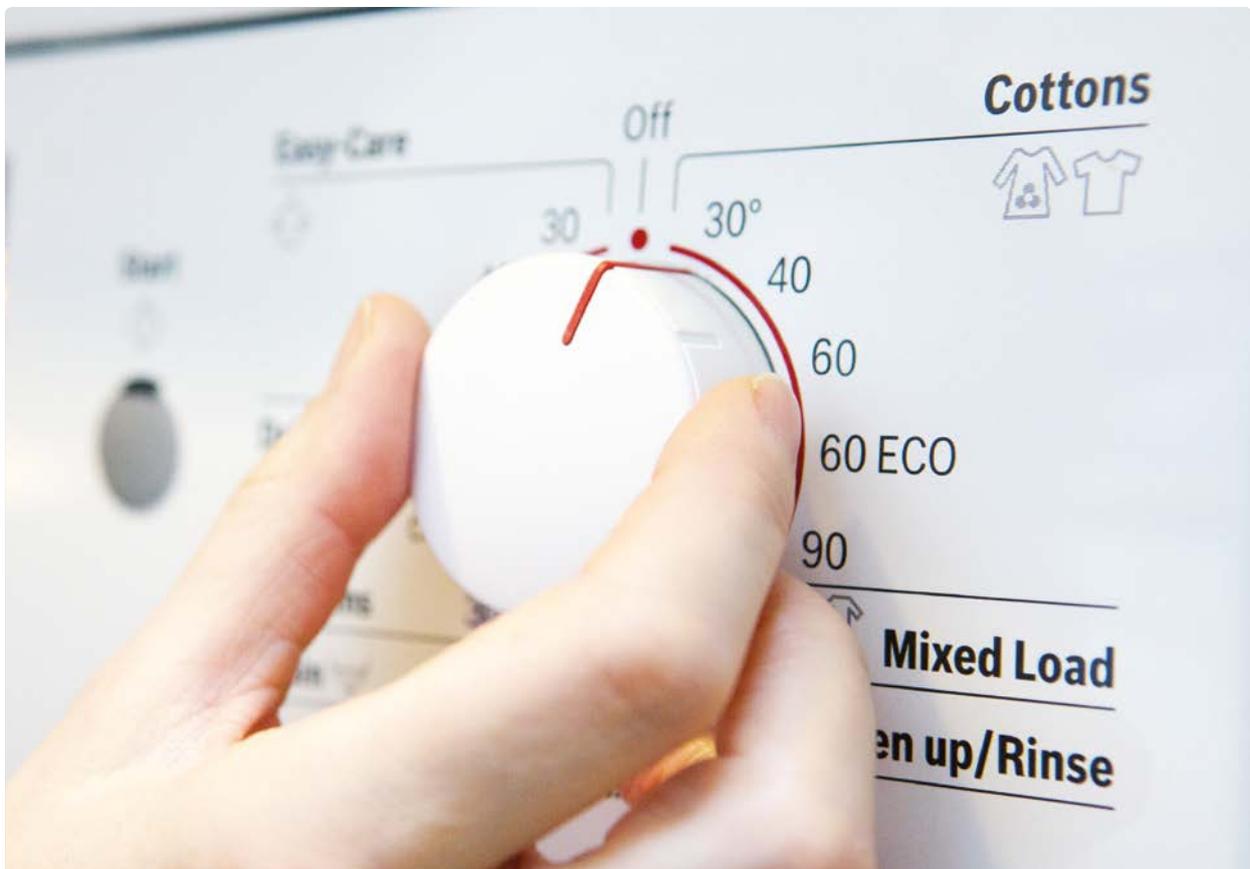
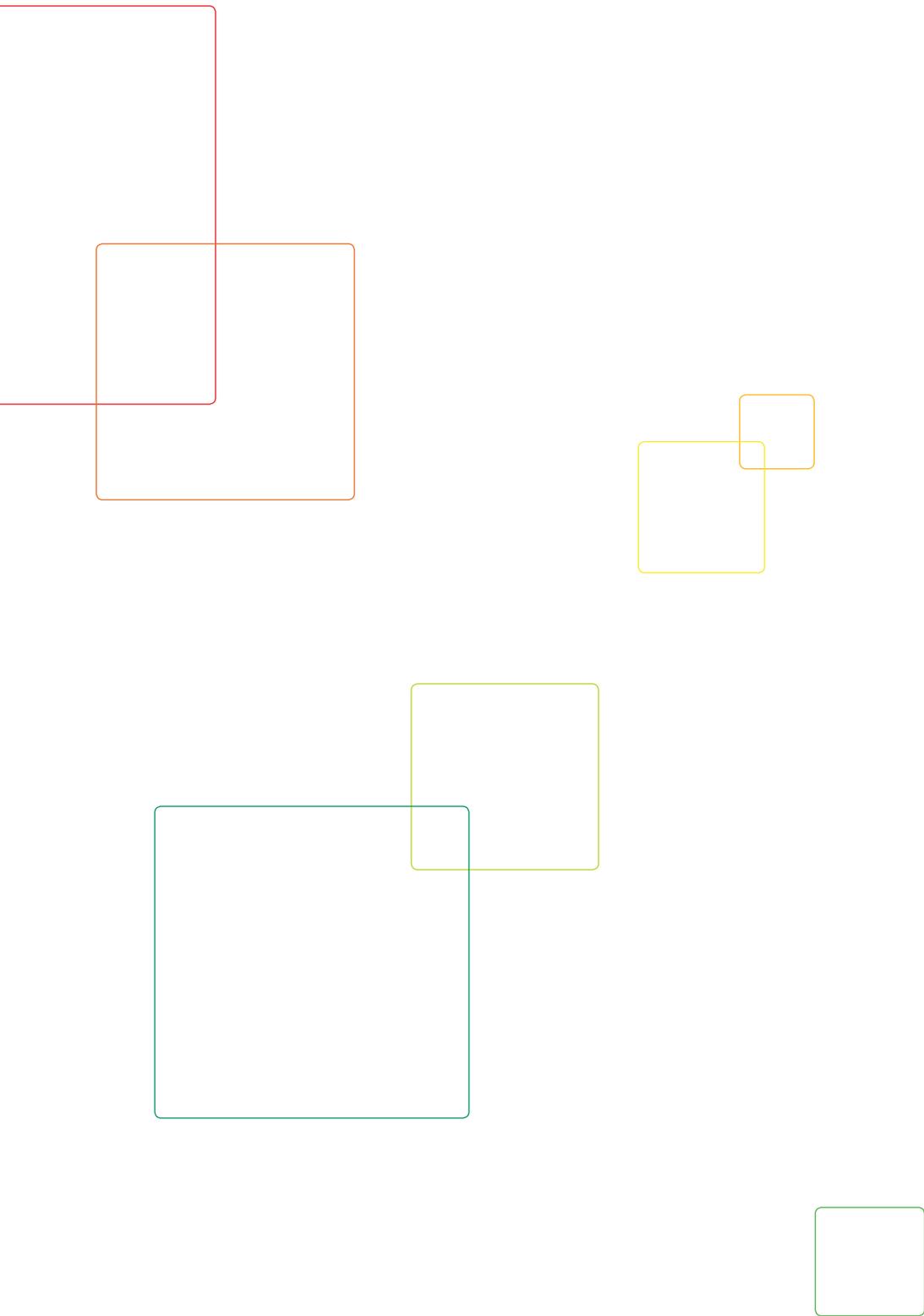




Involvement of civil society in market surveillance of Ecodesign and Energy Labelling





Foreword

This booklet illustrates the main achievements and lessons learned from the MarketWatch project (“Involvement of Civil Society in Market Surveillance of Ecodesign and Energy Labelling”), which ended in March 2016, after three years of intense work and collaboration across 16 European partners. The project was co-funded by the Intelligent Energy Europe (IEE) programme which supported EU energy efficiency and renewable energy policies, with a view to achieving the EU 2020 targets.

The main objective of the MarketWatch project was to increase the involvement of civil society in market surveillance activities related to Ecodesign and Energy Labelling directives, with the ultimate goal to increase the level of compliance in the EU. This booklet starts with a brief explanation on how the project began, going on to describe the main objectives and highlighting the main outcomes, success stories and challenges the project was faced with. Examples of civil society collaboration with manufacturers, retailers and the market surveillance authorities in each of the partner countries help to demonstrate the true findings and achievements.

The final results were presented at an event in Brussels in March 2016, where key stakeholders attended and contributed to discussions.

Key to the success of the project is the communication of the project results to the key players in the market and to ensure that relationships are developed to be collaborative and to be two-way conversations. It is clear that the market agrees with the general findings of the project, and it is not only one actor that must play a role in market surveillance. All those involved in the market must work together to improve the Energy Labelling and energy efficiency levels. The MarketWatch project has initiated good engagement for future collaboration with all stakeholders.



