



## Deliverable 5.2: Report on the performed campaigns



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## SUMMARY

The BELT project aimed to become one of the main contact points for market actors to discover, understand, use, and implement the new energy labelling system.

The aim of this document is to report the activities performed as part of the awareness raising campaign designed and implemented by the BELT project partners and addressing market actors, namely manufacturers and retailers of electric and electronic equipment (EEE) affected by introduction of the new energy labelling system.

Overall, deliverable 5.2 aims also to describe the content and the outcome of the planned engagement, communication and training strategy created to meet market actors' formative and informative needs.

Specifically, this deliverable reports the activities carried out from M6 to M21 of the project within *Task 5.2 Manufacturers' awareness campaign* and it builds up on *D.5.1 Plan for a Transparent consultation of manufacturers* and *Task 5.1 Dialogue platform for manufacturers* outputs. In fact, to identify, map and engage relevant stakeholders the methodology developed in D.5.1 have been followed; as well as the stakeholders network established in Task 5.1 have been exploited.

The awareness raising campaign outlined in this document consists of organization of workshops, webinars, training sessions, preparation and dissemination of communication and training materials, as well as the creation of a dedicate web site and of a support service. All these materials and initiatives aimed to help market actors understanding the requirements of the new Energy Labelling Framework Regulation, their obligations, the related timing and to facilitate the implementation of the operative steps during the transition period from the previous and the new energy label system.



## CONTENT

<b>Introduction .....</b>	<b>5</b>
<b>Objectives of the campaigns.....</b>	<b>6</b>
<b>Approach.....</b>	<b>7</b>
<b>Awareness raising campaign .....</b>	<b>10</b>
Stakeholders' consultation .....	11
Project website.....	14
Newsletter.....	16
Support service .....	17
Webinars .....	18
First BELT webinar.....	18
BELT for Public Administrations.....	20
BELT for ASSARREDO.....	21
BELT for ADCO.....	22
Training materials.....	23
Video .....	23
Training for retailers' customers service staff .....	23
Guidelines .....	24
FAQ.....	25
Support for ERION members .....	27
Communication materials .....	28
Flyer for retailers.....	28
Leaflet for manufacturers .....	29
Circulab .....	31
<b>Results.....</b>	<b>37</b>
Stakeholder engagement .....	37
Lesson learnt .....	42
<b>Next steps .....</b>	<b>44</b>
<b>Conclusion .....</b>	<b>45</b>
<b>Annex I.....</b>	<b>46</b>



## List of figures

Figure 1. BELT Communication plan timeline. ....	10
Figure 2. Preliminary planning of BELT awareness raising campaign. ....	10
Figure 3. BELT website for market actors: access from the main BELT website. ....	14
Figure 4. BELT website for market actors: form to ask for additional information or support. ....	15
Figure 5. BELT website for market actors: promotion through social media post. ....	16
Figure 6. BELT website for market actors: link with the APPLiA website. ....	16
Figure 7. BELT newsletter: first edition. ....	17
Figure 8. First BELT webinar: promotion of the event through social media channels. ....	19
Figure 9. First BELT webinar: Eventbrite registration form. ....	20
Figure 10. BELT for Public Administrations: IFEL webpage. ....	21
Figure 11. Video for suppliers: key issues. ....	23
Figure 12. Training material for retailers. ....	24
Figure 13. Guidelines for manufactures. ....	25
Figure 14. Guidelines for retailers. ....	25
Figure 15. FAQs for Manufacturers. ....	26
Figure 16. Microsoft Form to collect ERION members questions. ....	27
Figure 17. Flyer for retailers. ....	29
Figure 18. Leaflet for suppliers. ....	30
Figure 19. Circulab: invitation to the workshop. ....	32
Figure 20. Circulab at IERC2021: conference cancelled. ....	33
Figure 21. Circulab scenario. ....	34
Figure 22. Circulab: what if...? cards. ....	35
Figure 23. Circulab: Circular Business Model Canvas. ....	36
Figure 24. BELT in the APPLiA website. ....	37
Figure 25. BELT website views. ....	38
Figure 26. BELT website users. ....	39
Figure 27. BELT website: geographical distribution of the users. ....	39
Figure 28. BELT website: views per page. ....	40
Figure 29. BELT website: materials download. ....	40
Figure 30. BELT materials used by retailers. ....	42



## Introduction

To raise awareness of market actors is essential to achieve the objectives of the BELT project – facilitating the transition period, informing, and supporting all stakeholders, and helping to minimize errors at all levels of the value chain, from manufacturers to consumers. In particular, the activities implemented within the BELT awareness raising campaign aimed to help manufacturers and retailers to adapt their practices to the new requirements and to use the rescaled labels, pushing innovation in designing energy efficient products.

Thus, WP5 main goal is to guide and support manufacturers and retailers fulfilling their obligations in the rescaling process, and to actively engage all the professional figures company (from designers to marketing and communication managers; from customers care to sales operators) with the aim of fully exploiting the economic and environmental benefits and the innovation potential associated to revised energy label system.

In collaboration with stakeholders' associations and BELT project partners, a market actors' network has been created with the aim of having a dialogue platform for manufacturers and retailers in which they can point out their needs and ask for support. Manufacturers' awareness campaign has been developed ensuring a continuous collaboration with all the identified stakeholders. Specifically, a website dedicated to market actors has been created, maintained, and promoted, market actors have been addressed with training activities like workshops and webinars; informative materials like leaflets and FAQ have been created and disseminated. Then guidelines have been developed to support suppliers and retailers in facing challenging situations.

This document collects and reports all the awareness raising campaign activities addressing market actors carried out during the lifespan of the BELT project. As it was also pointed out in deliverable on *D.5.1 Plan for a Transparent consultation of manufacturers* and in Task 5.2 description as reported in the project Grant Agreement, physical meetings and events are fundamental to ensure stakeholders engagement and effective training sessions. However, it is important to highlight that the outbreak of the Covid-19 pandemic hit Europe in month 7 (March 2020) of the BELT project. Therefore, all face-to-face meetings have deeply suffered the consequences of the pandemic, causing the postponement or even cancellation of some of the main conferences, workshops, fairs, and face-to-face meetings.

Consequently, the BELT team has reshaped some parts of the awareness raising campaign. For example, training sessions has been replaced with online webinars that are now publicly available.



## Objectives of the campaigns

The awareness raising campaign realized within Task 5.2 aimed to contribute to the overall targets of the project by:

- drawing attention of market actors to the energy labelling topic;
- raising the awareness among manufacturers and retailers to understand their new label system obligations;
- supporting manufacturers and retailers to manage technical issues and legislative constrains related to the new labelling system;
- supporting the knowledge transfer internally and transversally within manufacturers and retailers' organisations;
- facilitating communication flows from manufacturers to consumers;
- facilitating communication flows from retailers to consumers;
- facilitating communication flows from manufacturers to retailers and vice versa;
- facilitating communication flows from manufacturers to policy developers;
- establishing a manufacturers and retailers' network acting as a mutual learning space.

A strong focus has been placed on the timing and the related steps for the implementation of the label. The potential advantages that the manufacturers can achieve thanks to the rescaled label system in terms of innovation and market opportunities have been also highlighted.



## Approach

The methodology followed in Task 5.2 was built on existing networks, connections, and channels, all of which were identified in the first months of the project and continuously updated through the work performed within *Task 5.1 Dialogue platform for manufacturers*.

To leverage on existing networks and to achieve the desired engagement level of the stakeholders, Task 5.2 worked closely with other work packages and with the Label2020 project, fostering two-way communication and engagement activities. For example, within the BELT project, it was fundamental the collaboration with *WP4 Retailer outreach* and with the partner SONAE; while the coordination with Label2020 it has been extremely important to avoid the duplication of the activities as well as to reach a larger audience.

To increase the impact of the project and in line with an open innovation approach, during the first phase of the awareness raising campaign preparation, ERION enlarged and strengthen the market actors dialogue platform created in Task 5.1.

The establishment of the enlarged market dialogue platform aimed to the following primary objectives:

- comprehension of market actors needs during the transition;
- co-development with manufacturers of training and communication materials for manufacturers;
- co-development with retailers of training and communication materials for retailers;
- support manufacturers in explaining retailers' obligations and vice versa;
- coordination of activities between manufacturers and retailers;
- co-development with market actors of communication materials for consumers.

For these purposes, with the objectives of reaching a large number of market actors and of providing them reliable and useful information, ERION decided to firstly engage in BELT activities associations, as APPLiA and AIREs, and energy labelling experts, such as ENEA.

### **APPLiA - European manufacturers associations**

Since the beginning of the project, ERION actively collaborated with APPLiA Europe, a trade association that represents the home appliance industry in Europe, which interacts with the EU's political and regulatory institutions. APPLiA Europe has 21 direct members and 27 national associations of home appliances products such as: large appliances, as refrigerators, freezers, ovens, dishwashers, washing machines and dryers; small appliances, as vacuum cleaners, irons, toasters, and toothbrushes; heating, ventilation, and air conditioning appliances, as air conditioners, heat pumps and local space heaters.

Moreover, ERION engaged, consulted, and collaborated on the energy label issues with **APPLiA Italia**, which brings together over 100 companies operating in Italy in the sector of appliances and professional equipment for catering and hospitality.



### AIRES

Since the beginning of the project, ERION actively collaborated with Aires, the Italian Association of Specialized Appliances Retailers, that brings together the main chains and major groups active in the sale of electrical and electronic equipment in Italy such as Euronics (brand Euronics, Euronics Point, Comet and Sme), Expert (brand Expert and Grancasa), GRE (brand Trony and Sinergy) and Unieuro (brand Unieuro and Monclick). The consultation activities with AIRES have been performed and coordinated with the Label2020 partner **Eliante**. ERION collaborated with Label2020 to identify main needs of retailers related to the new energy label implementation.

ERION instituted a **Task Force** consisting of some APPLiA Italia members, AIRES and Eliante with the aim of ensuring dialogue and collaboration among manufacturers and between manufacturers and retailers. The Task Force was especially active in preparation of the transition period of the implementation of the new energy labelling system. The first Task Force meeting took place online on 31 March 2020.

ERION is cooperating with ELIANTE on the Italian market actors' engagement and support. To avoid overlapping and to maximise the BELT and Label2020 impact, it was agreed that ERION will be the contact point of Italian manufacturers, while ELIANTE will be the contact point of Italian retailers. This agreement takes into account the results of the mapping activity performed at the initial stages of the two projects.

### ENEA

ENEA, the Italian National Agency for New Technologies, Energy and Sustainable Economic Development (specifically, the Department of Energy Efficiency – *DUEE Dipartimento di Efficienza Energetica*) serves as the Italian Agency for Energy Efficiency and it is in charge of the definition, implementation and monitoring on the Italian territory of policies and measures regarding energy efficiency. ENEA is the Italian market surveillance authority for the implementation of energy labelling and eco-design requirements. Considering its very important role, ERION engaged ENEA since the first phases of the project and consulted ENEA experts along the entire project.

Therefore, in order to reach as many market actors as possible, the approach adopted by the BELT project consisted in reaching primarily **stakeholders' associations**. Through the mediation of the associations in fact, on one hand, it has been possible to gather a large number of inputs and feedback (for example regarding stakeholders needs, previous experiences, interests, main challenges to be addressed); on the other hand, it has been easier to speak with one voice on the energy labelling theme and to develop materials, content, messages coordinated at European level. Additionally, the cooperation with associations allowed to create synergies with formative and informative initiatives already in place or already planned, being more resource efficient and effective.



During this first phase of the awareness raising campaign, a strong focus has been placed on the timing for the implementation of the new label and on the potential advantages that the manufacturers can achieve thanks to the rescaled label system in terms of innovation, market opportunities and environmental benefits, relying on the results of the analysis performed in task 2.2. Secondly, also smaller producers and retailers have been reached; in these cases, the emphasis was on the management of more specific issues related to the implementation of the new energy labelling system (e.g., the requirements that apply only for specific products have been analysed).

