



Department
of Energy &
Climate Change

Does lifetime electricity running costs information lead consumers to purchase more energy efficient appliances? Results from a UK trial

Dr Jeremy Vincent



Increasing the saliency of energy efficiency to consumers...

“our attention is much more likely to be drawn to things that we can understand... We are much more likely to be able to encode things that are presented in ways that relate more directly to our own personal experiences than to things presented in a more general and abstract way”

‘MINDSPACE: Influencing behaviour through public policy’
(Cabinet Office 2010)



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...and awareness of the hidden costs of laundry





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UK Government's Department of Energy & Climate Change - to protect the planet and power the country





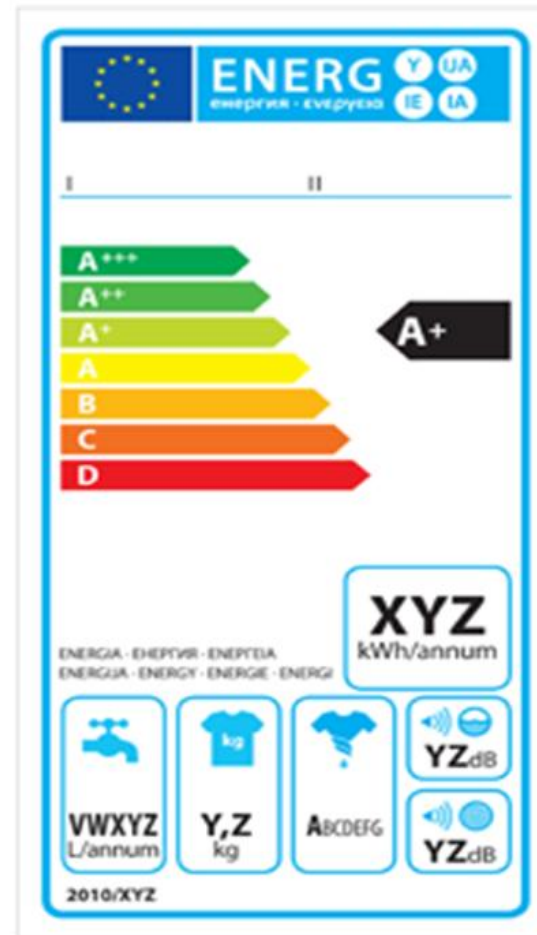
Operating within European Union





EU sets standards and energy labels

- Ranks products at point of sale based on relative efficiency (energy per kg washed)
- Reports energy use in KWh / year
- Labelling directive under review





38 John Lewis department stores randomly allocated



Control



Intervention





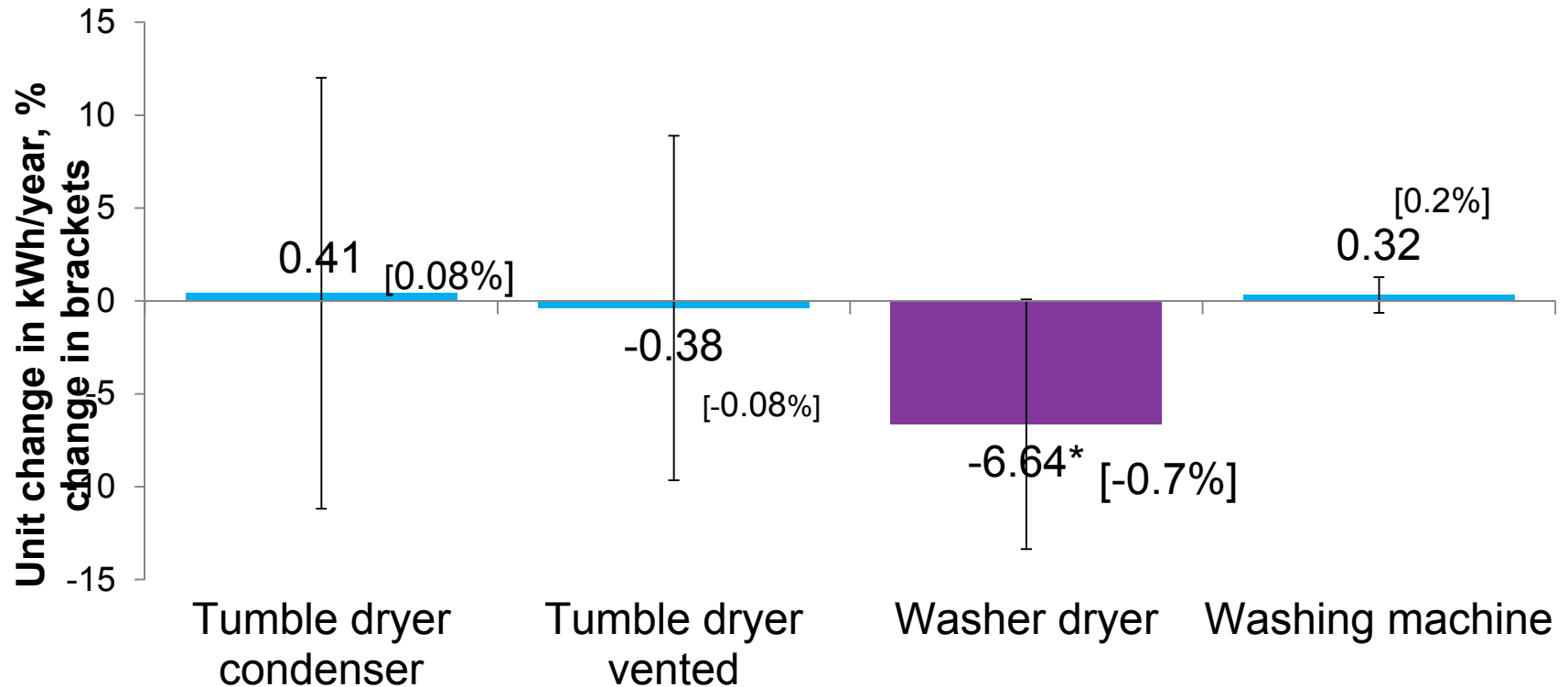
Lifetime electricity running costs on washing machine, tumble dryer & washer dryer labels

