

## **DME Appliance Labelling**

### **Communication Plan supporting the “Pilot” phase of Refrigerator Labelling**

#### **1. Introduction**

The DME Appliance Labelling initiative will be running a pilot refrigerator labelling project in selected retailers at the end of August 2005. The pilot will see the Eskom infrastructure (manpower) used to physically attach the Energy Efficiency Labels to selected refrigerators at retailers in major centres that have agreed to participate in the project.

This communication plan has been drafted to support this pilot project.

#### **2. Key Messages**

Our key messages remain (as per Communication Plan 22 March 2005):

- Appliance labelling is a DME initiative developed under the framework, and in accordance with the goals, of the national Energy Efficiency Strategy
- Correctly labelled energy efficient appliances and products allow consumers and businesses to make informed decisions related to the energy efficiency of the appliance or product and thereby:
  - Save money through a direct reduction in their monthly electricity bill while contributing to a long-term saving by reducing the necessity for additional power generation capacity
  - Decrease the drain on South Africa’s dwindling energy resources
  - Decrease the emission of toxic substances and greenhouse gases
- Appliance Labelling supports the development of a household appliance industry which produces energy efficient products at internationally competitive levels so that:
  - Consumers benefit from the cost and environmental savings offered by these products
  - Non-energy efficient products are removed from the market
  - South Africa does not become a dumping ground for energy wasting products

These key messages will be tailored in the communication to our key audiences for this pilot.

#### **3. Target Audiences**

The pilot project’s key audiences include:

- DME

- CaBEERE
- Eskom
- Retailers
- Manufacturers
- Customers
- Media

The DME, CaBEERE and Eskom audiences can be viewed as internal audiences, key to the operational success of the pilot project. Communication with these audiences will be handled by the Appliance Labelling team.

External audiences include retailers, manufacturers, customers and media. The table developed in the 22 March Communication Plan still applies (with some changes to the target audience column):

Target Audience	Positive Benefit	Negative Alternative
Consumers/Media/Shop floor staff	<ul style="list-style-type: none"> <li>• Cost savings</li> <li>• Improved quality appliances</li> <li>• Positive environmental impact</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing costs (energy and product)</li> <li>• Inferior quality products</li> <li>• Negative environmental impact</li> </ul>
Manufacturers, stockists/retailers and distributors	<ul style="list-style-type: none"> <li>• Increased customer demand</li> <li>• Improved profits</li> <li>• Government support</li> </ul>	<ul style="list-style-type: none"> <li>• Unfulfilled customers</li> <li>• Decreasing profits</li> <li>• In opposition to government targets</li> </ul>

CCA recommends the following (not exhaustive list of) activities to support the pilot project:

Target Audience	Activity	Responsibility
Retailers & Shop Floor Staff	Letter of introduction carried by the Eskom personnel who will be responsible for displaying the Energy Efficiency Label – this letter should include suggested opportunities for retailers to leverage the Energy Efficiency Labels i.e ¼ page intro to the label on their advertising sheets, media articles in local press announcing their support of the initiative.	DME
	One page introduction to the Appliance Labelling Initiative suitable for informing shop floor staff who may deal with customer enquiries	CCA

	Feedback form for shop floor staff / retailers – this form will include questions to obtain feedback on customer enquiries, durability and suitability of printed label and plastic pocket, ease of ensuring the label is on the correct fridge, etc.	CCA
Media / Consumers	Due to the regional nature of the Pilot, it was agreed that the local/Caxton newspapers should be used to create awareness of the labels. A media release, information sheet and electronic version of the label will be supplied to the relevant newspapers and space and support will be negotiated.	CCA
Manufacturers	Manufacturers should be kept up-to-date with Appliance Labelling activities, including which models and makes, in which retailers, will be displaying the label.	DME

#### 4. Next steps

This plan does not replace the full communication programme discussed in the Communication Plan 22 March 2005, which includes a full media programme, toolkit for sales force/shop floor staff, advertorials, display material, etc which will come into effect once the pilot project begins to roll nationally. This will be reviewed together with the DME Appliance Labelling team in order to agree activities and assign additional budget where necessary.