



Partners Roundtable

19th September 2017

Welcome & Introductions

Welcome

Vítejte

Benvenuti

Bienvenido

Willkommen

Agenda

- 10:15 Digi-Label Project and Goals for the Day
- 10:30 PocketWatt – A Tool to Help Consumers Save Energy and Money
- 11:15 Pilot Projects in Spain and the UK – Market Experience with PocketWatt
- 12:30 LUNCH**
- 13:30 Designing the Roll-out Across Our Five Countries
- 15:00 COFFEE/TEA**
- 15:30 Communications to Support Retailers Engaging in the Rollout
- 16:15 Linking to the Energy Labelling Directive and Product Registry Database
- 16:30 Closing Remarks and Outcomes from the Partners Roundtable Meeting

What is Digi-Label?

- A project funded by the European Union **Horizon 2020** programme;
- **UK Energy Saving Trust** co-ordinates the project with support from 10 other partners across Europe;
- It runs from April 2016 to March 2019;
- It offers consumers information that complements the **energy label** at the point of sale;
- **Goal:** To encourage consumers to buy more energy-efficient and cost-effective home appliances;
- **Method:** Information provided via a web tool (**PocketWatt**) available on smart-phones and tablets both in store and online.



4 pillars of the Digi-Label Project

- Environmental leadership
- Customer care
- Research-based innovation
- Readily available information

Partner Roundtable

Stakeholder group created to support the DigiLabel project and improve the outcomes by:

- ✓ Offering recommendations and input on the Digi-Label project;
- ✓ Providing a platform for discussing capacity building activities;
- ✓ Sharing and discussing best practices on digital labeling;
- ✓ Accelerating market adoption across Europe of digital labeling.

Goals for the Day

1. Present to Partners:

- a) Results & learning from the pilots and our work so far
- b) The current version of the PocketWatt tool

2. Provoke discussion & feedback on:

- a) The features, functions and look & feel of the tool
- b) Challenges experienced so far
- c) Retailer and manufacturer engagement
- d) Ensuring a successful roll-out