Sergio Ferreira

Project Advisor

**Executive Agency
for Small and Medium-
sized Enterprises
(EASME)**

European Commission

March 2016

Intelligent Energy Europe is now closed, although a number of projects funded under the programme are yet to reach their end-dates. The EU's Horizon 2020 programme now supports the research, demonstration and market uptake of energy efficient technologies. Funds are available to support energy-efficient buildings, industry, heating and cooling, SMEs and energy-related products and services, as well as for improving the attractiveness of energy-efficiency.

MarketWatch project

The EU directives on Energy Labelling and Ecodesign

- These set down rules on Energy Labels and Ecodesign. Manufacturers are required to supply the labels, shops are required to display them.
- But sometimes there are mistakes, omissions and inaccuracies.

See *“Background”*, p.3

Shop visits

- MarketWatch organised three rounds of visits to shops (both physical and online) to investigate the extent of the mistakes, omissions and inaccuracies.
- Retailers were able to respond to each round of visits.

See *“Store visits”*, p.4

Market analysis, check tests, compliance tests

- MarketWatch selected products for check tests. Manufacturers were invited to respond to results.
- MarketWatch then selected products in need of a cost-effective compliance test. Manufacturers were invited to respond to results.

See *“Testing”*, p.9

Market surveillance authorities

- Each Member State has its own Market Surveillance Authority, responsible for monitoring compliance with the directives.
 - MarketWatch partners sought to build relationships with these authorities.
- See *“Engagement and communications”*, p.18

Outcomes of the MarketWatch project

- Raised awareness of Energy Labelling and Ecodesign
- Held events for stakeholders
- Published reports on market surveillance and product testing
- Disseminated results to retailers and manufacturers
- Maintained an up-to-date website
- Produced guidance documents for retailers, manufacturers and market surveillance authorities

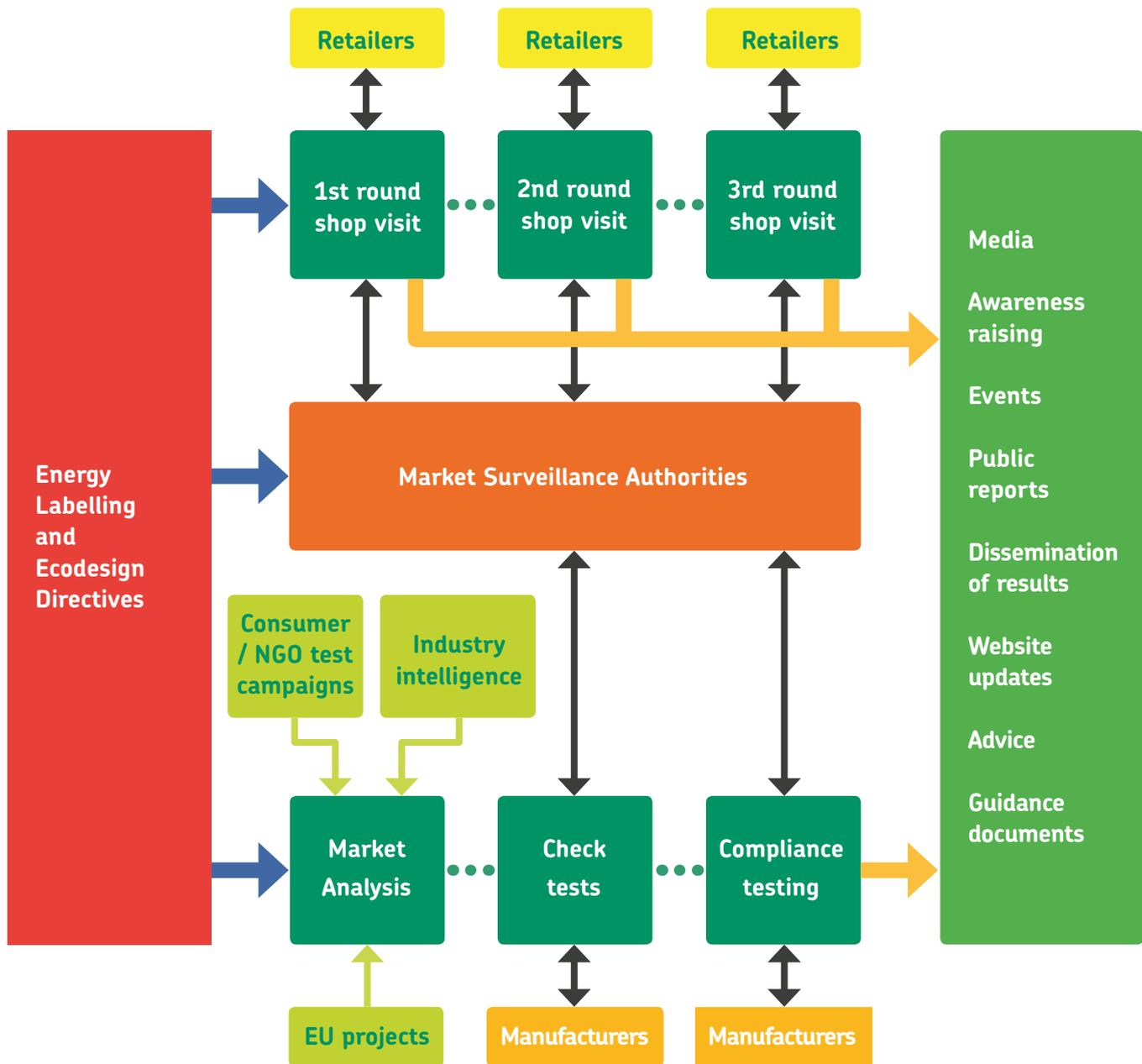
See...

“Engagement”, p.22

“Conclusions”, p.25

“Recommendations”, p.27

“Looking ahead”, p.28



Key



Project engagement with stakeholders



EU Directives feeding into entire process



External intelligence fed in to project



Project activity



Outputs of the project

Background to the project

A surprising amount of electricity is wasted because of inaccurate and poorly displayed energy labels. Experts estimate that the equivalent of the current annual residential electricity consumption of Eastern Europe is being wasted because of non-compliant appliances.

Energy labels and EU energy efficiency legislation are there to help consumers make informed decisions on the efficiency of appliances. The information displayed on an energy label comes from self-declaration by the manufacturer, and the correct display of the label is the responsibility of the retailer. It is inevitable that there is a gap in this chain: mistakes and false claims can be easily made.

It is therefore crucial to have controls in place to verify the accuracy of the information on the label and to make sure that the labels are properly displayed in shops. The first step is to survey the market, but insufficient market surveillance is one of the main obstacles to the full realisation of the energy saving potential of the EU Ecodesign and Energy Labelling Directives.

National authorities in Member States have a role to play in verifying compliance and putting pressure on those that are not complying with the regulations. But there are other opportunities to create a more compelling climate of compliance and to remove a sense of impunity for those not complying. Civil society, such as the MarketWatch partner organisations, can play a substantial role if they build more capacity, ramp up their expertise in this field and collaborate more at EU level.

The project

MarketWatch was set up to help civil society organisations be more involved in market surveillance activities related to Ecodesign and Energy Labelling. The project aimed to increase the level of compliance to Ecodesign and Energy Labelling Directives in the EU market, so that energy savings from these policies are not lost. The project included a number of specific activities and operations that civil society organisations can do, such as visiting shops and testing products to see if retailers and manufacturers properly implemented the Energy Labelling and Ecodesign requirements.

Over the three years the project consortium aimed to:

- Raise awareness in the civil society community on the importance of the enforcement of regulations, as well as to centralise and share their practices.
- Conduct large campaigns of verification of proper implementation by hundreds of retailers of the requirements through visits to physical and online shops.
- To draw specific conclusions on suspicious products or brands by identifying and mobilising testing capacities of independent organisations, and to bring additional findings to the limited number of official tests carried out by market surveillance authorities.
- To stimulate and inspire civil society organisations, and show they can, within their means, provide information to support the work of national legal authorities and create a more compelling climate of compliance.
- To put pressure on suspicious cases and on those in the market that are not complying to the regulations, by using targeted and escalating means of communication.

Store visits

What we did

To address this, the MarketWatch national partners between late 2013 and late 2015 visited stores in three rounds of market surveillance.

The visits focused on monitoring the following:

- the proper presence and display of energy labels in 737 physical and online shops in 11 EU countries
- more than 100,000 products
- the availability of the product fiche
- the display of the energy efficiency class in product advertisements
- the usage of energy efficiency class 'super declarations' (such as A+++ -50%) and other documentation in shops, catalogues, online presentations, advertisements, and so on.

