

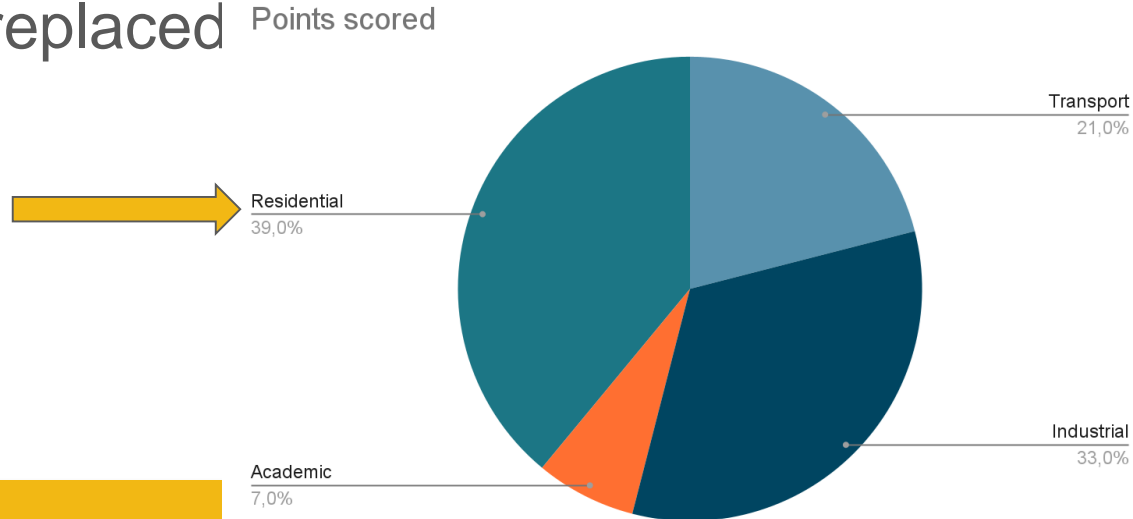
# NADAGASTAR

Buy the label, save the money



# Residential Context in NADAGASTAR

Residential consumption increasing  
Label system established, not working well  
MEPS not ambitious  
Low awareness in energy efficiency  
Lack of awareness about labels  
Old appliance not being replaced  
High energy prices



