



# Designing the Roll-Out

Partner Roundtable 19th September

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# 1. Introduction

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## Roll-Out Logistics

- ✓ 12 month roll-out period commencing 1<sup>st</sup> October 2017
- ✓ Roll-out will be implemented across Czech Republic, Germany, Italy, Spain and UK
- ✓ Aim to influence 1.7 million consumers purchase choices
- ✓ Implement the tool in 50 retailers accessing 10% of the appliances market
- ✓ Contact and engage with 10 manufacturers
- ✓ Aim to trigger 90Gwh/year of energy savings

# 1. Learnings from the Pilot

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- ✓ Retailers require greater support and encouragement to retain engagement and ensure the success of the tool
- ✓ A comprehensive programme of training will support staff both to understand the reasons behind the implementation of the tool and increase the likelihood of their pointing consumers towards it
- ✓ Brand sensitivities have led to the agreement to provide a White Label version of the tool for retailers who require this
- ✓ Independent and online only retailers require out of the box thinking in terms of collecting consumer data. Alternative options include email surveys, consumer focus groups and staff feedback.

## 2. UK Roll-Out

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Katie Searle  
Energy Saving Trust  
[Katie.searle@est.org.uk](mailto:Katie.searle@est.org.uk)

## 2. UK – Key Activities

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- ✓ All major retailers within the UK have been contacted and the majority have agreed to meetings to see the tool
- ✓ Feedback on the tool has mostly been positive with retailers seeing the benefits of the tool both from a commercial perspective and also customer service and sales support
- ✓ Engagement with manufacturers in the UK is also going well with 5 actively engaged and committed to providing data
- ✓ Manufacturers that have seen the tool are keen to have the widget available on their own websites
- ✓ The UK roll-out will be officially launched at Grand Designs Live in Birmingham in partnership with Whirlpool UK
- ✓ Independent and online only retailers require out of the box thinking in terms of collecting consumer data. Alternative options include email surveys, consumer focus groups and staff feedback.

## 2. UK - Challenges

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- ✓ Identifying and making contact with the relevant decision maker within larger retailers has proved time consuming. To combat this we have employed a Business Development specialist to work directly on stakeholder engagement
- ✓ Lead times on a final decision are long. In large retailers the decision making chain and process is often complex and smaller retailers have little time to commit to meetings and decision making
- ✓ Despite this being a free resource for retailers inclusive of complementary training and the positive feedback received this is still seen as a 'nice to have' and is therefore deprioritized

# 3. Spain Roll-Out

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Margarita Puente

ESCAN

[mpuente@escansa.com](mailto:mpuente@escansa.com)



## 3.Spain– Key Activities

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- For the roll out updating PocketWatt database; new categories: dishwashers and air conditioners.
- Positive feedback of several retailers to participate in roll out phase.
- Escan professionals have visited some retailers to present the Digi-Label project, PocketWatt explanation and retailer questionnaire, for the engagement for roll out.
- Training plan for the two types of retailers (big chains and small retailers) and different staff.... Product Managers, sales personnel, etc
- Consumer engagement plan and retailers engagement plan.

# 3. Spain - Key Learnings

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- Difficulties for commitment of retailers. Therefore we contacted and convince the engagement of associations of retailers, this is positive.
- Marketing activities of the retailers and media in joint implementation with Digi-label activities.
- The Digi -Label materials presentations posters...and contacts to be focused to different target groups:
  - 1.-Consumer / Retailers / Manufacturer
  - 2.- Consumer.. A general consumer or an Association of Consumers
  - 3.- Retailer which one: General manager/Product Manager/Manager of Marketing/Manager of Institutional Relations/Online Website Manager/Sales personnel
  - 4.-Manufacturer:Sales Manager, National Manager, Marketing Manger, Enviromental Manager...

## 4. Italy Roll-Out

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Riccardo Nigro  
Eliante  
[nigro@eliante.it](mailto:nigro@eliante.it)

## 4. Italy – Key Activities

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In the last year, we have been working to engage the national stakeholders working around the labelling and households issues and got in touch with:

- 14 retailers
- 9 manufacturers
- Manufacturer and retailer associations
- National institutions, consumer associations, environmental organisations

To date, interest about implementing PocketWatt has been shown by:

- 3 retailers
- 5 manufacturers

## 5. CZ Roll-Out

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Juraj Krivošík

SEVEn

[juraj.krivosik@svn.cz](mailto:juraj.krivosik@svn.cz)