Follows a brief list of other stakeholders that have been identified as extremely relevant for the BELT project: retailers associations such as Eurocommerce (operating at European level) and Federdistribuzione (operating at Italian level), manufacturers associations such as Lighting Europe and Digital Europe (operating at European level) and Assarredo-Federlegnoarredo, ASSIL, Anitec-Assinform (operating at Italian level). These stakeholders have been promptly contacted and informed about the BELT objectives and approach and, along the entire duration of the project, will receive updates on the project development and BELT materials.

Additionally, bilateral consultation calls with household appliances manufacturers selected within ERION members network have been organized.

## Awareness raising campaign

The activities related to the preparation and implementation of the awareness raising campaign have been planned taking into account the following main aspects: the finalization of the informative and communication materials developed in WP2 (e.g., videos, brochures); the steps and the related timing for the implementation of the new labelling system (e.g., particular attention has been paid to the proper management of the transition periods, as well as in view of pivotal dates, as the 1<sup>st</sup> of March 2021 or the 1<sup>st</sup> of September 2021); the project communication plan as presented in deliverable 7.1 (fig. 1); the duration of each phase of the awareness raising campaign, namely (i) consultation, (ii) training, (iii) communication.

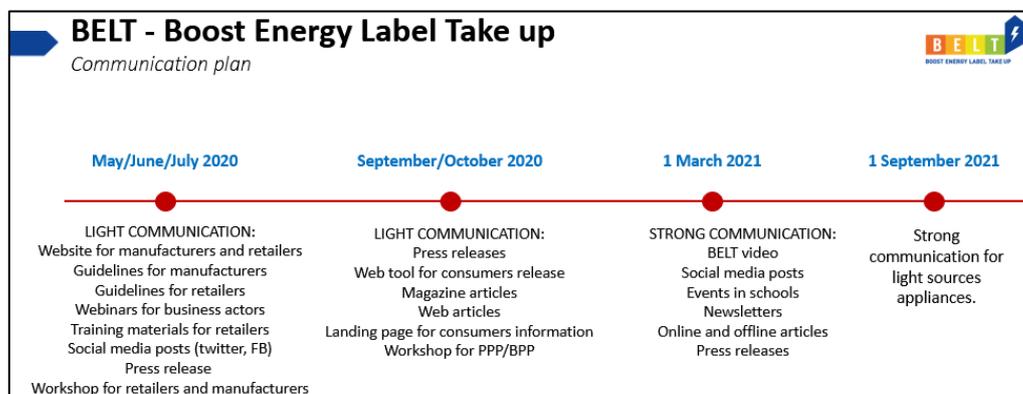


Figure 1. BELT Communication plan timeline.

Figure 2 shows the preliminary planning of the BELT awareness raising campaign as presented to the BELT consortium during the first General Assembly of the project in March 2020.

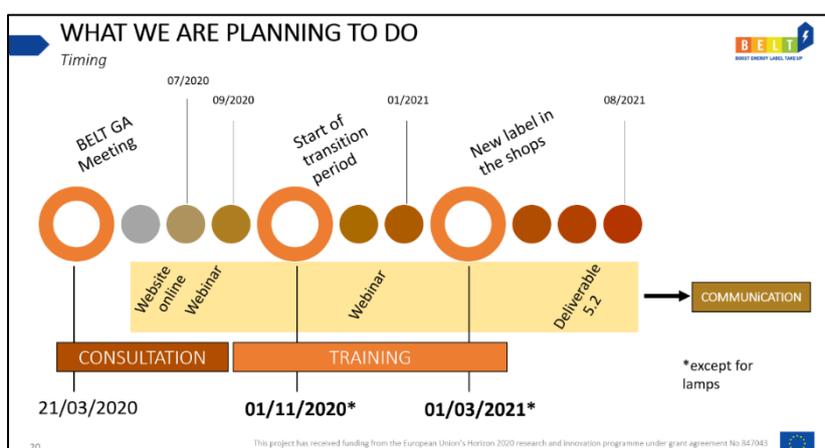


Figure 2. Preliminary planning of BELT awareness raising campaign.

It is important to highlight that operatively, the awareness raising campaign activities have been implemented also taking into account the specific needs of market actors as well as the constraints due to Covid-19 pandemic situation (e.g., ERION planned to participate to the IFA Exhibition 2020 – IFA is the

international event during which the world's leading brands of consumer electronics and home appliances annually present a record number of new products; however, due to Covid-19 pandemic situation, the IFA Exhibition has been cancelled and rescheduled for September 2022).



## Stakeholders' consultation

BELT consultation initiatives allowed to gather stakeholders needs and suggestions, as well as to present BELT as a reference point in relation to energy label issues. Moreover, ERION facilitated the dialogues among different actors (retailers and manufacturers) organizing joined consultation initiatives.

Many **consultation meetings** (mainly online meetings; due to the Covid-19 impacts, it has been possible to organize only one physical meeting with AIREA at beginning of March 2020) have been set up to directly collect manufacturers and retailers' expectations.

### Manufacturers

APPLiA and the BELT project are actively collaborating to facilitate the transition to the new energy labelling system. APPLiA and BELT implemented activities and developed information and training materials with the aim of: clarifying the regulatory requirements for manufacturers in relation to the new labelling system; creating a dialogue platform between producers and distributors, aligning the respective needs and obligations of these different market players; defining a shared and univocal communication plan to explain to consumers the changes related to the new energy label, their importance and their impacts on consumers.

In particular, during the initial phases of the project, the topics mainly discussed with APPLiA have been:

- current state of play on development of BELT communication tools;
- strategy for facilitate coordination among manufacturers operating in different European countries regarding communication activities;
- experience sharing (e.g., APPLiA Europe developed a new website dedicated to the energy label topic leveraging on the experience gained and the material prepared for the previous energy label rescaling; the new website is available at <https://www.theenergylabel.eu/>).

On 14<sup>th</sup> January 2020, APPLiA organized the first coordination meeting between APPLiA, BELT and Label2020. The webinar has been a very valuable opportunity to discuss the following communication issues:

- presentation of BELT and Label2020 projects and state of play on development of communication tools;
- links to European Commission communication activities, their involvement and potential recommendations on common key messages;
- experience sharing on previous related communication campaigns.

After the first coordination meeting, periodic meetings have been organized aiming at understanding the operational needs of suppliers as well as at gathering their main doubts. While, on 19<sup>th</sup> May 2020, a webinar has been organized by APPLiA Italia and



ERION to present the new European regulation on energy labelling to APPLiA Italia members.

### Retailers

With the objective of reaching a large number of retailers with one voice, ERION actively collaborates with AIREs.

During the initial phases of the project, AIREs expressed the need of:

- preparing communication/information/training material addressing retailers' sales staff (that should be prepared to the changes in advance);
- preparing communication campaigns towards consumers that accompanies the product at the time of purchase during the transition period, such as printed communication to be added in the packaging and banner to be shown in online stores;
- receiving information for proper stock management (namely, indication regarding how to deal with products with old label still in the retailers' stock);
- receiving information regarding the preparation of promotional materials (e.g., timing for the display of the new energy label on retailers' promotional flyers).

The consultation activities conducted with AIREs have been performed and coordinated with the Label2020 partner Eliante.

All the consulted stakeholders strongly expressed the **need of coordination** among market actors. At this scope, as mentioned in the previous paragraph, APPLiA Italia, ERION and Eliante from LABEL2020, set up a **Task Force** dedicate to the energy labelling theme and aiming to the coordination among manufacturers and between manufacturers and retailers.

At a later stage of the project, the consultations with manufacturers and retailers addressed more operative and specific issues. For instance, in the Italian context, particular attention has been dedicated to the *Bonus Mobili* theme: the *Bonus Mobili* consists of a tax deduction for the purchase of furniture and household appliances characterised by very high energy efficiency. Unfortunately, the conditions to access to this tax deduction have not been updated yet according to the new energy efficiency classes introduced since 1<sup>st</sup> March 2021; therefore, still for the purchase made in 2021, it is indicated that to have access to the *Bonus*, consumers should purchase household appliances characterized by an energy efficiency class not lower than A+.

Below some other examples of the main doubts and concerns raised by market actors during this second phase of consultation activities:



### Suppliers' needs

- *How to use EPREL?*
- *How to generate the QR-code?*
- *How to deal with Covid-19 impacts?*
- *What is the timing of the implementation of the new regulation?*
- *How to deal with imports (from extra EU countries)?*
- *Who is in charge of fulfilling the energy label requirements?*
- *Which are the products covered by the lighting sources regulation?*
- *Which are the obligations regarding products sell to business end-users?*
- *Which is the proper size for the energy labels of lighting sources?*
- *How to organize communication activities?*
- *Which is the put on the market definition?*

### Retailers' needs

- *How to obtain the new labels to be printed?*
- *How to correctly prepare the promotional materials (especially during the transition period)?*
- *How to explain to customers the energy label change?*
- *How to deal with products in kitchen showrooms (and built-in products)?*



## Project website

The BELT website dedicated to market actors is a fundamental tool for the successful implementation of the awareness raising campaign developed in Task 5.2.

The website is available (in Italian and in English) at the following link: <https://www.newenergylabel.eu/en>. The website dedicated to market actors is also accessible from the main BELT project website, visiting the section dedicate to *manufacturers* (fig. 3).

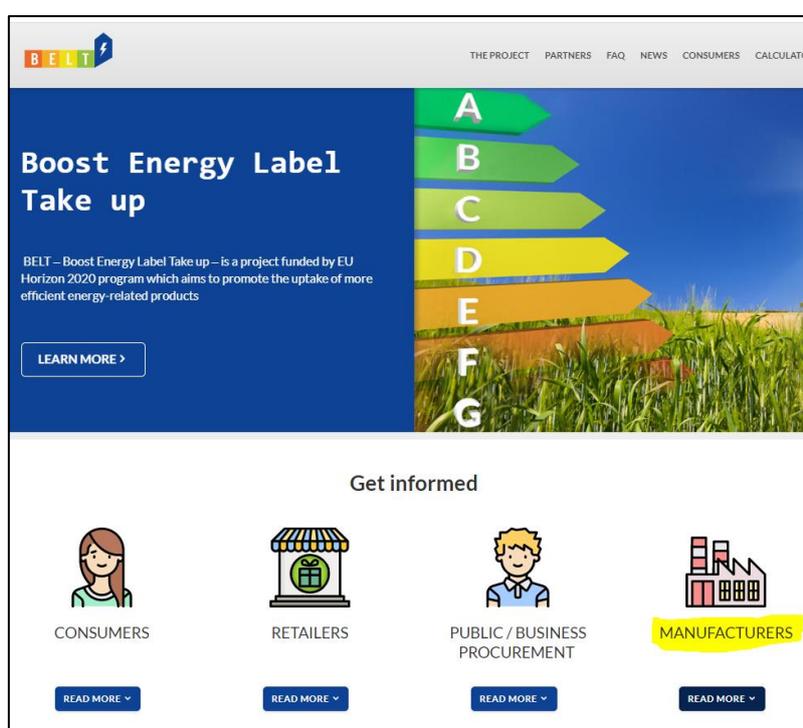


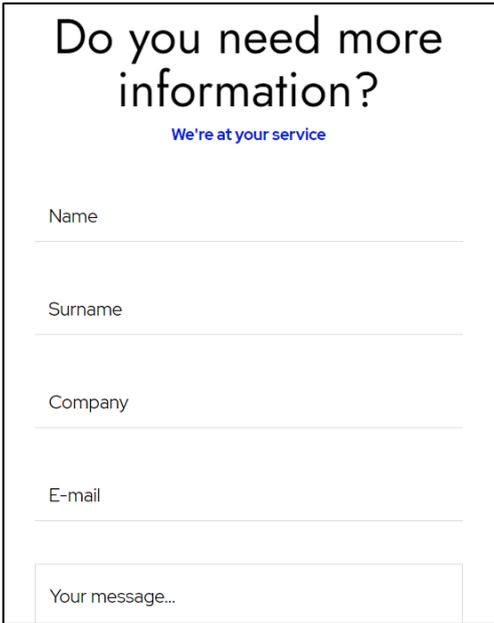
Figure 3. BELT website for market actors: access from the main BELT website.

