

2nd Stakeholder Workshop.

Promoting the Most Energy Efficient Appliances in the Punjab



Punjab Endorsement Label

15th November 2023

 clasp 



Agenda

- Introduction/Recap
- Progress Update Since Last Workshop
- Update on Public Procurement in the Punjab
- Label Design
- Compliance Activities
- Registration System
- How Labeling will work!

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Efficient Appliances for People & the Planet

A quick Recap / Background

Presented by:

Salman Zaffar (CLASP)

Four energy efficiency policies to transform markets



Minimum energy performance standards (MEPS)

- To remove the worst products from the market

Mandatory

Comparative label

- To enable consumers to compare the performance of all products

Mandatory

Endorsement label

- To enable consumers and third parties to easily identify the most efficient products in class

Voluntary

Procurement

- Use the purchasing power of governments & others to 'pull' the top end of the market

Voluntary



Comparative Labelling



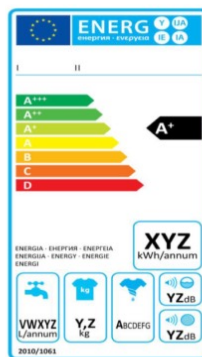
Comparative labels enables consumers to compare the energy consumption of similar products at the point of sale

- Ranks the product on the basis of efficiency/performance
- Often includes other attributes (noise, volume/size)
- May show Stars, Letters or Numbers
- Usually *mandatory*

Vietnam



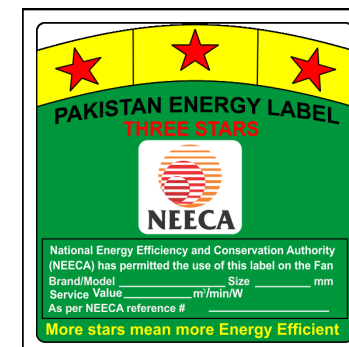
EU



China



Pakistan



Endorsement Labelling



Endorsement labels provide a ‘**seal of approval**’ to inform prospective purchasers that the product is highly energy efficient for its class.

- Simple, no product information
- ***Voluntary***

China



USA



Korea



India



How PEECA plan complements NEECA's proposal



- The aims of the two programmes are different

	NEECA MEPS & Comparative Labels	PEECA Procurement & Endorsement Label
Products	All products	Only the most efficient products
Regulation	Mandatory	Voluntary
Coverage	National	Only Punjab

- But they are linked:
 - Same test methods & energy efficiency metrics
 - Suppliers only test once



NEECA

MINIMUM ENERGY
PERFORMANCE
STANDARDS (MEPS)

