



Deliverable 4.2:

Report on the panel of retailers engaged in the project



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INTRODUCTION

Deliverable 4.2 is focused on reporting the activities developed within WP 4 – Retailer Outreach for the specific Task 4.3 – Creation of a panel of key retailers. This specific task leader is DECO Proteste, with SONAE as the WP 4 leader.

It's our understanding that the main objective of this specific task was to create, develop and operate a panel of strategic retailers, on a national level. This panel would act as a contact point between BELT project and the retailer “community”, acting as a bridge between the two realities.

Also, this national panel could also work as a pipeline to promote the flow of BELT's information and dissemination materials to and from the retailers, enabling a two-way communication channel on both information and communication materials.

This first report will focus on the overall Task 4.3 activities deployed in all of the countries participating in BELT – especially in the countries with a consumer defense association present (Portugal, Spain, Italy, Belgium and Slovenia) –, if any action on this matter has been deployed on a national level.

This document will also try to establish the next Project steps on this Task 4.3, trying to launch specific guidelines to all the participants for a successful replication of the key retailer panel in each country, if necessary.

This Report is focused on the period ranging from the 1st January until the 31st October 2021.

WP4 – Retailer outreach

WP4 is totally focused in retailer outreach and SONAE is its WP leader. This means that all the tasks within this WP are focused on the communication, dissemination and deployment of actions to and for retailers, covering the various aspects of retailer activity and also promoting a share of best practices from the implementation of the new energy label rescale processes and actions, as well as training actions.

As stated before, one of the tasks present inside this WP relates to the creation of a key retailer panel. This task intends to promote some additional interaction, in the form of a panel, between BELT project and a group of key retailers, on a national level. This panel should discuss, evaluate, analyze and share experiences, communication material and best practices associated to the new energy label market introduction.



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RETAILER OUTREACH SPECIFIC TASK

Task 4.3 Creation of a panel of key retailers

To begin with, SONAE is the WP 4 leader and is responsible for the main tasks within this WP – task 4.1, 4.2 and 4.4 are led by SONAE. Task 4.3 was assigned to DECO Proteste as it was primarily designed to act as a bridge between retailers and the consumer defense associations present at BELT consortium.

Our understanding of the main nature of Task 4.3 is that, on a national level, consumer defense associations should be able to interact and communicate with the most prominent retailers on a national level, thus discussing and evaluating their thoughts, needs and main difficulties on the implementation of the new energy label scheme. This may sound somewhat strange, as Retailers and consumer defense associations are not in the same operating field but the truth is that, at the end of the day, they both deal with the same final target: the consumer.

Another important vector for Task 4.3 was the possibility to share consumer focused communication material produced within BELT with Retailers. This action is interesting as it could provide BELT's WP3 – Consumer Outreach to gain an additional consumer communication channel (via retailers) and to allow retailers the access to consumer centric communication material that could help retailers on the communication process to consumers – for example, the store delivery of leaflets or the use of BELT's videos.

What's been done

Task 4.3 was assigned to DECO Proteste as it was primarily designed to act as a conductor wire between BELT, the consumer defense associations and retailers. DECO Proteste, as the task leader, should ensure, on a European level, the creation and deployment of similar key-retailer panels.

As it's common knowledge, COVID-19 as presented a severe impact on the overall activities during 2020. BELT was not an exception and we all had to adapt our working procedures to this new reality. This meant that some actions or tasks of the Project were somewhat delayed or postponed to a later stage – for example, all retail store communication actions were postponed from 2020.

Altroconsumo

Altroconsumo did not execute any specific action on Task 4.3 during the period of the 1st of January until the 31st October 2020.



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BEUC

BEUC did not execute any specific action on Task 4.3 during the period of the 1st of January until the 31st of October 2020.