The website has been launched on 24<sup>th</sup> June 2020; the launch was planned to coincide with the first BELT webinar dedicated to market actors (the webinar is described in detail in the section *Webinars* of this report): this timing has been decided to give visibility to the initiative, to provide an easy access to the BELT materials (included the registration of the webinar) to the participants and to keep up stakeholders' attention on the energy labelling topic.

Since its release, ERION has continuously updated website content. The website is currently organized in sections that covers different aspects:

- **home page**, containing the project description, the links to other relevant websites to be consulted to gather additional information on the new energy labelling system, the material prepared by the BELT project for general audience (e.g., BELT factsheet);

- **training**, dedicated to manufacturers and retailers (for each stakeholder group a dedicated section of the website have been developed) with the materials prepared for formative and informative purposes (the materials are described in detail in section *Training materials* of this document);
- **legislation**, containing the legislative documents (e.g., Framework Regulations, Delegate Acts...) referring to the new energy label and the new eco-design requirements;
- **news**, containing the insights on the project initiatives/relevant updates on the label implementation;
- **newsletter**, containing the form to subscribe the project newsletter;
- moreover, through a **dedicated form** (fig. 4) the website gives to market actors the opportunity to continuously interact with ERION's experts asking for clarifications or for support in solving any doubts regarding the new energy label.



Do you need more information?  
We're at your service

Name

Surname

Company

E-mail

Your message...

Figure 4. BELT website for market actors: form to ask for additional information or support.

To increase the number of visitors and users of the project website, the website link was promoted through several social media posts published in the framework of the communication initiatives performed within WP7 activities (fig. 5).

Additionally, the materials available on the BELT website dedicated to market actors are also accessible from the website developed by APPLiA to communicate and inform about the new label (<https://www.theenergylabel.eu/>), as shown in figure 6. The link to the BELT materials is available in the section dedicated to *European Commission projects* of the APPLiA website.

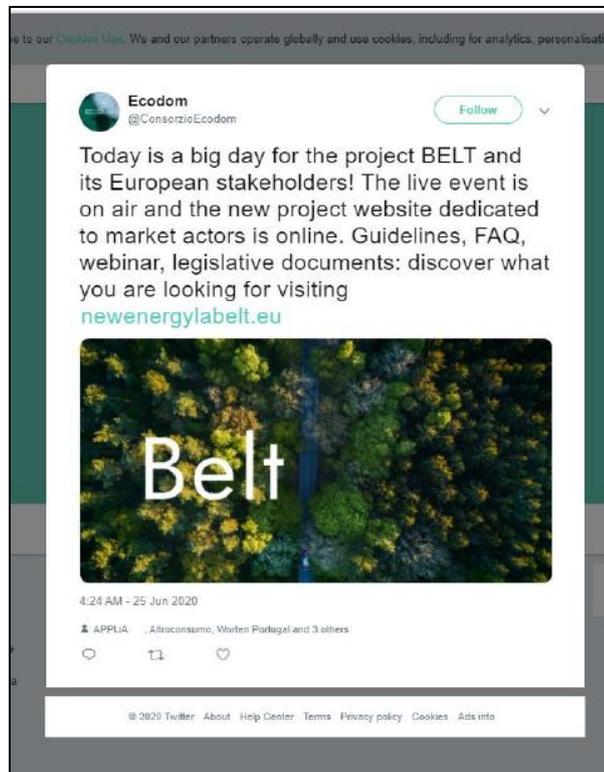


Figure 5. BELT website for market actors: promotion through social media post.

**Which are the tools available?**

**BELT - Overview of training contents on the new Energy Label**

**Deliverables:**

- [Guidelines for Manufactures](#)
- [Guidelines for Retailers](#)
- [FAQs for manufacturers](#)
- [Understand the new Energy Label - Workshop](#)
- [Legislative documents](#)

- Top of Page ○
- Info product by product ○
- New EU Energy Label ○
- QR code ○
- Timeline ○
- Questions and answers ○
- Two labels in shops ○
- European Commission projects ●
- Get in touch ○

Figure 6. BELT website for market actors: link with the APPLiA website.

### Newsletter

As mentioned above, through the BELT website dedicated to market actors, there is the possibility to subscribe to project newsletter. So far, the BELT newsletter has 38 subscribers.

The first newsletter for market actors (fig. 7) has been sent to registered people on 25<sup>th</sup> February 2021. The newsletter was issued in English and in Italian.



Figure 7. BELT newsletter: first edition.

The full newsletter is readable [here](#).

It contains news about the project, such as the publication of the BELT official video (developed in WP2) and the invitation to the Circulab activities (more details in section *Circulab* of this deliverable); updates on the new energy label implementation, such as indications regarding the transition period, a focus on the important date of 1<sup>st</sup> March 2021 and a deepening on the impact of Covid-19 pandemic on the energy label change.

The second BELT newsletter will be published in September 2021, to update stakeholders regarding the new requirements that will enter into force from 1<sup>st</sup> September 2021 regarding lighting sources, to share the feedback received by retailers and manufacturers on the first period of new energy label implementation (e.g., common challenges, best practices, future activities) and to disseminate the new version of the FAQ document (additional details on the FAQ are available in the section *Training materials* of this deliverable).

### Support service

As mentioned above, through the BELT website, market actors can continuously interact with ERION's experts asking for clarifications and support concerning the implementation of the new energy label requirements.

If needed, to accurately reply to all the requests received, ERION asked support to other BELT partners, to manufacturers and retailers' associations and to ENEA experts; ERION consulted as well the explanatory materials made available by the European Commission.



## Webinars

The Covid-19 pandemic has reshaped all face-to-face meetings in Europe for the past and current year. For this reason, BELT partners designed and implemented online webinars to inform and train market actors. Whenever possible, webinars were recorded and uploaded to the BELT website (in the *Training* section) and to the ERION YouTube channel to make them publicly available for stakeholders and for a wide public audience.

Stakeholders' feedback regarding the rescaled energy label system have been continuously collected during the BELT webinars. Information regarding the barriers, challenges, and critical aspects that stakeholders face are also collected to support the sharing of best practice.

### First BELT webinar

The first BELT webinar dedicated to market actors took place on 25<sup>th</sup> June 2020. The webinar took place online through the platform Zoom Webinars.

The event has been organized by ERION in collaboration with the project partners Altroconsumo, Worten and Sofies and with the support of external stakeholders as APPLiA Europa and EuCER Council (The European Consumer Electronics Retail Council).

The main objectives of the webinar were:

- presenting the communication strategies that relevant stakeholders are adopting, the challenges they are facing and the training activities they are organizing (morning session 10:00 – 12:00 CET);
- presenting to market actors the operative details of the new energy label implementation (afternoon session 14:30 – 16:30 CET).

The detailed agenda of the event is reported in Annex I.

The invitation to the event was disseminated via email, asking support to project partners as well as to the associations as APPLiA and AIRES. ERION directly also invited its members, thus a large number of household appliance producers. The event was promoted also through social media posts (fig. 8). Stakeholders had the possibility of registering via email or through the Eventbrite form (fig. 9).

The events reached about 90 participants, of which about 30 suppliers and 30 retailers. There were also representatives of consumers associations, environmental consultants, public authorities, and a representative of a standardization body.

The registration of the event and the slides presented during the webinar are available in the *Training* session of the BELT website for market actors (<https://www.newenergylabelt.eu/en/training>). The full recordings of the event are



available also on the Erion YouTube channel (recording of the morning session available [here](#); recording of the afternoon session available [here](#)).

**Ecodom Consorzio**  
2,417 follower  
11m · 🌐

+ Segui ...

The workshop designed to address the formative and informative needs of all the market actors affected by the energy label change. Are you one of them? Take notes: the event will be held next 25th of June on ZOOM! If that sounds interesting to you register here: <https://bit.ly/37GeTAb> APPLiA Altroconsumo Worten Portugal SOFIES European Commission #energy #energyefficiency #energylabel #H2020

Vedi traduzione

**BELT PROJECT EVENT**  
eventbrite.it · 1 min di lettura

4

**Ecodom**  
@ConsorzioEcodom

Follow

BELT and @APPLiA\_Europe organized a workshop and a webinar entirely dedicated to the new energy label and related energy efficiency issues. The appointment is on next 25 June #energylabel #H2020. To participate register here: [bit.ly/37GeTAb](https://bit.ly/37GeTAb)

3:14 AM - 18 Jun 2020

APPLiA Horizon 2020 Worten Portugal and European Commission  
#UnitedAgainstCoronavirus

**Ecodom Consorzio**  
23 giu 2020 · 🌐

Ci siamo! Mancano solo due giorni al workshop del progetto BELT: vi diamo appuntamento al 25 giugno su ZOOM! Vuoi saperne di più sulla nuova etichetta energetica, sulle nuove regole e le tempistiche da rispettare e vedere in anteprima quali strumenti abbiamo pensato per aiutarti a gestire il cambiamento? Registrati qui: <https://bit.ly/37GeTAb> APPLiA Altroconsumo Worten @Sofiesgroup Horizon2020 European Commission #efficienzaenergetica #energy #energyefficiency #energylabel #H2020

Mi piace Commenta Condividi

Figure 8. First BELT webinar: promotion of the event through social media channels.



**BELT PROJECT EVENT**  
by ECODOM  
Follow

Free

Sales Ended Details

Registrations Are Closed  
Thanks for the registration

Location  
Online event

Have a look to the new energy label

About this event

**25 June 2020**  
A Workshop and a Webinar for the energy label

**WORKSHOP | morning session 10:00 – 12:00**  
This section is dedicated to the presentation of the communication strategies that relevant stakeholders are adopting, the challenges they are facing and the training activities they are organizing.  
Held by ECODOM, ALTROCONSUMO, APPLIA Europa, WORTEN.  
For whom: all stakeholders involved in the rescaling: Producers, Retailers, EU Commission representatives, Associations

**WEBINAR | afternoon session 14:30 – 16:30**  
This section is dedicated to the presentation to market actors of the operative details of the new energy label implementation.  
Held by: ECODOM, SOFIES, WORTEN  
For business actors interested in knowing more about the rescaling  
To finalize the registration click on REGISTER on the top of this page.  
Next week we will send you the link to the event and the detailed agenda.  
More info: progetti@ecodom.it

Tags

Online Events Online Classes Online Business Classes  
#etichetta\_energetica #produttori\_elettrodomestici

ECODOM  
Organiser of BELT PROJECT EVENT  
Sostenere ed aiutare consumatori, rivenditori e produttori di elettrodomestici nella fase di transizione dalle etichette energetiche degli elettrodomestici.  
Follow Contact

Figure 9. First BELT webinar: Eventbrite registration form.

### BELT for Public Administrations

The BELT webinar dedicated to Public Administrations took place on 3<sup>rd</sup> March 2021 (15:00 – 16:00 CET).

The event has been organised by ERION and MCBO in collaboration with IFEL, the Institute of Finance and Local Economy. IFEL is a Foundation established in 2006 by the National Association of Italian Municipalities, ANCI.

The objective of the webinar was to train public procurement personnel (Italian audience) on the energy labelling theme and to present them the materials prepared by the BELT project. During the webinar two main topics were addressed:

- the regulatory framework of the new energy labelling system and its advantages – presentation held by Milena Presutto from ENEA (Energy Efficiency Department Unit);
- the BELT project, the BELT materials and how to read the new energy label – presentation held by Alessia Accili from ERION.

