



European
Commission

Consumer understanding study on energy label

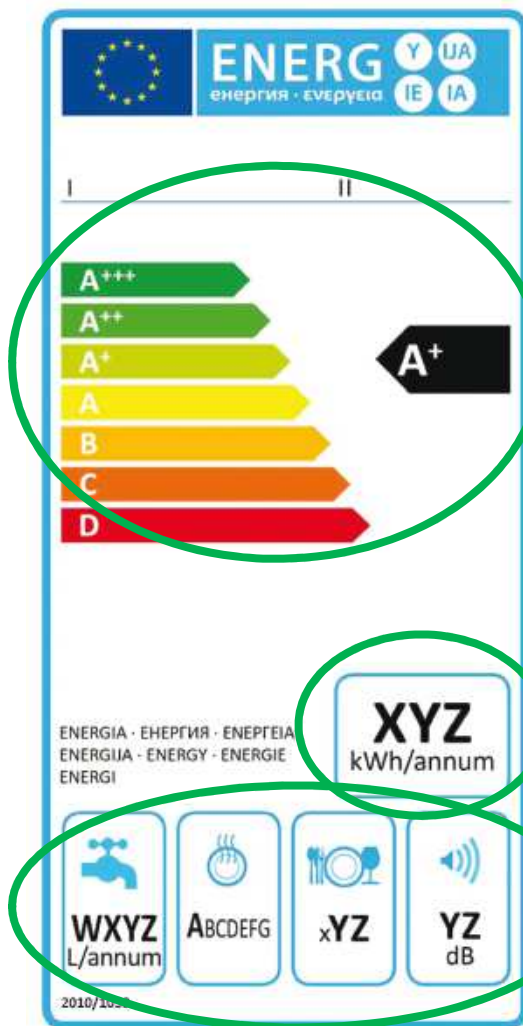
Issues for study and timeline

*Directorate General for Energy
Energy Efficiency*

Energy



Current labels



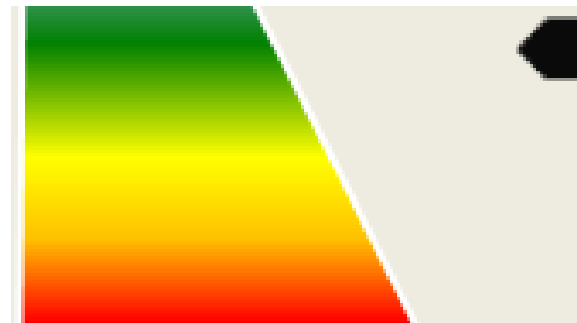
- **Relative importance people *pay* to these three (e.g. by eye-tracking methods)**
- **Other aspects of the current energy label already covered in existing studies**

Potential new label elements

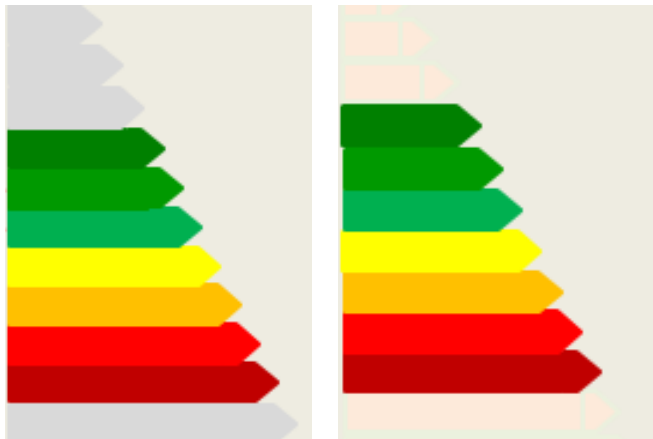
- Letters vs. numbers



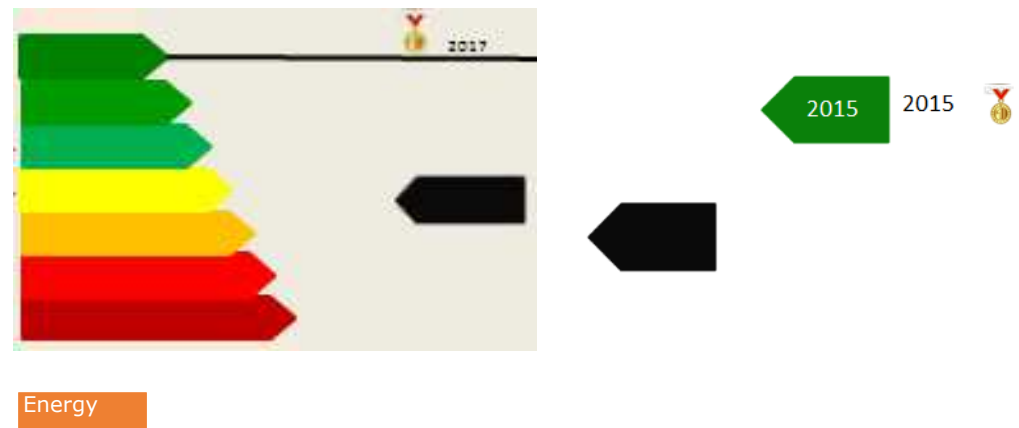
- Classes vs. continuous scale



- Open- vs. closed-ended scale



- Indication of best available technology in a certain year



Testing of three label designs

- Label designs provided by study on *Evaluation of the Energy Labelling Directive and specific aspects of the Ecodesign Directive and related technical assistance*



- Labels could differ in ranking/scaling design, but also be the same on this and differ in other aspects, such as including QR codes or not

Timeline compared to review study

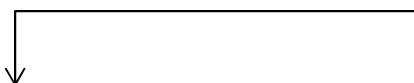
Consumer understanding study milestones

Energy labelling review study milestones

**Testing current labels /
potential new label
elements:**
results by end November 2013



**Testing 3 label design
options from Ecofys:**
results by May 2014



Meetings and reports	When
1 st stakeholder meeting	27 June 2013
Online consultation (3 months)	End of Aug. 2013 – end of Nov. 2013
2 nd stakeholder meeting	Oct. 2013
3 rd stakeholder meeting (first findings report + 3 label designs by Ecofys)	Feb. 2014
Final technical report	Jun. 2014