



Helping consumers make energy efficient purchases ecoGator

21st Century Energy Efficiency Standards and Labelling Programmes
IEA, Paris, 15th December 2015

Thomas Bogner, on behalf of the Efficiency 2.1 Consortium

Contract Nr.: IEE/12/877/SI2.644762 - Efficiency 2.1

Project duration: April 2013 – January 2016



Co-funded by the Intelligent Energy Europe
Programme of the European Union

“Efficiency 2.1” Consortium



Project team:

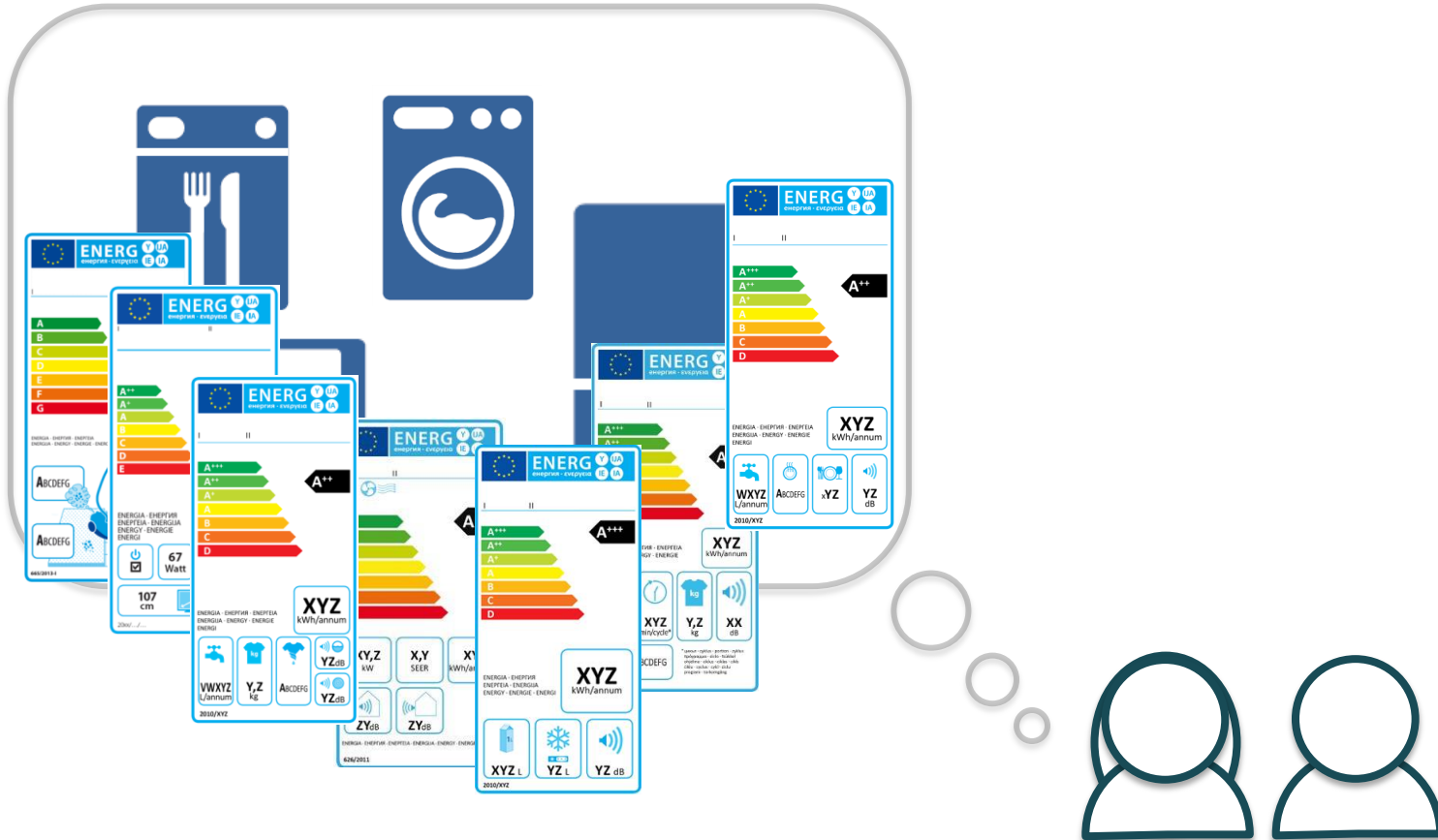
- Austrian Energy Agency, AT (Coordinator)
- co2online gGmbH, DE
- SEVEn, The Energy Efficiency Partner, CZ
- Ecoserveis, ES
- International Consumer Research Institute, SI
- KEPKA - Consumers Protection Centre, GR
- Guide Topten, FR
- European Environmental Bureau, BE
- EVOLARIS, AT
- Bond Beter Leefmilieu, BE
- Polish Foundation for Energy Efficiency, PL