COMPARATIVE ENERGY
LABELS

PEECA

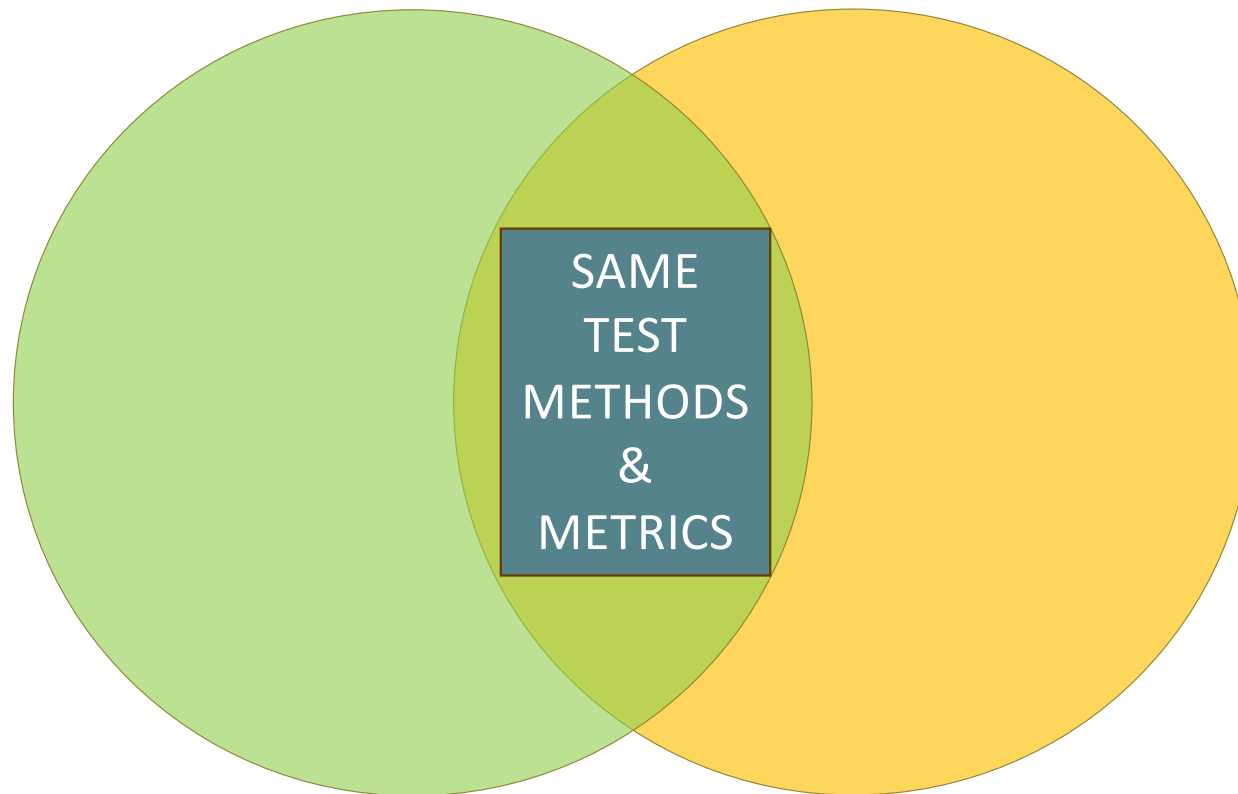
GOVERNMENT
PROCUREMENT

ENDORSEMENT LABELS

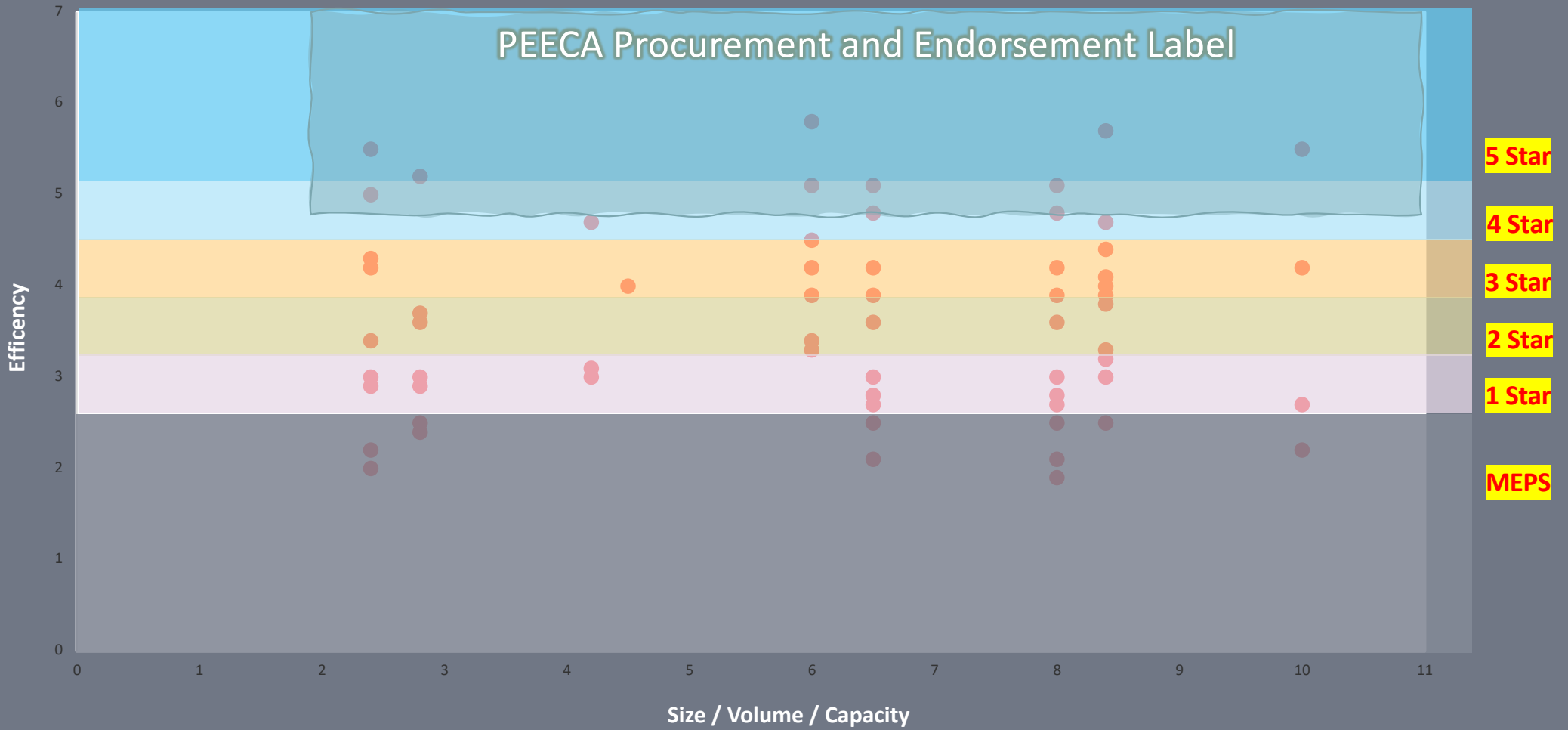


NEECA

PEECA



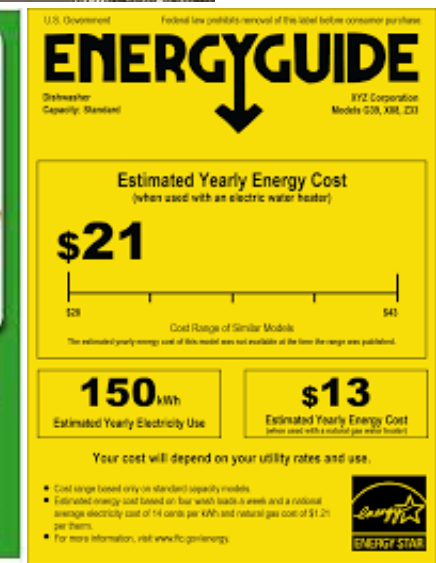
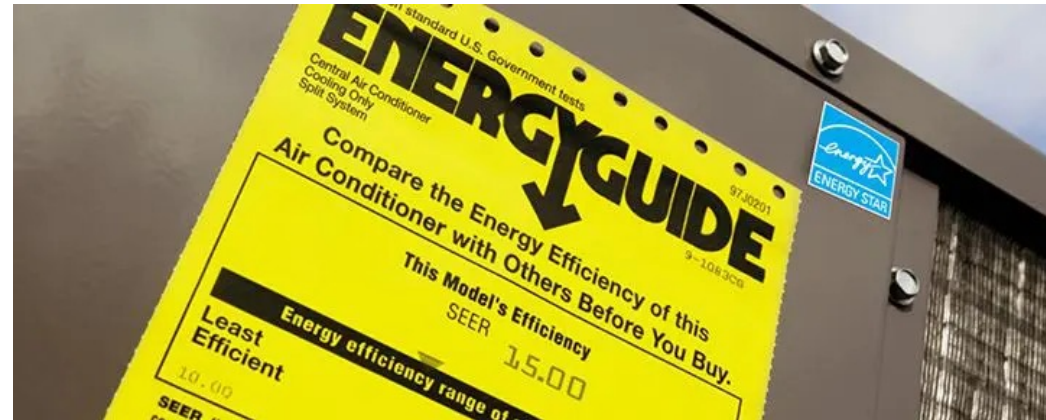
PEECA Procurement and Endorsement Label



Comparison and Endorsement labels on same products



- Many countries have both comparative and endorsement labels
- E.g. Europe, USA & Canada, Singapore, India, China, Korea, etc



Technical Specs



Broadly the specifications are as follows:

AC:	4 Star NEECA (GWP less than 700)
Ceiling Fans:	5 Star NEECA with 2 years Warranty
Motors:	3 Star NEECA Level - <i>IE2 Level</i>

Phase II: Launch Labels to Consumers



- **Expansion to Consumers:** Through the endorsement label, the scheme will be extended to consumers, enabling more individuals to benefit.
- **Promotional Activities :** PEECA is committed to actively engaging in market campaigns and conducting promotional activities to support and enhance the label's visibility and effectiveness.
- **Working with Suppliers:** Exploring options to help Suppliers to market their most efficient equipment to existing and new customers.



Objectives of today's meeting



- To give participants a road map; and to clearly lay out the various steps involved in the process resulting in labeled products reaching retailer shelves.
- To fine tune / finalize certain aspects of the program for example:
 - Application of labels / durability
 - Authentication process for supplier registration
- To have Q and A sessions and gain maximum clarity regarding the label. (FAQs are already available)

Progress since last meeting in June

Presented by:

Salman Zaffar (CLASP)

Project Aims



To increase the uptake of energy efficient:

- Ceiling Fans
- Room Air conditioners
- Electric Motors

These three appliances account for > 80% of Punjab electricity consumption; high % of peak demand and greenhouse gas emissions



How are we planning to do it?



