



Australian Government

Department of the Environment, Water, Heritage and the Arts



What is in a Label?

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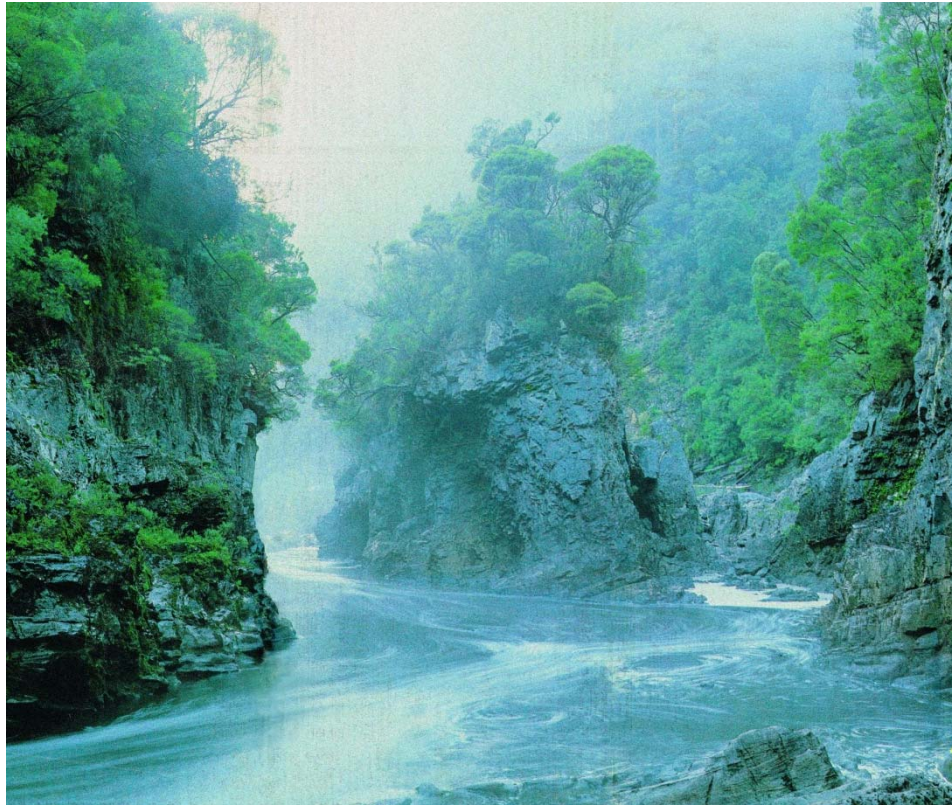


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EQUIPMENT ENERGY EFFICIENCY



Is Climate Change Happening?



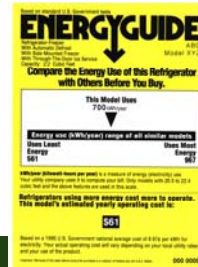
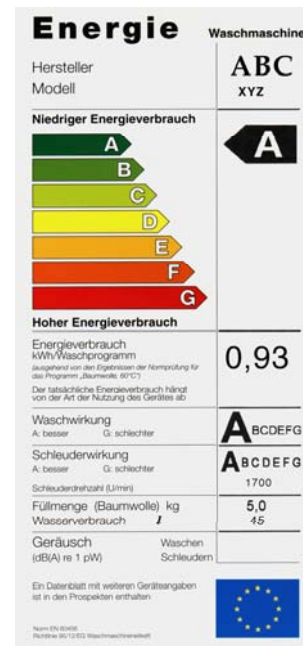
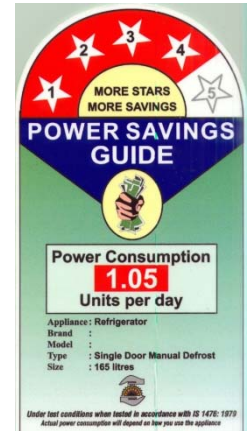
- Average temperature worldwide has increased 1.4 F degrees since 1880 (NASA Institute of Space Studies)
- The last two decades of the 20th century were the hottest in 200 years (US National Geographic News)
- IPCC reports 11 of the past 12 years as amongst the dozen hottest since 1850
- Very likely humans are causing it, according to the IPCC (February 2007)





What have governments done about it?

