



**Deliverable 2.3:**  
**Report summarising the  
different outputs and tool  
created in WP2**



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## INTRODUCTION

BELT – Boost Energy Label Take up – is a project funded by EU Horizon 2020 program which aims to promote the uptake of more efficient energy-related products .

BELT has the objective to facilitate the transition period from the old energetic label to the new one, informing and supporting all stakeholders, and to reduce to a minimum errors at all levels of the value chain from manufacturer to consumer.

Regulation (EU) 2017/1369 aims to promote the uptake of more efficient energy-related products, repealing Directive 2010/30/EU and the first Directive 92/75/EEC.

The EU energy label has been designed to provide consumers with accurate, recognizable and comparable information regarding energy consumption, performance and other essential characteristics of domestic household products.

It allows consumers to identify how energy efficient a product really is and how to assess a product's potential to reduce costs related to energy consumption.

Currently, products are labelled on a scale of A+++ (most efficient) to G (least efficient). In a consumer survey, it emerged that about 85% of European citizens always look at the energy label before buying a product, however, the current one (scale from A+++ to G) is difficult to understand considering that the higher classes are densely populated. Therefore, the label is to be 'rescaled' (scale from A to G): a product showing an A+++ energy efficiency class will, for example, become a B class after rescaling, without any change in its energy consumption. The most efficient class (class A) will initially be left empty to leave room for more energy efficient models. This initiative, combined with eco-design rules, could save 200 TWh of energy annually, which is equivalent to all the energy consumed by the Baltic countries in a year.

The BELT project has the following three main goals:

- to facilitate the transition period to the new rescaled label, informing and training all principal stakeholders and market actors
- to stimulate consumers to choose better energy performing products
- to stimulate manufacturers to research and to further improve their products, thus, stimulating innovation and investment.

The BELT project focus area is buildings a low carbon climate resilient future and shares common objectives with UN SDGs on Carbon Neutrality and Climate Resilience. On the supply side, BELT fosters a cleaner and more performant generation technologies which are better integrated in various levels of the energy system, and, on the demand side, enables consumers to play a more active role in the energy transition.



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## EXPECTED RESULTS OF WP2

WP2 is dedicated to the gathering of information and creation of knowledge and tools that will be used by the other work packages. Four work packages use in fact the results of WP2 to reach the four main target groups.

WP2 provides the foundations of the project. It does in fact:

- gather all relevant information and knowledge (lessons learned from previous or ongoing projects, existing tools, norms and so on)
- develop an environmental, social and techno-economic assessment to define the drivers for the different stakeholders
- develop tailored methodologies and tools to support the outreach to different stakeholders and target groups in WP3-WP4-WP5-WP6.
- create a master plan of communication activities that will be further detailed and specified in WP3-WP4-WP5-WP6
- create necessary supports such as fact sheets, unique designs and layout as well as clear messages for the target groups

## WP2 SPECIFIC TASKS

WP2 is composed of seven tasks to allow a better management and follow up of such a key work package:

### ***Task 2.1 Gather relevant information (norms, standards, etc)***

This task represents the state of the art. AE will gather relevant information linked to products, norms, labels, calculation methods and previous experience while Sofies will reach out for information coming from market actors (manufacturers, retailers and other stakeholders).

Furthermore, AE will keep contact with the co-ordinators of other relevant EU or national projects to assure alignment and to be able to valorise to the full the previous experience, learning, documents and tools.

*Partners: AE, Sofies, consumer organisations; months 1-6*

### ***Task 2.2 Environmental, social and techno-economic assessment***

Understanding the environmental, social and techno-economic performances are important drivers for the success of the project. In collaboration with consortium partners, a number of target products will be selected to perform the evaluation. Several scenarios will be tested and compared for each product selected to a 'baseline' scenario in which target products are produced in line with Directive 2010/30/UE (the current energy labelling system). Each of the scenarios tested in which the target products are designed in line with Regulation (EU) 2017/1369 (the new energy label system) will be evaluated after one, five and ten years of the introduction of the new legislation. The study will be carried out at national and European level.



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The assessment of environmental savings (e.g. energy savings, GHG emission reductions) due to the introduction of the new rescaled labelling system will be based on LCA methodology and focus on the evaluation of:

- energy demand (MJ primary energy);
- GHG emissions (CO<sub>2</sub>, methane, etc.); and
- air pollutants (SO<sub>2</sub>, particulate matters, VOCs, etc.).

Robust and well accepted impact assessment methods such as IPCC 2013 or ReCiPe will be used to quantify the impacts mentioned above.

The data required for the development of the environmental study include the types and performances of equipment, which can be derived from a market study as well as their country of use for the various scenarios. The electricity mix will be modelled using the latest and forecast data from EIA and other reliable sources as well as the work performed for the economic analysis. Emission data will be taken from the ecoinvent database, much used among LCA practitioners due to its transparency and consistency.

Market analysis will be carried out to evaluate trends in energy consumption and the investments on renewable energy by energy providers as well as consumers' expenditure to buy highly efficient products. A survey will provide information on consumers' behaviour and willingness to replace their products with more energy efficient ones and will allow analysis of social acceptance and evaluation of consumer perceptions associated with the introduction of the new labelling scheme. Furthermore, the results will be useful for other tasks such as the formulation of consumer communication campaigns.

