


energy+

**PAN EUROPEAN  
CO-OPERATIVE PROCUREMENT**

**10 participating countries  
European Commission - SAVE**

**Domestic cold appliances**

[www.energy-plus.org](http://www.energy-plus.org)

***Energy+ specifications*** 

- Any type of cold appliance
- With an energy efficiency index  $\leq 42\%$   
EU Official Directive and test procedure
- A maximum energy consumption of 280 kWh/year
- Available on the European market
- Declared to the Energy+ steering group

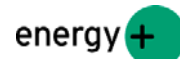
→ is an Energy+ appliance  
 **$\frac{3}{4}$  or less of the energy used by class A appliance**

→ Simple specifications

→ Freedom for manufacturers  
technical solutions, international marketing

## Project Design

*2 distinct activities*



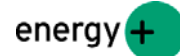
### 1) Publication and up date of the Energy+ Lists

- twice a year
- appliances and participants

### 2) The Energy+ Award Competition

- Energy efficiency
- Environmental friendliness
- Temperature display
- Noise
- Price
- Utility

## Results: Supply side



8 manufacturers

5 cold appliances categories

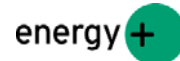
78 referenced models

42 appliances

18 brand names

→ A full Energy+ range to promote

## **Results: Demand side**



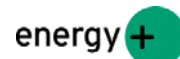
**Energy+ 108 Participants**

- **Retailers:  $\geq$  15 000 retail outlets**
- **Institutional buyers:  $\geq$  1 million dwellings**
- **Numerous supporters**

**→ “Light” commitment**

**→ Bank of experience for specifications & competition**

## **Results: 2001 Competition**



**Two-door winner Electrolux ER8100B**

**EEI 33 %; Energy consumption: 203 kWh/year; Fresh food volume: 189 l; Frozen food volume: 95 l**

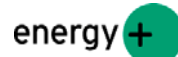
**One-door winner Whirlpool ART 599/H**

**EEI 35 %; Energy consumption: 175 kWh/year; Fresh food volume: 200 l; Frozen food volume: 22 l**

**→ Manufacturers did participate**

**→ Award winning Energy+ refrigerator - freezers  
Europe’s most energy efficient appliances !**

## Achieving Results: Communication Activities



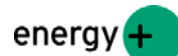
Logo - Identity  
Energy+ Lists  
Energy+ Bulletin  
CD ROM  
Web Site



Posters  
Brochures  
Stickers  
Magnets  
Awards  
National  
Tools

→ Energy+ ≠ label but logo now used by participants

## Why this project design ?



- **Main actor on the demand side: retailers**
  - Commercial operators re-selling the procured products
  - No buying group: competitors
  - No fixed order: brand issue
- **European project: satisfy 10 countries**
  - Promote what is on the market now
  - Promote technical innovation
- **Caution and Suspense**
  - Unsure about first results: 2 rounds (and more)

## *Can Energy+ go to America ?*

energy+

### → **Manufacturers love to compete: Should be the same here!**

- Award Competition
- Fighting to be in, and at the Top of the Energy+ Lists
- Regularity of the lists = opportunity to join

### → **Main difficulties link to the European context**

- Rigid administrative and financial working conditions
- Too many persons, designing too many different ranges at too many different times
- Targeting institutional buyers across Europe

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*Any questions ?*

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**www.energy-plus.org**