



# The Energy Indicator, Cost Saving Calculator for Consumers – better for retailers too!

The European Project 'YEARLY APPLIANCE ENERGY COST INDICATION' (YAEI) primarily aims to visualise the yearly energy costs of household appliances in EURO or local currency at the point of sale in 11 European countries. This action will lead to an increase of sales of household appliances with the best energy label classes and consequently contributes to the European Energy Efficiency objectives.

## Service for Consumers

Consumers are usually quite sensitive to cost effectiveness in their purchase decisions and there is an increasing demand from buyers to learn whether a more expensive appliance will in fact pay off in the near future or whether the cheaper option might be the better choice. By showing the average yearly energy costs of the appliance, the "Energy Indicator", besides the purchasing price, helps consumers to make the best choice for themselves in the long term, both financially and from an environmental point of view. In countries where the costs of water consumption of "wet appliances" are substantial, consumers might also want to know the "water indicator" figures. Many retailer (chain)s throughout Europe have expressed their interest to provide their customers with this additional service, and by doing so gain an advantage over their competitors. Moreover, in the Netherlands appliance suppliers and more than 1,400 chain store outlets, cooperative ventures and independent companies have already been using the "Energy Indicator" concept successfully for 2 years.

## Disclosing the "Energy indicator" figures

The YAEI project is developing a European database in which the manufacturers/suppliers – and in some cases a retailer – can enter the energy and water consumption data of their products. This database extends the Dutch "Energy Indicator" database which already contains 4600 products of 40 brands. A standardised calculation method leads to figures in EURO or local currency of the annual energy (and water) consumption costs of an appliance and of those costs over a number of years.

The method used is based on the European energy labels for household appliances. The appliance categories covered by the YAEI project are: washing machines, combined washing and tumble dryers, dishwashers, televisions, refrigerators, freezers and air conditioners.

There are various reasons why retailers should participate in the "Energy Indicator" project:

## What's in it for you?

### Reason 1: **Environmentally sound**

First, for the environment: Energy and water efficiency contribute largely to a more sustainable society, which is important for our future, our children's future and for the future of the planet. In this context, we can contribute widely towards reducing CO<sub>2</sub>-emissions.

### Reason 2: **Beneficial for your customer**

At the end a more expensive, but more energy (and water) efficient appliance can be more cost effective for the consumer. The lower yearly energy costs make the total costs for the consumer lower than a less efficient product.

### Reason 3: **Your shop is state-of-the-art**

Moreover you show the consumer that you are up to date. From the enthusiastic reactions we see that the sector is ready for this initiative. And the same applies to the consumers. If they have the choice they will go to a retailer who participates in the "Energy Indicator". You are not the only retailer who participates in and benefits from the organisers' support to raise the consumers' attention. Communication support and a national – easily accessible – consumer website will be in place explaining what is the Energy Indicator and how to find the way to the participating retailers.

### Reason 4: **Easy to participate**

For participating retailers of the Energy Indicator a campaign will be organised. And you will be allowed to use the logo. You can order Point Of Sale materials via the national website of the consortium member or via [www.appliance-energy-costs.eu](http://www.appliance-energy-costs.eu). In that way you can show your participation to the "Energy Indicator" in your shop. You can take part in the promotion swiftly and at low costs and you generate more attention for your business.

### Reason 5: **Reliable**

The Energy Indicator is facilitated by a European consortium which is supported by the EU and by governmental organisations. «the consortium member name» is member of the YAEI consortium and cooperates with appliance suppliers to facilitate the introduction of the "Energy Indicator" and support of the participating retailers.



# Your role



This initiative is based on an independent and a uniform system in which appliance suppliers and retailers participate. The consumers therefore exactly knows what "Energy Indicator" stands for. A priori, manufacturers/suppliers will provide the energy and water consumption figures of their appliances to the YAEI database. In some cases – when this information is not yet in the system – you will be authorised to enter the missing

information yourself. We calculate the corresponding average energy (and water) consumption costs based on national energy and water price information. You can log in via the national YAEI website and get access to the information – it is as easy as that.

You add the unambiguous "Energy Indicator" cost figure(s) of the appliance in (Euro or local currency) on the price tag in your shop and/or to your web shop details.



## Further information

Want to join or find out more?

Visit [www.appliance-energy-costs.eu](http://www.appliance-energy-costs.eu)

and select your national contact point!

The launch of the "Energy Indicator" to the consumers will be in March 2013.