*Partners: ECO, Sofies; months 1-8*

### ***Task 2.3 Creation of dedicated infographics and factsheets***

AE is the co-ordinator of the task and it will assure coherent infographics and factsheets. AE has in fact many in-house creative designers and communications specialists. Sofies will help AE by bringing its technical expertise to help translate the findings of the environmental assessment into a concept and data easily understandable for the development of the different materials.

*Partners: AE, Sofies; months 1-8*

### ***Task 2.4 Creation of videos and material for the different target groups***

Videos and tutorials are a powerful way to convey key messages in a short time. AE and the other partners involved will develop specific videos and tutorials to address the target group properly.

*Partners: AE, SONAE, Sofies, MCBO; months 3-10*

### ***Task 2.5 Develop training workshops for manufacturers (Circulab)***

Sofies will develop dedicated training workshops thanks to its experience in raising awareness and capacity building around sustainability issues. The potential that can be unlocked due to the adoption of the new energy labelling will be emphasised. Several tools/methodologies are available (in particular we could leverage the Circulab business game) and a tailored set of training sessions will be developed to meet the needs of the different stakeholders among manufacturers (e.g. management, design teams, etc). Specific cases and business games will be developed adopting the





Circulab methodology and made available to the wider network of Circulab consultants already active throughout Europe during the project and afterwards. (e.g. Circulab business game). *Partners: Sofies; months 6-12*

### **Task 2.6 BELT tool to help consumers make informed decisions**

To better explain and attract consumers, an easy and simple tool will be created and hosted on consumer organisations' websites. The tool will help consumers in evaluating the direct impact of their choice of product in terms of energy saving, economic saving and performance. The tool will draw on the results from environmental and economic assessments and will allow a certain personalisation (e.g. single, couple, family) allowing more fitting advice. Consumers will benefit from this new online tool to compare, to find explanations of the new energy label, to understand its meaning in terms of money and pollution and get tips about how to improve efficiency in the use of appliances.

*Partners: AE, TA, OCU, DECO, ZPS, SOFIES, months 2-12*

### **Task 2.7 Validation of key messages and master plan of communication**

A master plan of communication will be created, regularly updated (at least every three months) and managed in this task. The plan will include a macro-calendar of the activities that will be performed, the tools that will be used, the messages and the evaluation methods. In WP3-WP4-WP5-WP6 the macro plan will be further detailed (micro planning) and implemented. *Partners: AE, all, months 1-30*

## **DIFFERENT OUTPUTS AND TOOL CREATED IN WP2**

In order to have an efficient communication plan, AE gathered relevant information linked to products, norms, labels, calculation methods and previous experience through different channels which are mainly the EU regulation, the opinion of the energetic experts in the consortium and other principal stakeholder.

AE also asked to all the partners involved in BELT project to gather from their specific target the main FAQ's they had about the new energy label. This allowed the project partners to have an initial point for their communication. Here below the key information and the relative communication outputs gathered.

In wp3 have been created Detailed communication plan for each BELT partner and they are continuously updated.

In wp2 has been created different outputs. Here below the list of all outputs created and that are going to be developed. Some of these outputs has been created in coordination with LABEL 2020 project's partners.



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## INFOGRAPHICS & FACTSHEET

BELT consortium has created a factsheet, addressed to all target groups, in order to give an overview of the principal changing in the label rescaling. This factsheet has been translated in several language (Spanish, French, Dutch, Italian, Greek, Lithuanian, Slovenian, Italian, Portuguese, Finnish).

Here you can download the English version: <https://www.belt-project.eu/consumers>

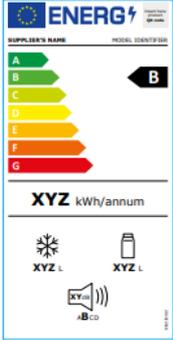
FACTSHEET



# The New Energy Label

Less classes, more efficiency





**WHAT IS THE EU ENERGY LABEL?**  
It is an important tool that enables consumers to better understand and compare the efficiency of energy-powered products such as fridges, TVs and dish washers. It allows consumers to make more sustainable and cost-effective choices.

**WHY IS A NEW ONE UNDER WAY?**  
It emerged from a consumer survey that the current scale is misleading. This is because the higher classes (A+, A++ and A+++) are overpopulated, while the lower categories are empty - because the most energy-guzzling appliances are now banned from the market. To fix this, the EU has decided to facelift the label: all the "++" classes will disappear and give way to an A to G scale. Top class A will initially be left empty to leave room for more energy efficient models that will be produced in the future.

**1 November 2020**                      **1 March 2021**                      **1 September 2021**

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By law, manufacturers shall include both the existing & rescaled labels with the product. Although having to present both labels (old + new), the new label must not be displayed in shops and online shops.



New labels for dishwashers, washing machines, washer-dryers, fridges & freezers, wine storages, TVs and monitors visible on the shop floor  
Retailers must make the switch within 2 weeks



New labels for light sources must be visible in shops.