1

Use the purchasing power of Punjab government departments



Mandatory procurement of most efficient products

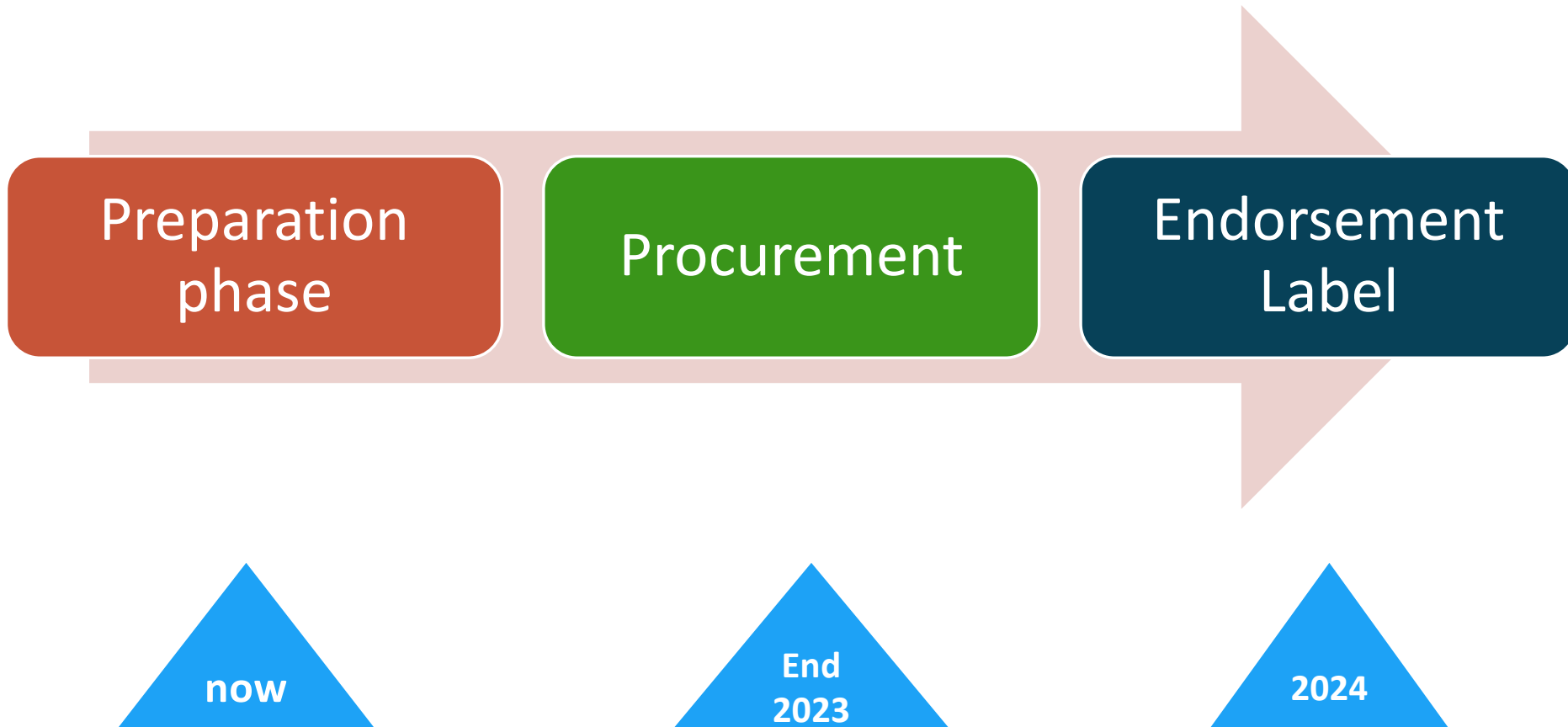
2

Encourage consumers to buy the most efficient products available



Label the most efficient products

Planned Timing



Draft Documents shared on SAMA^Verte Website



- PEECA Endorsement Label Compliance and Enforcement Policy Oct 23
- Supplier Registration Form
- AC Model Registration Form
- Fan Model Registration Form
- Motor Model Registration Form
- Supplier Agreement for Air Conditioner
- Supplier Agreement for Fan
- Supplier Agreement for Motor
- SAVE UP FAQs
- SAVE UP Brand Guidelines

Preparation Phase: Progress since the previous workshop (1)



Procurement	<ul style="list-style-type: none">• Development of preferred approach for PEECA to mandate the purchase of labelled appliances by Punjab Govt.• Materials to present to Dept. of Finance
Programme Requirements	<ul style="list-style-type: none">• Further examination of current markets through surveys and supplier information• Finalisation of product specifications• Drafting of Supplier Agreements
Registration	<ul style="list-style-type: none">• Finalisation of registration forms• Development of technical specification for online registration• Negotiations with Govt. IT service provider• Development of interim hybrid registration system

Preparation Phase: Progress since the previous workshop (2)



Label Design	<ul style="list-style-type: none">• Shortlist of design options tested in the market• Selection of final design• Development of Brand Guidelines
Label Printing	<ul style="list-style-type: none">• Investigation of label materials & attributes• Quotations and samples obtained
Compliance	<ul style="list-style-type: none">• Development of PEECA compliance policy• Development of independent testing capacity
Communication	<ul style="list-style-type: none">• Drafting of information for website, including FAQ, etc

Shortlisted Label Design Options



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Programme Requirements



Performance Specifications

- Re-examination of current markets and performance levels in response to queries raised at previous workshop
- Suppliers given the opportunity to provide performance data of current models
- Additional market surveys

Supplier Agreements

- Embodies the 'rules' of the programme
- Including the Product Specifications (one Supplier Agreements per type of product)
- Links Supplier Registration, Brand Guidelines & Product Specifications
- One-time signatory at time of Supplier Registration

Registration Process



- Integrated comments from the previous workshop
- We have agreed the technical specification for a fully-automated online system (as discussed at previous workshop)
- Implementation delayed by the service provider, despite best efforts by PEECA
- Threatened to delay ability to launch SAVE UP in 2023
- Therefore, decision by PEECA to use a semi-manual registration process as interim solution (see later presentation)
- *Processes still the same as online version!*
- *We will still move to an online version asap!*

Label Design



- Extensive process to test shortlisted label designs on consumers within likely demographic (*see Typespace presentation*)
- Preference for the selected SAVE UP brand was very conclusive
- Approved by PEECA
- Note addition of QR code – linked to SAVE UP page on PEECA website. Enables to consumers to check that the model carrying the SAVE UP label is on the PEECA approved registration list.
 - *An additional measure to verify compliance and act as a disincentive to fake labels*
- We have also developed the *Brand Guidelines*
- We wish to encourage registered suppliers to use the brand, however these guidelines exist to protect the Brand Identity:
 - How registered Suppliers can use the SAVE UP logo on products & in media
 - The logo design format, colour, proportions, etc
 - What association can registered Suppliers claim
- The Brand Identity will also be protected as a registered Trade Mark