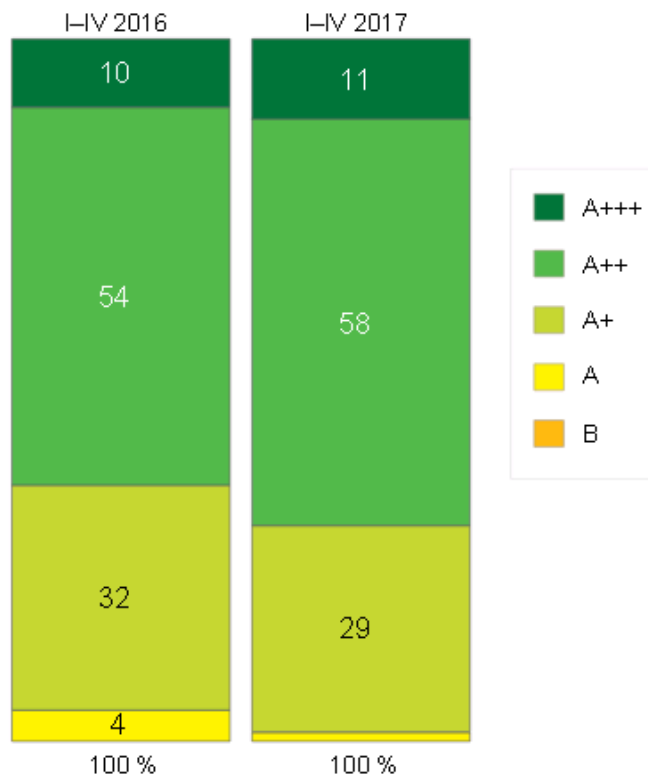
## 5. CZ – Appliance Market Penetration

	1997	2004	2015	EU28 (2014)
Washing machine	74	88	94	91
Cloth drier	2	5	34	41
Refrigerator	98	99	99	98
Freezer	65	70	22	54
Dishwasher	3	13	36	47
Air-Conditioner	0,4	0,3	1	14