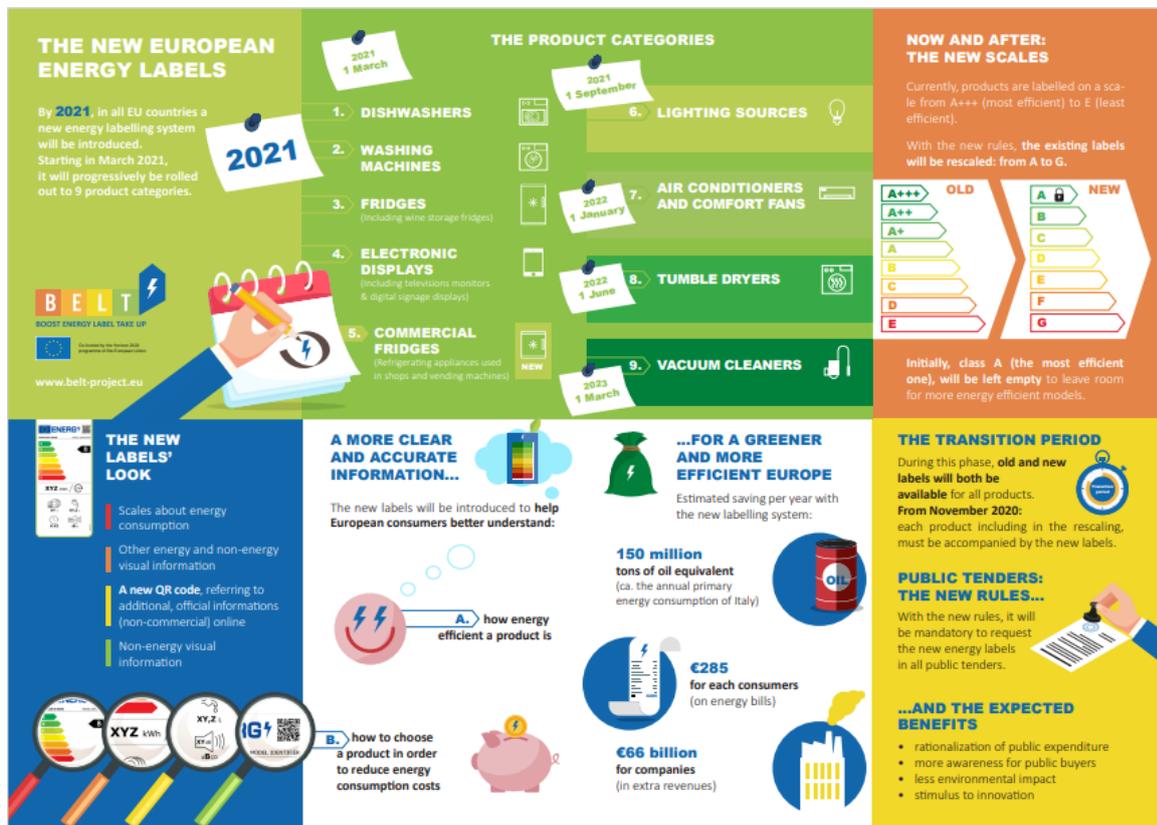
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MCBO has created also some infographics for PPP and BPP target group that have been readapted to reach out other target groups like consumers, schools or retailers.



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**THE NEW EUROPEAN ENERGY LABELS**

By **2021**, in all EU countries a new energy labelling system will be introduced. Starting in March 2021, it will progressively be rolled out to 9 product categories.

**2021**

**THE PRODUCT CATEGORIES**

1. DISHWASHERS (2021 1 March)
2. WASHING MACHINES
3. FRIGDES (Including wine storage fridges)
4. ELECTRONIC DISPLAYS (Including televisions monitors & digital signage displays)
5. COMMERCIAL FRIGDES (Refrigerating appliances used in shops and vending machines)
6. LIGHTING SOURCES (2021 1 September)
7. AIR CONDITIONERS AND COMFORT FANS (2022 1 January)
8. TUMBLE DRYERS (2022 1 June)
9. VACUUM CLEANERS (2023 1 March)

**NOW AND AFTER: THE NEW SCALES**

Currently, products are labelled on a scale from A+++ (most efficient) to E (least efficient). With the new rules, the existing labels will be rescaled: from A to G.

OLD	NEW
A+++	A
A++	B
A+	C
A	D
B	E
C	F
D	G
E	

Initially, class A (the most efficient one), will be left empty to leave room for more energy efficient models.

**THE NEW LABELS' LOOK**

- Scales about energy consumption
- Other energy and non-energy visual information
- A new QR code, referring to additional, official informations (non-commercial) online
- Non-energy visual information

**A MORE CLEAR AND ACCURATE INFORMATION...**

The new labels will be introduced to help European consumers better understand:

- A. how energy efficient a product is
- B. how to choose a product in order to reduce energy consumption costs

**...FOR A GREENER AND MORE EFFICIENT EUROPE**

Estimated saving per year with the new labelling system:

- 150 million tons of oil equivalent (ca. the annual primary energy consumption of Italy)
- €285 for each consumer (on energy bills)
- €66 billion for companies (in extra revenues)

**THE TRANSITION PERIOD**

During this phase, old and new labels will both be available for all products. From November 2020, each product including in the rescaling, must be accompanied by the new labels.

**PUBLIC TENDERS: THE NEW RULES...**

With the new rules, it will be mandatory to request the new energy labels in all public tenders.