The inspections covered all those appliances required by law to display an energy label, including new product categories with new energy label legislation that emerged during the course of the project.

We also spoke to shops that showed a low level of compliance (defined as "more than 20 percent of products displayed identified as non-compliant": that is, the labels were missing or displayed wrongly). The results were also shared with the national market surveillance authorities, and, in some cases, to the media and general consumers.

Three rounds of store visits

Before each of the three rounds of shop visits, we prepared and produced an internal guide to explain to our partners what to do, whom to visit and how to evaluate the results. The guide was modified before the 2nd and 3rd rounds, to reflect on legislation updates, new product categories, the partner's experience, and how to monitor the shop visits.

At the end of the project, the guide was adapted to produce an NGO guide, which is now publicly available in all project languages at the project website <http://www.market-watch.eu/resources/ngo-guide/>. The partners have circulated it to the relevant national NGOs.

A retailer guide <http://www.market-watch.eu/resources/retailer-guide> was also created to inform shops on how energy labels should be displayed and what other information should be made available to customers.

Labels

Energy labels have to be clearly displayed at the point of sale so that shoppers can compare products and, if they wish, choose more energy efficient models. Energy labels rank and compare products by their energy performance and some other functional parameters such as noise, size and water consumption. Product-specific legislation defines the exact list and order of information to be provided for the consumer. The legislation covers physical shops, online stores and catalogues.

For most product groups, the labels have to be displayed on the outside of the front or top of the product in physical shops, including products sold in packaging. Products sold online have to display energy labels and product fiche (that is, other formal document) in electronic format.

We knew from other European projects that the information provided to consumers may be lacking, incomplete or in the wrong format. Problems included the energy label format, availability and format of the product fiche, and other information to be made available to consumers, either at the point of sale or online.

Which stores were visited?

Partners used their local knowledge to visit:

- Retailers who had a large market share (usually electronic superstores)
- And/or a pre-chosen segment, where problems with labelling were identified in previous surveillance projects, for example the Come On Labels project in 2013 and UK National Measurement & Regulation Office's project in 2012, or in the MarketWatch project's own previous rounds of shop visits.

Types of shops we visited

The research also emphasised the difference between physical and online shops, both categories being equally represented in the project monitoring. Shops with a non-compliance level above 20% were revisited in the second and third rounds, following communication with the retailers from the previous rounds. All other shops were new to the survey, coming from retail segments with a track record of non-compliance.

This means that the results presented here do not indicate a formal EU level overview, but they identify trends and enable opportunities to talk to individual retailers to improve compliance.

Overview of findings in shops

What we found: In physical shops

Category:	Labelled correctly	Wrong format	Wrong placement	Label does not match model	Not labelled / missing
1st round:	77%	8%	3%	0.1%	12%
2nd round:	71%	6%	4%	0.1%	19%
3rd round: share	75%	4%	3%	0.1%	17%

What we found: In online shops

Category:	Labelled correctly	Wrong format	Wrong placement	Label does not match model	Not labelled / missing
1st round:	38%	54%	1%	0.1%	7%
2nd round:	33%	39%	4%	6%	18%
3rd round: share	43%	34%	3%	1%	20%

Typical mistakes include:

- Label missing
- Label placed inside the product
- Label placed at the back of the product
- Label produced in b/w instead of colour
- Label modified by the retailer
- Product fiche missing



Many non-labelled models are found in product groups for which energy labelling has been introduced only very recently, because old models placed on the market before the label entry came into force may still be for sale.

Results by product category

	Correctly labelled			Incorrect format or placement			Non-labelled		
	1st round	2nd round	3rd round	1st round	2nd round	3rd round	1st round	2nd round	3rd round
Fridges and freezers	62%	68%	72%	32%	24%	21%	6%	8%	7%
Wine storage appliances	44%	34%	33%	38%	42%	40%	18%	24%	27%
Washing machines	54%	60%	68%	42%	32%	23%	4%	8%	9%
Tumble driers	43%	38%	60%	45%	44%	28%	13%	17%	12%
Washer driers	30%	45%	59%	62%	36%	31%	8%	19%	11%
Dishwashers	56%	54%	61%	41%	37%	31%	3%	9%	7%
Ovens	29%	39%	50%	56%	37%	31%	15%	23%	19%
Range hoods	-	-	33%	-	-	16%	-	-	51%
Vacuum cleaners	-	44%	56%	-	19%	13%	-	37%	30%
Air conditioners	18%	32%	25%	62%	37%	40%	20%	31%	35%
TVs	62%	54%	64%	21%	19%	16%	16%	27%	21%

It's good news and bad news.

There is a persistence of some trends already identified in studies from previous years, and some product groups are clearly more affected than others by format problems or missing labels.

- The shift to a more compact label layout some three or four years ago for many product groups explains why fewer format problems can be observed in most categories ...
- ... but it does not seem to have substantially improved the problem of missing labels for product groups such as air-conditioners.
- It is also a concern to see that a high number of non-labelled air conditioners, TVs, wine storage appliances and ovens can still be found on the market.

- When a new label is introduced in a product group, as for vacuum cleaners, it should not be the case that many years must pass before market players handle it correctly ...
- ... after only one year, the share of correctly labelled models in our sample is already promising (it is higher than for some older labels), and the rate of format mistakes is relatively low.

Follow up

After each round of the shop visits the partners wrote to each of the retailers and presented the results. The aim was to engage with retailers and discuss how to rectify problems. We received a response rate of 20% to the 500 letters that were sent by the project partners, and from these we received some excellent feedback and results.

IKEA – good news story

Italy

In the first round of shop visits in December 2013 a number of partners visited IKEA stores as well as visiting the online shop. This included Italian partner, Legambiente, in Padova. While the website performance was good, the store showed either format or placement issues with ovens, fridges and TVs. Following these visits, the results were sent to all IKEA national stores that were visited, including the manager at the Padova store. An IKEA international manager was also informed during a conference on Energy Labelling organized by the Commission in Brussels.

In December 2014, Legambiente were happy to report that following the second round of shop visits, the same store in Padova showed a complete compliance on all products available for sale. Following a letter to IKEA congratulating them on this improved compliance, Lagambiente were

sent an internal guideline document by IKEA International, dating back to March 2014 (a few months after our first round of visits), stating that thanks to a renewed policy of attention to this topic and a round of internal training, IKEA Italy was now substantially compliant.

Poland

In the first round of inspections, IKEA in Poland, had only 11% of products labelled correctly. The MarketWatch partner FEWE wrote to the Coordinator for Sustainable Development at IKEA to explain where there were problems and how to rectify them.

FEWE was then very pleased to see that in the 3rd round of inspections IKEA had 70% products labelled correctly point of sale or online.

Communicating our findings

While energy efficiency stories are often referred to specialist media, our partners prompted more than 400 recorded stories relating to retail results, most in the mainstream media and frequently top tier print, television or radio news pieces. Coverage appeared on the whole supportive to the project and its aims, with any responsibility levelled at firms suspected of non-compliance.

Full results of the shop visits are also available online: <http://www.market-watch.eu/resources/final-retail-report/>

A success story in Portugal

In Portugal, Quercus, an NGO, provided technical support to retailers

Some retailers in the Portuguese study, especially online, didn't know what regulations they had to comply with or where to search for that information. After the first round of shop visits Quercus approached them, answered questions, clarified their doubts, checked their websites and, where needed, sent them the regulations.

The key to this success was the informality of the approach. By offering technical support without the threat of penalties, they could cultivate strong, productive relationships.

And the result?

- An impressive improvement in online compliance, from 3% in the first round to 35% in the third round
- Contacts made with retailers who were not included in the project
- Collaboration to verify an internal procedure for shop assistants on Energy Labelling in-store.

Testing

Background

Although the Ecodesign and Energy Labelling Directives are very powerful tools, there are some sections of the market that do not comply with the regulations and which may go undetected. This is because manufacturers' claims of conformity with the Directives is self-declared, the sheer number of products on the market is a challenge to monitor, and market surveillance is a low priority in some EU states.

So the MarketWatch consortium embarked on a large-scale product testing campaign. It aimed to:

- Identify suspected non-compliant products through significant data analysis and risk-based approaches
- Fully test products to gain concrete evidence of suspected non-compliance
- Request action from manufacturers and from appointed national market surveillance authorities (MSAs) in these cases
- Produce and document 'check' test methods to inform full tests
- Cover a significant section of the market to discover trends related to the compliance of specific product types and legislation
- Work with industry to understand issues with compliance and to make recommendations
- Forge stronger relationships with MSAs through liaison over test results
- Provide a wide picture of the market with respect to compliance with Energy Labelling and Ecodesign regulations, and report findings in a transparent way
- Improve the 'culture of compliance' by establishing contact with industry and by reporting results.

