



# What are the steps: Stakeholder involvement & communication

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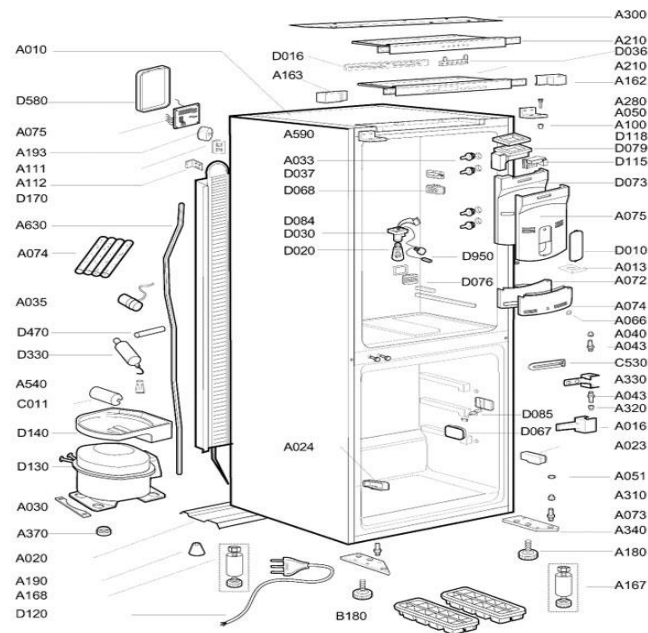
You are asked to prepare a communications strategy for  
your MEPS programme

***What are the key elements to this strategy?***

- Stakeholder engagement
  - Industry viewpoint
  - Identifying stakeholders
  - Why involve stakeholders
  - Type of involvement
- Communications
  - Function of communications

# Why should industry be involved in policy development?

- Industry knows **its products and the technical facts**:
  - technological potential
  - physical performance measurement
  - internationally standardised methods
- Industry (usually) **knows its market** and its customers (when B2C)
- International industry can contribute it's own **experience with S&L** schemes



Source: [http://www.ukwhitegoods.co.uk/images/articles/frost\\_free\\_fridge\\_freezer\\_main\\_diagram.jpg](http://www.ukwhitegoods.co.uk/images/articles/frost_free_fridge_freezer_main_diagram.jpg)

## Measures aimed at improving efficiency include:

- More efficient compressors
- Selective use of vacuum panels
- Improved insulation materials

\*Comparison between the consumption values, as determined based on the standard program, for one of our 2016 appliances with the similarly determined consumption values for a comparable appliance produced in 2001.

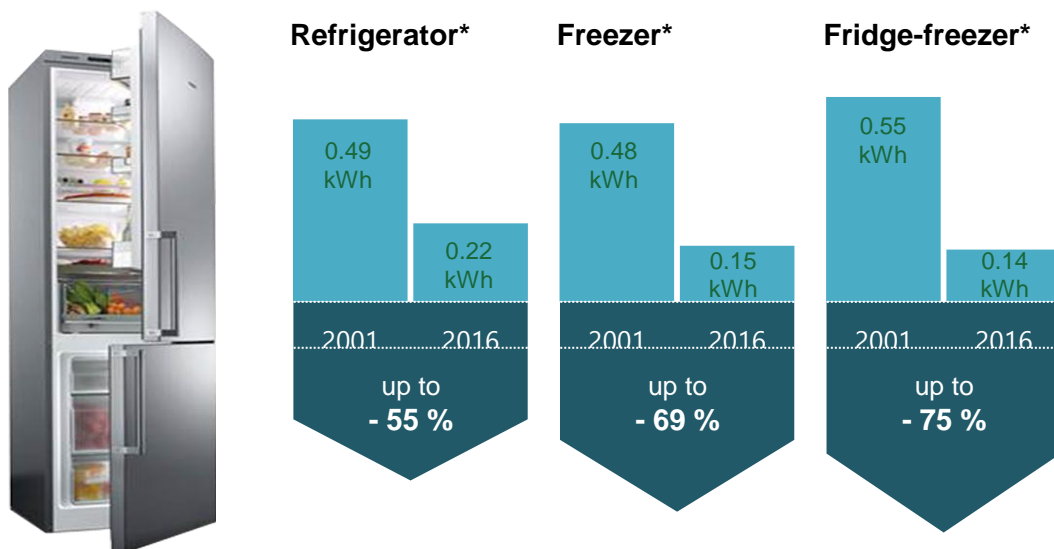
Refrigerator: KIL22AD40, KI22LAD40 (2016)  
KIL1540, KI15L40 (2001)