**...AND THE EXPECTED BENEFITS**

- rationalization of public expenditure
- more awareness for public buyers
- less environmental impact
- stimulus to innovation

## WEBSITES

All the websites created are constantly updated with the project news and results.

- In November 2019 has been created by AE developers, in coordination with BEUC, BELT official website <https://www.belt-project.eu/>. The website is a showcase page, where BELT partners will publish all project's news. The results of the project will be showed in each partner website, which is also linked in BELT website. We preferred to do in this way because all partners websites already have a network and many visits. In this way it will be easier to spread project's results. Otherwise BELT would have had to invest money to make the official website visible through seo and advertising actions. Using partners website we will reach a larger number of people saving money. BELT official website will be used also from BEUC linked third parties to share the web tool, which is embedded in BELT website, to their national consumers in Greece, Ireland and Lithuania.
- ERION, BELT partner in charge to reach manufacturer target group has created a specific website, embedded in their company website. In this landing page you can find the records of webinars, you can download specific leaflet and guidelines for manufacturers and retailers. <https://www.newenergylabel.eu/en>



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- MCBO (Metropolitan City of Bologna), BELT partner in charge to reach public procurers and business procurers personnel target group has created a specific website, embedded in their company website [https://www.cittametropolitana.bo.it/progetti\\_europei/Progetti\\_europei/BELT](https://www.cittametropolitana.bo.it/progetti_europei/Progetti_europei/BELT)
- BEUC news: <https://www.beuc.eu/press-media/news-events/eu-project-will-walk-consumers-through-new-energy-label>
- ZPS, that is a Slovenian partner in charge of the outreaching of consumers in their country has created a specific web page in its company website: <https://www.zps.si/index.php/dom-in-vrt-topmenu-331/nova-energijska-nalepka>
- KEPKA, which is one of BEUC linked third parties in charge to communicate towards consumers in Greece has create a specific web page in its company website: <https://www.kepka.org/belt>
- AE has created a specific hub for BELT project : <https://www.altroconsumo.it/belt>
- OCU has created a specific hub for BELT project:
- DECO has created a specific hub for BELT project:
- TA has created a specific hub for BELT project: <https://www.test-aankoop.be/nieuw-energielabel/info>

## WEB TOOL

ALTROCONSUMO has created for all the consortium a calculator to embed in their websites.

- AC: <https://www.altroconsumo.it/belt>
- OCU: <https://www.ocu.org/belt>
- DECO: <https://www.deco.proteste.pt/belt>
- TA: <https://www.test-aankoop.be/nieuw-energielabel>
- BEUC LINKED THIRD PARTIES: has translated the calculator created from Altroconsumo and embed in BELT website. Then they have created a link to their company websites to BELT calculator. <https://www.belt-project.eu/belt>
- SLOVENIA ZPS: has developed its own calculator in coordination with AC. Here's the link: <https://dev.zps.si/BELT/> .

## VIDEO

In WP2 BELT consortium has produced a master video divided in 5 chapters. In this way we will have 5 short videos ( more suitable for social media users) and one long video to upload on BELT partners websites.

1. Introduction of the new energy label (which appliances are included, what is going to change and when there will be the transition period)
2. Focus on consumer target group



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3. Focus on retailers obligations
4. Focus on manufacturers obligations
5. Focus on PPP/BPP target groups

MCBO has also created another video, dedicated to PPP and BPP target group:

<https://youtu.be/VuFACM0I7CA>

Here's the links where you can find BELT video:

**TA** - links for all video embedded in the website or social media channels (youtube) for BELT project.

<b>YouTube</b>	<b>ENG spoken – NL subtitles</b>	<b>ENG spoken – FR subtitles</b>
Long version	<a href="https://youtu.be/0EMoUv6JrcA">https://youtu.be/0EMoUv6JrcA</a>	<a href="https://youtu.be/UG-qZ0KbJ24">https://youtu.be/UG-qZ0KbJ24</a>
Consumers	<a href="https://youtu.be/CJblUXBoFWI">https://youtu.be/CJblUXBoFWI</a>	<a href="https://youtu.be/cL2ONuRaccM">https://youtu.be/cL2ONuRaccM</a>
Retailers	<a href="https://youtu.be/6s_mQ53B0YU">https://youtu.be/6s_mQ53B0YU</a>	<a href="https://youtu.be/9DKR1AgNgvg">https://youtu.be/9DKR1AgNgvg</a>
Manufacturers	<a href="https://youtu.be/Yv1EBJ3lfzs">https://youtu.be/Yv1EBJ3lfzs</a>	<a href="https://youtu.be/CMvW9vDchnA">https://youtu.be/CMvW9vDchnA</a>
Procurement personnel	<a href="https://youtu.be/KT1gPV21pHo">https://youtu.be/KT1gPV21pHo</a>	<a href="https://youtu.be/D27ID83jB60">https://youtu.be/D27ID83jB60</a>
<b>YouTube</b>	<b>NL voiceover</b>	<b>FR voiceover</b>
Consumers	<a href="https://youtu.be/n6rImfC36c">https://youtu.be/n6rImfC36c</a>	<a href="https://youtu.be/bNIOyn7Ji7s">https://youtu.be/bNIOyn7Ji7s</a>
<b>TA site</b>	<b>NL</b>	<b>FR</b>
Site with video/link to tool	<a href="https://www.test-aankoop.be/nieuw-energielabel/">https://www.test-aankoop.be/nieuw-energielabel/</a>	<a href="https://www.test-achats.be/nouveau-label-energetique">https://www.test-achats.be/nouveau-label-energetique</a>
NEWS	<a href="https://www.test-aankoop.be/huishoudelektro/wasmachines/nieuws/nieuw-">https://www.test-aankoop.be/huishoudelektro/wasmachines/nieuws/nieuw-</a>	<a href="https://www.test-achats.be/electromenager/lave-linge/news/nouveaux-labels-">https://www.test-achats.be/electromenager/lave-linge/news/nouveaux-labels-</a>