Label Printing

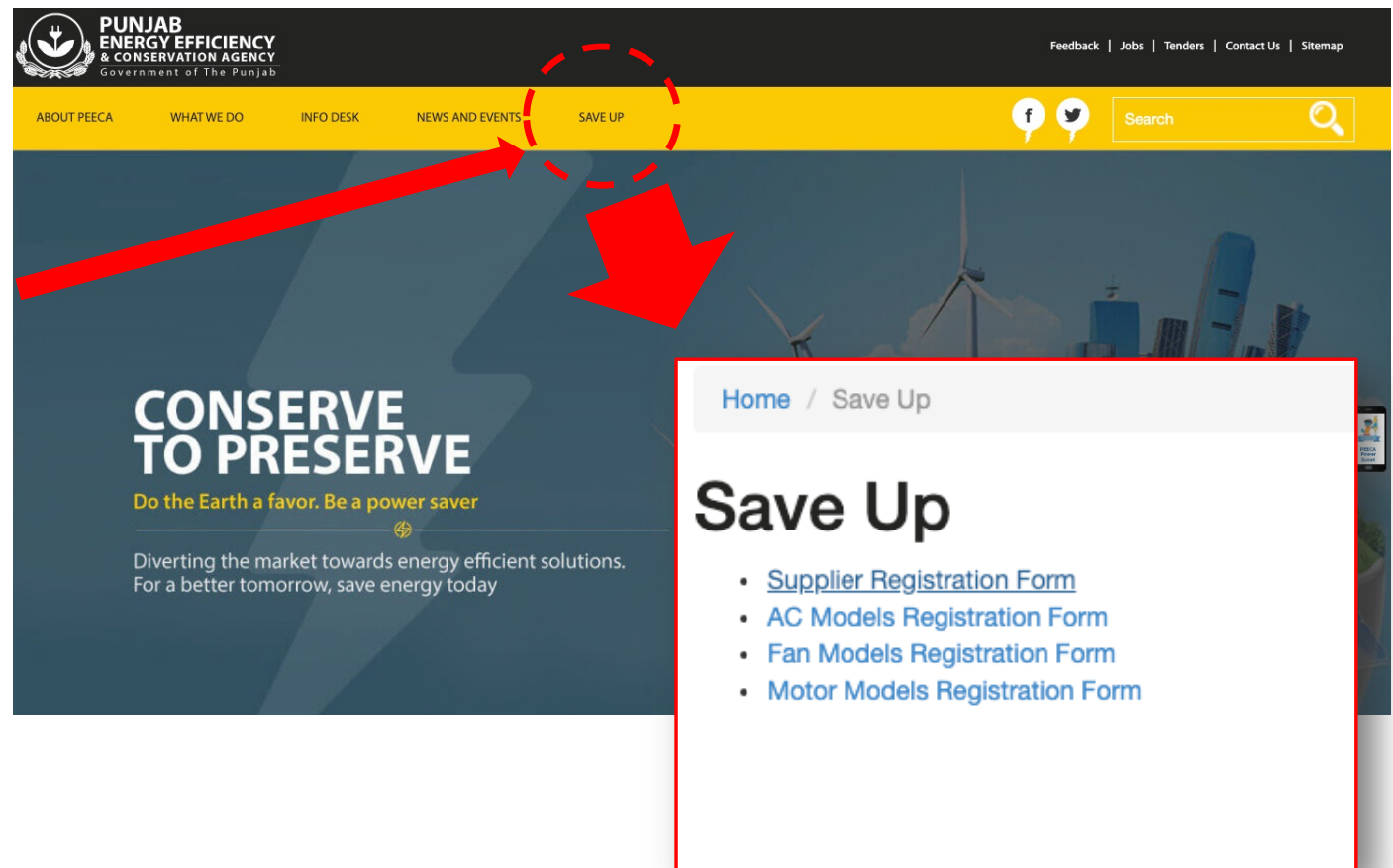


- At the previous workshop it was agreed that PEECA will print and distribute the labels, at least to begin with
- This is ensure consistency of design and materials, and minimise potential misuse
- We have been investigating:
 - Who can print the labels (several options in Pakistan)
 - Which materials to use, that balance durability vs cost
- We have arrived a limited number of options (see samples)



Communications

- There will be a number of documents on the PEECA SAVE UP website page
- Including:
- Access to Supplier & Model registration forms
- Guide to completing forms
- List of registered Products
- **Frequently Asked Questions**
(this has been drafted and available for review)



PUNJAB ENERGY EFFICIENCY & CONSERVATION AGENCY
Government of The Punjab

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CONSERVE TO PRESERVE

Do the Earth a favor. Be a power saver

Diverting the market towards energy efficient solutions.
For a better tomorrow, save energy today

