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EU funding programme: Horizon 2020



Name of Project/Programme & Link to website

New Label driving supply and demand of energy efficient products: LABEL2020

<https://cordis.europa.eu/project/id/847062>

Description of Project

The EU energy label for products has been a key driver supporting innovation and market development for energy efficient products for more than 20 years. The label stimulated innovation by manufacturers and demand for energy efficient products by consumers and professional buyers. However, the current label concept involving A+++ to D efficiency classes has become cumbersome and less effective and the EU therefore has decided to re-invent the original A-G class concept combined with future re-scaling of classes based on technology and market development. The transition process, until the new label is fully established and effectively used, requires effective guidance and support of stakeholders ensuring correct implementation by suppliers and retailers as well as full understanding, high acceptance and efficient use of the new label by consumers and professional buyers. The LABEL 2020 project is designed as a comprehensive action supporting this transition process in a most effective way by supporting:

- Consumers and professional buyers by means of effective information campaigns, services and tools. Services shall motivate and support buyers in the consideration and use of the new labels for their purchasing decision.

Transparency of the label re-scaling process shall be effectively supported.

- Retailers in the correct, efficient and effective implementation of the new label at the point of sale, and in online shops including training for sales persons and supportive tools for the label promotion.
- Suppliers in the provision of correct labels and product information, to convince them to consider the label as an important tool for promotion of efficient products and to motivate them towards further innovation for energy efficient appliances.
- Policy makers, public administrators and multipliers in the use and promotion of the new label within national programmes and schemes (e.g. green procurement, incentives).
- Development and exchange of best practice from campaigns.

Aim/Expected Impact of Project

The project is expected to have a significant impact on consumers, professional buyers, retailers, suppliers, policy makers, private and public services, multipliers, media and general supporters. Indicatively:

- 16 Mio consumers and >600 professional buyers from the public and private sector shall be reached, motivated and supported by the tools and services developed by the project;
- at least 1 incentive - or procurement - or other policy scheme per country using the new label shall be established;
- 700 retailer shops shall be supported in the implementation of the new label with information services and tools for consumers for the point of sale;



- >1500 sales persons shall be trained for the new labelling concept;
- ~500 online dealers shall be supported in the implementation of the new label;
- ~700 suppliers (manufacturers/importers) shall be supported in the implementation of the new label;
- at least 10 multipliers per country promoting the new label.

The aforementioned group of stakeholders will be the “critical mass” for further dissemination and efficient implementation of the new energy labelling scheme on a pan-European level.

As a result, the project will contribute to the development and use of more energy efficient electric appliances, as well as to the increase of energy saving in the household sector.

Involvement of the Agency and Link to the EU Green Deal

Smart Integration

Project Coordinator is the Austrian Agency. The project consists of 19 partners in Austria, Portugal, UK, France, Czech Republic, Germany, Italy, Spain, Poland, Latvia, Greece, Romania, Croatia, Sweden, Bulgaria & Denmark.