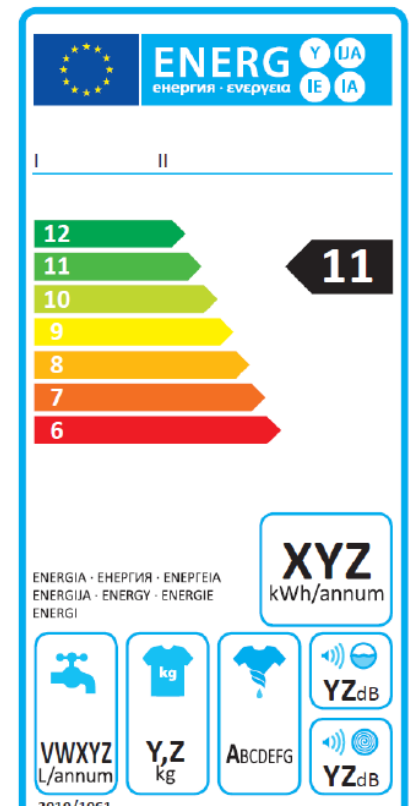
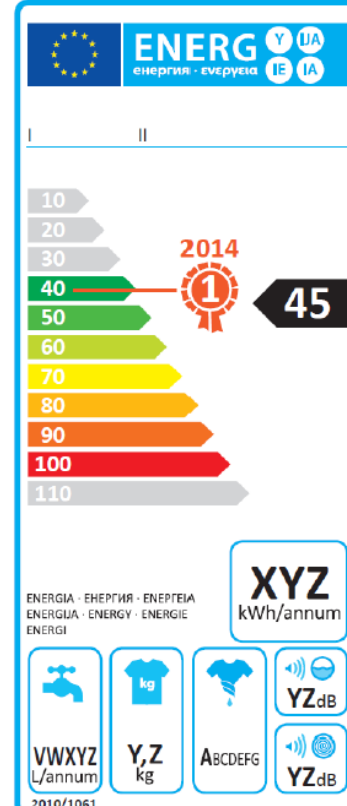
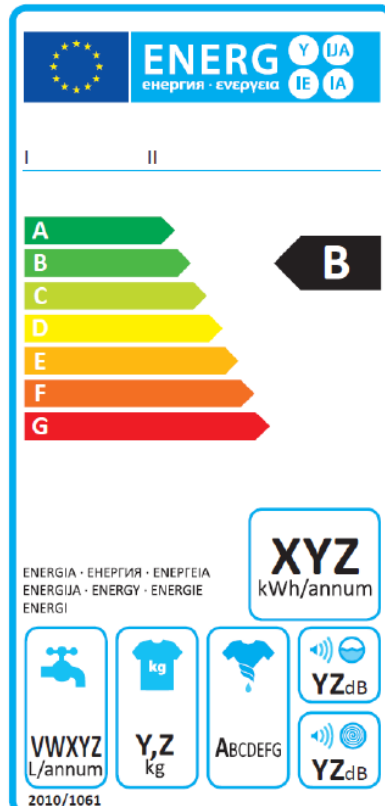
Commission study interim results → A-G scheme remaining superior

Label 1: Business-as-usual

Label 2: Alphabetic

Label 3: Numeric

Label 4: Reverse numeric



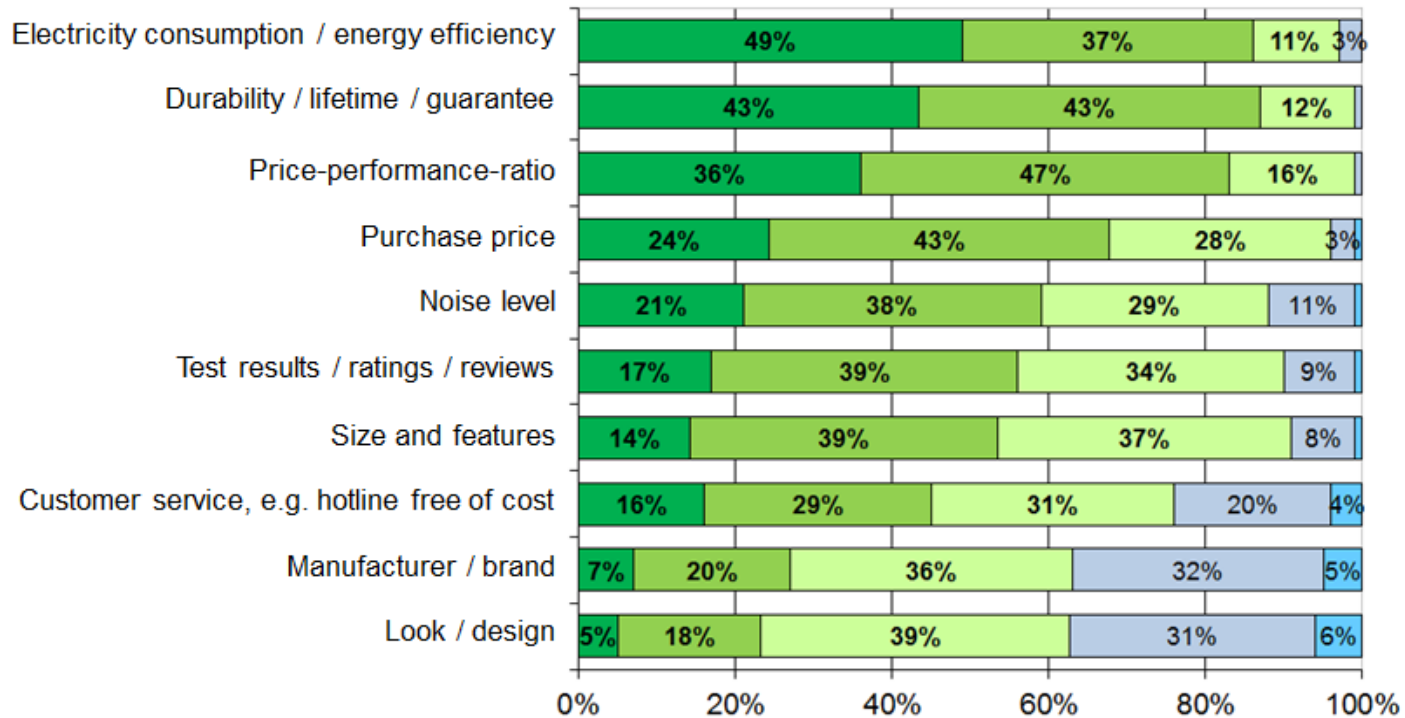


Efficiency and durability ranking high on consumer purchase criteria

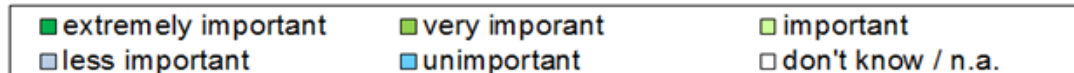
verbraucherzentrale Rheinland-Pfalz

Criteria for purchase of electric and electronic appliances

Question 2: If you think about the last purchase or the next planned purchase of an electric or electronic appliance, how important are the following aspects for you personally?



representative survey by forsa, August 2014, n = 1051





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THANK YOU!

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