DECO Proteste

In Portugal, the main initial strategy to tackle this task was to work closely with APED (Associação Portuguesa de Empresas de Distribuição): the Portuguese retailer association. APED would work as the “panel” as they would convene, represent and be the contact point for all the major retailers in Portugal. Also, they would also liaison with European-level associations of retailers via, for example, Eurocommerce, pushing BELT’s message through these areas.

Due to COVID-19 issues, DECO Proteste was not able to deploy this plan within the original timeframe: a first meeting with APED should have taken place during March – September period, launching the foundations for the creation of the national retailer panel directly with the national association that represents them. However, this was not possible to arrange. This meant that this task, in DECO Proteste’s planning was delayed and its operationalization was postponed into the last trimester of 2020.

Bear in mind that many of BELT’s outputs deployment such as the videos and the online tool were delayed representing an extra reason to justify the incapacity to meet with the panel of retailers as there was no material available to share with them – thus, not completing one of the main objectives of the retailer panel interaction.

Erion

Erion has contributed to the creation of a panel of key retailers, as indicated in its Detailed Communication Plan. Erion approach aimed to creating a market actors dialogue platform, which includes manufacturers and retailers, with the following objectives:

- comprehension of manufacturers and retailers needs during the transition;
- co-development with market actors of training and communication materials;
- support market actors in explaining their obligations
- coordination of activities between manufacturers and retailers.

For this purpose, with the objective of reaching a large number of retailers with one voice, Erion actively collaborates with Aires, the Italian Association of Specialized Appliances Retailers, that brings together the main chains and major groups active in the sale of electrical and electronic equipment in Italy such as Euronics (brand Euronics, Euronics Point, Comet and Sme), Expert (brand Expert and Grancasa), GRE (brand Trony and Sinergy) and Unieuro (brand Unieuro and Monclick). Many consultation meetings with associates are set up to directly collect their needs and expectation. In particular the topics mainly discussed have been:



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- communication/information/training material addressing retailers' sales staff they need to be prepared to the changes in advance;
- communication that accompanies the product at the time of purchase during the transition period à printed communication to be added in the packaging and banner to be shown in online stores;
- information for proper stock management (how to deal with products with old label still in the retailers' stock).

The consultation activities with AIREs has been performed and coordinated with the Label2020 partner Eliante. Erion collaborates with Label2020, in finding main needs of retailers related to the new energy label implementation.

On May 2020, the collaboration between Erion and Label2020 brought to the development of guidelines for retailers, in Italian, (https://www.newenergylabel.eu/sites/default/files/pdf-blocco-materiale/Linee%20guida%20distributori_v1.pdf): this document presented the main information retailers should know regarding the new energy label.

Erion and Eliante also prepared and distributed to retailers a pop-up text to be introduced in the retailers' websites to briefly explain to consumers the entering into force of the new energy label when buying a new product involved in the energy label change.

Moreover, to meet retailers' needs, Erion created a website for market actors with a specific training section dedicated to retailers (<https://www.newenergylabel.eu/en/training>). In the website retailers can find legislative documents and other formative and informative materials (as guidelines, videos...). Furthermore, retailers can continuously interact with Erion's experts asking for clarifications of support in solving any doubts regarding their behaviour in respect with the new energy label.

The collaboration between Erion and AIREs came up with the co-development of a flyer (https://www.newenergylabel.eu/sites/default/files/pdf-blocco-materiale/BELT-scheda-A4_V4_0.pdf), see

Picture 1. The leaflet contains information about what is the energy label and why there is the need of having a new label. The rescaled energy label peculiarities are presented together with a simplified timeline which explains when and how the new label could be visible.

The leaflet has been distributed through AIREs to a large number of retailers with the advice of displaying it in their shops.



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Picture 1: Flyers for retailers developed by ERION in collaboration with Aires

AIRES

BELT

L'ETICHETTA ENERGETICA STA CAMBIANDO

MENO CLASSI, PIÙ EFFICIENZA

CHE COS'È L'ETICHETTA ENERGETICA?