Data analysis

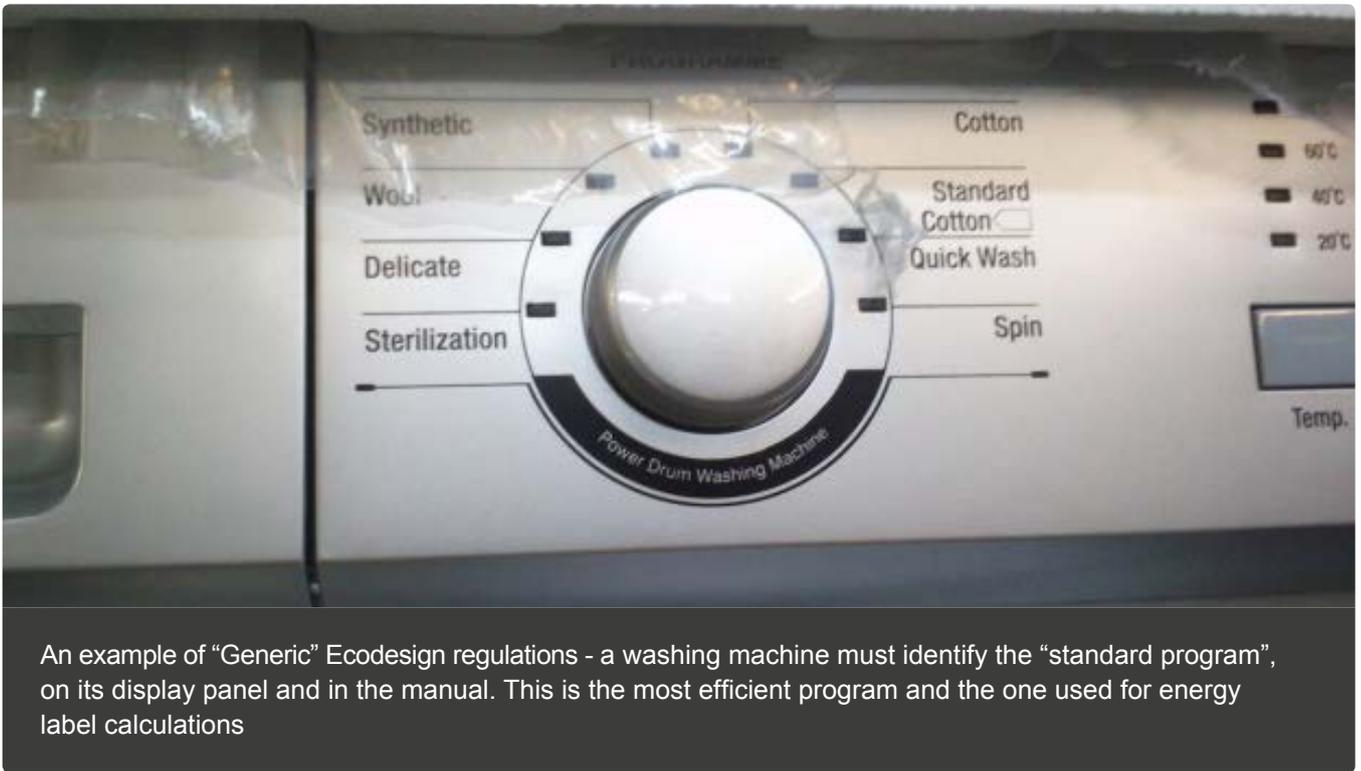
To identify products for testing, a two-fold approach was used. First, the consortium analysed significant product test data from a number of sources. These included:

- Consumer research testing
- Test campaigns run by members of the consortium and other NGOs (for example, the Energy Saving Trust's certification scheme)
- Previous European projects (for example, the ATLETE series, ComplianTV and PremiumLight)
- Historical MSA data and market intelligence where it was available.

A database of around 750 products suspected to not meet Ecodesign limits or Energy Label claims was compiled and used to identify trends and inform product selection.

Check testing

Next, the project team developed 'check' test methods for 10 different product groups. These were intended to give insights into how a product might perform in a full compliance test, but at a reduced cost. Methods developed in all cases were based on official test standards; however, check test methods are not intended to provide a definitive determination of a product's compliance. Documentation and generic Ecodesign requirements were also checked for products where this was relevant to check that this part of the regulations is met.



An example of “Generic” Ecodesign regulations - a washing machine must identify the “standard program”, on its display panel and in the manual. This is the most efficient program and the one used for energy label calculations

The check test methods were developed in consultation with independent, accredited test laboratories with expertise in the product technology. The methods sought to prioritise aspects of testing of most interest to the consortium, and those deemed more likely to fail.

MarketWatch developed a test schedule for the second half of the project, covering washing machines, tumble driers, TVs, electric ovens, refrigeration, vacuum cleaners, dishwashers, lighting, set-top boxes and a range of products tested for standby power consumption, including networked standby and off-mode, such as hair dryers, toasters, coffee machines, soundbars and digital radios.

During the project, the team performed 100 check tests, which fed into the selection of products to be escalated to a full compliance test.

Check testing summary

MarketWatch carried out 100 tests using the 'check' methods in 2015 and early 2016. From the intelligence gained from these tests 26 products were escalated to a full test. By product type, this was split as follows:

Product type	No. check tested	Tests carried out	Compliance tests carried out
Washing machine	4	Energy label, standby	0
Tumble drier	6	Energy label, standby	2
Simple set-top box	6	On-mode and standby power, auto power down	1
Television	5	Energy label, standby, peak luminance ratio, auto power down	2
Lighting	9	Energy label	4
Soundbar	6	Standby and networked standby	3
Digital radio	7	Standby power	3
Electric toothbrush	5	Standby power	2
Microwave	5	Standby power	2
Toaster	3	Off-mode power	0
Hairdryer	5	Off-mode power	0
Kettle	4	Off-mode power, networked standby	1
Coffee machine	7	Off-mode power	0
Web camera	1	Networked standby	0
Router	1	Standby and networked standby	0
Electric oven	7	Energy label	0
Dishwasher	5	Energy label, standby	3
Refrigerator	7	Energy label	1
Vacuum cleaner	7	Energy label	2
Total	100		26

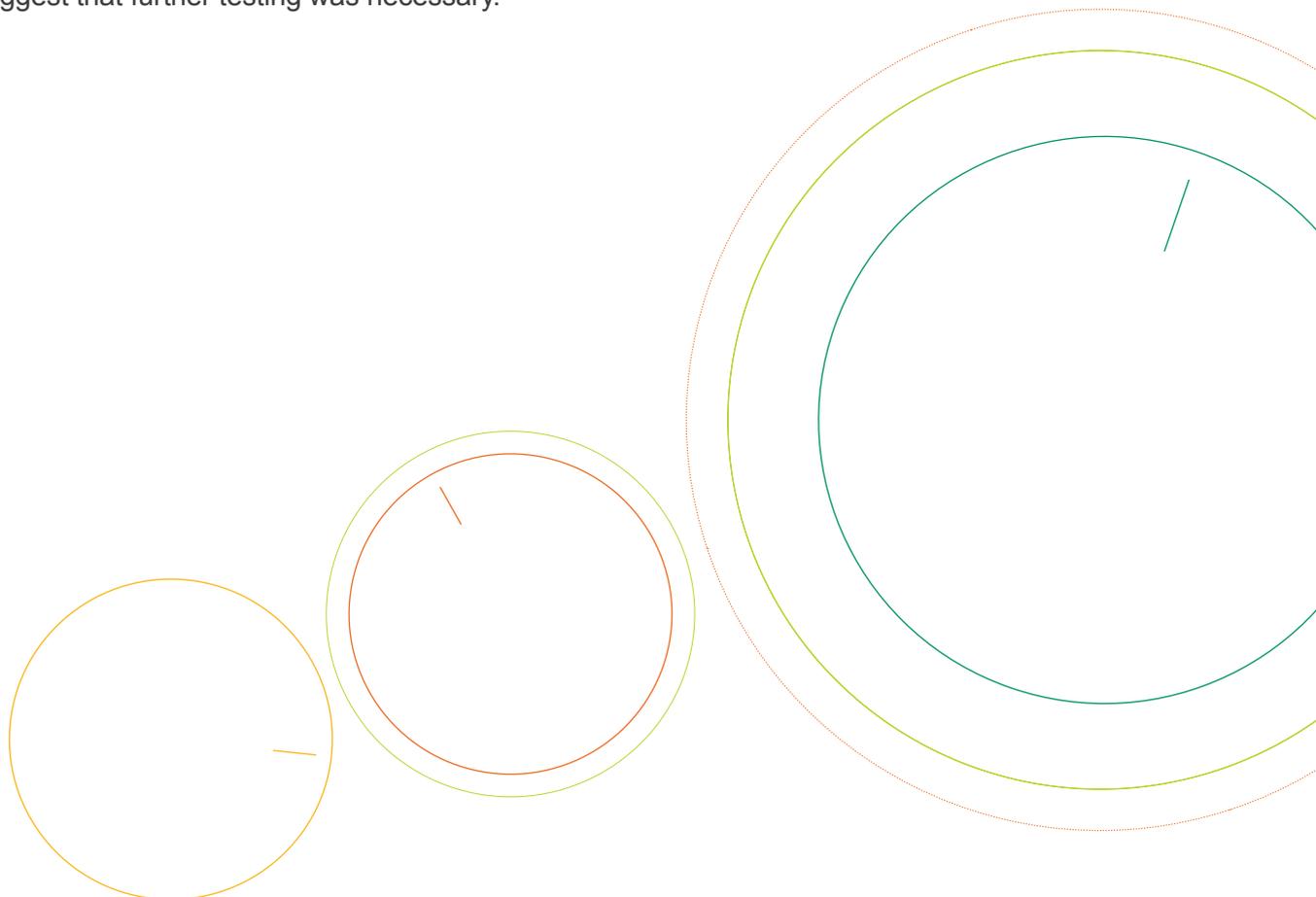
One further product, an air conditioner, was added to the full testing schedule to make a total of 27 for which the project team did not perform a check test but had sufficient market intelligence.