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	<a href="https://www.energielabel.be/energielabel?fbclid=IwAR3nDTuMCDuaCWi8JzJJEddx1OxUsG8LqxWI8r8LXuKZMFC-ZWiTif8jgu4">energielabel?fbclid=IwAR3nDTuMCDuaCWi8JzJJEddx1OxUsG8LqxWI8r8LXuKZMFC-ZWiTif8jgu4</a>	<a href="https://www.energie.be/energie?fbclid=IwAR150Ef3dzljbkwD5sTpUpiSQDfXRq_mjk4R6jheWHdyB9XnoLmquSk9xwU">energie?fbclid=IwAR150Ef3dzljbkwD5sTpUpiSQDfXRq_mjk4R6jheWHdyB9XnoLmquSk9xwU</a>
PRESS	<a href="https://www.testaankoop.be/huishoudelektro/wasmachines/pers/belt-16022021">https://www.testaankoop.be/huishoudelektro/wasmachines/pers/belt-16022021</a>	<a href="https://www.testachats.be/electromanager/lavelinge/presse/belt-16022021">https://www.testachats.be/electromanager/lavelinge/presse/belt-16022021</a>
<b>Social media</b>	<b>NL</b>	<b>FR</b>
LinkedIn	<a href="https://lnkd.in/dkZdnKB">https://lnkd.in/dkZdnKB</a>	<a href="https://lnkd.in/diqcPSn">https://lnkd.in/diqcPSn</a>
Short video for FB	<a href="https://www.facebook.com/TestAankoop/posts/3254460191252863">https://www.facebook.com/TestAankoop/posts/3254460191252863</a>	<a href="https://www.facebook.com/TestAchats/posts/10160701843928275">https://www.facebook.com/TestAchats/posts/10160701843928275</a>

**MCBO** - links for all video embedded in the website or social media channels (linkedin) for BELT project.

<b>LinkedIn</b>	
Nuevo sistema de etiquetado de la UE	<a href="https://www.linkedin.com/posts/belt-for-buyers_nuevo-sistema-de-etiquetado-de-la-ue-activity-6755052612745236480-ye79/">https://www.linkedin.com/posts/belt-for-buyers_nuevo-sistema-de-etiquetado-de-la-ue-activity-6755052612745236480-ye79/</a>
Neues EU-Kennzeichnungssystem	<a href="https://www.linkedin.com/posts/belt-for-buyers_neues-eu-kennzeichnungssystem-activity-6754343863336374272-ebTG/">https://www.linkedin.com/posts/belt-for-buyers_neues-eu-kennzeichnungssystem-activity-6754343863336374272-ebTG/</a>
New energy labelling system	<a href="https://www.linkedin.com/posts/belt-for-buyers_new-energy-labelling-system-activity-6751824885158313985-xm6E">https://www.linkedin.com/posts/belt-for-buyers_new-energy-labelling-system-activity-6751824885158313985-xm6E</a>



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Nuovo sistema europeo di etichettatura energetica:	<a href="https://www.linkedin.com/posts/belt-for-buyers_nuovo-sistema-europeo-di-etichettatura-energetica-activity-6747420946379878400-HOrJ/">https://www.linkedin.com/posts/belt-for-buyers_nuovo-sistema-europeo-di-etichettatura-energetica-activity-6747420946379878400-HOrJ/</a>
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**OCU** - links for all video embedded in the website or social media channels (youtube) for BELT project.

<b>Youtube</b>	
Consumers version	<a href="https://www.linkedin.com/posts/belt-for-buyers_nuevo-sistema-de-etiquetado-de-la-ue-activity-6755052612745236480-ye79/">https://www.linkedin.com/posts/belt-for-buyers_nuevo-sistema-de-etiquetado-de-la-ue-activity-6755052612745236480-ye79/</a>
Complete version	<a href="https://www.linkedin.com/posts/belt-for-buyers_neues-eu-kennzeichnungssystem-activity-6754343863336374272-ebTG/">https://www.linkedin.com/posts/belt-for-buyers_neues-eu-kennzeichnungssystem-activity-6754343863336374272-ebTG/</a>