Freezer: GSN58AW41, GS58NAW41 (2016)  
GSU3401, GS34U01 (2001)

Fridge-freezer: KGN39XI42; KG39NXI42 (2016)  
KGU3220, KG32U20 (2001)

as of March 2016

## Refrigerators and freezers per 100 l net volume in 24 h



Source: BSH Hausgeräte GmbH

# Example Dishwasher: Reduction in resource consumption

## Measures aimed at improving efficiency include:

- Optimised water circulation
- Low-consumption drying system
- More efficient pump motors

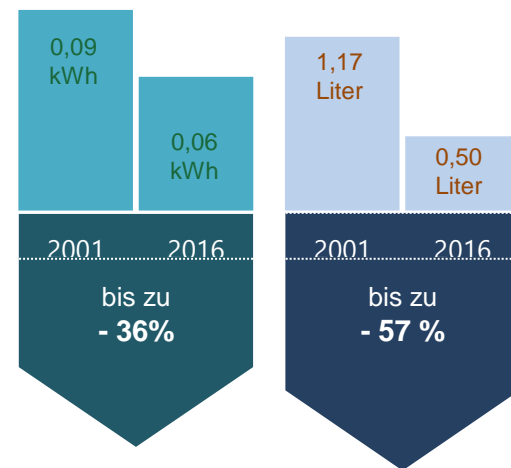
\*Comparison between the consumption values, as determined based on the standard program, for one of our 2016 appliances with the similarly determined consumption values for a comparable appliance produced in 2001.

2016: 13 place-settings  
2001: 12 place-settings

SMS69P22EU, SN26P296EU, S51P69X0EU (2016)  
SGS6902EU, SEUE29290EU, S4456N0 (2001)

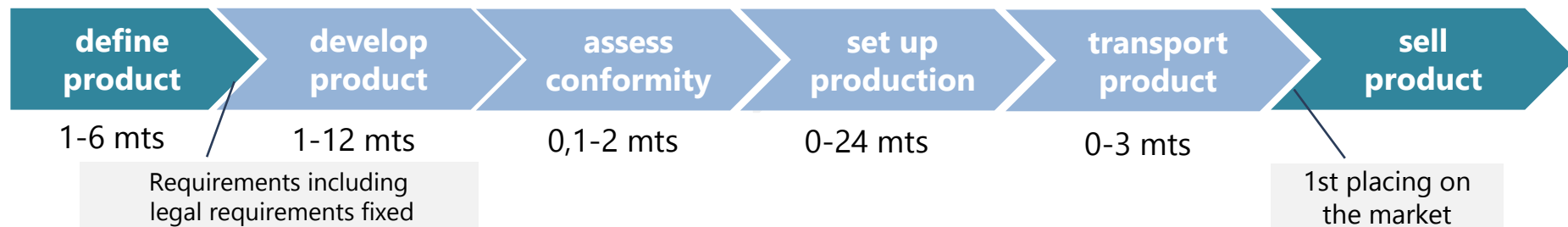
as of March 2016

## Dishwashers\* per wash cycle and place setting



Source: BSH Hausgeräte GmbH

## Major steps until a new product is placed on a market for the first time



**These steps are essential for any new product, for minor changes as well complete new products**

**Some of these steps are not necessarily subsequent but can overlap**

**Timeline depends on the type of change, for home appliances ranging from ~2 to ~48 months**

- Define product – eg “same model as xyz, but red panel”, or “new fridges based on new technology”
- Develop product – result is a prototype that is represented in the ERP (enterprise resource planning)
- Assess conformity – includes tests according to legal requirements usually based on standards
- Set up production – can range from reprogramming production line to building a new factory
- Transport product – in case of import by ships can easily be 3 months

