

Energy Saving Trust UK

Energy Labelling: The UK experience

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Customer Insight Director

# Energy Saving Trust Introduction

- UK's leading consumer organisation addressing the damaging effects of climate change.
- An independent and impartial, not for profit organisation
- Over 15 years experience in speaking to businesses and consumers through advice, web and community channels

## Achievements to date

Our initiatives and grants have resulted in lifetime savings of more than 44 million tonnes of carbon dioxide since 1997

1997

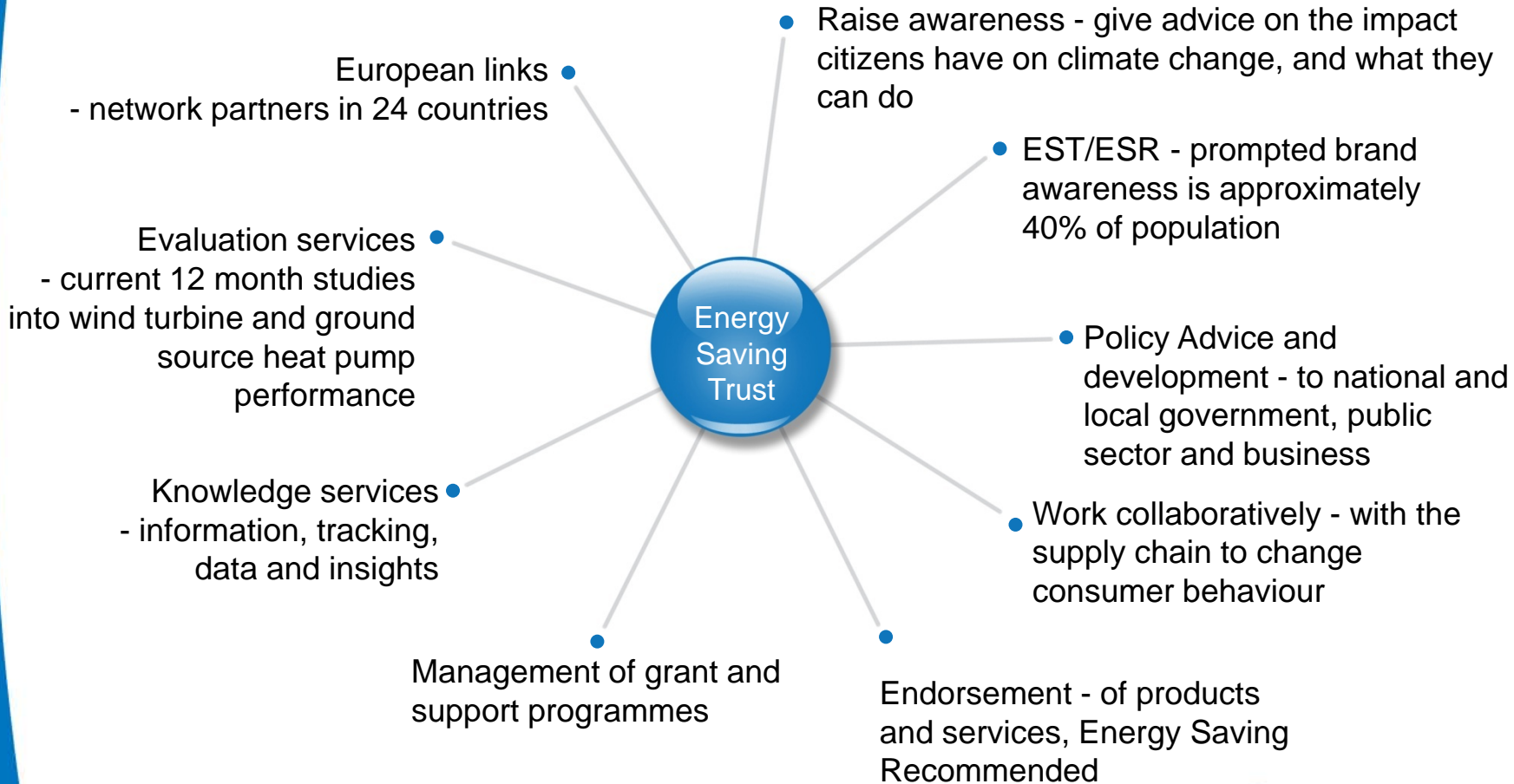
Last year alone we advised 1.9 million households how to take action

