

Digi-Label Partners Roundtable Meeting Minutes – 19 Sept. 2017

The Partners Roundtable met in Brussels to kick-off the Partners Roundtable and review the project progress to date, draft material for the five-country roll-out and give guidance on the coming months

The Partners Roundtable is an advisory panel for the Digi-Label project, facilitating guidance and advice from retail, manufacturing, consumer and other stakeholder groups. The purpose of the meeting on 19 September was to review the “PocketWatt” software tool, discuss the outcomes of the three-month pilot projects in Spain and the UK, review the communications and marketing literature that has been prepared, and to plan the coming months of work, which include the ‘roll-out’ of the project across five countries – the Czech Republic, Germany, Italy, Spain, and the United Kingdom. This first meeting was held in person; subsequent meetings will be held via teleconference call.

Session 1. PocketWatt – A Tool to Help Consumers Save Energy and Money

Nerea Ruiz Fuente, ECOS; and Dave Cattermole, Solstice Software Development co-presented this session. They offered the participants an overview and demonstration of PocketWatt, which covers several different products and appliances, has customizable features, and will be available in five languages. A live demonstration was conducted where meeting participants held pictures of washing machines with QR code labels, and the tool provided the model and performance information for each, also enabling a comparison between the models. (The tool itself is undergoing final quality checks now to improve the clarity of information and options for the user, and will be ready for the roll-out in a few weeks). The challenge to the team at the moment is securing the model data for the database, as this has had to come directly from retailers and it has not always been easily available, complete or in the right format. Meeting participants were complimentary of the tool, and noted the value of the user-customisable features. Suggestions were made for changing the baseline comparison model to a typical ten year old appliance or the minimum efficiency allowable on the market. Participants also suggested that the team consider a way of including purchase price so consumers can do a comparison of total cost of ownership to determine the overall savings of buying a more efficient model.

Session 2. Pilot Projects in Spain and the UK – Market Experience with PocketWatt

Margarita Puente, Escan Consultoría Energética and Lead for Spain; Katie Searle, Energy Saving Trust and Lead for the UK, and Su-Min Choi and Simon Hirzel, Fraunhofer Institute co-presented this session. They provided an overview of the two pilot projects of the Digi-Label Tool “PocketWatt” conducted in 2016-2017 and discussed the main outcomes and findings in these countries. In general, it was found that there was a great deal of enthusiasm from retailers in both countries for the PocketWatt tool, with them preparing QR code displays, instore information, and other outreach. It was found that training the sales team and ensuring local store management engagement is critical for success. The Partners noted that while the QR code is not very common in Europe and is less than ideal means of accessing data, they understand why it was chosen. Partners also commented on the fact that “retailers” are a diverse group of businesses, with some being more open to this concept than others. Identifying these ‘progressive’ retailers for the roll-out will help get the project adopted in a country and once it has taken off, others will join.

Session 3. Designing the Roll-out Across Our Five Countries

Katie Searle, Energy Saving Trust; Juraj Krivosik, SEVEN (Středisko pro efektivní využívání energie); Lena Domrose, Adelphi; Riccardo Nigro, Eliante; and Margarita Puente, Escan Consultoría Energética all co-presented this session. They provided an overview of the roll-out strategy and then a detailed look at

the work already initiated in the five individual countries: contacting retailers, engaging with manufacturers and reaching out to other national stakeholders, such as trade associations and consumer organisations. Partners noted that it is challenging to recruit retailers, particularly at this time of year as they are getting ready for the Christmas holiday season. Meeting participants suggested that the Digi-Label Team concentrate on getting the tool working very well and targeting a few key retailers. This would enable us to use our resources effectively and be successful in the initial country roll-out work. The partners also discussed whether the Digi-Label initiative could be linked to trade-in schemes for old appliances, promoting the turn-over/sales of retailers which is their main business.

Session 4. Communications to Support Retailers Engaging in the Rollout

Mauro Anastasio, European Environmental Bureau; and Juraj Krivosik, SEVEn (Středisko pro efektivní využívání energie) co-presented this session which looked at communications and the collateral resources to support retailers -and what will be essential to design effective communication strategies at the national level (e.g., trade shows, press releases, events, etc.). The retailers' guide was well received and Partners were given until Friday, 29 September to submit comments. The marketing material – brochures, leaflets and poster, were also well received, with Partners noting that it would be helpful to offer this in both paper and electronic format, for those retailers who want to customise the collateral to their branding and communications plan.

Session 5. Closing and Thank You

Katie Searle, Energy Savings Trust and Michael Scholand, CLASP Europe closed the meeting together, summarising the main points (as given above) and reviewing “homework” for the Partners which the Digi-Label Team will follow-up on in the coming weeks: (1) Review and comment on the Retailer Guide by Friday, 29 September ([click here to download PDF](#)); (2) Provide estimates of the typical energy (and water) consumption of old appliances for illustrative comparison purposes for households considering upgrading; (3) Assistance identifying retailers who may be allies in promoting PocketWatt; (4) Recommendations on the default lifetime of a new appliance for the life-cycle cost calculation. All the meeting participants were thanked for their time and support of the Digi-Label project. We will keep in touch and the next meeting (a conference call) will take place in January.

The Roundtable meetings are facilitated by CLASP, coordinating communications and preparing and circulating meeting material and consultative questions. For more information on the Partners Roundtable, please visit: <http://www.digi-label.com/Partners.aspx>

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Digi-Label Project Partner Organisations



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