**ZPS** - links for all video embedded in the website or social media channels for BELT project.

<b>ZPS</b>	
Youtube channel	<a href="https://www.youtube.com/channel/UckpxOte3GJjvxIUdo9ONMMA">https://www.youtube.com/channel/UckpxOte3GJjvxIUdo9ONMMA</a>
Embedded or add link in webpage news	<a href="https://www.zps.si/dom-in-vrt-topmenu-331/nova-energijska-nalepka/10819-na-zps-smo-za-sole-pripravili-ucno-uro-o-novi-energijski-nalepki">https://www.zps.si/dom-in-vrt-topmenu-331/nova-energijska-nalepka/10819-na-zps-smo-za-sole-pripravili-ucno-uro-o-novi-energijski-nalepki</a> , <a href="https://www.zps.si/dom-in-vrt-topmenu-331/nova-energijska-nalepka/10792-nova-energijska-nalepka-je-tu">https://www.zps.si/dom-in-vrt-topmenu-331/nova-energijska-nalepka/10792-nova-energijska-nalepka-je-tu</a> .
Add in the material for schools lesson	<a href="https://www.zps.si/dom-in-vrt-topmenu-331/nova-energijska-nalepka/10819-na-zps-smo-za-sole-pripravili-ucno-uro-o-novi-energijski-nalepki">https://www.zps.si/dom-in-vrt-topmenu-331/nova-energijska-nalepka/10819-na-zps-smo-za-sole-pripravili-ucno-uro-o-novi-energijski-nalepki</a>
FB (consumers)	<a href="https://www.facebook.com/zpsslo">https://www.facebook.com/zpsslo</a>



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TWITTER	<a href="https://twitter.com/zpslo">https://twitter.com/zpslo</a>
LINKEDIN	<a href="https://www.linkedin.com/company/828315/admin/">https://www.linkedin.com/company/828315/admin/</a>
Online retailer MIMOVRSTE (ZPS partner) published video on its webpage	<a href="https://www.mimovrste.com/nova-energijska-nalepka">https://www.mimovrste.com/nova-energijska-nalepka</a>
Retailer Merkur published video on its webpage	<a href="https://www.merkur.si/nova-energijska-nalepka?fbclid=IwARONxzb5IbNTCWIL7RVg9CzHSwZ3fXhdQQKsTi0Ytza1nzt1WvBEPqSZUg">https://www.merkur.si/nova-energijska-nalepka?fbclid=IwARONxzb5IbNTCWIL7RVg9CzHSwZ3fXhdQQKsTi0Ytza1nzt1WvBEPqSZUg</a>

**EKPIZO** - links for all video embedded in the website or social media channels for BELT project.

<b>EKPIZO</b>	
Consumers version	<a href="https://www.youtube.com/watch?v=c2vtZ-FR2zE">https://www.youtube.com/watch?v=c2vtZ-FR2zE</a>
Retailers version	<a href="https://www.youtube.com/watch?v=FkFrIUMsVgw">https://www.youtube.com/watch?v=FkFrIUMsVgw</a>
Website	<a href="http://bit.ly/35bUp1V">http://bit.ly/35bUp1V</a>
FACEBOOK	<a href="http://bit.ly/3pbAKq6">http://bit.ly/3pbAKq6</a>
LINKEDIN	<a href="http://bit.ly/370o9Qx">http://bit.ly/370o9Qx</a>
TWITTER	<a href="https://bit.ly/2MV9r6e">https://bit.ly/2MV9r6e</a>

**KEPKA** - links for all video embedded in the website or social media channels for BELT project.

FACEBOOK	<a href="https://www.facebook.com/kepka.org/posts/10159103481347206">https://www.facebook.com/kepka.org/posts/10159103481347206</a>



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YOUTUBE	<a href="https://youtu.be/iJyAd_v8G_U">https://youtu.be/iJyAd_v8G_U</a>
TWITTER	<a href="https://twitter.com/EvangeliaKekele/status/1365193983991906304">https://twitter.com/EvangeliaKekele/status/1365193983991906304</a>

**ALCO** - links for all video embedded in the website or social media channels for BELT project.

website	<a href="https://www.lvoa.lt/belt-projektas/vaizdo-informacija-gamintojams/">https://www.lvoa.lt/belt-projektas/vaizdo-informacija-gamintojams/</a> <a href="https://www.lvoa.lt/belt-projektas/vaizdo-informacija-pardavejui/">https://www.lvoa.lt/belt-projektas/vaizdo-informacija-pardavejui/</a> , <a href="https://www.lvoa.lt/belt-projektas/vaizdo-informacija-vartotojui/">https://www.lvoa.lt/belt-projektas/vaizdo-informacija-vartotojui/</a>
YOUTUBE	<a href="https://www.youtube.com/watch?v=uXLntWdFvBk">https://www.youtube.com/watch?v=uXLntWdFvBk</a>

**CAI** - links for all video embedded in the website or social media channels for BELT project.

website	<a href="https://thecai.ie/new-generation-eu-energy-labels/">https://thecai.ie/new-generation-eu-energy-labels/</a>
TWITTER	<a href="https://twitter.com/the_cai/status/135064149968506881?s=21">https://twitter.com/the_cai/status/135064149968506881?s=21</a> <a href="https://twitter.com/the_cai/status/1364491663826169860?s=21">https://twitter.com/the_cai/status/1364491663826169860?s=21</a> <a href="https://twitter.com/the_cai/status/1365411161869611012?s=21">https://twitter.com/the_cai/status/1365411161869611012?s=21</a> <a href="https://twitter.com/the_cai/status/1366286615556063233?s=21">https://twitter.com/the_cai/status/1366286615556063233?s=21</a>