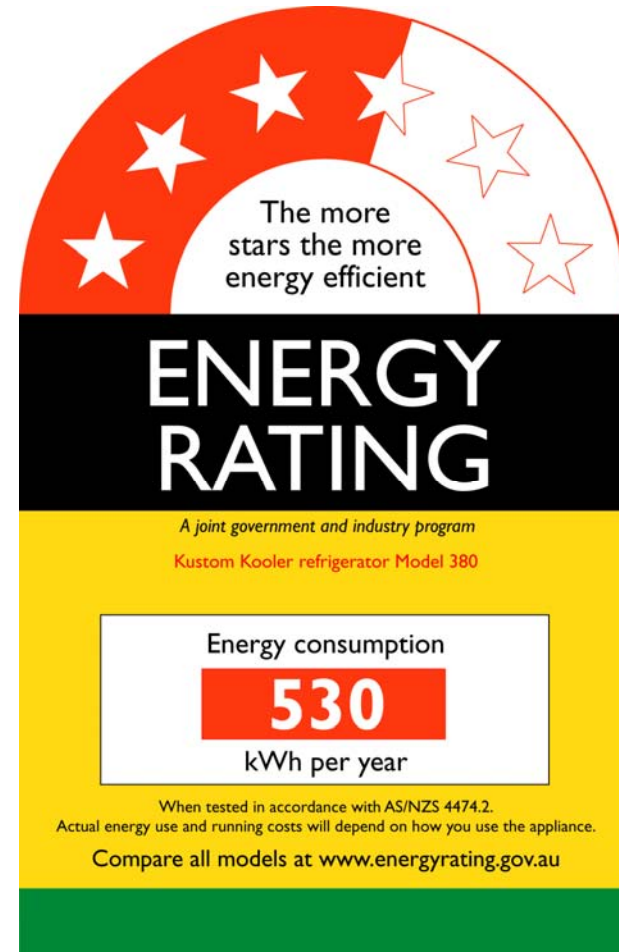
- Labelling schemes are the most visible form of climate change action taken by government
- First order market intervention:
 - Informing & empowering
 - Push suppliers and pull purchasers





What has my government done about it?

- Maintained the interest:
 - 94% (96% prompted) recall the label,
 - 80% think it important,
 - 75% claim they use it (Winton Research)
- Seen on more 3 million labelled products sold pa
- Could be as many as 5 million pa should TV s be added





Everyone likes labels (even economists)

■ Inform the market

- Overcome asymmetric information flows
- Provide marketplace with public, verifiable data
- Lower consumer information search costs
- Raise awareness about environmental issues and empower the motivated

■ Work in tandem with other policies,

- In Australia, refrigeration labels improved our market by 20% in a decade
- Matching world best regulatory standards as well as maintaining the label reduced energy by 30% in two years





What can we do about it

- Align global test measurement standards
 - Lowers costs for everyone: industry and regulators and even may be passed onto consumers
- Align the label algorithms representing the performance steps within categorical labels
 - One test suitable for labels used anywhere
- Acknowledge labels are communication tools
 - Cultural and language differences exist
 - National stakeholders have sunk invested in “their” label
 - Labels are more or less effective (no label is ever wrong) and that assessment has to be made locally not globally
 - Labels can’t do everything and are certainly not the only thing





What can we all do about it TODAY!

- Agree a statement calling for more information in our carbon constrained world using labels
- Authorise ECEEE to draft such a statement on our behalf
- Agree as our conference themes:
 - Let global cooperation inspire us
 - Let our common interest in appliance labels unite us
 - Let our need for urgent action on aligning the framework for appliance labels, drive us

