



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

**The European Project 'YEARLY APPLIANCE ENERGY COST INDICATION' (YAECI) 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 waterconsumption of "wet appliances" are substantial, consumers also want to know the "water indicator" figures. Many retailers through-out 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 retailers and appliance suppliers have already been using the "Energy Indicator" concept successfully for 2 years.

## **Disclosing the "Energy indicator" figures**

The YAECI project is developing a European database in which primarily the manufacturers/ suppliers 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 YAECI project are: washing machines, combined washing and tumble dryers, dishwashers, televisions, refrigerators, freezers and air conditioners.

There are various reasons why suppliers 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: Good for your product image

The "Energy Indicator" also makes money for suppliers. Using the Energy Indicator can irrefutably show that your energy (and water) efficient products are the best choice in every way.

## Reason 3: Goodwill

More than 1,400 chain store outlets, cooperative ventures and independent companies in the Netherlands are participating in the Dutch "Energy Indicator" campaign and using the data provided by the manufacturers/suppliers. Many retailer (chains) in the other YAECI countries have already expressed an interest to participate in YAECI. From this encouraging response, we see that the industry is ready for this initiative. Research shows that consumers want this! If they have the choice, they will opt for energy (and water) efficient products quicker with the "Energy Indicator". So by furnishing the necessary energy and water consumption data, you offer additional service both to your retailers and their consumers, thus creating goodwill for your products.

## Reason 4: Economical

The system is online available for all participating suppliers and retailers. Suppliers can enter the energy (and water) consumption data for their products into the database free of charge.

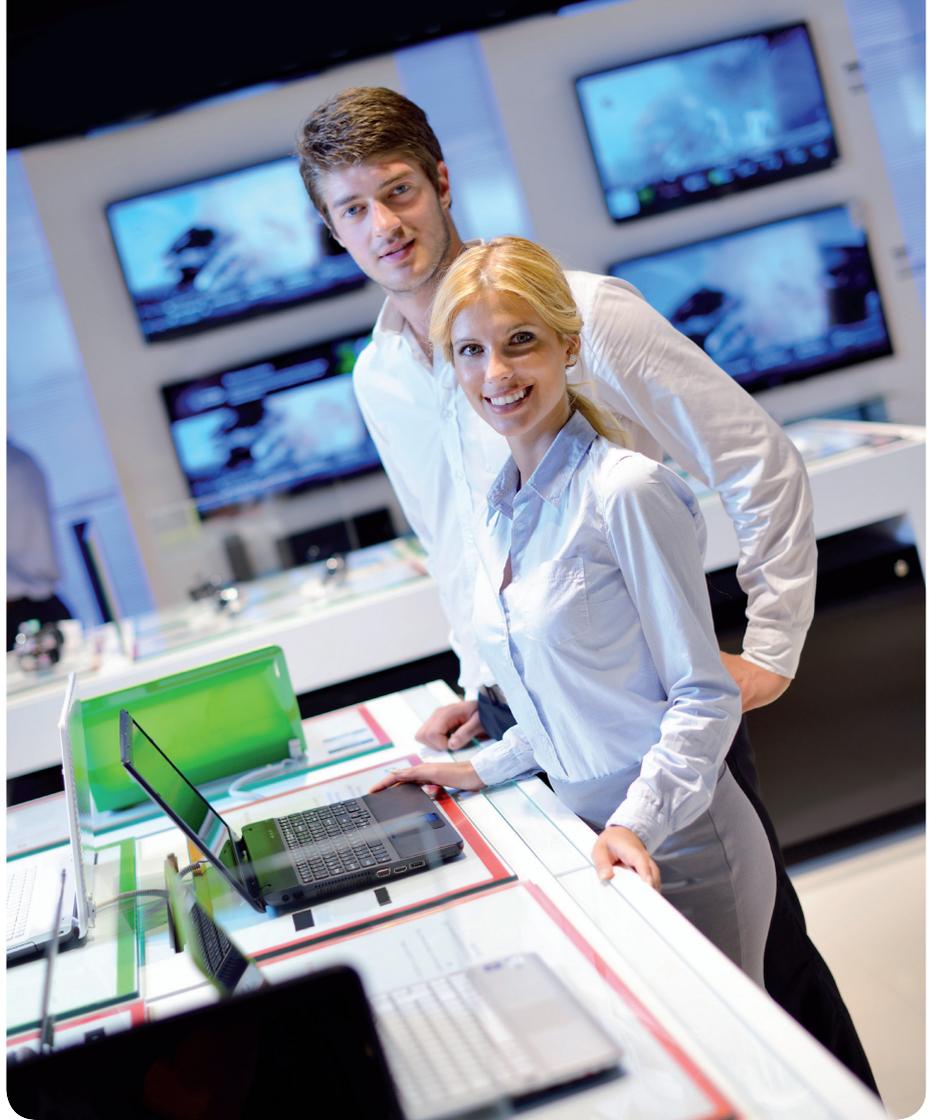
## Reason 5: Communication Support

"Energy Indicator" Point of Sale material and communication support via national media and dedicated websites will be provided by the YAECI consortium members for the participating retailers to make shopping consumers aware of the Energy Indicator.

## Reason 6: Endorsement

The Dutch version of the Energy Indicator was created in cooperation between the Ministry of Environment, several appliance suppliers/importers and the association of contracting installing companies and technical retailers in the Netherlands (UNETO-VNI). The YAECI consortium members foster a similar cooperation and support in the participating countries beyond the Netherlands.





## Your role

As a manufacturer/supplier, you provide energy and water consumption data for your appliances by entering this into the online database. We use this information to calculate figures for the corresponding average energy (and water) consumption per year and for more years. This will be done by using the method developed within YAECl. You can log in via the national YAECl website and enter the information – it's as easy as that.

### Energy Indicator in the store

Retailers retrieve the necessary information from the database, to include it on the price tag and in the web shop details. Example: Annual energy costs: € 22.- If the information is not available: Annual energy costs: unknown.



### Further information

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.