Several interesting trends were observed in the check testing:

- Washing machines performed well in the four check tests conducted; none were escalated to further testing. This was similar to the findings of the ATLETE 2 project, which tested 50 washing machines.
- Two out of the five TVs were measured an energy class lower in check tests, contrary to the findings of the CompliantTV project, in which all TVs tested met their energy rating claim (in a sample size of more than 150).
- Testing of standby power found that approximately one in four products gave results to suggest that further testing was necessary.

- Four out of five samples of dishwashers measured lower for cleaning and drying efficiency than claimed on the label (but were within allowed tolerance limits). The fifth sample measured two classes lower and was escalated to a full test.
- All seven refrigerators measured higher annual energy consumption than was declared.
- Vacuum cleaners, a more recently regulated product category, saw mixed results: three of the seven models had deviations from their energy label claims – one of them significantly so – whereas the other four were measured very close to their declarations.

Manufacturers were informed of check test results, and invited to comment, but they were not reported publicly because they do not carry legal weight.



Compliance testing

Full compliance tests are often expensive, so the project focused on 27 of the most interesting cases that arose in the project.

The compliance testing programme was conducted with the same stringency that would be carried out by a market surveillance authority. In some cases, certain tests that would be part of a full compliance test were omitted. This allowed us to test more samples and to focus on the more problematic metrics.

All testing was carried out by independent, very experienced laboratories, suitably accredited against ISO 17025. Laboratories were selected using a tender process in which they were assessed on experience and cost of providing the service.

Compliance testing summary

Of the 27 products full tested:

- 18 were deemed by the project team to not comply with the relevant regulation.
- Seven products were deemed to have passed the full testing. Three of these measured lower than their energy label claim, but were within allowed tolerance limits. One measured higher than the permitted level for standby power, but again within the tolerance limit.
- One product was reported by the manufacturer to have been placed on the market before the regulation applied.
- One product gave an inconclusive result and a re-test was carried out that will be communicated to market surveillance authorities after the end of the project.

By product type, this breaks down as follows:

Product type	No. measured compliant	No. suspected non-compliant	No. with inconclusive results or status not assigned
Tumble drier	0	2	0
Digital radio	0	3	0
Television	0	2	0
Soundbar	2	1	0
Electric toothbrush	0	1	1
Set-top box	0	1	0
Kettle	1	0	0
Microwave	1	1	0
Lightbulb	1	3	0
Dishwasher	2	1	0
Refrigerator	0	1	0
Vacuum cleaner	0	2	0
Air conditioner	0	0	1
Total	7	18	2

All results were published on the MarketWatch website

MarketWatch ABOUT US **PRODUCT & SHOP REPORTS** NEWS & EVENTS RESOURCES SIGN UP CONTACT

Product & Shop Reports

Are our ovens, fridges and other electrical appliances really as efficient as claimed on their EU energy label? Are retailers supplying the right energy label information? We've checked thousands of shops and products to find out. View our findings below, together with results from related projects.

All Products Shop

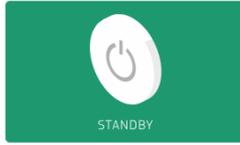
[Filter your Results](#)

Zehnder DX 860E



SET TOP BOX

Smarter iKettle 2.0



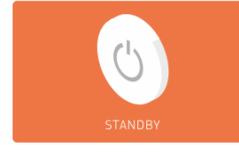
STANDBY

SONOS Playbar



STANDBY

Sangean WFR-29C Digital Radio



STANDBY

MarketWatch ABOUT US **PRODUCT & SHOP REPORTS** NEWS & EVENTS RESOURCES SIGN UP CONTACT

4 of the 9 lightbulbs check tested by MarketWatch gave a lumen output over 10% lower than their packaging claim. One of these was the Megaman 141401 LED spot, which measured an average lumen output of 22% lower. MarketWatch carried out a full test on 20 samples to see if this finding was confirmed.

Results

Measurements were as follows (click for larger image):

Test	Declaration	Result
Energy rating	A+	A
Useful Luminous Flux	345 lm	277 lm
Luminous Intensity	500 cd	423 cd
Wattage	6W	5.8W
Equivalent wattage	50W	42W
Switching cycles	Test passed	

Results from the 20 samples again saw a lower light output than claimed on the packaging by an average of 20%, and a measurement of one energy class lower. No lamp in the sample had a brightness of over 300 lm. Regulation 1194/2012 specifies a 10% tolerance limit for the average result of the batch.

Manufacturer response

MarketWatch has communicated these findings to Megaman, but has yet to receive a response.

[Test Report](#)

[Energy Label](#)

[Rating System](#)



Energy Label Class

A+

DECLARED

A

MEASURED

Lumen Output (lm)

345

DECLARED

277

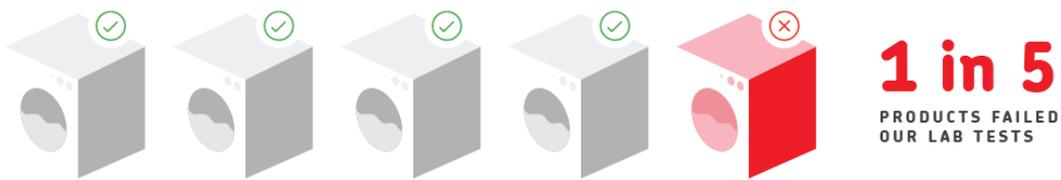
MEASURED

Full test results were also reported to manufacturers who were given the opportunity to comment and challenge the findings. The project team requested remedy actions from manufacturers in cases where non-compliance was accepted.

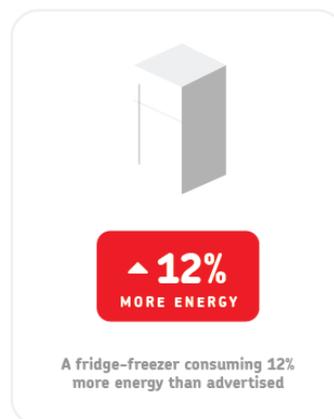
Results from compliance testing were reported publicly, in the media and on the project's website. Over 100 articles have been published by media, two of which, in Germany and Denmark, achieved coverage in some of the best national print titles, radio and television.

