



Department of Minerals and Energy Pretoria

## Capacity Building in Energy Efficiency and Renewable Energy

Report No. 2.3.4-43– Draft One

### **Appliance Labelling Information Campaign Report**

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use only

October 2005



Department of Minerals and Energy Pretoria  
Capacity Building in Energy  
Efficiency and Renewable Energy

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Report**

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## **Abbreviations and Acronyms**

<b>CaBEERE</b>	Capacity Building in Energy Efficiency and Renewable Energy
<b>CCA</b>	Corporate Communications Agency
<b>DME</b>	Department of Minerals and Energy
<b>EEM</b>	Energy Efficiency Month

# 1 Introduction

CCA was appointed to provide consultancy services with regard to the Department of Minerals and Energy's Appliance Labelling Information Campaign, following CCA's successful proposal submitted in November 2004.

In January 2005, CCA met with Mohato Mokhobo of the DME and Helene Rask Grøn of the COWI CaBEERE Project to discuss the proposal and investment plan (budget). Following a thorough discussion of the Appliance Labelling campaign and the resulting communication needs, it was agreed that CCA would broadly provide the following services:

- Milestones 1 and 2 – Planning
  - Inception meeting, development of information campaign strategy, draft and agree project plan
- Milestone 3 – Implementation
  - In-store promotions: development of toolkit
  - In-store promotions: conceptualise and produce promotional material
  - Plan for and arrange 2 x media launches
  - Draft speech notes for speakers
  - Media training for spokespersons
  - Draft, edit and issue media releases
  - Arrange and facilitate media interviews as required
  - Weekly status meetings
  - Media monitoring of publicity
- Milestone 4 – Report Back
  - Compilation of final report
- Other – Advertisements
  - Conceptualise, produce and place

## **2 Communication Plan 22 March 2005**

On 17 March 2005 it was announced that the Appliance Labelling campaign launch should take place on 4 May 2005 when the Minister will also launch Energy Efficiency Month, the energy accord and the energy efficiency strategy.

Based on this decision, the communication plan dated 22 March 2005 (Annex A) was developed, which split the labeling campaign into two phases:

Phase 1: Launch of the energy efficiency label on 4 May 2005; and

Phase 2: Announcement that the energy efficiency label can now be found on new fridges in South Africa.

The activities and outputs detailed below are those which occurred in preparation for, and following the 4 May 2005 launch.

### **2.1 Communication Objectives**

The following communication objectives were developed for the overall Appliance Labelling information campaign:

- To create awareness amongst South African consumers about Appliance Labelling, in order to familiarise South African consumers with the Appliance Labelling concept and to garner their support.
- To provide carefully crafted information about appliance labelling to consumers in order to educate them about the label and assist them in making informed purchasing choices.
- To encourage manufacturers to improve the energy performance of their products and participate in the Appliance Labelling campaign during the voluntary phase, by proving the support of South African consumers for Appliance Labelling and thereby proving the consumer demand for energy efficient products.
- To create enthusiasm amongst distributors and retailers for Appliance Labelling and to develop a mutually beneficial relationship which sees distributors and retailers stocking, displaying and promoting energy efficient products.

As the energy efficiency label would not be on South African refrigerators by the time of the launch, the following Phase 1 communication objectives were developed:

- To introduce Appliance Labelling to members of the media and consumers (through the media), in order to create awareness, some understanding and support for Appliance Labelling before labelled appliances appear in stores across South Africa.
- To encourage manufacturers to participate in Appliance Labelling during the voluntary phase, including participation in the launch event, by promoting the competitive edge afforded manufacturers ready to display labelled appliances to knowledgeable South African consumers (consumers made knowledgeable through the DME's launch and promotion of Appliance Labelling in Phase 1 and Phase 2 of the campaign).