Source: Czech statistical office

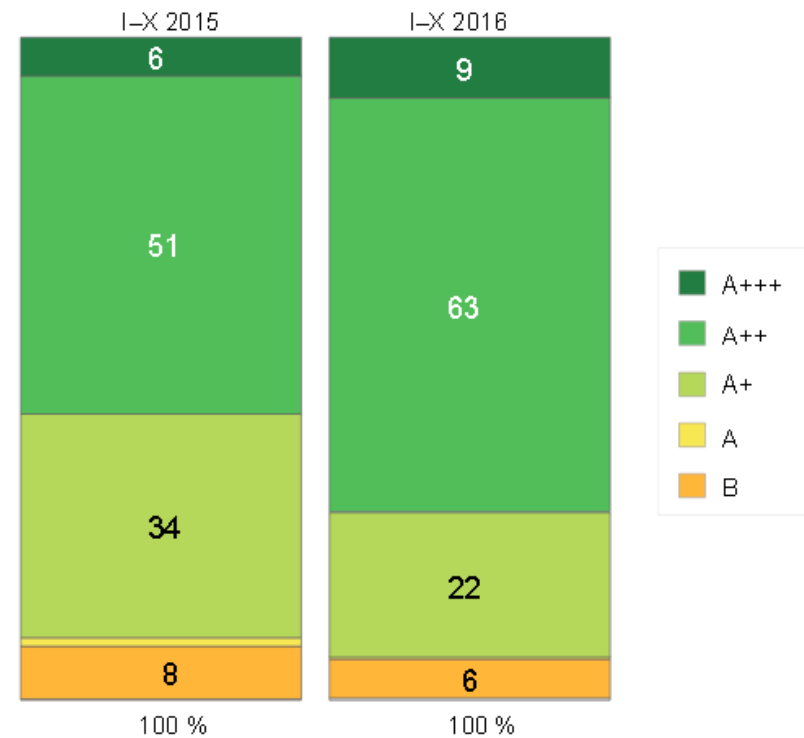
# 5. CZ – Appliance Market by EE Class

## Dishwashers

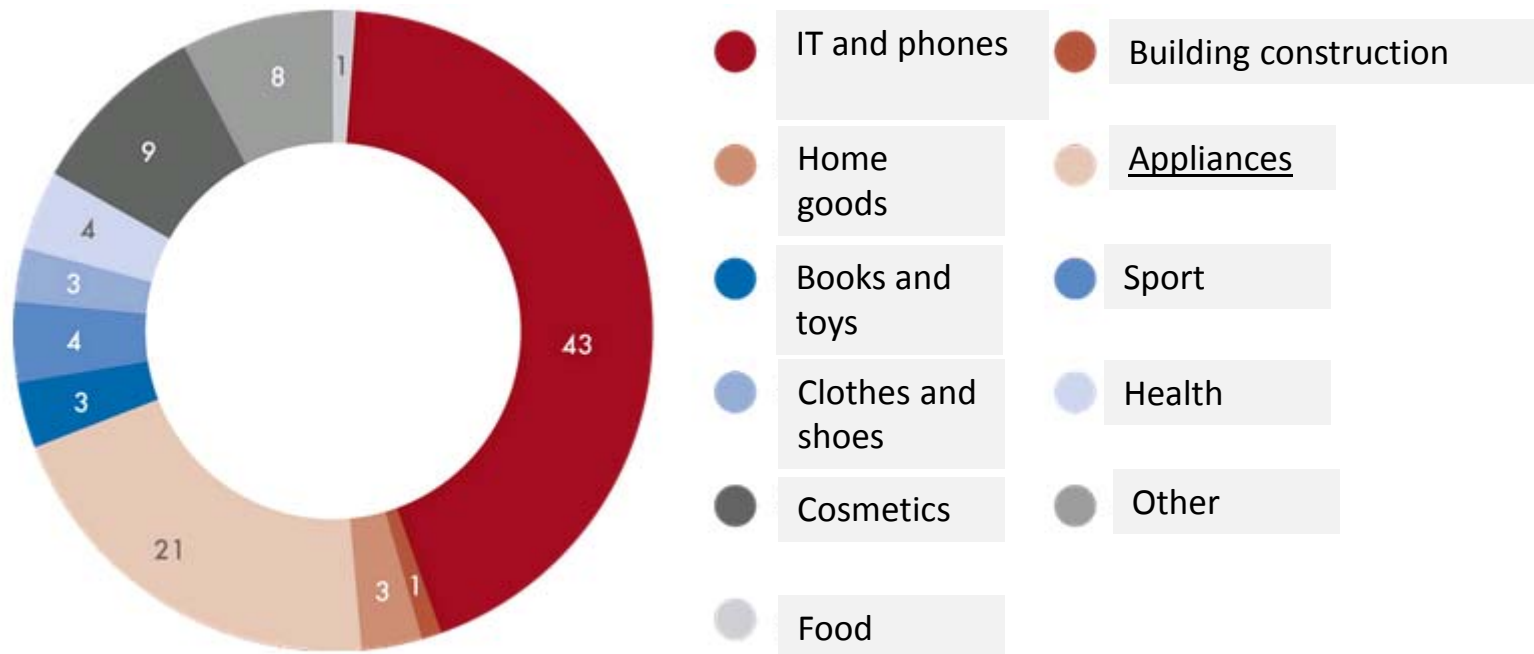


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## Clothes Dryers



## 5. CZ – Structure of Internet: 10% of retail sales



Sales doubled since 2012



## 5. CZ – Key Activities

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- ✓ All major retailers have been contacted, some agreed to obtain more information about the tool
- ✓ Some manufacturers interested to provide the data about their products
- ✓ Lead times on a final decision are long. Despite this being a free resource for retailers it is still seen as a ‘nice to have’ and is therefore deprioritized
- ✓ Employed a Business Development specialist to work directly on stakeholder engagement

## 6. Germany Roll-Out

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Lena Domröse  
adelphi  
domroese@adelphi.de

## 6. Germany – Key Activities

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- ✓ Personalized e-mails and phone calls to different departments of all major retailers and many manufacturers
- ✓ Presence on Trade fairs (IFA 2016 and 2017) and in multi-Stakeholder meeting organised by Federal Ministry for Economic Affairs and Energy
- ✓ “Super-mailing” to around 300 independent local stores (often franchise stores) and 120 online shops from all over Germany
- ✓ Personal visits to electronic stores and company headquarters in Berlin to present the project and tool
- ✓ Presentations (via skype and in person) of the PocketWatt-Tool to those retailers that have shown interest in the project
- ➔ Good progress with the negotiations involving two of the big retailers (memorandum of understanding to be signed) but several question yet to be clarified
- ➔ Two upcoming appointments with retailers to present the project

## 6. Germany – Key Challenges

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- Retailers are quite hesitant to engage in the project giving different reasons:
  - lack of capacity (staff and time) to understand and implement the tool
  - commercial benefit missing: uncertainty that the most efficient appliances are the ones with a bigger margin for the retailers
  - tool rather perceived as an „add-on“
  - uncertainty concerning the „sustainability“ of the tool after the project has finished
  - tool not yet sufficiently „field tested“; hesitant to implement the tool as an “early adopter”
- Retailers which are currently engaged with the project have long internal approval processes (e.g. sustainability, e-commerce, marketing & law departments) which postpone signing of the memorandum of understanding



# Thank you!

The Digi-Label Team

[www.digi-label.eu](http://www.digi-label.eu)

[@PocketWatt](https://twitter.com/PocketWatt)