Energy Saving Trust Recommended – “MVE Experiences”
Session 2, Workshop 2 - *How to Target Better Enforcement*

International Monitoring, Verification, Enforcement Conf: 14 September 2010, London
‘About’…EST and ESTR

• Energy Saving Trust
  • Est. ’93; Independent & Impartial
  • Reduce UK CO₂ from Consumers
  • Not for profit / public & private funding
• Energy Saving Trust ‘Recommended’
  • Launched in 2000; 39% consumer recognition
  • Certification, marketing, account management
  • At-a-glance, Best-in-Class, Energy-in-Use
  • Aims: CO₂, Signposting, Sales, Transformation
  • 300 members; 3000 products; 31 standards
‘Voluntary’ Context

- Monitoring
  - Product conformity testing (≥5%);
  - Label usage: in-press, online and in-store
- Enforcement - *to a degree*
  - Scheme de-registration for Members
  - Legal enforcement of trademark (non-members)
- Limitations (Mandatory/Regulatory schemes)
- Networks & Sharing
Product Certification

- Company ‘Requirements’
  - Staff competencies / Lead Audit
  - Quality Management, Audit, Corrective Action
  - Product Liability
- Independent 3rd Party Verification
  - Prevalent & defacto for all New Standards
- Suppliers Declaration of Conformity
  - Legacy / Conformance with ISO 17050 Guidance
- How do we decide which verification measure?
- What do we learn from product testing?
Monitoring Label Use

- Why check?
  - Even more important with charging

- Where do we look?
  - In-press, online, in-store, catalogues, POS

- Trends
  - Historically up to 50 instances of misuse a quarter
  - Predominance of installers misusing at local level

- Enforcement (Infringement of Trademark)
  - Legal action (generally up to 5 cases a year)
Product Testing

- Resource & Targets
  - Budget
  - Target testing of 5-10% of certified product
- Contribution to Product Compliance Histories
  - Records of product testing since 2004
  - Product examples: Televisions, Large Domestic Appliances and Light Fittings
- Non-conformities & Enforcement
- Feedback to Approval Verification Method
Introducing Charging

• Changing Funding Landscape
• How? Consultation & Feedback

New Charges:
• Renewal / New Membership: £275 / £375
• Product Certification: £1000 (15K ceiling in 2010-11)

• Staggered introduction

• Possible impacts:
  • Could conformity levels improve with fee charging?
  • Potentially more funds for testing?
Q&A...

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