- Contact industry associations when looking for
  - broad consensus
  - an industry wide overview of facts
- Contact single companies when
  - looking for new ideas
  - dealing with confidential issues
- Other aspects of information exchange
  - Contact industry as early as possible (changes in product may take years)
  - Keep in mind that industry associations are bound by anti-trust law (some issues cannot be discussed)





# Example Associations



China Household  
Electrical Appliances Association



# Who participates in S&L Programmes?

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Compile list of all stakeholders in S&L Programme



# Who has a role in S&L Programmes?

- Industry Associations
- Manufacturers
- Importers
- Distributors
- Retailers
- Installers
- Consumer Groups
- Consumers
- Government Agencies
- Different Levels of Government
- Utilities
- Standards Organisations
- Testing Laboratories
- Market Surveillance Authorities

Compile list reasons



# Why involve stakeholders in S&L Programmes?

- Understand Obligations
- Engage with others in the industry/sector
- Help make marketing, education and outreach materials more effective
- Provide expert input for:
  - Test Methods
  - MEPS Levels & other performance requirements
  - Future revisions
- Provide data source and/or case studies
- Assist with evaluation and tracking progress
- Raise awareness of compliance activities to encourage greater compliance
- Help educate consumers
  - About the Program
  - Retailer staff educating public
- Builds industry support for the Programme

A **Communication Strategy** answers the following questions:

- What type of engagement is appropriate for each group?
  - Is it a formal process?
  - Is it for information exchange only?
- What does each target group need to know?
- How the most efficient way to reach them?
  - Can other organisations assist?
- Timing: when do they need to be engaged & what frequency?
- What resources will you need?

## Formal Consultation

- National Steering Groups
- National Standards Bodies
- Technical Working Groups on particular topics/products
- National Impact Assessment processes

Both formal & informal engagement will be necessary

## Informal Liaison

- Stakeholder meetings e.g. at industry events
- Outreach Activities e.g. joint workshops, newsletters, pamphlets, FAQs
- Retailer Training
- Regular reporting on progress
- Compliance updates

# Communication will need to be regular and ongoing

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- Ensure programme visibility for existing and new entrants
- Make stakeholders aware of planned consultation opportunities
- Discussions and notice of:
  - updates/changes to test methods, programme requirements, etc
  - changes to labels e.g. transitional arrangements
- Results of compliance activities
- Programme publications, evaluation reports, etc
- Workshops and related events
- Training activities e.g. registration databases, smart calculators and apps, understanding the label



- Formal requirement e.g. legislative, reviews
- To gain support for programme
  - Adequate resourcing for S&L Programme
  - Seek to expand product coverage
  - Reporting on the evaluation of S&L programme or individual components
  - Reporting the results of compliance and monitoring activities
- Proposing a Communication Campaign
- Proposing other complimentary actions
  - e.g. public procurement of energy efficient products
  - e.g. Training of retail staff
  - e.g. Education of third parties (installers)

You are asked to prepare a communications strategy for your MEPS programme.

## ***What are the key elements to this strategy?***

- Divide into three groups
- Each group given a different communications task
- Describe 5 proposed actions





- **Describe 5 proposed actions**
- **Group 1: Increase consumer awareness and understanding of a new appliance energy label**
- **Group 2: Inform product suppliers of new MEPs requirements**
- **Group 3: Gain more support for your S&L programme within government departments**

- Product suppliers have a critical role to play in S&L Programmes e.g. understanding obligations, strengthening compliance etc
- Many formal and informal opportunities exist for suppliers to participate in S&L Programmes e.g. Industry Associations, Technical Working Groups, etc
- Need to communicate regularly and differently with key stakeholders, including suppliers and Government



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