Home / Save Up

Save Up

- [Supplier Registration Form](#)
- [AC Models Registration Form](#)
- [Fan Models Registration Form](#)
- [Motor Models Registration Form](#)

Update on Public Procurement in the Punjab

Presented by:

Waqas Ali Khan (PEECA)

Phased launch of the label



- Punjab Government procures substantial numbers of ACs, Fans and Motors each year.
 - Approximately 100,000 fans
 - ~ 8000 Air Conditioners
 - Large motors (e.g. 40 – 90 Kws and larger) are installed in the WASA system

Major Buyers



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- **WASA:** Motors Installed Stock (Motors with Tube Well: 591 & Motors with Disposal Pumps: 650)
- **Healthcare Department:** Fans Installed Stock (>1,000,000)
- **Education Department:** Fans Installed Stock (>300,000)
- Several other government of Punjab departments and institutions.
- Retrofitting done by PEECA already:
 - More than 70,000 light bulbs and over **100,000** fans have been replaced

Procurement in Punjab



- PEECA has developed procurement specifications that prioritise the purchase of appliances with high energy efficiency ratings.
- These levels link directly with NEECA star levels from the mandatory comparative labeling and MEPS regime.
- PEECA will employ these already established energy efficiency standards for fans, ACs, and motors for procurement standard for these 3 appliances in the Punjab
- These procurement specifications will be made **mandatory** for Punjab governments departments during 2024
- However, Suppliers do not have to participate. It is a commercial decision for them.

Endorsement Label



Way Forward & Timelines



- PEECA will announce the label and will start accepting registration applications in less than 2 months time from now.
 - Announcement to suppliers – by **29th December 2023**
 - PEECA will start accepting supplier registration applications by **15th January 2024**
- PEECA will issue a second announcement / advice to public procurers / buyers by **31st January 2024** advising them to buy SAVE UP products by **June 2024** onwards.
- The last date is keeping in mind the time suppliers will take to comfortably get new labeled models into the market after registration.

Promotions Campaign



- PEECA intends to follow up the launch of the label with a strong communications and promotions campaign.
- This campaign is expected to kick off in mid 2024. However preparations will commence from January 2024.
- PEECA plans to allocate a substantial amount of funds out of an upcoming funding pool during 2024
- We recognize the importance of awareness raising and brand building and expect suppliers to augment these campaigns by following up with some of their own.

Question & Answer Session

Label Design

Presented by:

Nadia Saad (Type Space Studio)

Label Design



Slides link:

https://www.canva.com/design/DAFmbFO7yj4/nqckgg69L1JyKJpwJT_X0w/view?utm_content=DAFmbFO7yj4&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

Registration System

- supplier registration
- product registration

Presented by:

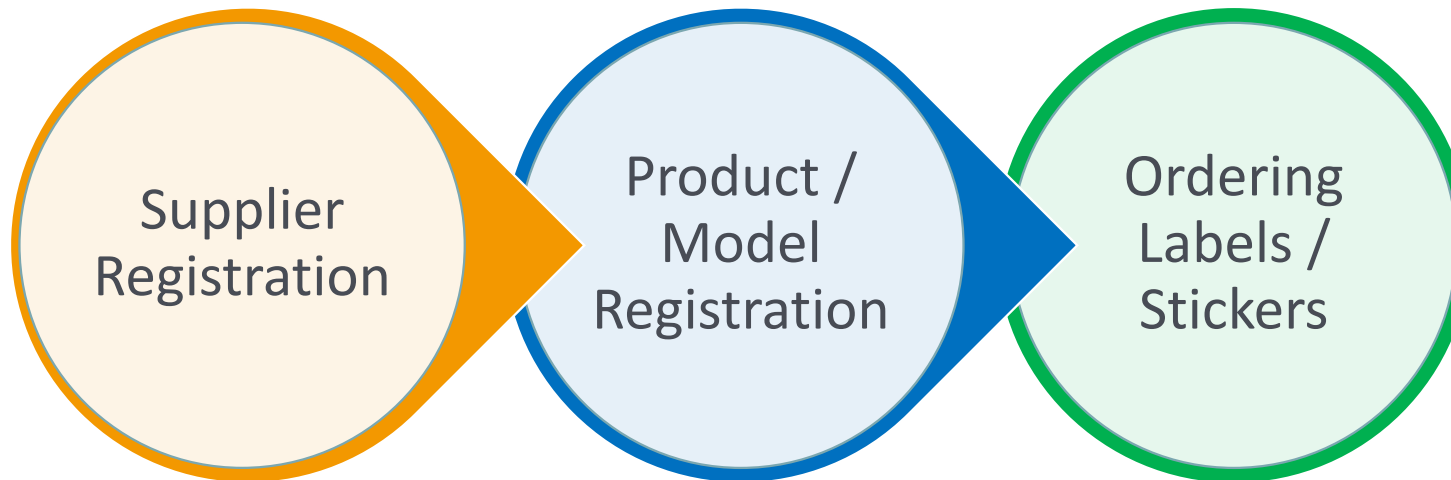
Salman Zaffar (CLASP)

