Energy Efficiency Hub

Consumer information and engagement: Appliances

Governments rely on a range of policies to encourage both manufacturers to improve the energy performance of their products and consumers to adopt more efficient options. Clear and accessible consumer information is a crucial part of this effort; simple, effective messaging can significantly stimulate the uptake of energy-efficient appliances. Policies can ensure that consumers have access to relevant information at the moment of purchase, and that this information is tailored to their decision-making habits. In addition, intermediaries, consumer organisations, retailers, and installers need to be well-informed about the benefits of energy-efficient appliances so they can share this knowledge with customers.

A major barrier to strengthening consumer information and engagement is the long-term nature of these policies, as appliances are replaced infrequently. In addition, policy messages can be quite complex and hard to tailor. Comparative databases can help consumers evaluate efficiency, while policy makers must also contend with misinformation and misleading claims.

Selected lessons

- Long-term communication and information plans and programmes are key to ensure success of policies supporting energy efficiency in appliances and equipment.
- Consumer information and engagement can be strengthened by sharing simple and intuitive messages that connect with consumers on an emotional level, while clearly communicating economic and environmental savings.
- Actions focused on raising awareness on energy efficiency, involving retailers and installers, can help consumers make more informed decisions and adopt energy-efficient appliances.
- A diversity of approaches sensitive to cultural context can engage consumers' uptake of energy-efficient appliances, including leveraging traditional and social media.
- Persistent institutional support can help build consumers' trust, credibility, and adoption, as well as ensure that energy efficiency remains a high priority for appliance manufacturers, wholesalers, and retailers.

Examples of relevant policies adopted by Hub Members include the following:

The **European Commission** set minimum energy efficiency requirements for appliances and equipment via the Ecodesign Directive and uses long-standing appliance energy labels that include new features such as a repairability index. An annual Eco Design Impact Accounting report is also published, covering 340 products across 41 categories to track the impact of these measures. The Energy Efficient Products Portal provides detailed product information for consumers. Labelled products must be registered in the European Product Registry for Energy Labelling (EPREL) database, enabling consumers to compare efficiency levels and report irregularities. It is composed of 1.8 million products and has an average of 1 million visits per month.

In **Saudi Arabia**, the Saudi Energy Efficiency Centre (SEEC) develops energy efficiency standards and appliance labelling. It addresses behavioural aspects by conducting information campaigns and assessing their impact through surveys that explore citizens' appliance-use habits. TAQA has carried out 31 energy efficiency campaigns related to appliances, including initiatives aimed at families, using tailored graphics and cartoons to encourage energy-saving practices.

Ghana enforced Minimum Energy Performance Standards (MEPS) for air conditioners and 17 other appliances to prevent the import of low-quality products. The government published energy efficiency ratings through the GH Certified Appliance app, allowing importers and manufacturers to verify the efficiency of market competitors' products. Public campaigns on energy efficiency are produced, using traditional and social media.

CLASP shared a range of approaches to engage consumers and stimulate the uptake of energy efficiency appliances, illustrating these through policy examples from several countries. Indonesia launched a series of consumer engagement efforts, helping to increase the recognition and understanding of energy labels from 5% to 70%. Brazil launched the Programa Brasileiro de Etiquetagem, inspired by the Energy star programme. India regularly publishes national alerts to inform potential buyers via their star label website about products that have failed compliance testing.

Resources

- Super-Efficient Equipment and Appliances Deployment (SEAD) promotes the manufacture, purchase, and use of efficient appliances, lighting, and equipment worldwide.
- IEA Policy Toolkit for Appliances, provides an overview of the most important elements of regulation, information, and incentives instruments to support appliance energy efficiency.
- User-Centred Energy Systems Technology Collaboration Programme - CampaignXchange Task Group, identified best practices for best practices for campaign design and implementation.
- CLASP is an international nonprofit organisation that supports the improvement of energy efficiency and environmental performance standards of appliance and equipment.

These policy insights are derived from Members' exchanges during Policy Exchange Workshops. Hub Members regularly exchange knowledge and practical experience through the Energy Efficiency Hub's Policy Exchange Workshop series. These closed-door sessions provide a platform for experts nominated by Member governments to explore specific energy efficiency topics in greater depth across sectors such as buildings, transport, and industry. Each workshop features national policy presentations, peer-to-peer discussion among officials responsible for design and implementation, and scene-setting contributions from IEA experts.

Findings presented in this Policy Insight are drawn from the discussions that took place during the Policy Exchange Workshops on 20 March 2025 (European Commission, Saudi Arabia, Ghana, and CLASP).

For more information, please contact the Energy Efficiency Hub Secretariat at secretariat@energyefficiencyhub.org.