MarketWatch lab programme

ARE HOME APPLIANCES AS ENERGY EFFICIENT AS THEY CLAIM? HERE'S WHAT INDEPENDENT LABORATORY TESTS REVEAL ABOUT THE MOST SUSPICIOUS PRODUCTS AND MARKET SEGMENTS



WORST OF THE WORST



Overview of the testing

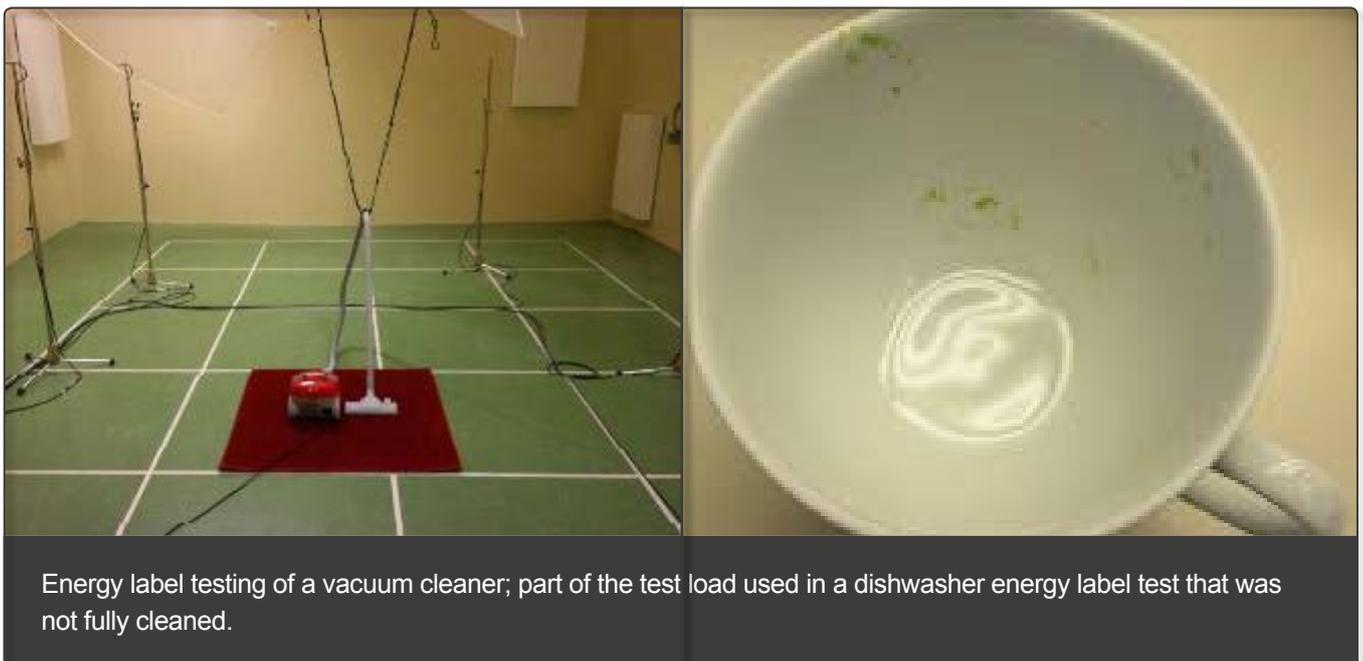
Check test methods were considered a good measure to predict the results of a full test. Eighteen of the 19 products that were suspected to be non-compliant showed similar findings to their check test result: this suggests that check testing can be a useful and cost-effective strategy to supplement full compliance testing.

The level of engagement from manufacturers over testing was encouraging. At the time of this report, responses had been received from industry on 12 of the 18 products suspected of non-compliance. Whilst there was challenge to some test results, the majority of manufacturers were keen to work with the project to agree a position and provide remedy actions.

Testing uncovered useful insights for future work on monitoring and compliance. This included insights into testing of product types (vacuum cleaners and networked standby) subject to recent regulations. Useful insights were also provided from dialogue with the test labs and manufacturers on interpretation and potentially

unclear areas of regulations; different positions were taken in some test cases of standby and networked standby.

The subject of tolerance limits has been discussed on many occasions by stakeholders. Whilst it is necessary to allow leeway for small deviations in product performance in MSAs' tests, a manufacturer is not allowed to use this to claim that a product belongs to a higher energy class than it should. MarketWatch found four instances in full tests, and 16 in check tests, where products measured within the tolerance band, corroborating MSA findings. Action to close this unintended loophole has been proposed by the Commission, fully supported by MarketWatch.



The findings showed that there is still work to do to ensure a high level of compliance with Energy Labelling and Ecodesign requirements. Whilst testing was on targeted samples, a relatively high proportion (26%) showed some suspicion of not meeting claims in the check tests.

There is also good news. Some product categories were measured very close to their claims in check tests: an encouraging finding. Of the four washing machines and seven electric

ovens checked tested, none deviated from claims to an extent that a full test was necessary. No issues were found with power measurements of set-top boxes, with the exception of one in which a software bug caused a problem with a power-down mode. Measurements of off- and standby mode power for products with no electronic display suggested that there was no issue with this aspect of power consumption in almost all the cases we inspected.

Good news story

The below cases are good examples where MarketWatch's testing alerted manufacturers to problems and were able to work alongside the companies involved to correct issues and reduce the energy consumption of products to meet claims and limits.

The project tested a digital radio from Roberts Radio, which was found to consume higher than the 1.0W limit in standby. Roberts addressed this issue by making an "over the airwaves" update to the product, amending the internal software to reduce the standby power to below 1.0W. In addition, Roberts Radio reported that they were looking into making further improvements to the product's AC adaptor to reduce power consumption to around 0.8W.

Compliance testing of an AEG fridge-freezer measured the energy consumption to be 12% higher than the figure claimed on the label. AEG engaged strongly with the project and liaised with MarketWatch's test lab to examine the test data. AEG requested to receive MarketWatch's test samples and looked into the matter with their manufacturing facility. A thorough investigation was launched, and production and delivery were stopped while this took place. Customers were informed of the extra energy consumption and AEG informed the project they were looking into agreeing solutions with individual consumers over this issue. Where other products already manufactured were identified as affected by the issue causing higher consumption, AEG reported making corrective amendments to the energy labels of these appliances.

Engagement & communications with MSAs & NGOs

Market surveillance authorities

In all EU Member States, national market surveillance authorities (MSAs) are responsible for monitoring and verifying the correct display of energy labels, and for ensuring that products perform in line with the claims on energy labels. MSAs often have limited means, so alerts and pressure from other organisations and individuals can help. MarketWatch sent the results of the shop visits and the results of the testing to MSAs, with the aim to engage and work collaboratively with MSAs and to help with their work and encourage more activity.

In most cases the MSAs appreciated the results of the testing and the shop visits provided by the project, and they used it as additional intelligence to further their own surveillance work.

A list of national contact points in charge of market surveillance related to Ecodesign and Energy Labelling in the MarketWatch partner countries was developed and published. Some of the 16 MarketWatch project partners were already in contact with their national MSAs. To assist in developing these relationships we produced and shared an internal best practice guide. We also produced guidance on how to make approaches for those partners who had no contacts or exchanges with the MSAs in their countries.

The engagement between MSAs and partners differed in each country. Relationships between the two took time to develop and in almost every country the relationship improved over the lifetime of the project.

Full results of the testing are available online: <http://www.market-watch.eu/resources/lab-report/>

Denmark

Project partners: Danish Ecological Council, and Danish Consumer Council

MSA: Danish Energy Agency

Before the MarketWatch project began, the Danish Ecological Council and Danish Consumer Council were already in contact with the Danish Energy Agency. During the project, regular exchanges led to discussions of different parameters for checking Ecodesign and Energy Labelling, discussion of the results of shop visits, the presentation by the MSA of their upcoming shop checks, and discussion on future collaboration. The Danish partners' sanctions of free riders is a good supplementary measure to the MSAs' enforcement work against those who do not comply with the regulations.

The partners and the MSA had an agreement of a goal of a maximum of 10% non-compliance in all shops in Denmark in 2016, which resulted in the formation of a working group consisting of MSAs, NGOs, industry and retailers. There are planned future efforts to ensure it is coordinated to get the maximum amount of effect.

Germany

Project partners: VZBV and BUND

MSA: see below

German market surveillance is different because Germany does not have one market surveillance authority, but rather a separate authority in each of its 16 federal states (Bundeslaender). Each authority is organised and accounted for in a different way. Talking to the German MSAs therefore presented its own challenges. However, the BAM has received funding for 3 years to carry out own testing programs for 4 product groups (driers, air cons, heat pumps and kitchen hoods) and develop simpler checking procedures to provide support to the regional market surveillance.

The German partners VZBV and BUND built up an excellent dialogue in this complex structure. Several meetings were held with BAM and the MSAs in several Bundeslaender. Three workshops were organised: one at the beginning for MarketWatch to introduce the project, and one towards the end to present the observations from three rounds of shop visits and the results of the full testing for MarktChecker (the German name for MarketWatch). These workshops facilitated collaboration between the MSAs in all the Bundeslaender.

UK

Project partner: Energy Saving Trust (EST)

MSA responsible for Ecodesign: National Measurement and Regulation Office (NMRO)

MSA responsible for energy labelling: Trading Standards Institute

Defra, the UK Government department responsible for implementing Ecodesign/Energy Labelling and market surveillance in the UK, requested that EST and the NMRO work together where appropriate.

During the project the relationship between EST and NMRO developed and dialogue was strengthened through regular meetings and exchanges. NMRO gave useful insight into how the MarketWatch project might fit in best with their existing work. NMRO were also very interested in the MarketWatch results from the in-store and online shop inspections for energy label display compliance. NMRO advised EST on some key principles to abide by when conducting market surveillance work, and helped to make sure that the product testing selection process was coordinated between them. They gave good advice on the need to keep MSAs informed of tests and communications.

