

The Danish Energy Saving Label

Consumer friendly energy labelling for energy efficient products



The label is used on:

Circulator pumps
Energy saving equipment
IT equipment
Fridges and freezers
Power supplies
A-rated energy saving bulbs

Wireless devices
Tumble dryers
Washing machines
Air-to-air heat pumps
Set-top boxes

SIMPLE

Energy efficient products should be easy to find on the market, and consumers need to have access to the relevant and comparative information for individual products

SAFE

Energy efficient products should live up to consumers' expectations on low electricity consumption and general quality standards in relation to functionality, durability, etc.

CHEAP

Energy efficient products should not be more expensive just because they use less electricity. Greater market share for energy efficient products will also lead to greater operational savings and more competition, which will push prices down further

Branding the label

Danish consumer campaign: "Langt ude i skoven" (Far out in the forest)

The aim was to make consumers aware of the label's existence through a goal-oriented campaign including TV and radio spots, the Web and printed media. The marketing needed to influence consumers' purchasing behaviour so that they would look for the Electricity Saving Label when buying a new electrical appliance in the future.

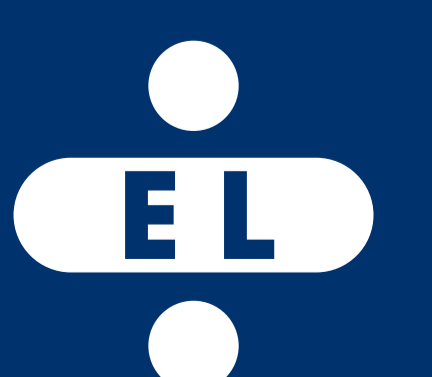
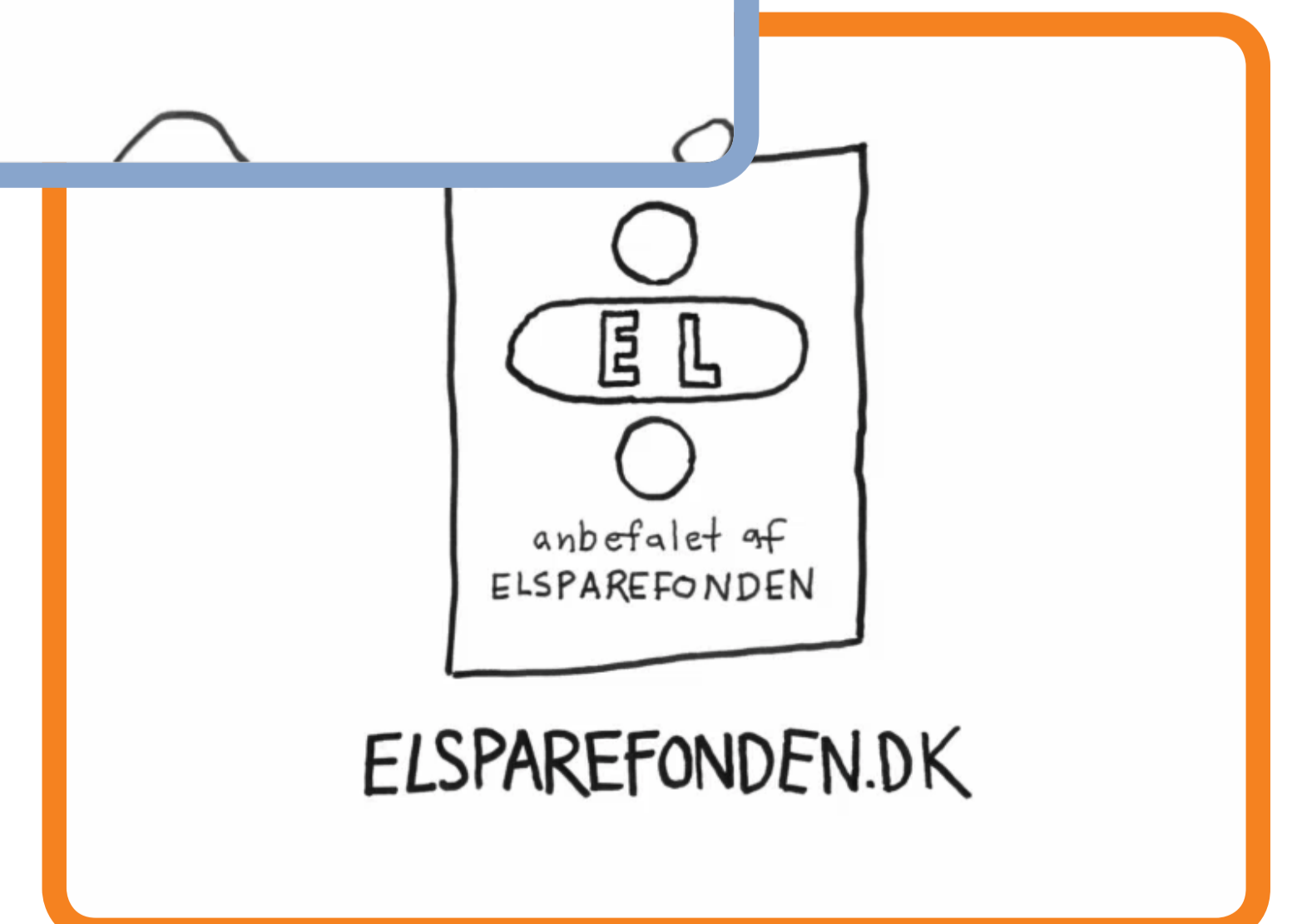
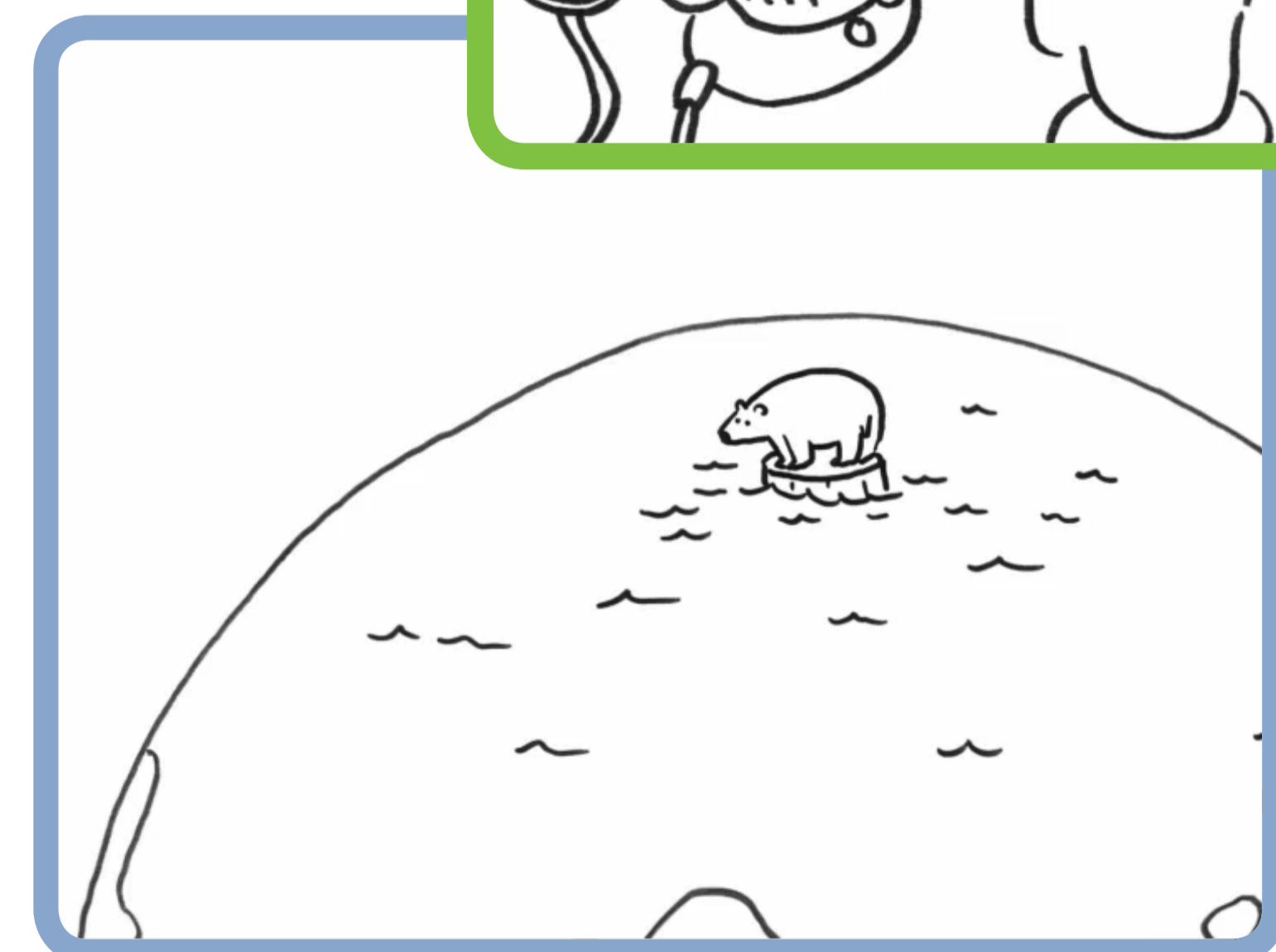
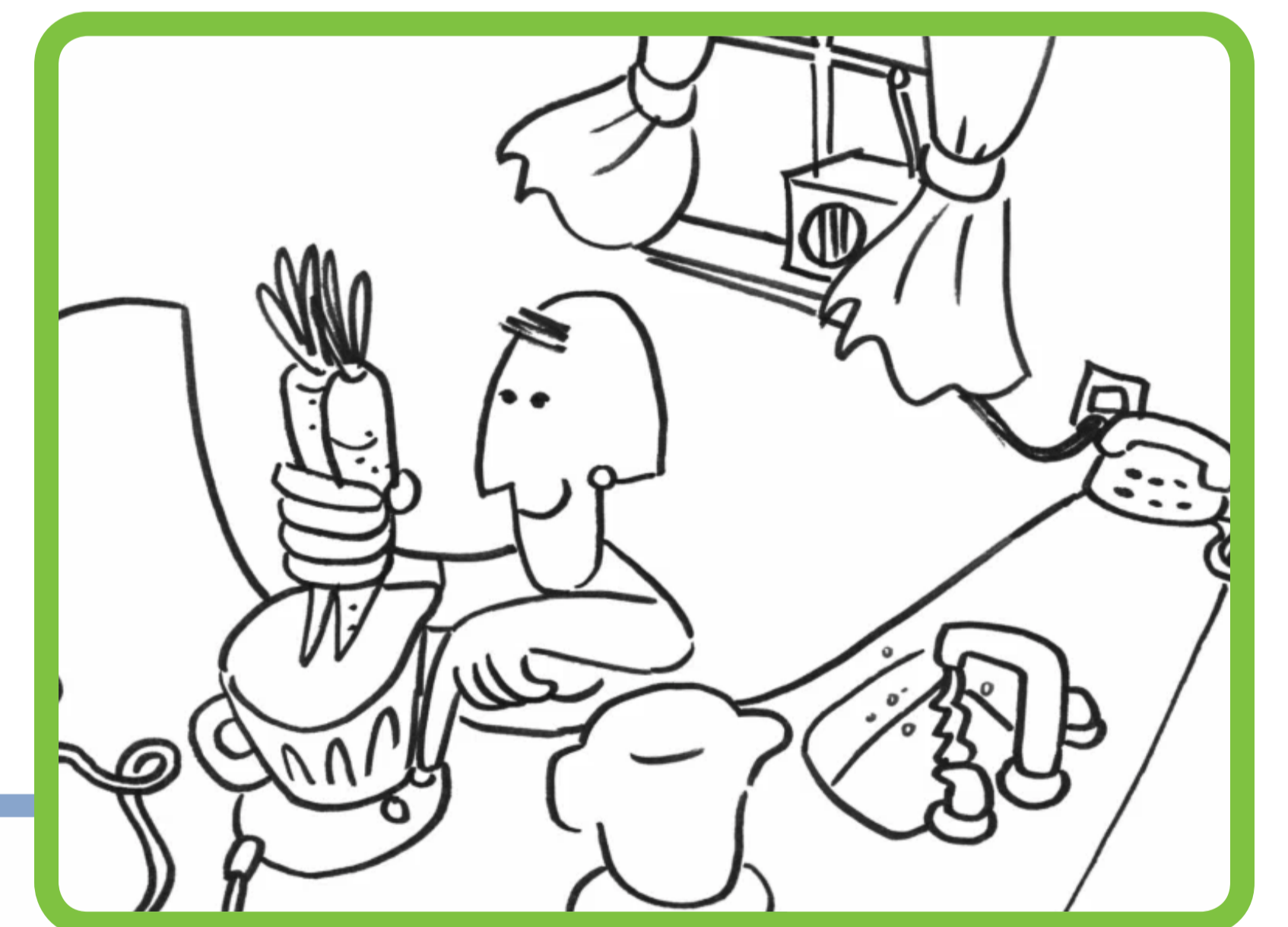
Since its launch in 2006, public awareness of the label in Denmark has grown to 80% in 2008, and it's still growing.

The song "Far out in the forest"

- differentiated itself in the media so that its message was not lost in the crowd
- built on an old Danish nursery rhyme, playing on the Danish words of the song to produce a double meaning: That something far out is also unwise

The motto "Think long term"

- based on the fact that energy consumption is not simply a question of an individual consumer's finances, but also about the impact on the environment
- the campaign stressed both rational reasons and more emotional concerns about the climate
- the campaign positioned the Energy Saving Label as a label which makes it easy to act and think long term



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