# Opportunity areas



**45%**

Stronger  
standards

**28%**

Retails

**9%**

Labelling

**4%**

Import  
regulations

**Elimination of  
incandescent  
lamps**

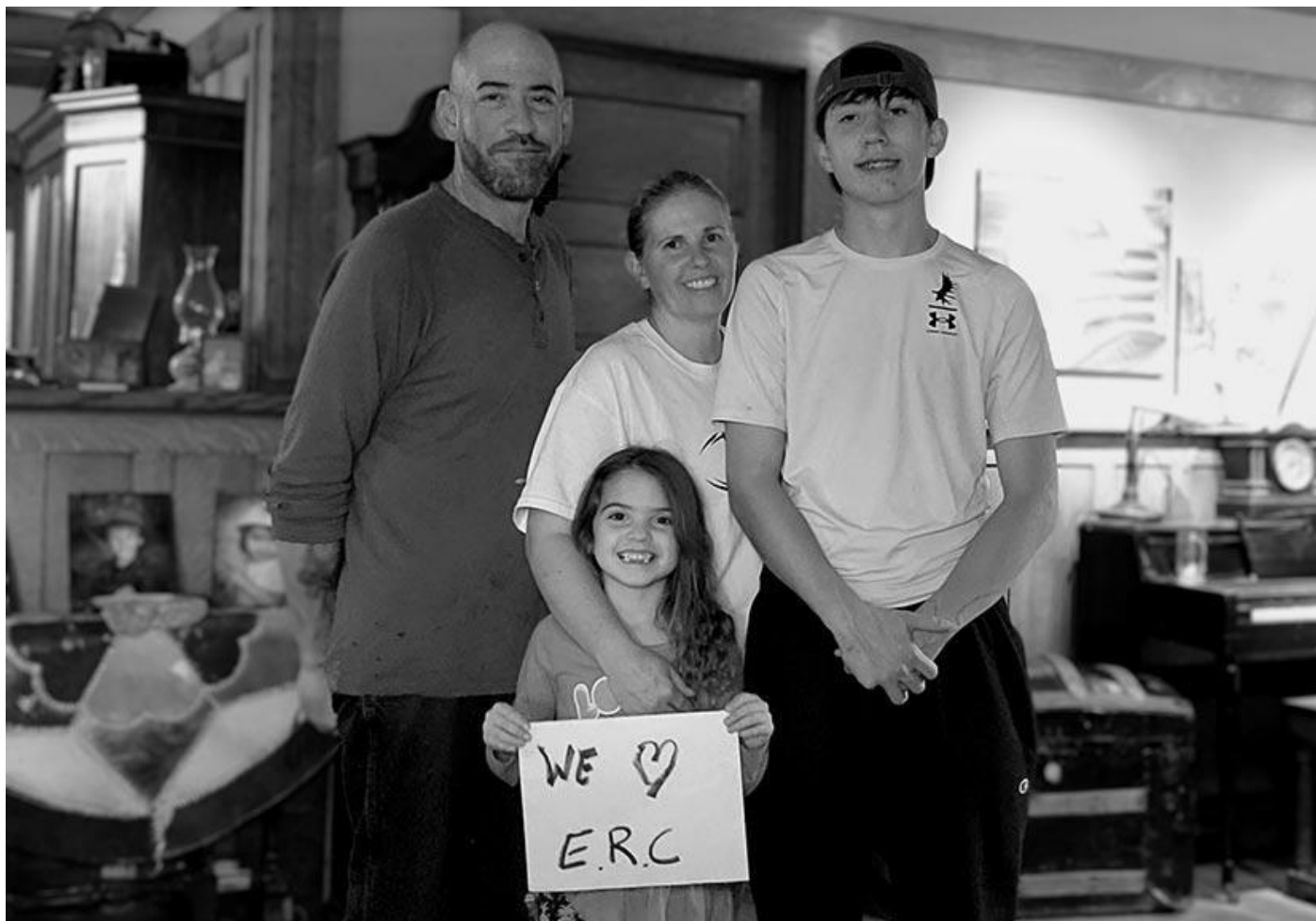
**Improve  
information in  
retail stores for  
smart choices**

**New  
appliance**

**Exemptions  
on import  
duties for  
efficient  
equipment**



Gonzales  
Family



**Objective:** Reduce consumption of energy at home through the acquisition of labelled appliance

**Indicators:**

- **Reduction in electricity bill**
- Market share of efficient products
- Household energy demand (before and after)
- Amount of household appliance covered by labelled programs
- Energy efficiency certificates in all of the equipments
- Polling regarding consumer awareness on energy usage.
  - Moment of purchase
  - Moment of operation and use
  - Social recognition of the label



## COUNTRY - NADAGASTAR

### RESIDENTIAL SECTOR APPLIANCES

- lighting
- air conditioners
- refrigerators
- smart plugs



### INFORMATION

Awareness raising campaign  
Information on savings in  
electricity/bill  
Smart plugs for information

### REGULATION - BMEPS

(LT) Stronger standards, incl. elimination of incandescent light bulbs

(LT) Better retail information

(LT) Labelling for all new appliances

(ST-LT) Import regulations: reductions or exemptions on import duties and taxes for EE appliances

### INCENTIVES - neighbourhood contest

(ST) Equipment replacement scheme

(ST) Neighbourhood competition with awards;

(ST-LT) Tax benefits for energy efficiency appliances

(ST) Smart hubs for low-medium households  
Educational campaign

# Communications campaign

Call to Action in the newspaper: Banner



Social media: influencers



Compre con etiqueta:  
Salve a Nadagastar



# Call for action!

Buy with label: save money!

¡Compre con etiqueta para Nadagastar!



Come and Check it out

¡Anímate a cambiar!