The events reached about 100 participants.

The registration of the event and the slides presented during the webinar are available at the following IFEL webpage: <https://urly.it/3f3sw> (fig. 10). The event targeted an Italian audience; thus, all the available materials are in Italian.



The screenshot shows the IFEL website interface. At the top, there is a navigation bar with links: 'Fondazione', 'Amministrazione Trasparente', 'Contatti', and 'Albi ed elenchi'. Below this is the IFEL logo and 'Fondazione ANCI'. A secondary navigation bar contains: 'Notizie', 'Banche dati e numeri', 'Eventi', 'Documenti e pubblicazioni', 'Formazione', and 'Aree tematiche'. The breadcrumb trail reads: 'SEI IN: Home > Catalogo Eventi > Riforma e innovazione Enti Locali > Il nuovo Regolamento europeo sull'etichettatura energetica'. The main heading is 'Il nuovo Regolamento europeo sull'etichettatura energetica'. Below the heading, it specifies the date and time: '3 Marzo 2021 15:00 // 16:00', the format: 'Webinar/e-Learning', and the category: 'Riforma e innovazione Enti Locali'. There is a 'Dettagli dell'evento' section with a plus icon, and an 'Organizzatore' section with the IFEL logo, 'Redazione IFEL', phone number '06688161', and a 'Contatto' button. At the bottom left, there is a 'MATERIALE INFORMATIVO' section with a 'SCARICA LE SLIDE' link.

Figure 10. BELT for Public Administrations: IFEL webpage.

### BELT for ASSARREDO

ASSAREDO is the Italian association of companies specializing in furniture, furnishings and interior design items, kitchens, commercial furnishings, upholstery, sleeping equipment. ASSAREDO members are significantly affected by the introduction of the new energy labelling system (just think of the household appliances used in the kitchens, of the lighting sources installed in the furniture or of the participation of these stakeholders to exposition and fairs during which household appliances showing the energy label are presented to consumers). Therefore, it was considered useful to organize a dedicate webinar for the ASSARREDO members.

The webinar was held on 4<sup>th</sup> May 2021 (from 16:00 to 17:00 CET), through the ZoomWebinar platform. During the webinar, ERION addressed the following topics:



- presentation of the BELT project: objectives, partners, strategy of the project, materials available;
- explanation of the new energy labelling system: details on the energy labelling system and on its evolution, expected benefits, suppliers and retailers' obligations, how to read the new energy label, how to communicate to consumers.

After ERION presentation, a *Questions and Answers* session was organized.

#### **BELT for ADCO**

AdCo is the Administrative Cooperation Group of market surveillance authorities in Europe. ERION was invited to participate to the ENERLAB - Energy Labelling Group meeting held on 28 - 29<sup>th</sup> June 2021 (the complete list of the AdCo meetings is available [here](#)). The ENERLAB meeting was held on WebEx.

On the first day of the ENERLAB meeting, ERION held a presentation titled: "*Energy label rescaling: the experiences from the BELT project*".

## Training materials

BELT assisted manufacturers and retailers with specific training sessions, guidelines, workshops, and materials to easily comply with the Regulation and to reduce all possible issues and bottlenecks in the implementation and roll out of the new labels. Therefore, a tailored set of training sessions have been developed to meet the needs of the different stakeholders. Manufacturers and retailers' suggestions and feedback contributed to the development of the training material.

### Video

ERION team recorded a comprehensive video (duration of 27 minutes) explaining to manufacturers the main characteristics of the new energy labelling system and the suppliers' responsibilities.

The video is available on the ERION YouTube channel [here](#), and in the *Training-Material for manufacturers* section of the BELT website dedicated to market actors. The video is in English. The key issues addressed in the video are reported in figure 11.

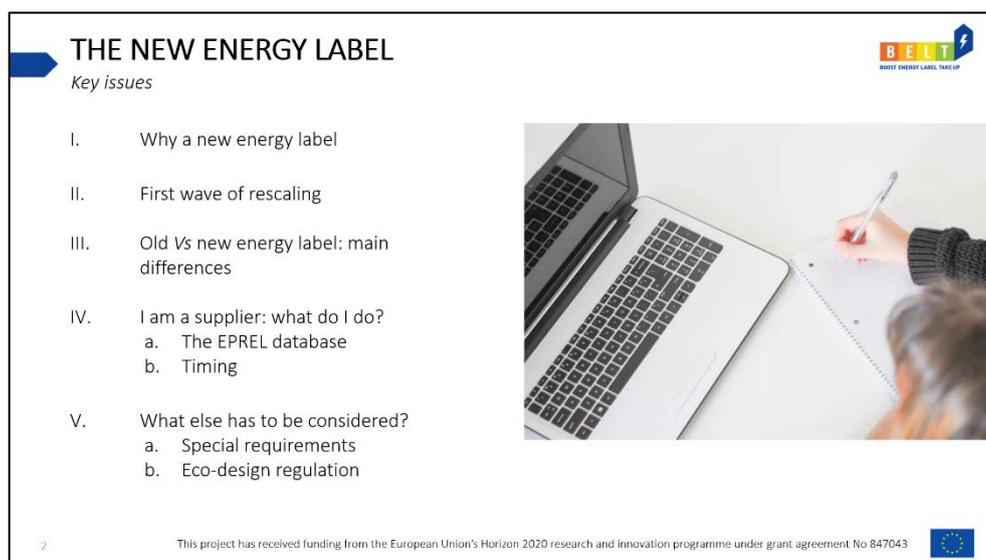


Figure 11. Video for suppliers: key issues.

### Training for retailers' customers service staff

ERION prepared and distributed training materials to the Italian retailer MediaWorld and to the members of the retailers' association AIRES. The material aimed to train store/e-commerce/customer service staff. The focus of the training was to support retailers being able to answer the most common questions customers may ask concerning new energy label implementation. The most common questions raised by costumers, and identified with the collaboration of the BELT partner SONAE, are for example:

- *Is there a direct correspondence between the classes and the values reported in the new label and those reported in the old one?*
- *What information is displayed by scanning the QR code on the label?*
- *By purchasing a product online, will I receive the equipment with the old or the new label?*
- *Why did I receive a product with two labels?*
- *How is the energy efficiency of an equipment measured?*

The training material for retailers' customers service staff consists of a Pdf document (fig. 12) disseminated through email to interested stakeholders. It is in Italian, and it also contains a *Quiz* session.

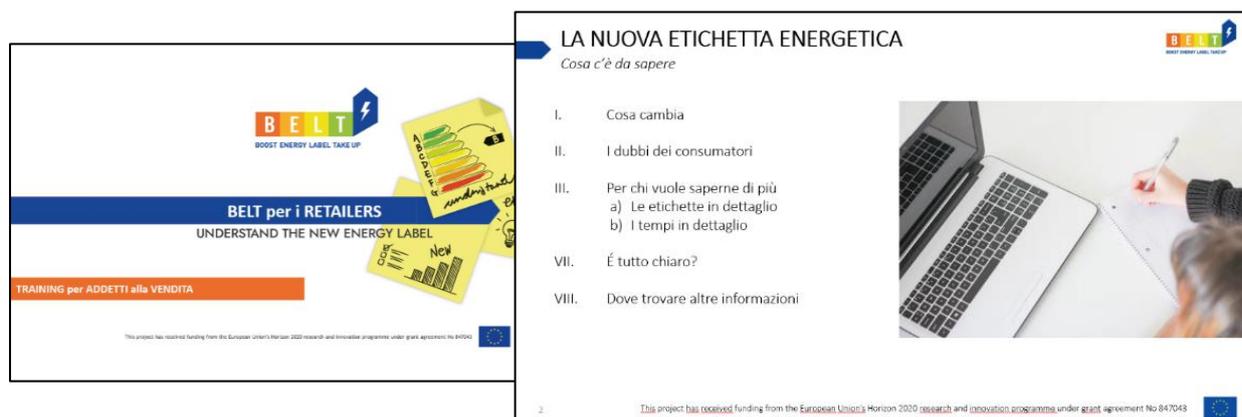


Figure 12. Training material for retailers.

## Guidelines

Within Task 5.2, [Guidelines for manufacturers](#) (fig. 13) and [Guidelines for retailers](#) have been developed by ERION. The guidelines, both in Italian and in English, are available on the [Training](#) section of the BELT website.

The aim of the Guidelines is to collect critical aspects that can challenge market actors, supporting them in facing these criticalities and making easily accessible and understandable the information contained in the legislative documents (such as the Framework Regulation and the Delegated Acts). The Guidelines content has been agreed also with relevant stakeholders, such as APPLiA and AIRES.

In particular, the topics deepened in the guidelines are:

- reasons for having a new energy label;
- main differences between the old and the rescaled energy label;
- requirements from EPREL (EU Product Database for Energy Labelling);

- for each of the products interested by rescaling: focus on what has to be done according to the new energy label regulation (respectively by suppliers and by retailers) and detailed description of the new energy label.

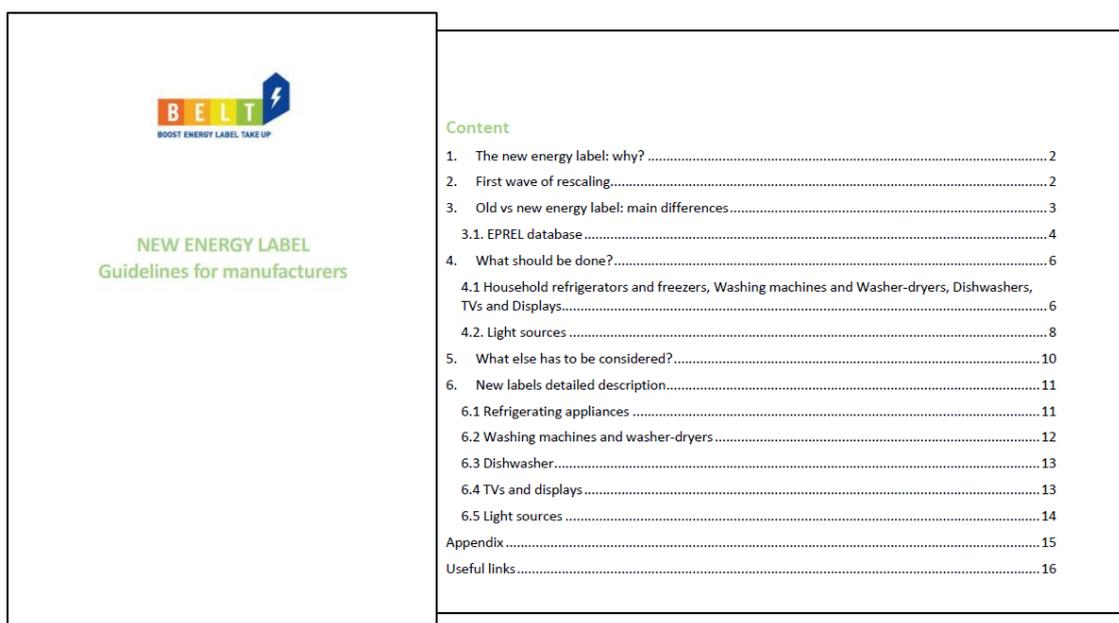


Figure 13. Guidelines for manufactures.



Figure 14. Guidelines for retailers.

Considering that market actors are a target audience both for the BELT and the Label2020 projects, for the preparation of the Guidelines ERION closely collaborated with the Label2020 partner ELIANTE.

Specifically, ERION and ELIANTE jointly elaborated to the Italian version of the document *Guidelines for retailers* (the document shows both the logos of BELT and Label2020, fig. 14).

## FAQ

The **Frequently Asked Questions** (FAQ) document has been elaborated both in Italian and in English and it is available on the BELT [website](#).