È un importante strumento che permette ai consumatori di comprendere e confrontare meglio l'efficienza degli elettrodomestici, consentendo loro di operare scelte più consapevoli, sostenibili ed economiche.

PERCHÉ UNA NUOVA ETICHETTA?

La scala attualmente in uso non è più proporzionata alle performance dei prodotti presenti sul mercato. Le classi superiori (A+, A++ e A+++) sono "sovrappopolate", mentre le categorie inferiori sono vuote, poiché i produttori hanno realizzato elettrodomestici sempre più performanti. Per tale motivo, l'Unione Europea ha deciso di modificare l'etichetta: tutte le attuali classi "A" comprendenti il simbolo "+" scompariranno lasciando il posto ad una nuova e più semplice scala da A a G.

Così, per esempio, i prodotti più efficienti, attualmente etichettati come A+++, corrisponderanno approssimativamente alle classi "B" o "C", a seconda della categoria di appartenenza, al fine di lasciare spazio ai modelli a maggiore efficienza energetica che verranno prodotti in futuro.

VECCHIA ETICHETTA

NUOVA ETICHETTA

ELEMENTI DELLA NUOVA ETICHETTA COMUNI A TUTTI I GRUPPI DI PRODOTTI

- Il codice QR consente ai consumatori di ottenere ulteriori informazioni sull'apparecchio semplicemente effettuando una scansione con lo smartphone
- Nuova scala energetica da A a G, senza le classi "+"
- Consumo energetico: è specifico per ogni prodotto
- Performance e caratteristiche: il numero e il tipo di pittogrammi presenti variano in base alla categoria di appartenenza.

1 MARZO 2021

Da oggi fino a marzo 2021 il consumatore potrà trovare all'interno del prodotto la **doppia etichetta** (vecchia + nuova)

Nuova etichetta esposta in punto vendita e online
La nuova etichetta dovrà essere esposta e visibile nei negozi e sui siti per gli acquisti online per lavastoviglie, lavatrici, lavasciuga, frigoriferi, congelatori, le cantinette vino e i display.

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Additionally, Erion prepared and distributed some training materials to the Italian retailer Mediaworld. The material aimed to train store/e-commerce/customer service staff. The focus of the training was to support retailers being able to answer the most common questions customers may ask concerning new energy label implementation. For example:

- Is there a direct correspondence between the classes and the values reported in the new label and those reported in the old one?
- What information is displayed by scanning the QR code on the label?
- By purchasing a product online, will I receive the equipment with the old or the new label?
- Why did I receive a product with two labels?
- How is the energy efficiency of an equipment measured?

Picture 2 and Picture 317: training material developed by ERION for Mediaworld



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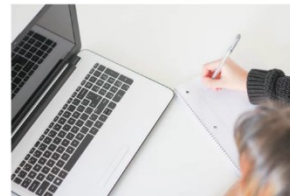


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LA NUOVA ETICHETTA ENERGETICA

Cosa c'è da sapere

- I. Cosa cambia
- II. I dubbi dei consumatori
- III. Per chi vuole saperne di più
 - a) Le etichette in dettaglio
 - b) I tempi in dettaglio
- VII. È tutto chiaro?
- VIII. Dove trovare altre informazioni



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Finally, on 25 June 2020, Erion organized, in collaboration with Altroconsumo, APPLiA Europa, Worten, Sofies, EuCER, a dedicated virtual day for market actors with a workshop and a webinar.

The main objectives of these activities were:

- presenting the communication strategies that relevant stakeholders are adopting, the challenges they are facing and the training activities they are organizing;
- presenting to market actors the operative details of the new energy label implementation.

The events reached more than 90 participants.

ICLEI

ICLEI did not execute any specific action on Task 4.3 during the period of the 1st of January until the 31st October 2020.

MCBO

MCBO did not execute any specific action on Task 4.3 during the period of the 1st of January until the 31st October 2020.

