
Energy Saving Trust Recommended – “MVE Experiences”

Session 2, Workshop 2 - *How to Target Better Enforcement*

International Monitoring, Verification, Enforcement Conf:
14 September 2010, London



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‘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 ($\geq 5\%$);
 - 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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