

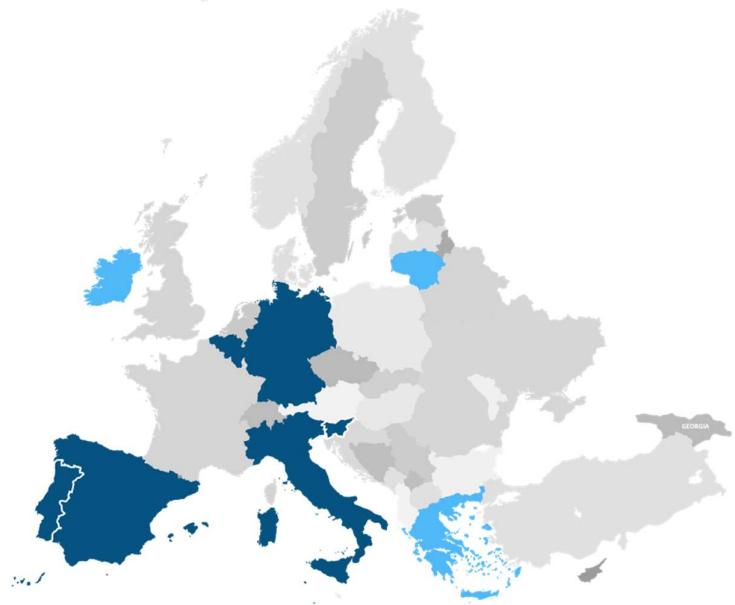
# BELT Boost Energy Label Take Up

BELT is a project, funded by the European Union in the context of the research program Horizon 2020, with the goal of facilitating the introduction of the new energy label, under Regulation UE 2017/1369, from 1 March 2021, for some categories of domestic household appliances: washing machines, washer-dryers, dishwashers, refrigerators and freezers, TV and displays, light sources and specific professional products (such as refrigerating appliances with a direct sales function)

## BELT IN A NUTSHELL

BELT has the objective to smooth the transition period informing and supporting all stakeholders and to reduce to a minimum error at all levels of the value chain from manufacturer to consumer.

BELT aims to promote the new labelling on two key levels: primarily by raising awareness and informing consumers and business and public procurement staff, allowing them to make better and more informed choices; secondly by helping manufacturers and retailers to adapt their practices and use the rescaled labels to push innovation in designing energy efficiency products.



BELT reaches out to consumers, manufacturers, retailers and public procurement personnel in the countries, Belgium, Italy, Portugal, Slovenia and Spain, represented by members of the consortium.

**ALTROCONSUMO EDIZIONI, BEUC, CITTÀ METROPOLITANA DI BOLOGNA, DECO PROTESTE, ERION, ICLEI, OCU EDICIONES, SOFIES, SONAE and WORTEN, TEST ACHATS, ZPS**

BEUC's linked third parties **ALCO, CAI, EKPIZO and KEPKA** are committed to inform consumers and stakeholders in their respective countries, Lithuania, Ireland and Greece.

Beyond these countries, BELT extends its influence throughout Europe with the support of many European organizations and generate impacts thanks to the collaboration with Label2020 European project.

# What we did

Thanks to the multidisciplinary expertise and geographical coverage of the consortium, BELT developed tailored communications and targeted campaigns for the different market actors and stakeholders as well as effective actions.



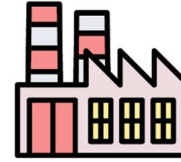
Supporting consumers in taking decisions to reduce costs related to energy consumption



Informing and training retailers



Improving routing purchase decisions towards higher efficiency products



Training and incentivizing manufacturers to further improve their products

# What we achieved



About 800 contents produced and published (videos, articles, leaflets, flyers, guidelines, publications, online news, posts)



A webtool for consumers in 9 languages that calculates the energy efficiency of the domestic appliances

65

More than 77 million European consumers and stakeholders informed



Almost 6.000 market actors engaged



35 ktCO<sub>2</sub>-eq/year reduction of greenhouse gas emissions



17 million EUR/year energy costs savings for consumers



105 GWh/year primary energy savings triggered by the project

# Key policy recommendations

## Timeline of future rescales

The energy label should be rescaled as soon as possible for all remaining appliances, to unleash the full energy efficiency potentials of this instrument. The cohabitation of the new and old labels on the market should be limited as highly likely to cause confusion among consumers and market operators.

## Energy efficiency scale

When determining the boundaries for each energy efficiency class, the European Commission should take account of the Energy Labelling Framework Regulation's indication to keep the top-class empty, so to encourage technological progress toward more efficient appliances.

## EPREL public interface

The public interface of EPREL should be constructed in a consumer-centric way, avoiding the use of technical language and counterintuitive navigation options. It is also a powerful tool for large public and private buyers.

## Compliance and enforcement

Strong enforcement action should be undertaken to ensure the prompt uptake of the new energy label, both online and in physical shops. Non-compliant products should be removed from the market.

## What is next for energy labelling?

The future developments in energy labelling policies should reflect the objectives of the Circular Economy Action Plan 2020 to establish a strong and coherent product policy framework that will make sustainable products, services and business models the norm.

Consumers should also be informed about relevant sustainability aspects besides energy efficiency, including product lifetime, reliability, upgradability and reparability potentials.

