

## Digi-Label Partners Roundtable

*A group of expert advisors composed of retailers, manufacturers, consumer representatives and other stakeholders to support digital solutions in the Digi-Label project*

**Tuesday, 19 September 2017; 10h00 – 17h00**

**Thon Hotel Bristol Stephanie<sup>1</sup>  
Avenue Louise 91-93, B-1050 Brussels, Belgium**

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- 09h30**      **Registration and Coffee/Tea**  
*Delegates are requested to arrive between 09h30 and 10h00 to enable a smooth start to the programme at 10h00.*
- 10h00**      **Welcome, Tour de Table/Phone, Meeting Logistics**
  - Michael Scholand, CLASP Europe, WP7 Leader and Convenor of Partners Roundtable*Delegates should be prepared to say a little bit about their company, their function, their interest in Digi-Label and their objectives for the day.*
- 10h15**      **Digi-Label Project and Goals for the Day**
  - Katie Searle, Energy Savings Trust and Lead for UK Pilot*Welcome and overview of Digi-Label from the Digi-Label Project Coordinator. This session will summarise the project, its goals, component parts, schedule and offer an overview of the day.*
- 10h30**      **PocketWatt – A Tool to Help Consumers Save Energy and Money**
  - Nerea Ruiz Fuente, ECOS
  - Dave Cattermole, Solstice Software Development*An overview and live demonstration of PocketWatt, which covers several different products and appliances, has customizable features, and is available in five languages. We will have brief questions, reactions and discussion and then move directly into the pilot projects.*
- 11h15**      **Coffee / Tea Break**
- 11h30**      **Pilot Projects in Spain and the UK – Market Experience with PocketWatt**
  - Simon Hirzel, Fraunhofer Institute
  - Margarita Puente, Escan Consultoría Energética and Lead for Spain
  - Katie Searle, Energy Savings Trust and Lead for the UK*The speakers will give an overview of the two pilot projects conducted in 2016-2017 with the Digi-Label Tool “PocketWatt”; discuss main outcomes and findings, successes and failures, recommendations and areas for improvement; group discussion and Q&A.*
- 12h45**      **Lunch Break**  
*A buffet lunch will be provided at the hotel, enabling delegates to network, discuss ideas and interest with the Digi-Label team partners.*
- 13h45**      **Designing the Roll-out Across Our Five Countries**
  - Katie Searle, Energy Savings Trust*An overview discussion summarising the general approach of the five-country Roll-out. Then each country leads will give a brief talk on specifics and the status of the roll-out in their country, including the collateral they intend to use / what support will be necessary. After each country, we'll have a brief discussion:*

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<sup>1</sup> Dial-in instructions for those joining us remotely can be found at the end of this agenda.

- Czech Republic – Juraj Krivosik, SEVEn (Středisko pro efektivní využívání energie)
- Germany – Lena Domrose/ Andreas Schneller, Adelphi
- Italy – Riccardo Nigro, Eliante
- Spain – Margarita Puente, Escan Consultoría Energética
- United Kingdom – Katie Searle, Energy Savings Trust

**15h30 Coffee / Tea Break**

**15h45 Communications to Support Retailers Engaging in the Rollout**

- Mauro Anastasio, European Environmental Bureau
- Juraj Krivosik, SEVEn (Středisko pro efektivní využívání energie)

*An initial stakeholder discussion about the communications and collateral resources to support retailers - what retailers expect, what will be essential to design effective communication strategies at the national level (e.g., trade shows, press releases, events, etc.). The Team will present some initial ideas – video, banner, product label designs, branding, etc.*

**16h30 Closing Remarks and Outcomes from the Partners Roundtable Meeting**

- Michael Scholand, CLASP Europe
- Katie Searle, Energy Savings Trust

*A review of the key lessons learned, the next steps and plans for keeping the Partner Roundtable engaged in this process. Any other business?*

**17h00 Meeting Ends**

### DigiLabel Partners Roundtable Meeting Dial-in Instructions:

Please join from your computer, tablet or smartphone:

<https://global.gotomeeting.com/join/791469509>

You can also dial in using your phone:

Belgium: +32 28 93 7018

Germany: +49 692 5736 7317

Italy: +39 0 230 57 81 42

Spain: +34 932 75 2004

United Kingdom: +44 330 221 0088

Meeting ID Code (same for everyone): 791-469-509

### Digi-Label Project Partner Organisations



*The sole responsibility for the content of this agenda and workshop lies with the Digi-Label partner organisations. It does not necessarily reflect the opinion of EASME, the European Commission nor the European Union. Neither EASME, the European Commission nor the European Union are responsible for any use that may be made of the information contained in this agenda or presented at this workshop. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 696081.*