EST held regular meetings with officers from the Trading Standards Institute and an excellent collaboration was established. Trading Standards officers accompanied EST on some shop visits to understand the process. Together they attended the Chartered Trading Standards Institute Conference. EST had a stand at the conference to showcase the work carried out under MarketWatch and CompliantTV.

France

Project partner: UFC-Que Choisir

MSA: Direction générale de la concurrence, de la consommation et de la répression des frauds (DGCCRF)

UFC-Que Choisir was involved in setting up DGCCRF's work programme (orientations and guidelines) before its adoption. This provided an opportunity to raise issues of relevance to consumers and other matters on which there is a clear need for the MSAs to work.

UFC-Que Choisir maintained regular contact with the MSA to raise consumers' concerns and demonstrate areas where law enforcement is clearly lacking. Once MarketWatch began, UFC-Que Choisir started to contribute to the MSA's work by presenting the outcome of the shop visits, the escalation procedure after the shop visits and testing, and contacts with retailers.

A sustainable dialogue and collaboration was achieved between the consumer organisation and the MSA.

Some partners had more difficulty in engaging with their MSAs.

Portugal

Project partner: Quercus

MSA: Autoridade de Segurança Alimentar e Económica

Quercus informed the Portuguese MSA of the MarketWatch project activities in a workshop attended by both parties, and the shop visits reports were also sent to them. However, despite efforts by Quercus, there was no regular collaboration with the national MSA.

Engagement with NGOs

Most NGOs in Europe were unfamiliar with the risks related to poor market surveillance on Ecodesign and Energy Labelling. Priority was attached to market surveillance aspects in the field of safety. We were keen to raise their awareness of the importance of market surveillance and compliance with Ecodesign and Energy Labelling, and explain to them how they can get involved and contribute. We did this through the following means of communication:

- Compiling a mailing list of members of the EU network of civil society organisations. With a total of 353 contacts subscribed to the MarketWatch newsletter, through which they were kept informed of developments. Ten newsletters were sent during the project.
- An introduction leaflet on the MarketWatch project was developed and published electronically and in print in English, Portuguese, German, French, Spanish, Czech, Danish, Italian and Polish.
- Guidelines on the simplest Ecodesign & Energy Labelling requirements and main test standards and conditions for complex Ecodesign and Energy Labelling requirements were developed to help NGOs and Civil Society Organisations (CSOs) to understand how the compliance with Ecodesign & Energy Labelling rules can be monitored and verified. It was shared with NGOs and published on the MarketWatch website. This report identifies the current and potential future energy-using and energy-related products that fall under the Ecodesign and/or Energy Labelling Regulations of the EU, European Economic Area, and European Free Trade Agreement areas. Written especially for CSOs, it shows simple steps that can be taken by individuals or organisations to identify manufacturers and retailers who do not adhere to the regulations. The report covers all measures that were in force at the time of publication (2013).
- A calculation tool for the recalculation of the energy class for TVs and lamps was developed. It is able to calculate or recalculate the Energy Efficiency Index (EEI) and it produces the corresponding Energy class. It can be used by partners to collect data and intelligence and to assist in the general market surveillance of products.
- A guide on Energy Labelling and Ecodesign requirements for household products was launched for NGOs and consumers. It will engage NGOs and CSOs beyond the project duration and contribute to improved market surveillance. This guide is available in English and also other European languages of the MarketWatch partners.

Guides produced by MarketWatch

MarketWatch has produced an NGO guide <http://www.market-watch.eu/resources/ngo-guide/> to advise civic organisations, or concerned consumers, on how to perform a shop visit to monitor energy labels. A retailer guide <http://www.market-watch.eu/resources/retailer-guide/> has also been produced to inform shops on how energy labels should be displayed and what other information should be made available to customers. Both of these guides, in English and the national translations, are available from the project website, and from individual project partners.

Partners have distributed the retailer guide in different ways depending on their country strategy. For example, the Czech project partner released the guide in cooperation with the State Energy Inspectorate, the Czech Market Surveillance Authority for the Energy Label and Ecodesign legislation, and the Association of Consumer Electronics. An agreement with the authority representatives has been reached that the guide would be distributed to retailers also within the shop surveillance visits, organised by the Authority inspectors. In Spain, the partner organised an event in which the guide was presented to the retailer sector and to representatives from manufacturers.

Dissemination of results

Communication is one of the most powerful ways in which civil society organisations can increase the interest in and compliance with EU regulations on products. Manufacturers and retailers are also more and more vigilant about their image in the media, and they pay substantial attention to negative press.

Besides more than 600 media stories mentioned above, the consortium presented their results through a wide range of channels to generate a more compelling climate of compliance on the market:

- Ten tailor-made national websites, plus an EU site
- Articles in civil society newsletters and social media pushes, 97 recorded
- Events, workshops and conferences, 48 recorded
- Project newsletters, with 406 recipients

Portugal breakfast news



Danish news article

FORBRUG & LIV

Bolig Sundhed Digitalt Forbrug Biler Livsstil Guider Test

ENERGI 13. APR. 2015 KL. 15:13

Forbrugerråd: Hvidevarebutikker sjusker med energimærkning

Undersøgelse viser, at hver tredje hvidevare og køkkenmaskine er mærket forkert.



MÆRKNINGSFEJL. En ny undersøgelse fra Forbrugerrådet Tænk og Det Økologiske Råd viser, at energimærkningen på husholdningsapparater i 35 procent af tilfældene er forkert eller mangelfuld. Det samme var tilfældet i 2009. - Foto: MIRIAM DALSGAARD

Gem + Følg f t e

Danske forbrugere kan spare mange penge på elregningen, når de udskifter hårde hvidevarer i hjemmet.

SE OGSÅ

■ Sådan holder du din elregning i ave

Moderne køleskabe, vaskemaskiner og køkkenapparater har typisk en langt bedre energimærkning end de apparater, de erstatter.

Energimærket skal derfor hjælpe forbrugerne med at investere i de mest energieffektive produkter, men en ny undersøgelse fra Forbrugerrådet Tænk og Det Økologiske Råd viser, at mærkningen i 35 procent af tilfældene er forkert eller mangelfuld.

Det skriver Jyllands-Posten.

LÆS OGSÅ Du kan ikke stole på produkters energimærkning

Project website

Project Twitter account

Spanish news article

Uno de cada cinco electrodomésticos consume más de lo que se anuncia

TOMÁS DÍAZ | 11:35 - 24/03/2016 | 0 Comentarios

Tweet Compartir G+ 0 in Share 11 Wow! 0

• Muchas tiendas tampoco cumplen la legislación sobre etiquetado energético

Más noticias sobre: ELECTRODOMESTICOS ONG UNIÓN EUROPEA EL CORTE INGLES



Durante tres años un consorcio de 16 ONG europeas han estado analizando el rendimiento energético de los electrodomésticos puestos a la venta en la UE, cotejándolos con lo que indica su etiquetado energético, y el resultado es que uno de cada cinco aparatos testados con detalle consume más de lo debido.

Los test, realizados por laboratorios independientes, han encontrado una aspiradora -el modelo Kunft KVC1119, de Worten- que consume un 54% más de energía de lo declarado, un frigorífico -el AEG S53530CNX2- que consume un 12% más, un aspirador -Rowenta RO6673EA- etiquetado como B, cuando debería ser C, un lavavajillas -el OK ODW 451 FS- que precisa dos ciclos de lavado para dejar la loza en condiciones, etcétera.