2007

Advertising equivalent spend through partnerships results in a 10:1 ROI

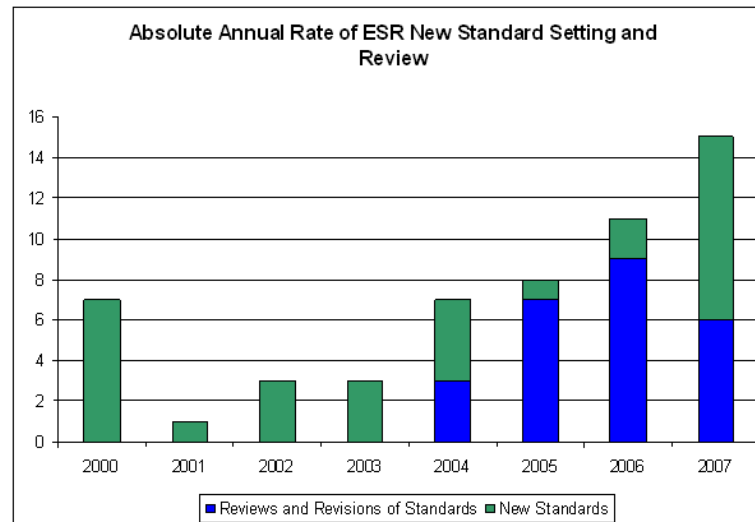
2008

# What we do?



# Energy Saving Recommended what the scheme is

- Voluntary scheme/membership
- Launched in 2000, free to use
- ~30 categories, >3200 products, 230 companies and rising



# Energy Saving Recommended continued ...

## Current categories of products currently esr endorsed:

- **Lighting:** Compact florescent lamps (CFLs) & candle effect CFLs, halogen lamps, luminaires
- **Appliances:** DAB Digital portable and clock radios, cold appliances, washing machines, dishwashers, tumble dryers (electric & gas), kettles and instantaneous water heating devices, simple terrestrial set top boxes, digital television recorders, integrated digital TVs, energy saving mains controllers (ICT & CE), desktop pc's laptop pc's, imaging equipment (inkjet, inkjet multi-functional devices & photo printers), computer monitors
- **Heating:** Passive flue gas heat recovery devices, oil boilers, hot water cylinders, gas central heating controls, natural gas & LPG boilers
- **Glazing:** Windows
- **Insulation:** Cavity wall, loft insulation, external wall, dry lining, domestic pipe insulation

## Potential new categories of products:

- Microwaves
- Cordless phones
- Vacuum cleaners
- Electric ovens
- Complex set top boxes

# Energy Saving Recommended

- Top 20% energy efficient products
- Targetted at consumers and makes it easy to choose efficient products
- Link with other schemes – EU A-G label and Energy Star and supports UK CERT scheme
- Certification marke seen on web, in literature, catalogues, in store, on products, on packaging, in press articles, featured in radio & TV interviews etc
- Recognised by 40% of consumers



# Stakeholder benefits

- Consumers only need to look for one label to help choose the most EE product
- Manufacturers are able to differentiate their products
- Retailers are able to select and promote the most EE products
- UK Government is helped with market transformation

# What we're looking for from you today

- Share experience of in store labelling
- Share technical criteria/benchmarking
- Joint approaches to major international manufacturers and retailers

eco home

We're all putting more and more pressure on the environment. But by making a few small changes to the way we live, it's easy for all of us to make a difference.

## Recycle more

It's really easy to recycle at home, and with so many fantastic products available to help the whole family will want to get involved. We've brought out a great range of clever products that will make managing and storing your recycling much easier - see page 564. The Argos catalogue is 100% recyclable. Please remember to recycle this catalogue once you've finished with it.

For more information about recycling visit [www.recycleraw.com](http://www.recycleraw.com)



- Energy Saving Recommended
- Recycling products
- FSC-certified products
- Environmentally friendly products

## Be energy efficient

Reducing the amount of energy you use is a really easy way to save money and help the environment. We've picked out some great energy-efficient products to make it easy for you to choose. There's everything from refrigerators to washing machines, TVs to set-top boxes.

Look out for the Energy Saving Recommended label. The label can only be found on products that meet the strictest energy saving criteria.

For more information about saving energy visit [www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)



**Energy Saving Recommended**  
Many of our fridges and freezers are approved by the Energy Saving Recommended endorsement scheme (ESR), which aims to promote greater energy efficiency by identifying and endorsing the top 20% energy-efficient products.

## Sustainability

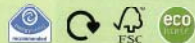
Saving the world's water and woodlands is simpler than you might think - all you need to do is make a few simple changes around your home and garden.

### Save water

We can help you to collect water in your garden, and recycle water that would normally go to waste - take a look at our great range of water-saving products (page 882).