## 2.2 Activities and output

In support of the aforementioned objectives, CCA supported the DME and the COWI CaBEERE Project with the following activities:

- On-going liaison with EEM organisers in order to ensure correct positioning of Appliance Labelling during the month's activities, including the provision of media information and assistance with media related activities
- On-going liaison with the launch event organisers to ensure prominence of Appliance Labelling at the event and the accommodation of Appliance Labelling guests
- Organising Appliance Labelling exhibition stand at the launch event, including liaison with refrigerator manufacturers (Annex B)
- Development of the following collateral:
  - Appliance Labelling media release (Annex C)
  - CaBEERE Backgrounder (Annex D)
  - CaBEERE Newsletter reproductions
  - Denmark training article (Annex E)
  - Appliance Labelling pull-up banners
  - Appliance Labelling folders (Annex F)
  - Appliance Labelling letterheads (Annex G)
  - Mock energy efficiency labels for display purposes
- Media coverage was received in the following publications as a result of the 4 May 2005 activities:
  - Pretoria News – 5 May 2005 (Annex H)
  - Cape Argus – 5 May 2005 (Annex I)
  - Cape Times – 5 May 2005 (Annex J)
  - Fourways Review – 13 May 2005 (Annex K)
  - Midrand Reporter – 13 May 2005 (Annex L)
- In addition, renewed enthusiasm amongst the manufacturers was created

### 3 Communication Plan 17 August 2005

Following the launch event on 4 May 2005, the expectation was that the energy efficiency labels would soon appear on all refrigerators across South Africa. However, much work was still to be done to gain manufacturer and retailer commitment.

In August 2005 CCA was informed that a pilot project would be run as some manufacturers and retailers were ready to display the energy efficiency labels. The Eskom infrastructure would be used to physically attach the labels to selected retailers at major centres in South Africa that had agreed to participate in the project.

The communication plan dated 17 August 2005 (ANNEX M) dealt with the “sporadic” and regional nature of the label displays by suggesting the following:

- That a letter of introduction be 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 and media articles in local press announcing their support of the initiative.
- That a one page introduction to the Appliance Labelling Initiative be developed, suitable for informing shop floor staff who may deal with customer enquiries.
- That a feedback form for shop floor staff / retailers be developed – 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.
- That due to the regional nature of the Pilot, 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.
- That manufacturers should be kept up-to-date with Appliance Labelling activities, including which models and makes, in which retailers, will be displaying the label.

The communication plan was agreed, however, the pilot project was postponed.



### **3.1 Activities and output**

Although the pilot project was postponed, it was agreed that the 17 August 2005 plan would be implemented once the energy labels appeared on the refrigerators. In preparation for this, CCA prepared the following:

- Initial batch of 3000 labels, plastic folders and suction hooks. (Annex N)
- Content and design of information leaflet suitable for distribution to both shop floor staff and customers. (Annex O)

## 4 Way Forward

At a meeting held with manufacturers and retailers on 5 October 2005 it was agreed that the manufacturers and retailers are committed to and enthusiastic about the appliance labelling campaign. They are looking forward to participating during the voluntary phase of the programme. However, there are still a number of issues that need to be resolved with the South African Bureau of Standards (SABS) before the labels can appear on the refrigerators.

CCA met with Elsa du Toit and Maphuti Legodi of the DME and Helene Rask Grøn of the COWI CaBEERE Project on 14 October to discuss how the Appliance Labelling information campaign should be taken forward considering that the COWI CaBEERE project, with whom CCA is contracted, is coming to a close. In the meeting the following was agreed:

- That CCA should draft the close out report and final invoice and this would end CCA's relationship with COWI CaBEERE.
- That the DME would fund future communication activities performed by CCA in support of the Appliance Labelling information campaign.
- That the communication plan dated 17 August 2005 will be implemented as far as possible by CCA (DME funds allowing).

## **5 Conclusion**

Although CCA is disappointed that it hasn't yet seen the fruition of many months of work in preparing for the launch of the energy label in South Africa, it is confident that it has, and will continue to play, an important, strategic role in the communication component of the Appliance Labelling project. It also takes cognisance of, and appreciates, that there are many role players involved and that all continue to work towards a successful roll-out of the Appliance Labelling project across all appliances, over the coming years.