Website and ecoGator App-Download: www.myEcoNavigator.eu



Co-funded by the Intelligent Energy Europe Programme of the European Union

ecoGator: Energy efficiency in the palm of your hand



Overview myEcoNavigator

Main outputs provide independent support via up to date tools and help consumers take the right purchase decision:

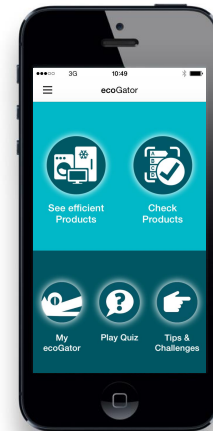
- Roll out of the smartphone app “ecoGator” for product identification and in-store advice (11 fully branded “Efficiency 2.1” language versions)
- Establishment of web portals and social media channels (Twitter, Facebook) dedicated to sustainable and energy efficient products and their energy- and eco-conscious use.

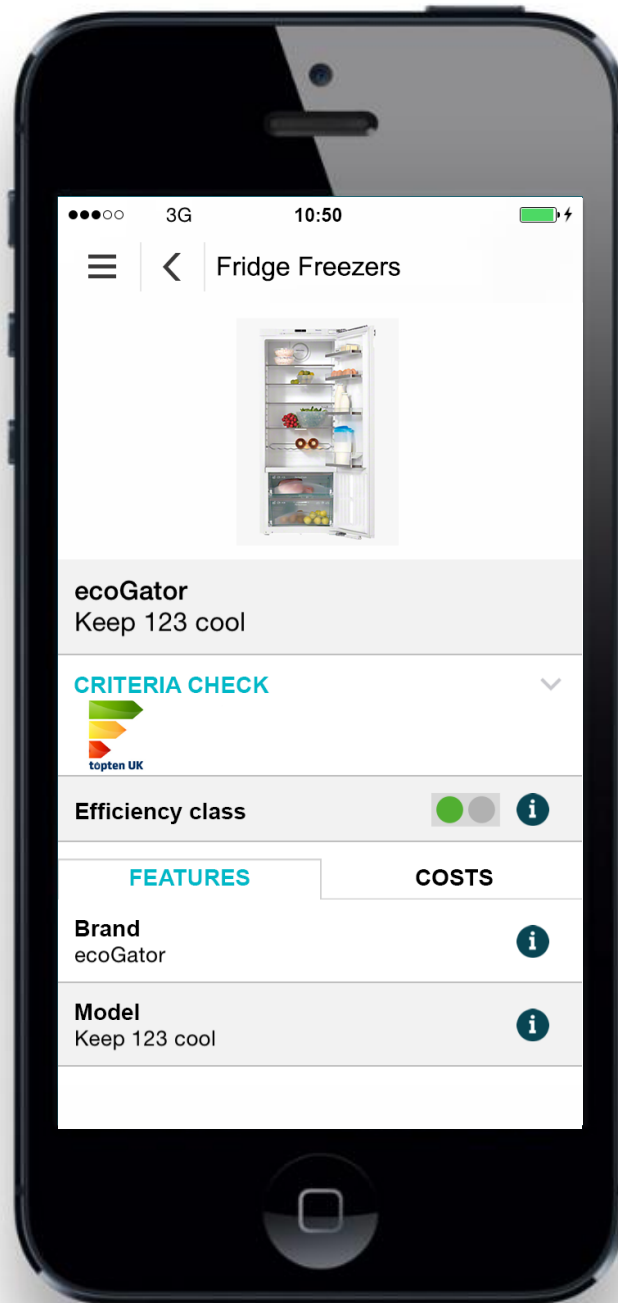
Energy efficiency in the palm of your hand

ecoGator app guides consumers on two different levels:



