

verbraucherzentrale

Bundesverband

The consumer perspective on MVE

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vzbv

Verbraucherzentrale Bundesverband e.V.

Federation of German Consumer organizations

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**Consumer
Centers**

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**Other consumer
organizations**

**Supporting
Members**

Outline

- Introduction: Consumer Survey on advertisement
- Consumer perspective on MVE
- Role of Consumer Organizations
- Example of voluntary schemes:
The German Blue Angel and Energy Star
- Conclusion

Consumer Survey on advertisement

- 69% of consumers pay attention to green advertisement
- 57% do not trust the efficiency statement in this ad:

The advertisement features a white BEKO freezer with its door open. Text on the ad includes:

- BEKO Gefrierschrank „FS210“**
- Nutzhalt 162 Liter, Vorgefrier-
tablett, Thermostatsteuerung, höhenverstell-
bare Füße, ca. 136 x 54,5 x 60 cm
- 2009** (in a green box)
- A** Energie Effizienz (in a red octagon)
- Unverbindliche
Preisempfehlung
des Herstellers
- ~~389⁰⁰~~
- ÖKO** sparsam im
Verbrauch (in a green box)
- wechselbarer
Türanschlag (in a green box)
- 3** JAHRE
GARANTIE (in a green diamond)
- + 200
Zusatz-Punkte (in a purple oval)
- 199⁹⁹**
- 48% billiger!**

Consumer perspective on MVE

- Consumers are faced with a large number of mandatory and voluntary labels
- Increasing complaints about the correctness of energy labels
- No superordinated contact-organization for consumers



Energie		Geschwindigkeit
Hersteller Muster	Logo ABC 123	
Niedrigster Energieverbrauch	A B C D E F G	A
Näher Energieverbrauch		XYZ
Stromverbrauch (Watt/Tag)		A
Top hermit Energy		A
Wasserverbrauch		XYZ
Druckverbrauch		42

Consumer perspective on MVE

- Consumers do not distinguish between voluntary and mandatory schemes
- Consumers have to trust
→ They expect shorter payback time and environmental benefits
- In many cases voluntary schemes are a first step

Compliance is crucial to keep consumers' trust in efficiency policies in general

Role of consumer organizations

- First contact for consumers
- Limited market surveillance
- Legal proceedings in cases of non-compliance or misleading advertisement
- Limited testing of products

Examples of voluntary schemes



Blue Angel

Application by proving compliance with the requirements

→ requirements include manufacturer's data based on independent testing

Review of the applications for their compliance with the requirements

Comments by the federal state and the Environmental Agency

Contract on the use of the label for 3-4 years

Ex-post control only on the basis of suspicion



Energy Star

Manufacturers join online

Submit "Qualifying Product Information" and a "lab report"

→ Lab does not have to be independent!

Label can be used

EU: possibility of compliance testing – in fact no ex-post control

Voluntary standards

- Have to be transparent
- Have to be independent
- Either strict ex-ante inspection OR ex-post compliance testing OR both

Blue Angel dilemma:

→ If voluntary schemes are strict, manufacturer's participation is quite low

Conclusion

- Every scheme is only as good as its MVE system
- Independent monitoring and testing has to be increased for mandatory and voluntary schemes
- Consumers need a central contact point
- Sanctions for non compliance and misuse have to be clear
- Standards have to be updated regularly
- Testing procedures have to be facilitated in order to decrease costs

Thank you

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