OCU

As some retailers signed the support letters for the project, OCU is in contact with them. During the webinar that taken place on 1st of October, organized together with LABEL2020, all the stakeholders, also retailers were part of the session, sharing the different strategies that each group are following to inform about the new energy label.

In addition, SONAE/Worten are closely cooperating at a national level, for example, participating on the webinar mentioned before.



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SOFIES

SOFIES did not execute any specific action on Task 4.3 during the period of the 1st of January until the 31st October 2020.

SONAE/Worten

SONAE and Worten were able to perform some interaction moments with APED during the above-mentioned period of March to September 2020 – especially due to the close relation that these two entities have, being SONAE/Worten an associate of APED, and to the fact that under WP4 they interacted with APED in other matters. So, the founding blocks of a future BELT/APED interaction were prepared by SONAE/Worten, and the leadership on this topic will be assumed by DECO Proteste.

Worten was also in contact with EUROCOMMERCE to understand who could be the right contact people and work groups to liaise regarding this task.

Test Achats

Test Achats has participated on 3 meetings (Sept, 11 – Oct, 20 – Nov, 26) organised by the Belgian government where the following retailer associations were present:

- Comeos (represents commerce and services in Belgium);
- Nelectra (the organisation of independent electro retailers);
- Agoria (the trade federation for the technology industry) ;
- MCMP.

The four-page leaflets and a one page flyer in Dutch & French have been shared with these associations for use by their retail-members.

Comeos has shared the material (factsheets, flyers) via their newsletters. Also Agoria has communicated via their newsletters.

Nelectra has shared the leaflets to the retailer chains of independents (Selection, Expert, Excellent,...) via their newsletters.

MCMP has mentioned the links to the BELT website in their newsletter to inform the retail.



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ZPS

In Slovenia ZPS established contact with all major retailers and provide them with info, where they can find all relevant info about new energy label.

Online retailer MIMOVRTSE (present in SLO and Croatia) is one of ZPS partners. Their communication plan and landing page on the new energy label should be finished during week 47 to 48 – several meetings have taken place between ZPS and this partner.

ZPS sent to MIMOVRSTE brochures, leaflets and infographics in SLO and CRO languages. Soft communication should begin in December 2020. On the 1st September 2020 ZPS made a training session available:

https://euroconsumers.sharepoint.com/:p:/r/sites/belt/_layouts/15/Doc.aspx?sourcedoc=%7BB4BDB54B-0BF4-4280-822B-8BC371EC0FE6%7D&file=BELT_ZPS_presentation%20for%20retailers_Mimovrste_1%2009%202020.pptx&action=edit&mobileredirect=true

https://euroconsumers.sharepoint.com/:b:/r/sites/belt/Project%20Communication/list%20of%20participants_retailer%20MIMOVRSTE.pdf?csf=1&web=1&e=4fah3P

On the 10th November 2020 a webinar for retailers <https://www.zps.si/index.php/dom-in-vrt-topmenu-331/nova-energijska-nalepka/10603-predavanje-energijska-nalepka> was executed. There were 14 participants (as well form retailers like IKEA, Gorenje, Hisense, MMax, Merukur etc.).

As a general feed-back, a fruitful communication dynamic was established, with many questions being presented by the participants. Good contacts were established and the participants had access to all info materials that might be useful for in interaction with consumers.

What needs to be done

Altroconsumo

Altroconsumo is planning coordinated actions with LABEL 2020 project to reach out the smallest retailers, because the biggest have been already reached by ERION.

BEUC

BEUC does not intend to plan any action directly addressed to retailers. However, its linked third parties ALCO, KEPKA and EKPIZO are planning activities to share information with retailers in Lithuania and Greece, respectively.