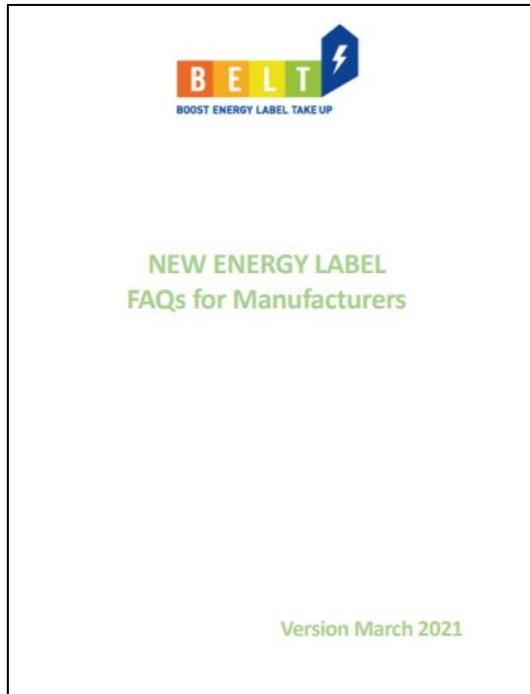


Figure 15. FAQs for Manufacturers.

This document aims to be a collection of questions received by market actors and of the answers elaborated by BELT partners, on the issues related to the implementation of the new energy label. The FAQs document does not want to provide a full explanation of what is expected from market actors according to the new legislation in terms of obligations and timing of implementation. These aspects are in fact covered in detail in the Guidelines documents. FAQs are a reference point for those who, perhaps after consulting the Guidelines document, are looking for additional details or clarifications on particular cases.

The FAQ document is a living document. This means that explanations and answers are added whenever manufacturers and retailers need them, and whenever they ask BELT partners to address new issues and to investigate new aspects, considering their different needs and in line with

the different implementation stages of the new energy label. Consequently, updated versions of the FAQ document are uploaded in the BELT website whenever necessary. Currently, the version number 2 is available; the version number 3 will be published in September 2021.

The version number 2 of the FAQ document addresses the following topics concerning the new energy label:

- Generation and supply (9 questions);
- Graphical aspects (3 questions);
- The timing (9 questions);
- The QR Code and EPREL Database (14 questions);
- The communication (3 questions);
- The light sources (9 questions);
- Electronic displays and TV (2 questions);
- Refrigerating appliances with direct sale function (2 questions).

As mentioned above, FAQs have been elaborated starting from the requests coming from market actors (e.g., during consultations and through the online support form) and they are continuously updated.

### Support for ERION members

ERION ensures waste management and regulatory compliance to more than 2,400 Producers of Electric and Electronic Equipment and Batteries and Accumulators in Italy. This means that within its members, ERION has a very large number of producers of household appliances that will be primarily affected by the introduction of the new energy labelling system. It is important to highlight that ERION has both large companies and small suppliers (who have more difficulties to access updated information) among its members. Therefore, with the objective of increasing the number of stakeholders informed and trained regarding the new energy label, ERION decided to develop awareness raising activities specifically targeting its own members.

It is for this reason that, approaching the pivotal date of 1<sup>st</sup> March 2021, ERION prepared a short video, in Italian, informing suppliers regarding their main responsibilities concerning the new energy label. The video has been disseminated via email to the thousand ERION members on 11<sup>th</sup> February 2021.

The video is available on [ERION YouTube channel](#); it has been also promoted through an article published on 12<sup>th</sup> February 2021 on [ERION website](#).

Moreover, a Microsoft Form (accessible [here](#); fig. 16) has been prepared and shared via email to ERION members to collect manufacturers' questions and doubts.



The screenshot shows a Microsoft Forms interface. At the top, the title is 'Le vostre domande sulla nuova etichettatura energetica - Salento'. Below the title, there are two tabs: 'Domande' and 'Risposte' (with a count of 13). The main content area contains the title 'Le vostre domande sulla nuova etichettatura energetica' and two questions:

1. Nome e Cognome \*
2. Azienda \*

Figure 16. Microsoft Form to collect ERION members questions.



## Communication materials

In addition to disseminating to relevant stakeholders the communication materials developed in WP2 (such as factsheet, project videos, digital flyers for consumers), within Task 5.2 activities BELT communication materials have been customized to meet specific stakeholders' need and new materials has been prepared cooperating with suppliers and retailers.

Specifically, during the consultation activities (reported in the sections *Stakeholders' consultation* and *Webinars* of this document) ERION shared all the available BELT materials to market actors; BELT factsheet was also made available on the [homepage](#) of the BELT website dedicated to market actors; while the video dedicated to producers has been also disseminated through a specific [news](#) published on the ERION website on 2<sup>nd</sup> February 2021.

Regarding the customization of the materials, market actors were supported in modifying flyers and factsheets adding their own logos and using colours more aligned with their own brand identity. This approach was suggested by the marketing departments of retailers and suppliers to facilitate the use of the communication materials on companies' websites and in physical stores. Similarly, to facilitate the display of the BELT video addressing consumers in shops and through the social media channels of Italian retailers and suppliers, the original video (in English) has been dubbed in Italian.

It is noted that, due to Covid-19 pandemic situation and the consequent cancelation of several face-to-face meetings, fairs, events and conferences, it has been decided not to design and develop materials such as roll-up or printed flyers (despite what it was foreseen in the proposal phase of the project). While additional effort was dedicated to the preparation of digital materials.

### Flyer for retailers

The collaboration between ERION and AIREs came up with the co-development of a flyer (fig. 17). The flyer contains information about what is the energy label and why there is the need of having a new label. The rescaled energy label peculiarities are presented together with a simplified timeline which explains when and how the new label could be visible. The flyer is in Italian.

The flyer has been distributed through AIREs to a large number of retailers with the advice of displaying it in their shops. The flyer is also available [here](#) on the BELT website dedicated to market actors, in the *Training-Retailer* section (Italian version of the website).




## L'ETICHETTA ENERGETICA STA CAMBIANDO

### MENO CLASSI, PIÙ EFFICIENZA

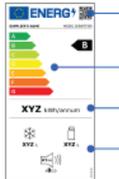
#### CHE COS'È L'ETICHETTA ENERGETICA?

È un importante strumento che permette ai consumatori di comprendere e confrontare meglio l'efficienza degli elettrodomestici, consentendo loro di operare scelte più consapevoli, sostenibili ed economiche.

#### PERCHÉ UNA NUOVA ETICHETTA?

La scala attualmente in uso non è più proporzionata alle performance dei prodotti presenti sul mercato. Le classi superiori (A+, A++ e A+++) sono "sovrappopolate", mentre le categorie inferiori sono vuote, poiché i produttori hanno realizzato elettrodomestici sempre più performanti. Per tale motivo, l'Unione Europea ha deciso di modificare l'etichetta: tutte le attuali classi "A" comprendenti il simbolo "+" scompariranno lasciando il posto ad una nuova e più semplice scala da A a G.

Così, per esempio, i prodotti più efficienti, attualmente etichettati come A+++, corrisponderanno approssimativamente alle classi "B" o "C", a seconda della categoria di appartenenza, al fine di lasciare spazio ai modelli a maggiore efficienza energetica che verranno prodotti in futuro.

VECCHIA ETICHETTA	NUOVA ETICHETTA	ELEMENTI DELLA NUOVA ETICHETTA COMUNI A TUTTI I GRUPPI DI PRODOTTI
		<ul style="list-style-type: none"> <li>Il codice QR consente ai consumatori di ottenere ulteriori informazioni sull'apparecchio semplicemente effettuando una scansione con lo smartphone</li> <li>Nuova scala energetica: da A a G, senza le classi "+"</li> <li>Consumo energetico: è specifico per ogni prodotto</li> <li>Performance e caratteristiche: il numero e il tipo di pittogrammi presenti variano in base alla categoria di appartenenza.</li> </ul>

**1 MARZO 2021**

Da oggi fino a marzo 2021 il consumatore potrà trovare all'interno del prodotto la **doppia etichetta** (vecchia + nuova)

**Nuova etichetta esposta in punto vendita e online**  
La nuova etichetta dovrà essere esposta e visibile nei negozi e sui siti per gli acquisti online per lavastoviglie, lavatrici, lavasciuga, frigoriferi, congelatori, le cantinette vino e i display.

The project BELT has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 847043. The sole responsibility for this content lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.



Figure 17. Flyer for retailers.

### Leaflet for manufacturers

The collaboration between ERION and APPLiA came up with the co-development of a leaflet (fig. 18). The leaflet contains an overview of BELT project, specific indications regarding timing and requirements for manufacturers for the introduction of the new label defined by the regulations, the new testing methods introduced, EPREL and the new eco-design rules. The leaflet is in English.

The leaflet has been distributed through APPLiA to a large number of suppliers. The flyer is also available [here](#), on the BELT website dedicated to market actors, in the *Training-Producers* section.

### BELT BOOST ENERGY LABEL TAKE UP

BELT is a project funded under EU Horizon 2020 programme to promote the uptake of more efficient energy-related products. BELT has the objective to facilitate the enter into force of the new energy label (introduced by Regulation EU 2017/1369), informing and supporting all stakeholders involved in the change, from suppliers to consumers.

**SUPPORT SUPPLIERS IN THE CHANGE TOWARDS INNOVATION**

Informative materials (such as this brochure, guidelines, FAQ and videos) as well as training materials (such as webinars and workshops) are developed by the project to address specific suppliers' needs.

**FIRST WAVE OF RESCALING: THE APPLIANCES**

-  HOUSEHOLD REFRIGERATORS AND FREEZERS
-  WASHING MACHINES AND WASHER DRYERS
-  DISHWASHERS
-  TV AND DISPLAYS
-  LIGHT SOURCES



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Get in touch  
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The project is coordinated by ALTROCONSUMO and includes 11 organisations from 7 EU Member States

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SUPPLIERS

### WHAT IS NEW FOR SUPPLIERS

**New label:** here an example of the rescaled energy label for household refrigerators.

**New testing methods:** compliance with the new energy label regulation must be verified through appropriate physical testing in laboratories, that may differ from the ones performed to generate the old energy label.

**New registration:** since 1st January 2019, suppliers are obliged to register their equipment on the European Database for Energy Labelling (EPREL) before putting them on the European market. However, a new registration is required for those products for which the energy label is rescaled.

**New Eco-design rules:** in parallel with the rescaled energy label, also a new eco-design regulation is entering into force. The regulation introduces new requirements about energy efficiency, functionality, resource efficiency (e.g. availability of spare parts, after sales services to be provided to the consumers...) and information availability.

### GET READY!

accompanied with:

- printed labels;
- product information sheets made available through EPREL and in printed form upon retailers' request.

**01.11.2020** OLD LABEL

**01.03.2021** NEW ENERGY LABEL VISIBLE TO CONSUMERS ONLINE AND IN PHYSICAL STORES

**01.12.2021** TO SELL THE PRODUCTS ONLY WITH RESCALED LABEL

**TRANSITION PERIOD**

**TIMING FOR IMPLEMENTATION FOR SUPPLIERS (Except for Light Sources)**

Figure 18. Leaflet for suppliers.



## Circulab

The introduction of the new energy labelling system as well as new eco-design regulation, determines pivotal changes in manufacturers current procedures. For this reason, dedicated training workshops have been organized to raise awareness and capacity building around new energy label topic and, more in general, sustainability issues, and how this can be a driver for innovation and building resilience. The potential that can be unlocked due to the adoption of the new energy labelling have been emphasised thanks to a specific tool/methodology: **Circulab**. This methodology relies on a smart design process that encourages participants to take a holistic view to redesign their business and create positive impacts. At the same time, the game approach adopted during the Circulab workshops increases engagement and encourages innovative approaches.