**DECO** - links for all video embedded in the website or social media channels for BELT project.

YOUTUBE	<a href="https://youtu.be/y7McnJ6qzDQ">https://youtu.be/y7McnJ6qzDQ</a>
YOUTUBE	<a href="https://youtu.be/29RTqyB9jsQ">https://youtu.be/29RTqyB9jsQ</a>
YOUTUBE	<a href="https://youtu.be/EB1MMJKIGUY">https://youtu.be/EB1MMJKIGUY</a>



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FACEBOOK	<a href="https://www.facebook.com/watch/?v=873094513438608">https://www.facebook.com/watch/?v=873094513438608</a>
FACEBOOK	<a href="https://www.facebook.com/DecoProteste/videos/862052547685310/">https://www.facebook.com/DecoProteste/videos/862052547685310/</a>
FACEBOOK	<a href="https://www.facebook.com/DecoProteste/videos/961719344400262">https://www.facebook.com/DecoProteste/videos/961719344400262</a>
LINKEDIN	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6758390296666542080">https://www.linkedin.com/feed/update/urn:li:activity:6758390296666542080</a>
LINKEDIN	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6764831464631668736/">https://www.linkedin.com/feed/update/urn:li:activity:6764831464631668736/</a>
LINKEDIN	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6767433599051468800">https://www.linkedin.com/feed/update/urn:li:activity:6767433599051468800</a>
TWITTER	<a href="https://twitter.com/decoproteste/status/1352625945648263168">https://twitter.com/decoproteste/status/1352625945648263168</a>
TWITTER	<a href="https://twitter.com/decoproteste/status/1361609513950994435">https://twitter.com/decoproteste/status/1361609513950994435</a>

**ECODOM** - links for all video embedded in the website or social media channels for BELT project.

Website	<a href="https://www.newenergylabelt.eu/en/training">https://www.newenergylabelt.eu/en/training</a>
Facebook	<a href="https://fb.watch/4TR2xDhEFA/">https://fb.watch/4TR2xDhEFA/</a>
Newsletter	<a href="https://e8h2a.emailsp.com/f/rnl.aspx/?jkj=qnvzvy:-kl=oxbk&amp;x=pv&amp;=qo_3:&amp;x=pv&amp;1-d=8-5hka2/5000:-&amp;x=pp&amp;x26c-gf19i3a5d=u//wnNCLM">https://e8h2a.emailsp.com/f/rnl.aspx/?jkj=qnvzvy:-kl=oxbk&amp;x=pv&amp;=qo_3:&amp;x=pv&amp;1-d=8-5hka2/5000:-&amp;x=pp&amp;x26c-gf19i3a5d=u//wnNCLM</a>  <a href="https://e8h2a.emailsp.com/f/rnl.aspx/?jkj=qnvzuy:-kl=oxbk&amp;x=pv&amp;=qor3:&amp;x=pv&amp;1-d=dg35702-e8&amp;6:ag&amp;x=pp&amp;xx5gag./-l304h=x/wnNCLM">https://e8h2a.emailsp.com/f/rnl.aspx/?jkj=qnvzuy:-kl=oxbk&amp;x=pv&amp;=qor3:&amp;x=pv&amp;1-d=dg35702-e8&amp;6:ag&amp;x=pp&amp;xx5gag./-l304h=x/wnNCLM</a>

**AE** - links for all video embedded in the website or social media channels for BELT project.

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FACEBOOK	<a href="https://business.facebook.com/70212282110/posts/10157308523657111/">https://business.facebook.com/70212282110/posts/10157308523657111/</a>
YOUTUBE	<a href="https://youtu.be/GSWNGaTjFpE">https://youtu.be/GSWNGaTjFpE</a>
LINKEDIN	<a href="https://www.linkedin.com/company/belt-for-buyers/posts/?feedView=all">https://www.linkedin.com/company/belt-for-buyers/posts/?feedView=all</a>
website	<a href="https://www.altroconsumo.it/belt">https://www.altroconsumo.it/belt</a>

## ENVIRONMENTAL, SOCIAL AND TECHNO-ECONOMIC ASSESSMENT

### Details on environmental data for web tool

A web tool, result of WP2.6, was designed to help consumers understand the benefits of more energy efficient products on their environmental impact and running costs. Sofies contributed the calculations on energy consumption and associated costs and environmental impacts. Below the details on the overall approach, scope, data sources, and assumptions made, are presented.

#### Approach

The aim was to have a flexible tool that would allow consumers of different appliances in different European countries understand the implications of different labels on costs and environmental impact. Given the variability in the appliances, the values used are averages within categories, and emphasis was placed on simplification and user friendliness.

