Using data to enhance consumer information in Australia and New Zealand

Carolyn Shivanandan, New Zealand Energy Efficiency and Conservation Authority
• Providing easy to understand, accurate information is key to helping consumers choose more efficient products.

• In Australia and New Zealand, much of this is provided through the E3 programme.

• The main tool is the energy rating label on products
• We have used traditional advertising/POS to compliment energy rating labels.

• There is also a searchable online database, with rating information.

• This presentation covers two projects being developed by the E3 programme to enhance consumer information:
  – The zoned energy rating label (ZERL)
  – Mobile/online energy rating information
Mobile/ online energy rating information

• The rise of online shopping and open data bring new challenges and opportunities for delivering energy rating information to consumers.

• The E3 programme has looked at this three ways.
  – Mobile responsive website/rating tool
  – Smartphone App
  – Embedding rating information in other websites

• Case study
A smartphone app was developed which accesses the energy rating database to calculate running costs.

- Link to video
Mobile responsive website and calculator tool

- The issue with an app, is that consumers have to make the effort to download it.
- The energy rating website has been upgraded to be more mobile responsive.
• The **Energy Rating Calculator** allows you to search for a particular model number and compare it to other models.

• New features currently being added
Embedding energy rating information

• Embedding information into other sites where consumers might be shopping (e.g. appliance retailers) makes it easier still.


• Good uptake so far from retailers.
Example of embedded rating information

This type of system has been running for some time on the New Zealand Vehicle Fuel Economy programme. This example from the popular trademe website
Zoned energy rating label

- Water heating and space conditioning account for over 60% of average Australian and New Zealand household energy use.
- The performance, energy efficiency and likely operating hours of many of these appliances can vary depending on where they are installed.
- Consumers (as well as retailers and installers) have insufficient information to make informed appliance choices/recommendations.
• Testing and label data based on a single temperature point (for each heating and cooling)
• Testing with units at full capacity
• Appropriate sizing can be difficult for consumers (and some installers) to determine, particularly for colder climates
• Operating costs hard to determine
Zoned Energy Rating Label

• Displays efficiency and energy consumption across three distinct climate zones (Australia and New Zealand)
• Opportunity to display additional information valuable to consumers (and installers)
• Further online tools to give engaged consumers more detailed information (and for retailers to use as a selling point)
• Similar to EU and US labels including seasonal efficiency and climate zone maps
The ZERL (air conditioners)
Benefits of a zoned label

• Energy efficiency gains without changes to models
• Incentivises manufacturers to supply products that are efficient in warmer and colder climates
• Provide opportunities for tailored information (to 87 house rating zones) to be accessed, such as more accurate running cost estimates (e.g. through QR code, web tools)
• Technology neutral – provides a level playing field (particularly important for future labelling of water heaters)
Market research

• The zoned label performed as effectively, and in some cases, significantly *more* effectively than the existing label – despite it substantially increasing the amount of information being presented

• Consumer comprehension ranged from 50 to 80% in the online survey, with 70-80% finding the correct ‘more efficient’ product
Results – most efficient product

Heating

- 73%
- 74%
- 77%

Cooling

- 16%
- 69%
- 20%
- 20%
- 23%
## Results – identify number of stars

<table>
<thead>
<tr>
<th></th>
<th>Proportion stating correct star rating for their zone (heating)</th>
<th>Proportion stating correct star rating for their zone (cooling)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="current.png" alt="Image" /></td>
<td>36%</td>
<td>49%</td>
</tr>
<tr>
<td><strong>‘Boxed’</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="boxed.png" alt="Image" /></td>
<td>70%</td>
<td>71%</td>
</tr>
<tr>
<td><strong>Non-‘boxed’</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><img src="non-boxed.png" alt="Image" /></td>
<td>74%</td>
<td>77%</td>
</tr>
</tbody>
</table>
The E3 programme is putting a lot of effort currently into enhancing the information available to consumers both in terms of the type and detail, and the availability at time of purchase.

The best results seem to be coming from considering consumer behaviour and presenting the right information at the right time.