Sofies organized a series of online workshops on utilizing the introduction of the new energy labels as an opportunity for innovation. The Circulab workshop (named *Rescaling the Energy Labels: Tools for Innovation Workshops*) provided participants with an introduction to the Circulab methodology and how this smart design and systems thinking 'serious game' could be used to take challenging circumstances, (i.e., introduction of the new labels) to create new opportunities and overall beneficial outcomes (environmental, social, and economic). The specific focus was on how manufacturers and retailers could innovate to put more energy efficient appliances on the market, and other circular economy related innovations. Important contextual factors, such as Covid-19 pandemic were considered as well.

These workshops required active participation and therefore small groups were favoured. Three online workshops were conducted in November 2020, February 2021 and March 2021 (the last two dates have been selected taking into account the pivotal date of 1<sup>st</sup> March 2021), with an average of 5 people registering per workshop. The invitations (fig. 19) to the Circulab workshop have been disseminate through emails, social media posts and thanks to the collaboration of AIREs and APPLiA. More workshops will be conducted later in the year, once face to face events will be possible again.

## Rescaling of energy labels: an opportunity for innovation

*Interactive online workshop*

Manufacturers of household appliances, displays and light sources are facing the upcoming introduction of the new energy labels and eco-design regulations. The aim of the workshop is providing the tools for companies to re-design and re-think their products and business models, from a holistic perspective, when confronted with challenging situations.

The workshop is designed to be relevant to different groups of stakeholders, from management to design teams or procurement teams. The workshop will be interactive: using a game approach following the Circulab methodology, it will make use of concrete case studies and challenges that the industry is facing. The event will also give the opportunity to participants to learn more about the new energy label legislation and implementation steps.

The duration of the workshop will be 2.5 hours and it will be facilitated by ERION and Sofies.

**Date: 5<sup>th</sup> of November**  
**Start time: 2.30pm CET**  
**End time: 5.00pm CET**

The workshop is organized within the activities of the project **BELT – Boost Energy Label Take Up**. BELT is an European project dedicated to communicating on the new EU Energy Label and to supporting citizens, suppliers, retailers and public procurement during the transition period.  
 Find out more visiting <https://www.belt-project.eu/>.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847043 

### Rescaling energy labels: an opportunity for innovation - February 25th, 2021

*Interactive online workshop*

Thursday 25th of February 2021  
 2.30 - 5.30 pm CET / 1.30 - 4.30 pm GMT

Manufacturers of household appliances, displays and light sources are facing the upcoming introduction of the new energy labels and eco-design regulations. The aim of this interactive workshop is providing the tools for companies to re-design and re-think their products and business models, from a holistic perspective, when confronted with challenging situations.

The workshop is designed to be relevant to different groups of stakeholders, from management to design teams or procurement teams. The workshop will be interactive: using a game approach following the Circulab methodology, it will make use of concrete case studies and challenges that the industry is facing.

Please register here to participate in the workshop. An email with the full details, call link, and agenda, will be sent to your email address in advance of the event.

Please note that the workshop is limited to a maximum of 15 people, and if this number is reached we may limit the number of participants per organisation. Active participation is required during the duration of the workshop.

### Rescaling energy labels: an opportunity for innovation - March 3rd, 2021

*Interactive online workshop*

Wednesday March 3rd, 2021  
 2.30 - 5.30 pm CET / 1.30 - 4.30 pm GMT

Manufacturers of household appliances, displays and light sources are facing the upcoming introduction of the new energy labels and eco-design regulations. The aim of this interactive workshop is providing the tools for companies to re-design and re-think their products and business models, from a holistic perspective, when confronted with challenging situations.

The workshop is designed to be relevant to different groups of stakeholders, from management to design teams or procurement teams. The workshop will be interactive: using a game approach following the Circulab methodology, it will make use of concrete case studies and challenges that the industry is facing.

Please register here to participate in the workshop. An email with the full details, call link, and agenda, will be sent to your email address in advance of the event.

Please note that the workshop is limited to a maximum of 15 people, and if this number is reached we may limit the number of participants per organisation. Active participation is required during the duration of the workshop.

Figure 19. Circulab: invitation to the workshop.



It is noted that Sofies and ERION planned to organize also a Circulab workshop during the 20<sup>th</sup> International Electronics Recycling Congress (IERC Conference 2021). More information regarding the planned workshop can be found in figure 20. However, IERC Conference 2021 was cancelled due to Covid-19 pandemic situation.

# WORKSHOP


**Are you ready for the new energy label?**  
Learn how to make your business more resilient in challenging scenarios.

---

**Organizer** BELT – BOOST ENERGY LABEL TAKE UP (EU H2020 project)

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**Moderators** Dr Federico Magalini, Sofies UK Consulting Limited, United Kingdom  
Luca Campadello, Erion, Italy

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**Date** Tuesday, January 19, 2021

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**Time** 13.00 – 15.30

---

**Price** EUR 150 per person  
EUR 190 per person after November 30, 2020 (incl. coffee break)

---

**Who should attend the workshop?**

- EEE Manufactures
- EEE Retailers
- Policy Makers
- Public Procurement Personnel

**Why should you attend?**  
The energy label has been recently rescaled. Aiming to promote the uptake of more efficient energy-related products, providing consumers with comparable information, Regulation (EU) 2017/1369 (that will enter into force in 2021) will introduced a new energy labelling system for specific household appliances.

The rescaled label is a powerful tool to push innovation and investments in designing energy efficiency products, which can be translated in environmental and economic benefits for the entire society; however, the rescaling brings up also a series of logistical issues for manufacturers, distributors and for retailers, as well as confusing messages for all end users and buyers.

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 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, from management to design teams or procurement teams. The workshop will be interactive: using a game approach following the Circulab methodology, it will make use of concrete case studies and challenges that the industry is facing. The event will give also the opportunity to participants to learn more new energy label legislation implementation steps.

Participants will receive a certificate of attendance.

The workshop will be held with a minimum of 8 participants.

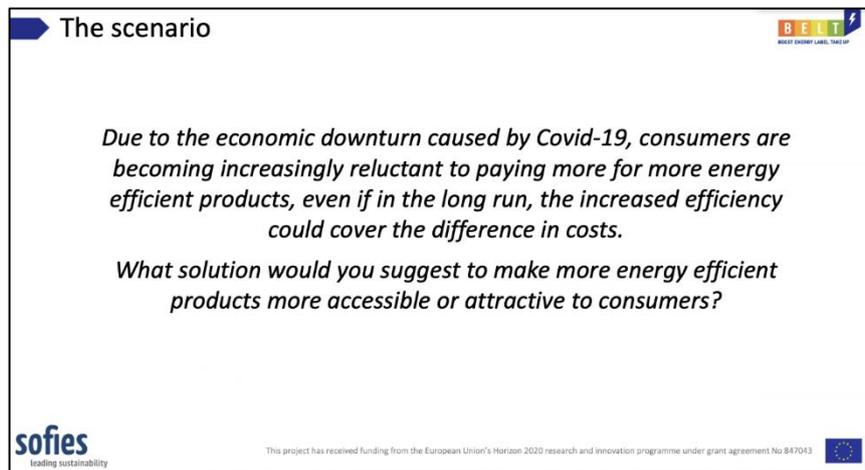
The project BELT has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847043

Figure 20. Circulab at IERC2021: conference cancelled.

In preparation for these workshops, specific materials were developed aimed at sparking innovation, and the materials were adapted for Mural, an online interaction and co-working tool. Typically, the agenda of a BELT Circulab workshop is organized as follow:

- a short introduction to activity (20 minutes);
- identification of innovative ideas for projects (45 minutes);
- development of innovative projects (40 minutes);
- preparation of project presentation (10 minutes);
- project presentation and closure (30 minutes).

The Circulab approach requires that participants cooperate on a realistic scenario, as the one presented in figure 21.



**The scenario**

*Due to the economic downturn caused by Covid-19, consumers are becoming increasingly reluctant to paying more for more energy efficient products, even if in the long run, the increased efficiency could cover the difference in costs.*

*What solution would you suggest to make more energy efficient products more accessible or attractive to consumers?*

**sofies**  
leading sustainability

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847043

Figure 21. Circulab scenario.

Some other scenarios to be studied during the BELT Circulab workshops can for example concern the following topics:

- energy efficiency and economic downturn;
- deployment of the EPREL database and ease of comparison of products;
- increasing demand for critical raw materials and the circular economy;
- new eco-design regulations, durability, repairability, and availability of spare parts.

During the Circulab workshops the best practices that companies adopted to face challenging scenarios in real industrial environment are also presented; these best practices can be used by participant as source of inspiration to face the Circulab challenge. Some examples of best practices (*What if...? cards*) referring to circular economy solutions are reported in figure 22.

**What if...? cards**

What if question	Example of solution
What if sales were only on subscription?	Bundles, in the Netherlands, offers high quality washing machines on a pay per use basis, making higher efficiency products more accessible, and allowing their life cycle to be managed by experts.
What if we facilitated the reuse of IT equipment?	TechBuyer buys, refurbishes and sells data centre equipment, ensuring the safety of all user data.
What if manufacturers help users cut resource consumption?	In Light as a Service, Philips has the incentives and provides the expertise to optimise the energy consumption of lighting systems.
What if we made collection and returns were easier?	ZigZag is a new company that provides the technology and service to improve the returns experience. Their mission is to reduce the cost, waste and friction associated with returns.
What if we improved user experience in the sharing economy?	WeWash offers a digital booking and billing system for communal laundries, with the objective of making them attractive and accessible for everyone
What if we offered a service rather than a product?	Dell offers PCs a service, ensuring users can access reliable up to date technology, while keeping ownership of the PC, facilitating reuse of the product, components, or materials.
What if we helped users give new functions to their products at the end-of-life?	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.
What if the product was designed to give the components and materials a new life?	Lexmark designs their toners cartridges to ensure that all materials and parts can be reused or recycled.
What if we warrantied the quality of second-hand products?	Philips offers refurbished products on their website and with a warranty, reducing fears about the performance of second hand appliances.
What if products were kept in use for longer?	Miele offers an extended warranty of up to 10 years for some products, ensuring the life of these products is extended.
What if replacing the old product by a new one was part of the offer?	HP's Instant Ink is an IoT enabled subscription model that uses connected printers to send customers replacement cartridges, along with pre-paid envelopes for returning used cartridges.

**sofies** leading sustainability

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 847043



Figure 22. Circulab: what if...? cards.

One of the outputs of the Circulab workshop activities is the completion of a specific Circulab Circular Business Model Canvas. The business model Canvas is a strategic management template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's or product's value proposition, infrastructure, customers, and finances. In figure 23, it is reported an example of how the participants of a Circulab BELT workshop compiled the Circular Canvas taking into account the circular solution that they elaborated to face the challenge presented in figure 21. The participants were invited to put themselves in the shoes of the members of the board of a company that produces washing machines (*Bubble Spa*).

Following, some ideas arising from the discussion had during the BELT Circulab workshop about the innovation opportunities related to the ambition of making efficient products more attractive for consumers; namely, participants claimed that consumers could be more willing to pay more for energy efficient products if:

- they have a better extended service;
- savings in water or energy obtained purchasing efficient products are converted in charity donations;
- daily tips for more efficient use of the equipment are provided;
- campaigns showing the real savings related to the use of energy efficient products are performed.