### Protect forests

You can do your bit for the world's forests by looking out for products with the FSC mark - it means the wood used to make it



## Look after local wildlife

Bird or bat boxes, flowers and butterfly-are all great ways to encourage the wild in your garden. Take a look at our range garden pages (page 882).



# A few examples printed in more than 20 Million catalogues and brochures - M&S, Argos & Tesco

## How can I cut the carbon footprint of what I buy?

### At home:

#### Use your microwave

Heating up the whole oven can be wasteful if you are cooking something small, so use your microwave instead.

#### Keep your fridge between 4°C and 5°C

If your fridge is too warm it will shorten the life of the products inside, causing waste. If it is too cold, you could be using more energy than you need to.

#### Reduce your waste

If you waste food, it can end up in landfill sites which emit large amounts of methane - a potent greenhouse gas. Make sure you are storing foods correctly and keep an eye on 'use by' dates.

#### Recycle as much as you can

It takes more energy to make paper, glass, aluminium and plastic from raw materials than it does to recycle old bottles, newspapers and cans, so recycle everything you can.

#### Switch your light bulbs

Energy-saving light bulbs use a fifth of the energy of a standard light bulb to produce the same amount of light. For every 10w light bulb you switch, you stand to save almost £5 each year. Changing 10 light bulbs therefore means a saving of £50!

### At the shops:

#### Choose concentrated products

Packaging makes up a significant part of the carbon footprint of most products. If you buy non-perishable items in bulk or choose concentrated products then you will save on packaging.

#### Buy energy-efficient electrical products

Energy Saving Recommended is an independent scheme run by the Energy Saving Trust which endorses energy-efficient products. The logo shows that it is one of the most energy-efficient products that you can buy in the UK - helping you save energy, money and the environment.

#### Walk to the shops

Rather than driving short distances, why not get some exercise!

#### Look out for a carbon label

Rather than that overall:



£299, £279, £399, £289, £329, £659, £499, £529, £1129

**Electrolux EBF2731X\_SS freezer**  
White, 2-year guarantee, 1 year on the compressor with Super Freeze function and 4 compartments, 7 compartments, 100-litre capacity, 1150W, 1000mm x 540mm x 610mm, 47 788-8342 £359

**Bosch GS51A20GB\_WH Frost-free**  
White, 2-year guarantee, 1 year on the compressor, 4 compartments, Energy rating A+, 150-litre capacity, H550 x W600 x D610mm, 47 788-8300 £289

**Siemens GS14A70GB\_SS Frost-free**  
Space-saving, 2-year guarantee, Super Freeze function and defrost system, 4 drawers, Energy rating A+, 150-litre capacity, H550 x W600 x D610mm, 47 788-8300 £329

**Bosch KGN39V20GB\_WH fridge freezer**  
White, 2-year guarantee, Frost-free fridge and freezer with camafrost and bacteriostatic production systems, 3 shelves, 3 drawers and 5-bottle rack in fridge, 2 drawers and 1-cupboard in freezer, Energy rating A+, 300-litre capacity, 180-litre fridge capacity, 207-litre freezer capacity, 68-litre freezer capacity, H1900 x W600 x D610mm, 47 788-8742 £499

**Siemens KEG33N1A0GB\_WH fridge freezer**  
White, 2-year guarantee, Frost-free fridge and freezer with camafrost and bacteriostatic production systems, 3 shelves, 2 full and 1/2 compartments, 1 covered storage box and chrome bottle rack in fridge, 2 drawers and 1-cupboard in freezer, Energy rating A+, 205-litre fridge capacity, 133-litre freezer capacity, H1700 x W600 x D560mm, 47 788-8447 £529

**Smeg FAB3015E\_DR fridge**  
Orange, 1-year guarantee, Automatic defrost, top-mounted compressor and 4 freezer, 3 shelves, 1 drawer and 1 chrome bottle rack, Separate vegetable storage, Energy rating A+, 222-litre fridge capacity, 36-litre freezer capacity, H1900 x W720 x D720mm, 47 788-8210 £399

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3 WAYS TO SHOP ONLINE: [marksandspencer.com](http://marksandspencer.com) • NSTORE • BY PHONE 0845 803 1 603



# Summary

1. Consumers are the primary target
2. Manufacturers are looking to develop/ innovate their ranges
3. Retailers work on good, better, best product range
4. Scope to expand labelling across all energy consuming products in-store esp electronics
5. Robust criteria is a strong part of the appeal for a labelling scheme
6. There is an opportunity to extract synergy across European voluntary labelling schemes

