



## Promotion of Energy Efficient appliances in Europe



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Intelligent Energy  Europe



## Project Promotion 3E. Objectives:

The "Promotion 3E project - Promotion of Energy efficient appliances in Europe" is framed within the Intelligent Energy Program for Europe. 75% of overall budget is financed by the Intelligent Energy Executive Agency. The project began in September 2008 and has 36 months long.

The overall objective of the project is to reduce energy consumption caused by household appliances and equipment used in private homes through actions that promote the use of efficient washing machines, drying machines, dish washers, refrigerators, electric ovens, air conditioning devices and light bulbs.

To achieve these objectives, focus will be placed on training the sales staff of appliances stores, so that they can advise to the consumer about the benefits of using Efficient appliances.

### The specific objectives are:

- Raise awareness among consumers about the efficient use of electrical equipment for energy savings through awareness campaigns.
- Reducing energy consumption corresponding to the appliances through the promotion of the purchase of the most efficient appliances (Classes A, A+ and A++).
- Provide information and training to sell appliances to have arguments for the sale of such appliances.
- Promoting the general public of the benefits of these appliances.

## Project steps to reach the targets

### Information and support for shops:

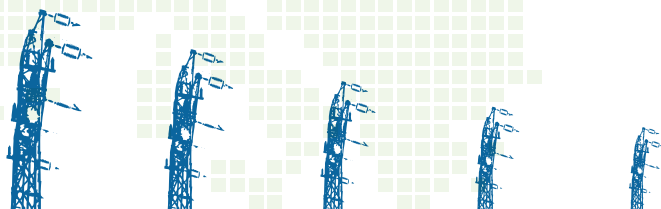
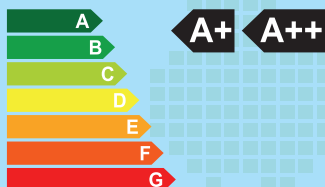
- Create a network of sales of household appliances in each participating country.
- Dissemination of the project among the sales staff of household appliances stores.
- Signature of an agreement protocol with participating shops.

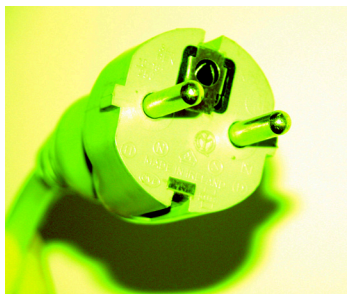
### Study of training needs

- Developing surveys closed to the final consumer to identify their buying habits and decision making.
- Analysis of surveys and interpretation.

### Sales staff training.

- Training for shops selling electrical energy efficiency to improve their skills and quality of the information transmitted to the client.
- Development of training material for the shops.





### **Certification system's participating stores.**

- Implementation of a certification system for the stores to develop promotional activities under the project.
- Development of a certification report, delivered to stores promotional material, information banners, etc.

### **Assessment and monitoring**

- Quantitative data before and after the project began.
- Evaluating the impact of the project in the stores of the community.

### **Communication and Dissemination**

- Promote the project and its main issues between consumers and sellers.
- Creating a web platform for information exchange between partners, developing a newsletter, brochures in different languages, publicity, promotional tools at events, creating a database, and organize conferences for the dissemination of the Project.

## **Participating Countries and National Partners**

<b>France</b>	ALEAL LYON – Local Energy Agency of the Greater Lyon (ALE)
<b>Germany</b>	TGZ-BZ – Bautzen Innovative Centre
<b>Greece</b>	TUC-ENV – Environmental Engineering Department / Technical University of Crete EOAEN – Chambers Group for the Development of Greek Isles
<b>Italy</b>	AGENA – Agency for Energy and Environment in the Province of Teramo
<b>Poland</b>	NAPE – National Energy Conservation Agency
<b>Portugal</b>	ESTSetúbal/IPS – Setúbal College of Technology ENA – Energy and Environment Agency of Arrábida FS – Factor Social AREAC – Energy and Environment Agency of Centre Region
<b>Spain</b>	APEA – Energy Agency of the Province of Ávila
<b>United Kingdom</b>	NIEA – Northern Ireland Energy Agency – Bryson Charitable Group

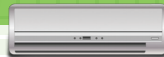
## Benefits for the stores / chains

Improve the relationship of the store with the customer, offering advice and an accurate and quality information to establish a relationship of trust between the two.

Highlight the commitment of the store with the use of renewable energy sources, rational use of energy and environmental protection measures.

Improving the competitiveness of the store / chain in one of the strategic objectives of the current national and European policy.

European visibility for chains joined to the project, enabling them to position themselves in an international market and its link to the saving and energy efficiency strategies in Europe.



**Northern Ireland  
Energy Agency**  
A Member of the Bryson Charitable Group

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