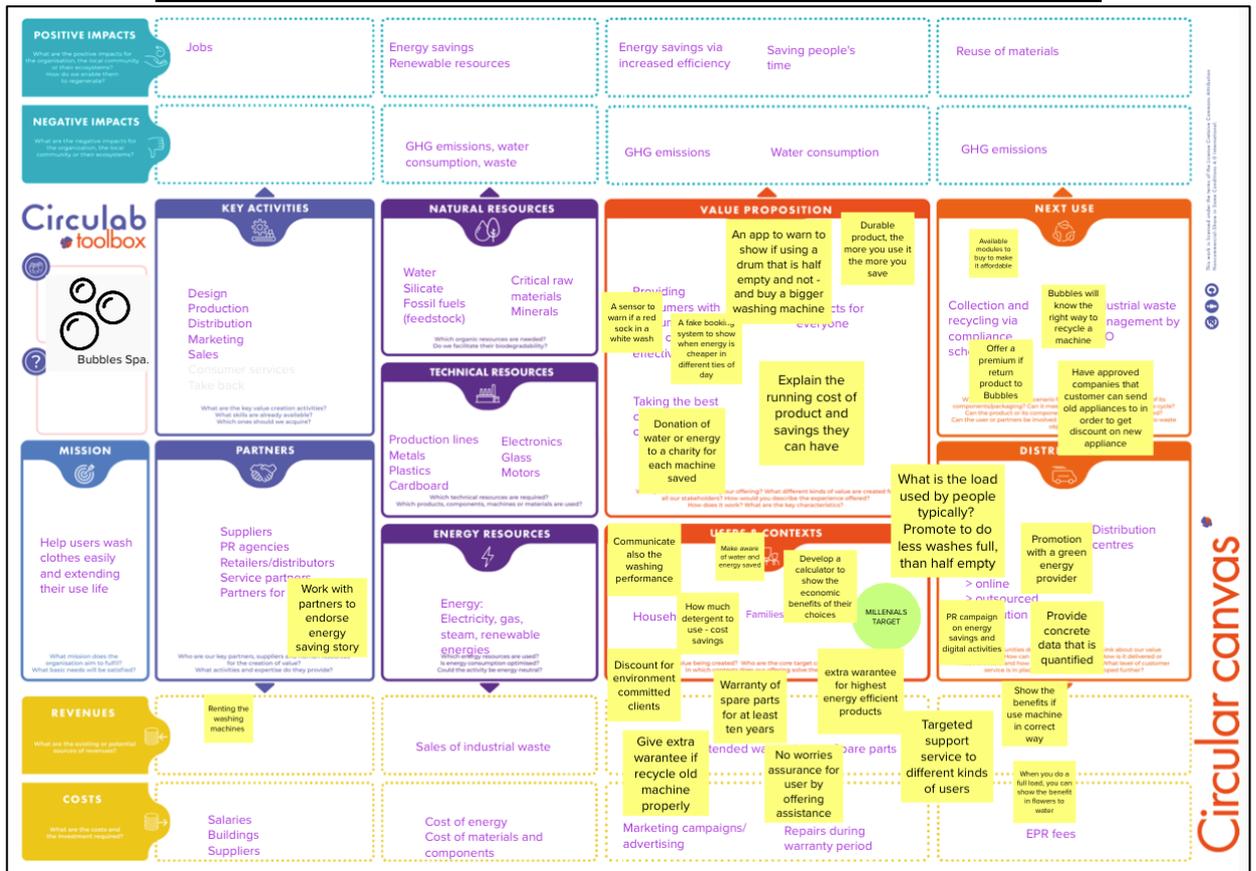


Figure 23. Circulab: Circular Business Model Canvas.



## Results

This deliverable summarizes Task 5.2 activities, which organised and completed a comprehensive awareness raising campaign to initiate, conduct and sustain an on-going dialogue and collaboration between relevant stakeholders affected by the introduction of the new energy labelling system.

Despite the difficulties due to the restriction related to the Covid-19 pandemic situation, the BELT awareness raising campaign successfully achieved the goals of engaging a large number of market actors, informing and training them regarding the new energy labelling system implementation related themes.

## Stakeholder engagement

Thanks to the consultation activities as well as to the organization of webinars/workshops, BELT consortium was able to establish a strong, continuous, and effective collaboration with a large number of stakeholders. BELT is currently recognised as referent point at European level by market actors that would like to receive information and support on the new energy label issue. **BELT team is mentioned as contact point** also in official means of communication of industrial stakeholders: for example, the *Progetto Cucina* magazine (a magazine for kitchen manufacturers and retailers, that deals with large built-in appliances and all the other products and accessories that find a place in the kitchen) have published an article in August 2020 to present the new energy labelling system and to promote BELT initiative; the BELT project is also promoted through the [APPLiA website](#) dedicated to the energy labelling theme.



Figure 24. BELT in the APPLiA website.



Also, the formative and informative materials developed along the project resulted effective. Below some additional details on the impact of the BELT materials.

### Website

The BELT website was designed as the main source of information for market actors. The website was continuously improved throughout the duration of the project with new sections to highlight BELT activities.

Although the BELT website dedicated to market actors has been published on 24<sup>th</sup> June 2020, the Google Analytics tool has been activated on 19<sup>th</sup> November 2020. Thus, all the data reported in the graphs below and that give an overview of the BELT website performance refer to the period November 2020 – August 2021.

So far, the website registered 5,477 views (fig. 25) and 1,782 users (fig. 26).

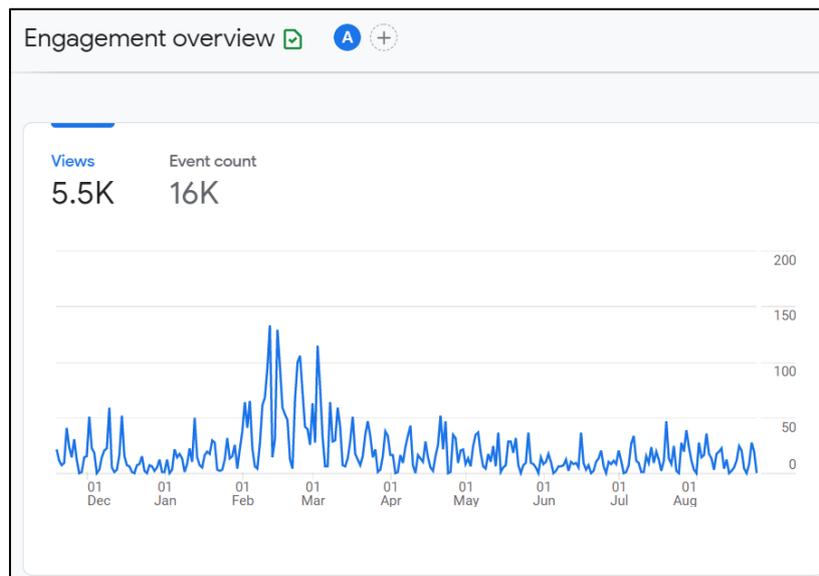


Figure 25. BELT website views.

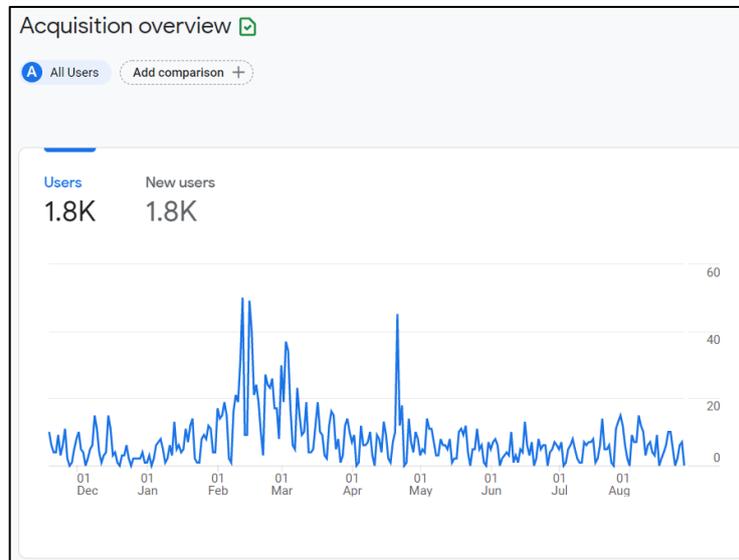


Figure 26. BELT website users.

From the graphs above, it is evident that during the period about the pivotal date of 1<sup>st</sup> March 2021 the website received the greatest attention from stakeholders.

Figure 27 gives an overview of the geographical distribution of the BELT website users.

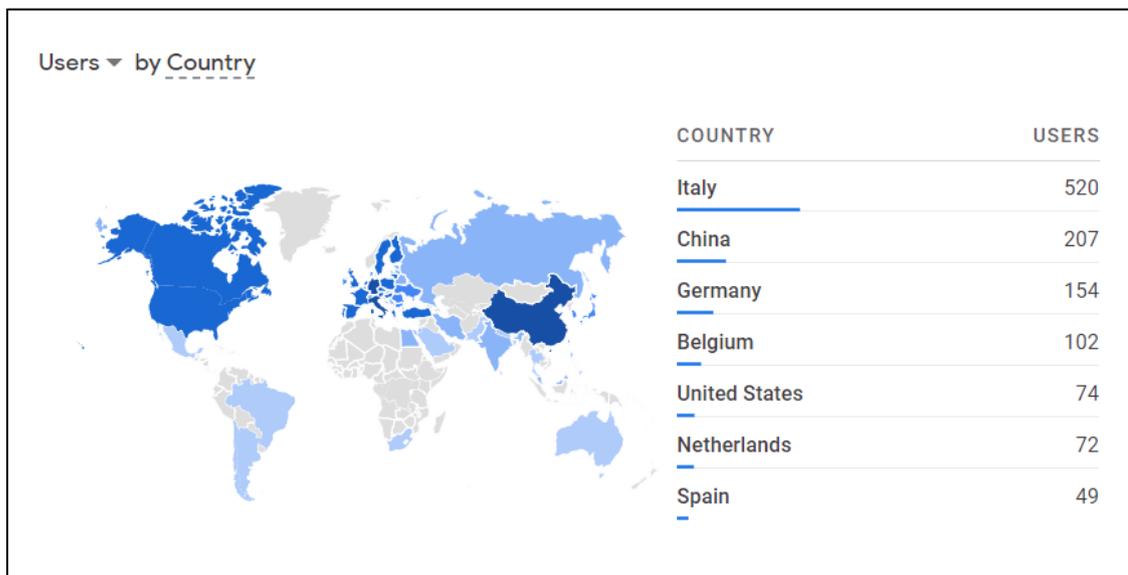


Figure 27. BELT website: geographical distribution of the users.



The website page that drew primarily the users' attention has been the Training page (fig. 28). From that page, the users frequently downloaded the BELT materials (1,207 registered *file download* events; fig. 29).

Search...		Row		
Page title and screen class		↓ Views	Users	New users
Totals		5,477 100% of total	1,782 100% of total	1,780 100% of total
1	Belt   Belt	2,508	1,527	1,489
2	Training   Belt	966	525	120
3	Legislation   Belt	428	293	59
4	News   Belt	375	223	10
5	Legislazione   Belt	262	155	4
6	Newsletter   Belt	140	111	4
7	Light sources   belt	121	85	13
8	Household refrigerators   Belt	63	59	1

Figure 28. BELT website: views per page.

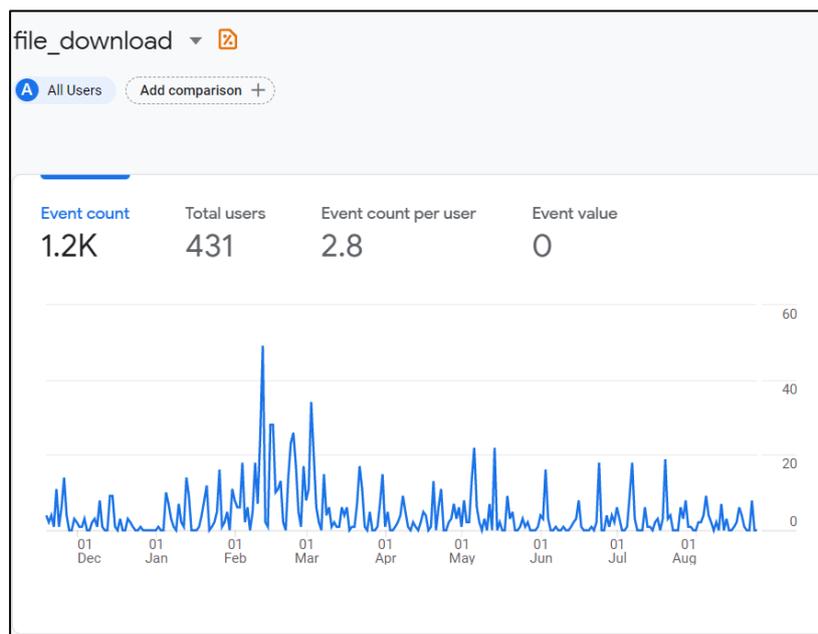


Figure 29. BELT website: materials download.