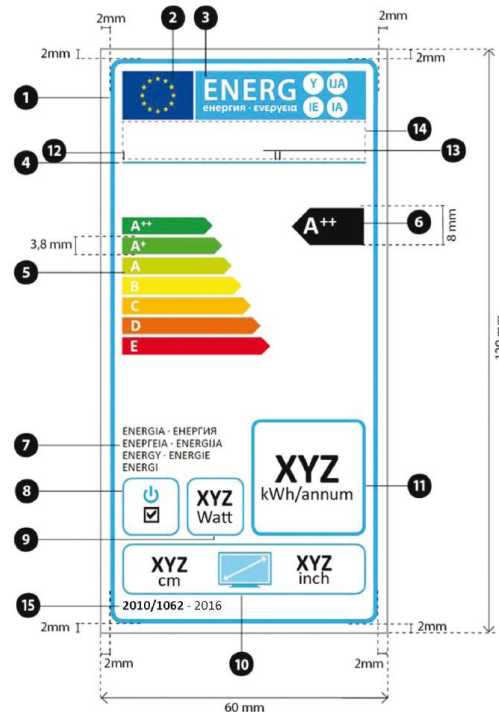
- shopping assistance mode
- day-to-day mode





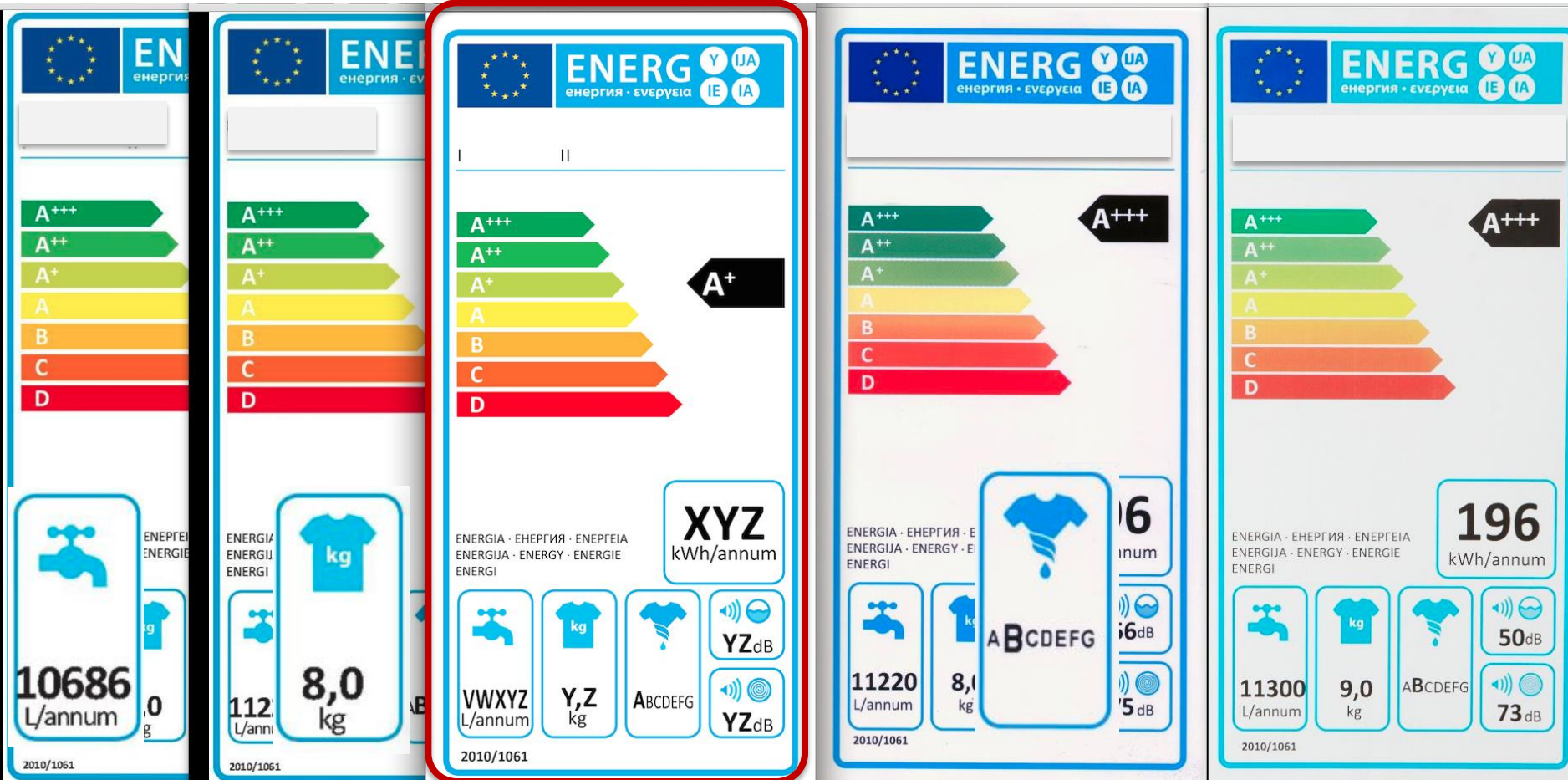
Challenges related to innovative key functionality „energy label scanner“