Considering the COVID-19 situation and the difficulties in organizing events and actively reaching out to retailers due to the lock-down, ALCO, KEPKA and EKPIZO have decided to postpone the planning



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of the communication event for retailers and to focus instead on sharing information material via email in 2020. The organization of an event will be considered in 2021, if then it will be more feasible given the epidemic circumstances.

DECO Proteste

At this date, DECO Proteste needs to ensure that the retailer panel creation is done, even considering the delay period when compared to the initial planning. This delay does not remove any value nor effectiveness of the retailer panel interaction with DECO Proteste – it can even benefit from it as we'll now be able to present materials and communication outputs for consumers that were not ready a couple of months ago.

We preview to have a meeting with APED, on a national level, until the end of December 2020 in order to launch and deploy the retailer panel interaction. At this stage, we plan to present and share some communication material, consumer focused, that retailers may use and also to discuss and evaluate the status of deployment of the new energy labels on a retailer point of view.

Furthermore, a deeper and more robust control of this task's deployment on the consortium participant's countries is to be done during the remaining portion of 2020 and, specially, during 2021.

We will also try to merge LABEL2020 specific agenda and needs on this point and we'll try to understand whether LABEL2020 shares a specific objective that may be aligned with this one.

Erion

Erion, together with Label2020 consortium, is continuously interacting with retailers associations (in particular, with Aires) with the aim of ensure a support for associates needs and requests.

Erion is launching a newsletter for market actors which aims at support them keeping them always updated about BELT project activities and new energy label requirements or news.

Other Communications materials are planned to be developed after the introduction of the new energy label in March 2021.

ICLEI

ICLEI is not planning to execute any specific action on Task 4.3 as the scope and target of this task is outside of ICLEIS's area of actuation.





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MCBO

MCBO is not planning to execute any specific action on Task 4.3 as the scope and target of this task is outside of MCBO's area of actuation.

OCU

OCU will coordinate with LABEL2020 Spanish partner, ECODES, the different actions to be done, in order to find the best strategy to contact retailers and not to overlap in doing this. Indeed, during the webinar taken place in October, the attendees were asked to be part of the National Expert Forum.

Together with LABEL2020, OCU has already prepare a leaflet that will be used during the training sessions that will be done during the first part of 2021.

SOFIES

SOFIES is not planning to execute any specific action on Task 4.3 as the scope and target of this task is outside of SOFIES area of actuation. Nevertheless, Sofies will try to involve retailers on workshops on innovation during the first half of 2021.

SONAE/Worten

SONAE and Worten will continue liaising with APED and Eurocommerce to help project partners advance in this task.

Test Achats

The next step is that the special communication package for retailers (the dedicated powerpoint for retailer training + FAQ's & the videos) together with the link to the BELT tool will be shared with the retailer associations once the videos are available (beginning of December).

A new meeting with the retailer associations has been planned on Feb, 11 2021 to align before the big communication wave about the switch in March 2021.

ZPS

Other training sessions still need to be arranged and executed. For example, the next training session for MIMOVSTE staff is planned for March 2021.



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Additional training sessions or dissemination of communication material (leaflets, videos...) with other retailers may be scheduled/prepared if requested.

CONCLUSIONS

The Retailer panel creation, on a national level, has been started (and in some cases, accomplished and well in operation) in all participating countries – even if in some cases it’s only on a BELT/Retailer Association interaction.

This means that during the period of the 1st January to the 31st October 2020, all consortium participants have developed actions that enabled the interaction, share and support of Retailers on matters related to the new energy label arrival. Also, during this period, specific training and communication materials were developed by BELT’s participants and were deployed to Retailers, following some preliminary analysis of their specific needs – this communication and training materials were designed to specifically target particular needs reported by Retailers.

Nevertheless, this task proved to present specific challenges that are not totally achieved at this point of the Project deployment and that need to be further enhanced until the end of the Project. For example, the key concept of having a “Retailer Panel” has not been fully achieved and although having this model implemented on some countries, one cannot say it’s been fully achieved on all countries.



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