

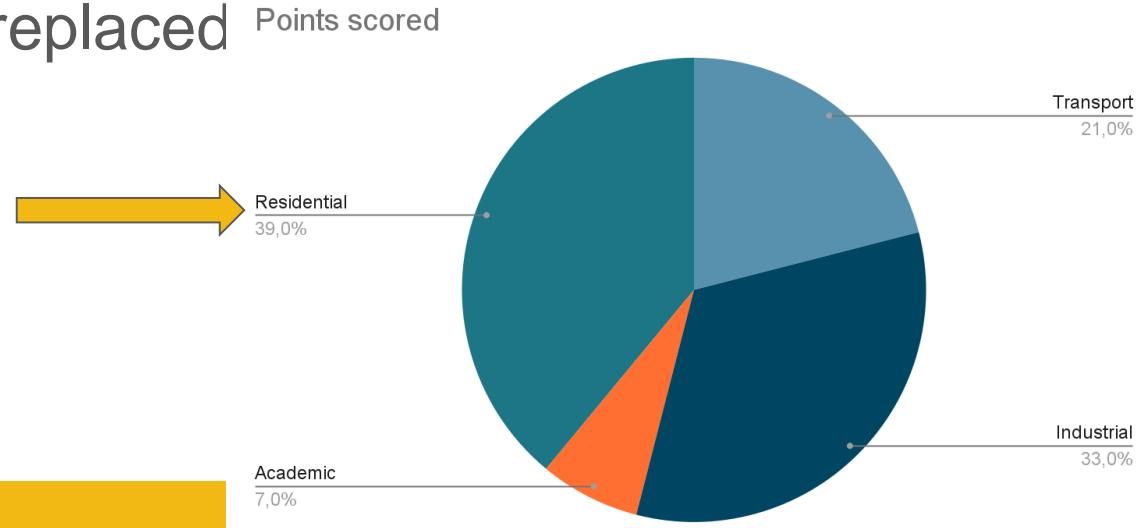
NADAGASTAR

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**

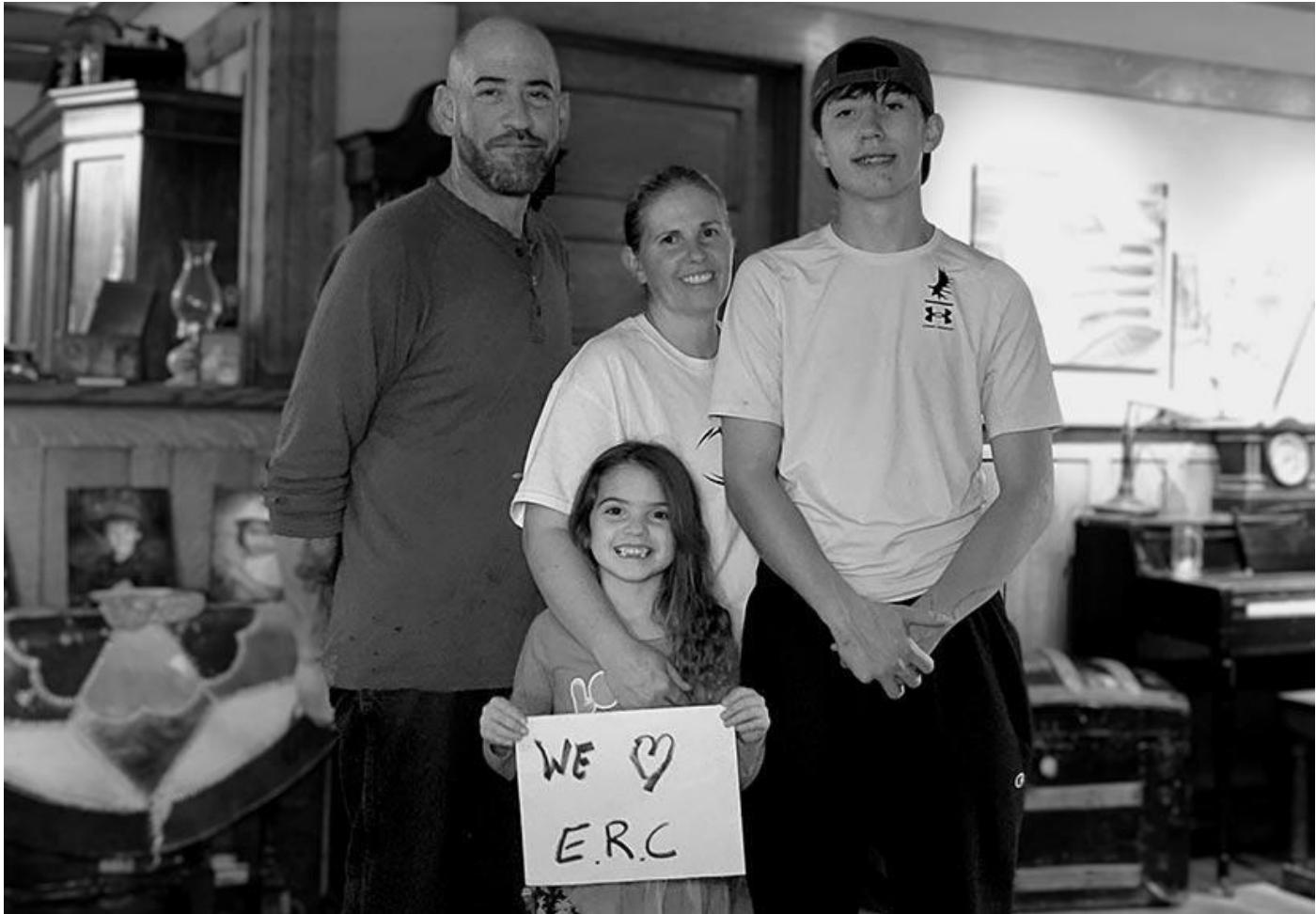
**Improve
information in
retail stores for
smart choices**

**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



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



INFORMATION

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

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:
Compre con etiqueta:
Salve a Nadagascar



A+++



Call for action!

Buy with label: save money!

¡Compre con etiqueta para Nadagastar!



Come and Check it out
Áñimate a cambiar!