- First app on European level with this feature
- Several development iterations and 3 prototypes were tested
- **Key success factors**
 - Lighting situation in the shop
 - Standard layout is followed correctly by manufacturers
- Label scanner now works well for a big share of scanned labels



(Source: EC; AEA)

Label template and actual labels



Shop lighting: glare and reflection



(Source: AEA)

Keep calm we won again



Key figures and next steps

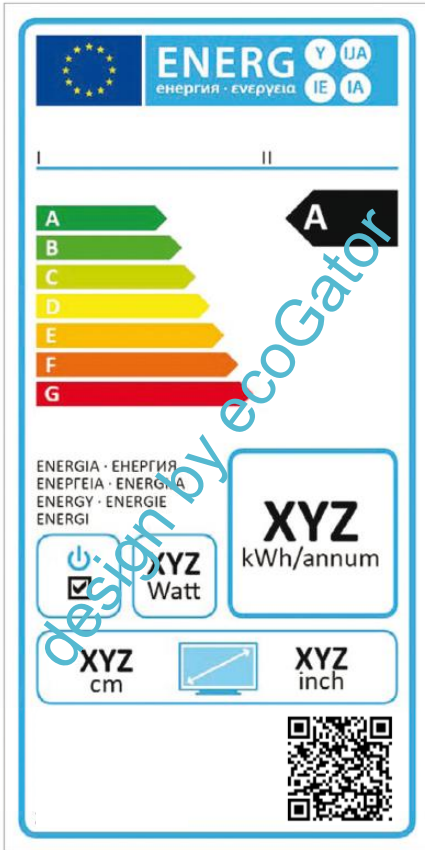
App downloads: approx. 20,000

37 million media contacts (readers, viewers, listeners in press, specialised TV and radio)

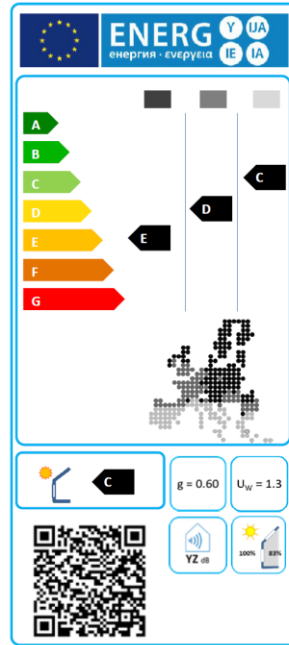
Outreach to about 4 million households by means of key actors' promotion channels



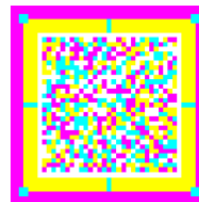
Label 3.0?



(Source: own illustration, based on EU label)



(Source: EC)



Speech Code "Product Safety"

Size: min. 2,0 x 2,0 cm

Dotcount: 29 in square

Encoding: 4 fixed colours

Calibration: none

PIN protection: none

Structure: Text and codification with up to 420.000 parameters

(© Speech Code)

Thank you very much for your attention!

Get the most
efficient
appliances!



Contact:

Thomas Bogner
Austrian Energy Agency

thomas.bogner@energyagency.at
Fon: + 43 1 586 15 24 – 160
www.myEcoNavigator.eu