

WHAT THEY ARE

Energy labelling for vehicles is an information instrument in the [vehicle policy package](#). Labels inform consumers, helping them to identify the most efficient vehicles. They can cover new and used vehicles, facilitating benefits for all vehicle purchasers.

Labels can use different formats including on the vehicles in car showrooms and online. Increasingly, electric vehicles feature labels with metrics that also include the driving range of the vehicle. National comparison sites can also help potential buyers identify the most fuel-efficient vehicles by category, enabling consumers to compare makes and models and to identify the best-performing vehicles.

In addition to information on fuel economy, labels can also include information on CO₂ and air pollutant emissions, as well as on fuel cost savings – with the latter allowing people to choose vehicles that cost less to run. Over 35 countries across the world have vehicle efficiency labels in place today.

HOW TO IMPLEMENT

[Implementation](#) often covers four key steps:

1. **A regulatory framework** which empowers the relevant government bodies and agencies to introduce and enforce the programme.
2. **Programme design**, including decisions on which vehicles will feature the label – for example, whether the label will cover second-hand vehicles as well as new ones, and how and when electric vehicles might be captured. Data collection is a key aspect of the design, including on the real-world fuel economy of the vehicles. It can be useful to consult behavioural experts in the design phase to ensure the policy has its intended effects.
3. **Design of the label**, including decisions on information to be incorporated and the label's positioning and placement. Key metrics include fuel economy savings and associated financial benefits. In the label design, it is important to not overcomplicate the message. Other opportunities for additional information, including online, can be provided.
4. **Awareness raising** to ensure that consumers are informed about the label through outreach programmes. Reflecting the importance of the internet in purchase decisions, user-friendly websites which provide additional information are an essential component of outreach. For labels displayed in car showrooms, training on the use of the label – especially for [showroom or sales](#) staff – is necessary.

HOW TO MONITOR

A robust monitoring and evaluation framework is important to maintain consumer engagement with and trust in the label. In terms of monitoring, it is important to have the mechanisms in place to ensure credibility in the fuel economy value and associated protocols for monitoring this. This can involve the real-world testing of vehicles to ensure the label corresponds with the experience of the consumer, as well as showroom visits or advertisement inspections to verify whether the label is correctly displayed and contains the necessary information.

To evaluate the effectiveness of the labelling programme on energy efficiency improvement, it is crucial to measure consumer behaviour and expectations through regular market research and surveys to track awareness of fuel economy and identify motivations in purchasing decisions. This information can inform potential adaptations to labels to include additional or revised information. Accurate monitoring and evaluation will help capture the outcomes of the policy and help improve the effectiveness of vehicle labelling programmes.