### Videos and recording

The videos prepared by ERION to inform suppliers and the recording of the webinars uploaded on the ERION YouTube channel have proven to be effective in reaching market actors.

The long video *BELT for suppliers - Understand the new energy label* has been viewed 134 times; the short video *Nuova etichettatura energetica in arrivo* has been viewed 265 times. While the registration of the morning session of the first BELT webinar has been viewed 77 times; and the registration of the afternoon session of the first BELT webinar has been viewed 101 times.

### Support service

ERION and the entire BELT Consortium have been fully available to give support to market actors regarding the implementation of the new energy labelling system. Through the initiatives of the awareness raising campaign, ERION widely promoted the possibility for market actors to take advantage of this *BELT support service*.

So far, about 25 market actors requested support through the contact form available on the BELT website (this tool is presented in the section *Project website* of this deliverable). While 13 ERION members used the Microsoft Form to submit their questions to ERION attention (this tool is described in the section *Support for ERION members* of this deliverable). Several other ERION members directly contacted ERION (by phone or email) to receive additional information or to ask specific questions after receiving the email containing the BELT short video on 11<sup>th</sup> February 2021.

It is important to highlight that after the first contact made through the website form, through the Microsoft Form or via email/phone call, ERION established a close cooperation with these stakeholders. Therefore, after the first contact, market actors directly contacted ERION team every time they need additional support. This allowed ERION to collect a very broad range of questions, doubts, and specific cases to be addresses; all of them contributed to the population and to the update of the FAQ document.

Moreover, it is worth emphasizing that this *support service* has been used mainly by **small companies** (retailers and suppliers) that probably are not member of any association and consequently are not reached by other communication and information campaigns. The requests received through this channel in most cases concern very operative and specific issues.

ERION and the entire BELT Consortium will continue to give support to energy label stakeholders until the end of the project and after its end, whenever it will be requested by market actors.

### Communication materials

As mentioned, BELT communication and training materials have been co-created with the contribution of relevant stakeholders. This approach, as well as the possibility of customizing the BELT material according to specific market actors' needs (e.g., adding a specific logo) facilitated the use and the adoption of the materials by retailers and suppliers.

Some evidence of the use of BELT material by retailers are reported in figure 30. The BELT video dedicated to consumers and dubbed in Italian is shown on the website of the retailer [Expert](#). Similarly, also suppliers used the materials made available by the BELT project (e.g., on the [Beko](#) website the BELT infographic is partially presented). Additionally, it has to be mentioned that ERION provided also support (e.g., verifying the accuracy of the content) to retailers and suppliers that intended to develop their own communication materials



Figure 30. BELT materials used by retailers.



## Lesson learnt

The activities performed within the BELT awareness raising campaign clearly showed market actors priorities for a successful implementation of the new energy labelling system. Specifically, the consulted market actors explicitly highlighted the need of:

- **coordination** between manufacturers and retailers: market actors requested support to align the activities that suppliers and distributors of household appliances need to perform in preparation of the energy label change. The coordination was required to manage operative and logistic issues as well as in terms of communication effort towards consumers. The label rescaling caused in fact market uncertainty, that needs to be properly faced. The rescaling brought up a series of logistical issues for manufacturers, distributors and for retailers, as well as confusing messages for all end users and buyers (consumer, public and business procurement). As an example, due to the energy label change, the same product might exist in the retailer's warehouse with the same IAN code but with two different energy label etiquettes (due to the coexistence, for a certain period of time, of the old and the new labelling scheme);
- **understanding** the legislative requirements: market actors requested support to clarify the content of the regulation and the obligations which need to be fulfilled respectively by suppliers and retailers. In fact, for market actors resulted often complicated to find in the legislation a clear indication on how to proceed with the implementation of the new label, especially regarding the timing, the management of the transition periods, the cases referring to specific products (mainly in relation with lighting sources);
- proper **management of the import** activities: market actors requested support to manage in a correct way (and respecting the timing indicated in the legislation) the activities of all their partners, considering that they are operating on an extremely global market. In fact, the valued chain of the household appliance production and distribution includes several different actors, that are operating within Europe but also outside Europe, where different energy label legislations apply;
- **inform** consumer: market actors requested support to develop clear messages to promptly inform customers on the energy label changes. Moreover, retailers requested support in training personnel to effectively deliver messages to their clients. In fact, new better performing models are now in the shops with an apparently lower label score than the previous or older model, thus generating confusion and uncertainty amongst end users while complicating the task of re-tailers and manufacturers when managing stocks and providing advice to consumers;
- **involve small market actors**, that are not member of suppliers and consumers association and that have less resources to understand new requirements and promptly implement the required changes.



## Next steps

As mentioned in previous sections of this document, WP5 future activities will focus on the implementation of informative and training initiatives concerning the enter into force of the new energy labelling system for lighting sources (from 1<sup>st</sup> September 2021). These initiatives will include for example the dissemination to market actors of a BELT press release and the preparation and dissemination of a second BELT newsletter.

The possibility of organizing physical events (including Circulab workshops) with retailers and stakeholders and to participate to relevant conferences and fairs to promote BELT initiatives will be also assessed.

Additional consultation activities will be organized to gather market actors' opinions regarding the rescaled energy label system introduction and implementation, in line with the *Task 5.3 Guidelines for improvements and best practice exchanges* objectives.



## Conclusion

The project BELT, under the coordination of Task 5.2, performed a mix of activities to engage, inform, train, and consult relevant groups of stakeholders on the energy labelling landscape such as manufacturers, retailers, their associations operating and national and European level and public authorities. BELT assisted manufacturers and retailers with specific training sessions, guidelines, workshops, and materials to easily comply with the Regulation and to reduce all possible issues and bottlenecks in the implementation and roll out of the new labels.

The portfolio of activities that made this possible included organisation and attendance of webinars and workshops, provision of a dedicated website, provision of a support service, dissemination of training and informative materials. A very similar list of activities is planned in the last months of the BELT project, promising a successful continuation of stakeholder engagement, focusing of the entering into force of the energy labelling regulation for lighting sources (on 1<sup>st</sup> September 2021) and of the collection of feedback to provide inputs to *Task 5.3 Guidelines for improvements and best practice exchanges*

The obligations related to the rescaled label system have been explained to market actors through a comprehensive approach. After a first communication campaign dedicated to drawing attention to the topic, specific webinars have been organised to facilitate the comprehension of and the adaptation to the new requirements. The webinars covered technical issues as well as legislative constraints. Strong focus has been placed on the timing and the related steps for the implementation of the label highlighting the potential advantages that the manufacturers can achieve thanks to the rescaled label system in terms of innovation and market opportunities. The awareness-raising campaign have been executed in line with the material defined in WP2.

A tailored set of training sessions have been developed to meet the needs of the different stakeholders (e.g., sales personnel). Market actors' suggestions and feedback contributed to the development of effective materials.

BELT partners participating in the awareness raising activities showed flexibility and resilience towards the landscape; in fact, the Covid-19 lockdown hardened the engagement work during the last year of the project. While webinars could replace stakeholder interaction to a certain level, they did not provide as many opportunities to meet specific stakeholders, for example very small manufacturers and retailers. Covid-19 pandemic had also a direct effect on the new energy labelling system implementation (it is enough to think to the publication of the European Commission Notice that indicates new measures to deal with the Covid-19 pandemic impact). Nevertheless, BELT Consortium successfully managed to be recognized and accredited at European level as a reference point in relation to energy label issues.



## Annex I

### Agenda of the first BELT workshop.



**BELT**  
BOOST ENERGY LABEL TAKE UP

### A Workshop and a Webinar to understand the new energy label

*When: 25 June 2020*  
*Morning session 10:00 – 12:00*  
*Afternoon session 14:30 – 16:30*

*Where: online event*

**AGENDA**

BELT – Boost Energy Label Take Up (<https://www.belt-project.eu/>) is an European project dedicated to communicating on the new EU Energy Label and to supporting citizens, suppliers, retailers and public procurement during the transition period. This event is an opportunity to take stock of the actions undertaken up to now to prepare the promotion of the new EU energy label, share respective experience and exchange on next deadlines to ensure an effective communication of the new tool.

**Morning session**

This section is dedicated to the presentation of the communication strategies that relevant stakeholders are adopting, the challenges they are facing and the training activities they are organizing.

**10:00 – 10:15**

- Welcome and presentation of the agenda of the morning – (ECODOM – Projects & Researches Manager Luca Campadello/ Projects Specialist Alessia Accili)
- Ice Breaker questions

**10:15 – 10:35**

- Presentation of BELT activities:
  - overall project description and objectives (ALTROCONSUMO – Project Coordinator Giulia Reginato);
  - the communication for manufacturers and retailers (ECODOM – Projects Specialist Alessia Accili);
  - market outreach - The training strategy of the BELT project (ECODOM – Projects Specialist Alessia Accili).

**10:35 – 10:40**

- Presentation of LABEL2020 activities:
  - overall project description and objectives (Austrian Energy Agency – Project Coordinator Thomas Bogner)

**10:40 – 11:00**

- Manufacturers’ point of view:
  - communication activities and strategies (APPLIA Europa – Communication Specialist Anna Rossignoli/ Corporate Issues Manager Candice Richaud)

**11:00 – 11:45**

- Retailers’ point of view:
  - energy efficiency, commercial, products life cycles and behavioral trends (WORTEN - Business Unit Director Filipe Estrelinha);
  - the perspective of the European Consumer Electronics Retail Council (EuCER – Managing Director Davide Rossi).

**11:45 – 11:55:** Time slot free for other contributions + Q&A

**11:55 – 12:00**

- Farewell and closing of the morning (ECODOM – Projects & Researches Manager Luca Campadello/ Projects Specialist Alessia Accili)



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 847043

#### Afternoon session

This section is dedicated to the presentation to market actors of the operative details of the new energy label implementation.

**14:30 – 14:45**

- Welcome and presentation of the agenda of the afternoon – (ECODOM – Projects & Researches Manager Luca Campadello/ Projects Specialist Alessia Accili)
- Ice Breaker questions

**14:45 – 15:15**

- Presentation of manufacturers' guidelines:
  - operative details regarding new energy label requirements and deadlines (ECODOM – Projects Specialist Alessia Accili)

**15:15 – 15:30**

- Presentation of SOFIES:
  - results of the study on the environmental and economic impacts of the rescaled energy label (SOFIES – Senior Consultant Salam Kaddouh/Consultant Marco Meloni)

**15:30 – 15:50**

- Retailers' implementation strategy:
  - implementation plan, challenges and best practices (WORTEN - Business Unit Director Filipe Estrelinha)

**15:50 – 16:00: Time slot free for other contributions**

**16:00 – 16:20: Debate and Q&A session**

**16:20 – 16:30**

- Farewell and closing of the afternoon (ECODOM – Projects & Researches Manager Luca Campadello/ Projects Specialist Alessia Accili)

Please note: if you are interested in attending both morning and afternoon sessions, please reach [progetti@ecodom.it](mailto:progetti@ecodom.it) asking to be invited. You will receive shortly the details to join the sessions.



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