Average kWh / year consumption *
average lifetime * electricity price

- Store staff trained to discuss
- Trial ran Dec 2013 – June 2014

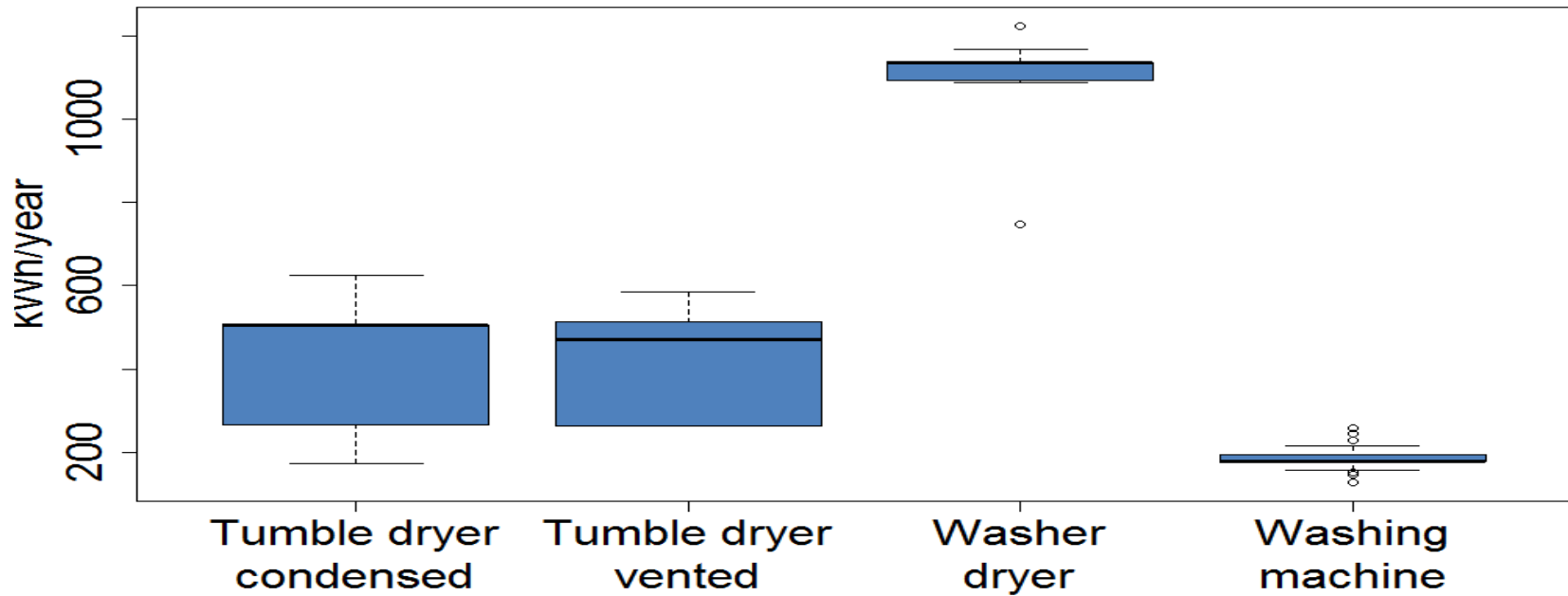


Running costs led to purchase of washer dryers using less energy





...probably because washer dryers use far more energy





Focus groups with staff indicated:

- Customer decisions influenced more by other factors
- Assumptions and averages caused confusion
- Running costs information was not visible and attractive enough....



...due to logistical constraints

John Lewis JLTDH16 condenser tumble dryer **£449**

- Rated A for energy efficiency
- Max drying load 7kg
- 15 sensor including delicate & quick programmes. Cooling down phase
- Reverse & anti-crease tumble
- Stainless steel drum
- Delay start up to 20 hours
- No venting or plumbing required
- H 84.4cm 33¼" W 60cm 23½" D 58cm 22¼"
- **Freestanding tumble dryer installation £8**
- **Guarantee 3 yrs**
- **Express delivery, please ask for details**

Want extra peace of mind?

Buy a John Lewis Service Plan

It provides additional years of protection and extra benefits such as accidental damage cover and unlimited repairs.

To find out more, please ask one of our Partners or visit johnlewis.com

Save £50

Offer ends 26.8.2013
• Saving already applied to ticket price

Life time electricity running cost £304

Need help installing an appliance?

We can install many different appliances and can disconnect and dispose of old ones too.

Experts on Hand

Strømkostnad i løpet av produktets levetid er anslått til:

2893 kr*

A+++ A++ A+ A B C D

***Bæretid på:**

- Tøstretten byttes i gjennomsnitt et eller to år (både GUK Norge og Tøstretten 3 ganger i året)
- Strømpris på 80 øre per kWh (gjennomsnitt for 2010 inkludert variabel del av nettleie og avgifter)
- Ute utslippsløst for beregning av strømkostnad



How are findings being used?

- DECC policy team feeding into review of EU review of Labelling Directive
- John Lewis rolling out *annual* running costs info on labels in-store & *online*
- DECC customer insight team – keen to do further product trials and learn from others, e.g. Berlin trial



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Questions?

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<https://www.gov.uk/government/publications/evaluation-of-the-decc-and-john-lewis-energy-labelling-trial>