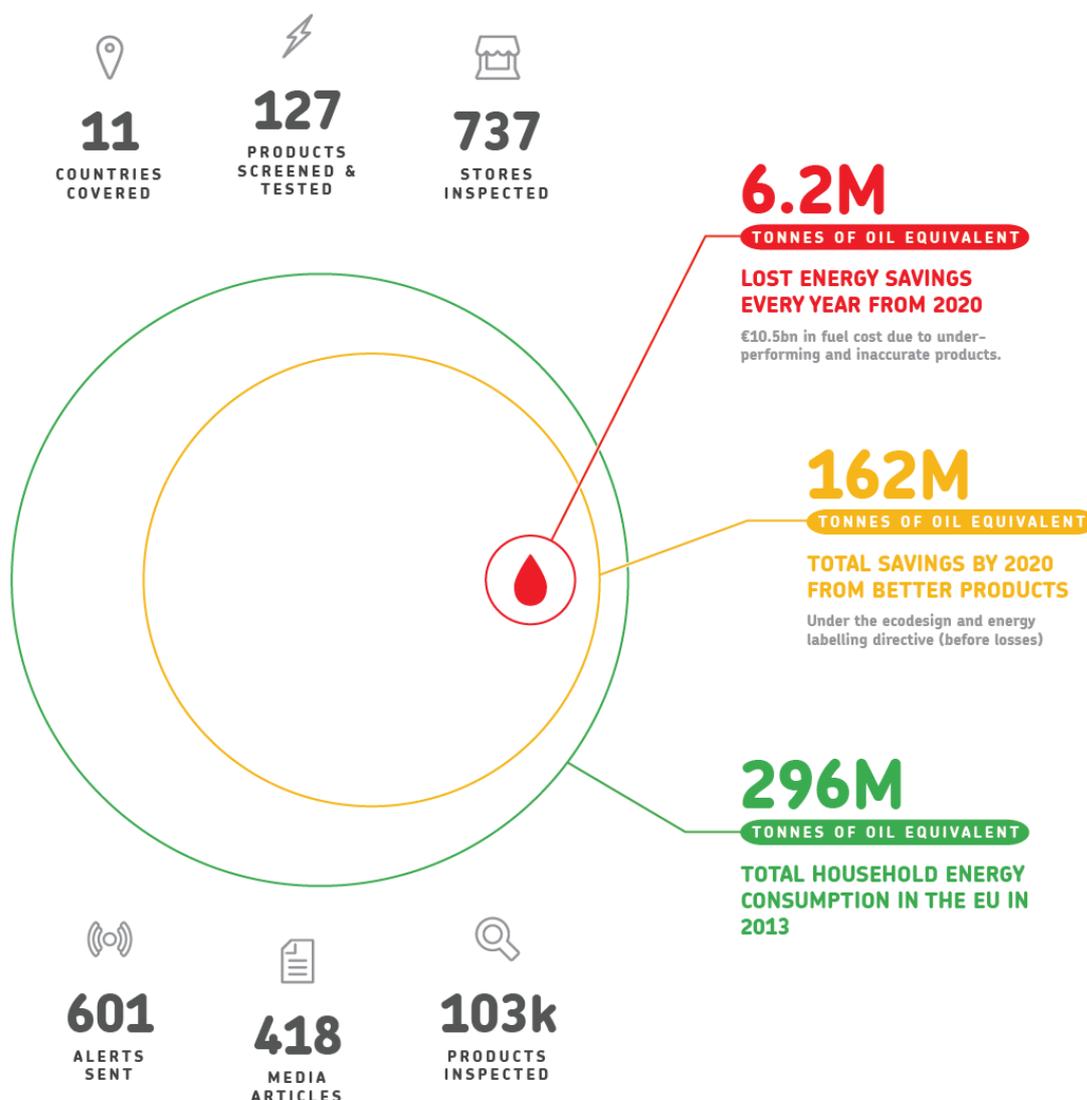
Conclusions

We visited 737 physical and online shops in 11 EU countries from 2013 to 2015 and monitored more than 100,000 products. The main errors found by project partners were made by retailers on label and energy information format, both in online and physical shops. These mistakes included modified or damaged labels, wrongly placed labels, or black and white instead of colour copies.

Missing labels is the second most prominent problem, observed not only in kitchen studios

and small shops, but also in supermarkets, department stores and online.

The selection of individual shops for monitoring was made with a higher likelihood of non-compliance in mind, so the overall project figures are not representative of the overall market situation in individual countries. Project partners have collaborated with individual retailers, advising on how to display the energy labels properly, for example by developing and distributing a retailer guide on the proper label display and cooperating with the national market surveillance authorities on future activities.



Collaboration with retailers is a very effective way to bring about change in physical stores, but 'online-only retailers' are often unwilling to work with CSOs. Confusion or lack of awareness seems to be the biggest factor contributing to in-store non-compliance. Many retailers welcome guidance for improvement. In response to a number of requests, the consortium produced a retailer guide to support the steps retailers are making to improve their labelling in stores.

MarketWatch's testing programme demonstrated the expertise and value of civil society organisations to market surveillance. The project team's robust testing regime performed more than 120 tests, and identified suspected non-compliance in one out of every five products assessed. Operating as an EU-wide network, the consortium was able to draw on numerous resources to inform product selection, reach manufacturers to resolve issues, and communicate results to inculcate the culture of compliance.

MSA relations with CSOs can work well, but it takes time. By demonstrating expertise and experience, it has been shown that MSAs are open to closer, more collaborative partnerships.

The key findings were:

- Any testing should be notified to the MSA well in advance, allowing them to prepare and potentially observe.
- Testing results are unlikely to be used directly – that is, the results will not necessarily form the basis of evidence against a manufacturer. They will, however, be used for intelligence, and will likely be followed up in the future by MSAs.
- Information and intelligence on physical or online shop visits can help the MSA directly target the worst offending retailers.
- CSOs must be aware of nation-level law, which can often restrict the publication of any work undertaken by the MSA or place further requirements on tests undertaken
- Media and citizens of Europe have a real interest in these stories – this is evident from the high number of media hits. Consumers won't stand for inaccurately labelled products.

Recommendations

1. More targeted and intelligence-led market surveillance testing activities.

MarketWatch has shown that random testing is not the most efficient method of finding non-compliance and a more targeted approach is more effective. Whilst not specifically market surveillance projects, levels of compliance seen in programmes such as ATLETE 2 and CompliantTV, which sought to cover a spread of the market, were seen to be much higher. However, MarketWatch's intelligence-led approach of data analysis and product check testing preceding full tests was seen to be effective in identifying a greater proportion of suspected non-compliant products in its test sample.

2. More guidance for retailers and manufacturers.

The correct display of the energy label takes sustained and dedicated effort from a range of actors within a company or even a single retail store. More often than not, MarketWatch has seen a lack of knowledge or lack of understanding, rather than refusal or defiance. It was quickly established that many retailers were happy to work with CSOs to improve their performance. The retailer guide is a valuable resource.

3. More targeted shop surveillance.

Dedicate more time to solve the problematic areas. Specialised retailers such as kitchen showrooms, smaller/independent retailers, and internet stores are the worst offenders. We recommend focusing resources here as a start.

4. Centralised leadership.

MarketWatch has shown that directing 11 Member State CSOs, and coordinating the work and actions from a central governing body, is an extremely effective way to share experiences, develop a best practice approach, and to identify trends and patterns across Europe.

5. The project highlights that all actors have a role to play in helping Europe meet its energy efficiency targets:

- Manufacturers must accurately declare labels
- Retailers must display them correctly
- MSAs must continue and increase their surveillance of labels
- Member States must encourage and support the purchasing of efficient products, and enforce the regulations
- CSOs must maintain pressure on the actors and lend legitimacy and authenticity to the claims.
- The European Commission must put in place clear legislation that facilitates rigorous market surveillance.

Looking ahead

Upcoming EU-wide review of regulations presents a good opportunity to apply the lessons we learned. We can help to improve the entire system of Energy Labelling and Ecodesign. In particular, input will be made to the revision of the Energy Labelling Directive and, in the near future, the recast of the Product Safety and Market Surveillance package. Possibilities include the application across Europe of best practice market surveillance, identifying the worst offenders of energy label non-compliance, the benefits of having a centralised body to facilitate and coordinate information to Member States enabling MSAs to function in a synchronised approach across Europe. The proposed product database in the revision of the Energy Labelling Directive offers an excellent opportunity for the MarketWatch network to advocate for a tool that will not only improve market surveillance, but also improve the understanding of the products available on the market and enable a more collaborative and joined up approach. The potential benefits of third party certification could be explored further as an option for elevating the priority of market surveillance.

Correct labelling was a key aspect of the project, but without dedicated funding large-scale observations are unlikely to take place in the near future. However, individual partners will use the experience gained from the project to continue to identify the worst offending stores and websites on a smaller scale, and to communicate results to their MSAs. Various partners in MarketWatch regularly undertake consumer testing of products, with their experiences of MarketWatch, they are now able to identify when a product is unlikely to measure up to the declaration made by manufacturers. This will feed in to the information and intelligence available for the network and MSAs.

Almost all of the partners have made contacts with national MSAs, so the means by which CSOs can file complaints or share information is well-established. It will continue to be utilised, in cases where an issue is discovered within a Member State, and to share intelligence. The MarketWatch partners will also contribute to broader product-policy forums. Using vehicles such as the ¹Coolproducts campaign, the MarketWatch network will continue to share information and support the EU-wide efforts on improving market surveillance.

¹ Coolproducts advocates on behalf of environmental and consumer organisations across Europe on product policy, particularly on Ecodesign and Energy Labelling. The campaign is led on the European level by ECOS and the EEB, and supported by more than a dozen national partners. It provides technical and advocacy support to the partners to work on products.



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Please, do not hesitate to contact your national project contact point to find out more!



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