Your country	Belgium					
Capacity of the dishwasher	13 place settings					
Number of cycles per week	4					
<b>Results</b>						
	Annual energy consumptions (kWh per year)	Energy consumption per cycle (kWh per cycle)	Electricity costs (euros per year)	Associated CO <sub>2</sub> emissions (kg per year)	Number of trees required to absorb the CO <sub>2</sub>	Km of driving a car equivalent
A	101	0.49	29	17	1.7	136
B	122	0.59	35	20	2.0	164
C	143	0.69	41	24	2.4	192
D	164	0.79	46	27	2.7	221
E	185	0.89	52	31	3.1	249
F	206	0.99	58	34	3.4	277
G	226	1.09	64	38	3.8	305

Figure 1. Example of user interface in Excel format. The tool allows the user to define the main parameters of the appliance, as well as the intensity of use and country, in order to obtain tailored impact data per energy label category.



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## Scope

The tool contains data for the appliances and countries in scope of the BELT project:

Primary and secondary target countries: Belgium, Croatia, Greece, Ireland, Italy, Lithuania, Portugal, Slovenia, and Spain.

Appliances: Dishwashers, Washing machines, Fridges, TVs, and Lamps.

## Data sources

Energy consumption:

Energy efficiency parameters were obtained from the Commission Delegated Regulations:

- Washing machines – Commission Delegated Regulation (EU) 2019/2014 of 11 March 2019
- Dishwasher – Commission Delegated Regulation (EU) 2019/2017
- Fridges – Commission Delegated Regulation (EU) No 1060/2010
- TVs – Commission Regulation (EU) 2019/2021
- Lamps - Commission Delegated Regulation (EU) 2019/2015

Industry experts were consulted to obtain a better understanding of most frequent parameters in order to present the appropriate options to the tool users (e.g. dishwasher capacity, lamp intensities)

## Estimation of costs and environmental impact:

Data on the cost per kWh consumed was obtained from Eurostat, accessed in May 2020 (see table 1 for more information).

Data on carbon emissions per kWh consumed was obtained from Carbon Footprint, 2019, 'Country specific electricity grid greenhouse gas emission factors' (see table 1 for details).

Data on emission from cars was obtained from European Environment Agency (122.4 g CO<sub>2</sub>/km) corresponding to 2019, while the mass of CO<sub>2</sub> stored by growing trees was found at 'Plant for the planet', accessed May 2020 (10 kg CO<sub>2</sub>/year).



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Table 1. Costs and carbon dioxide emissions associated

per kWh used in Web Tool

	EUR per kWh	kg CO2 per kWh
Belgium	0.2839	0.167
Croatia	0.1321	0.417
Greece	0.165	0.567
Ireland	0.2423	0.393
Italy	0.2301	0.327
Lithuania	0.1255	0.362
Portugal	0.2154	0.307
Slovenia	0.1634	0.335
Spain	0.2403	0.288

## CIRCULAB WEBTOOL

Sofies will be applying the Circulab methodology in workshops aimed at helping manufacturers in the transition to the new energy labels, and encouraging them to foster innovation in the wider context of changing eco-design requirements. The workshops focus on raising awareness and providing the tools for companies to re-design and re-think their products and business models when confronted with challenging scenarios, and are designed to be relevant to different groups of stakeholders among manufacturers, from management to design teams or procurement teams. In preparation for the Circulab workshops, Sofies has created the following new cases and materials:

- 4 scenarios reflecting realistic potential challenging situation the manufacturer may face due to the upcoming regulations and broader systemic conditions;
- Filled-in Circulab business canvas, reflecting a fictional home appliance manufacturer;
- 10 'What if' cards, designed to stimulate creative solutions and visualise opportunities;
- Preliminary workshop formats and timings, to be ready to adapt in case travelling and physical workshops are restricted



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The workshop is aimed at helping manufacturers in the transition to the new energy labels, and encouraging them to foster innovation in the wider context of changing eco-design requirements. The focus is on raising awareness and providing the tools for companies to redesign and re-think their products and business models when confronted with challenging scenarios, and are designed to be relevant to different groups of stakeholders among manufacturers, from management to design teams or procurement teams.

A detailed description of Circulab workshop materials has been done by Sofies in Deliverable 2.4.

### ***What if cards: triggering innovative thinking***

<p><b>What if we made collection and returns easier?</b></p> <p>The ZigZag platform connects major retailers to a global network of warehouses and carrier services to help manage returns globally and locally.</p>	<p><b>What if we helped users give new functions to their products at the end-of-life?</b></p> <p>Samsung provides a platform to help users to repurpose old smart phones into other applications, such as an IoT hub, CCTV system or games console.</p>	<p><b>What if the product was designed to give the components and materials a new life?</b></p> <p>Lexmark designs their toner cartridges to ensure that all materials and parts can be reused or recycled.</p>
<p><b>What if we warranted the quality of second-hand products?</b></p> <p>Philips offers refurbished products on their website and with a warranty, reducing fears about the performance of second hand appliances.</p>	<p><b>What if manufacturers helped users cut resource consumption?</b></p> <p>In Light as a Service, Philips has the incentives and provides the expertise to optimise the energy consumption of lighting systems.</p>	<p><b>What if the user subscribed to a service rather than buying the product?</b></p> <p>The cooperative society Commonw offers ethical PCs and Smartphones as a service, including insurance, repair and training.</p>

“What if” cards are designed to help workshop participants think of new possibilities and opportunities to transform challenges into opportunities. For the specific purposes of the BELT workshops, new cards were created that focussed specifically on innovative products and business models related to electronics, energy efficiency and circular economy.