Introduction

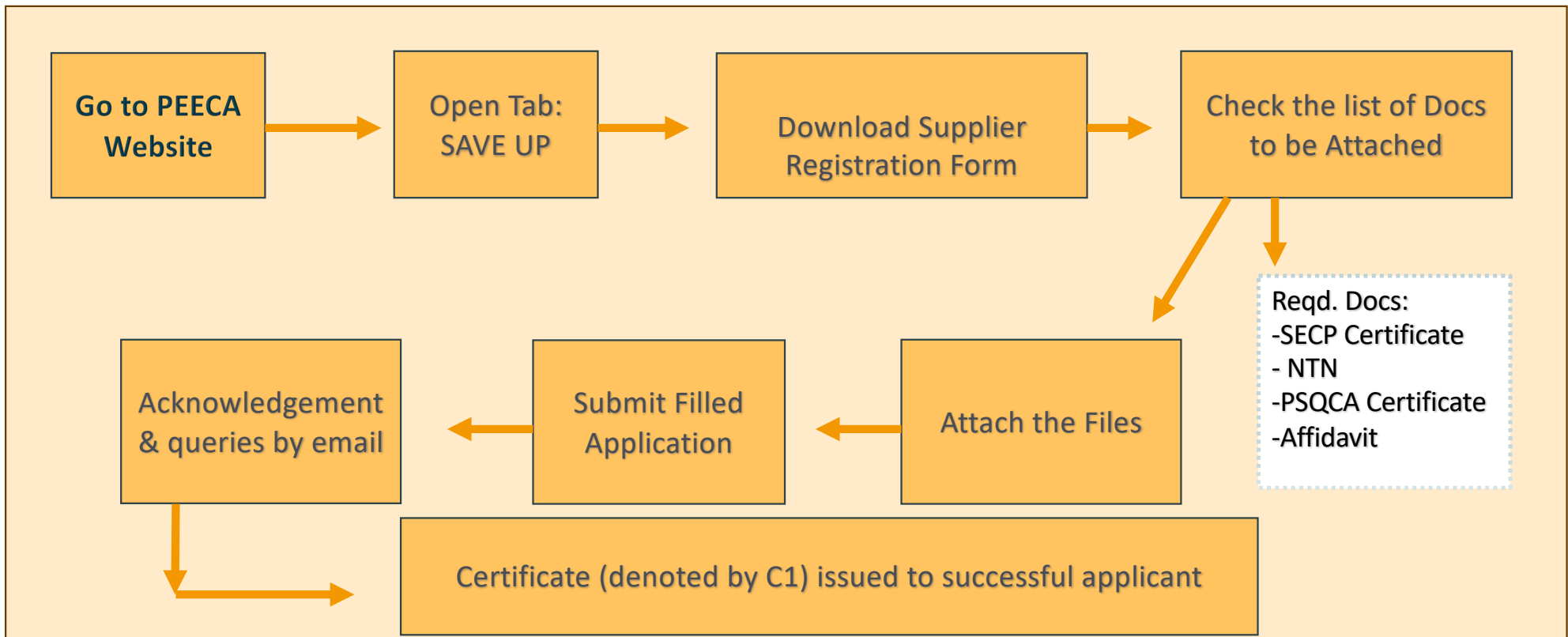


- A robust registration system is needed for the PEECA label program in order to:
 - Check that labelled products meet the program requirements
 - Identify suppliers are bona fide and can be traced in the event of non-compliance
 - Establish a list of labelled products
- The following describes the three steps before you are ready to dispatch / distribute/ display labeled products:

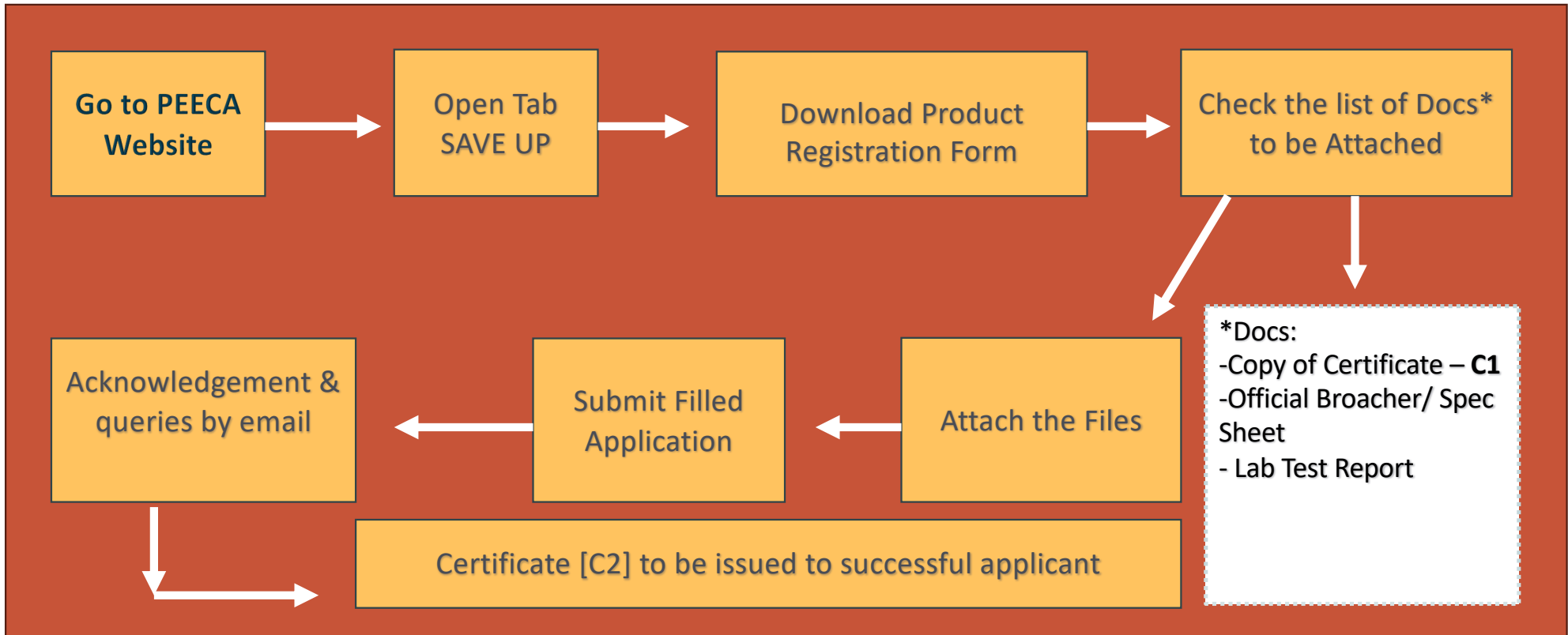
Process



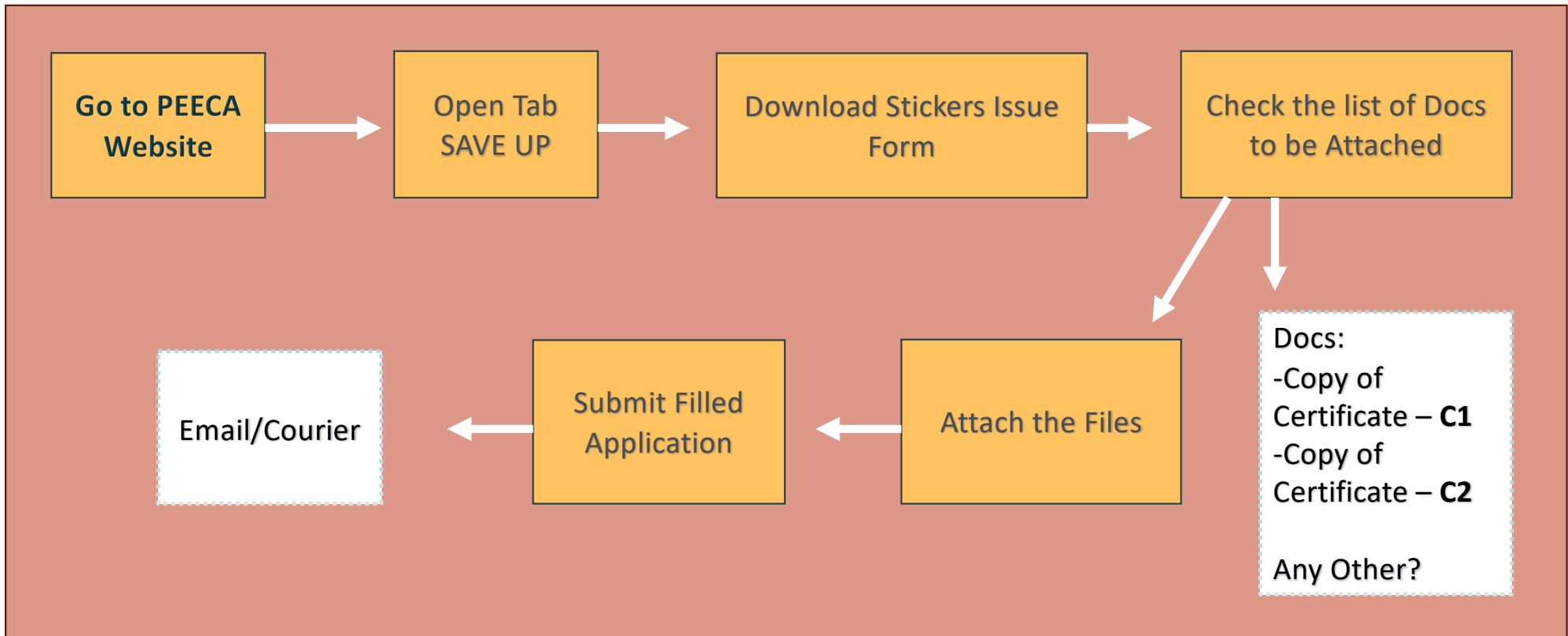
Registering as a supplier



Registering your model



Getting your label / sticker



Supplier Registration Form



GENERAL INFORMATION			
Registration No. / auto generated unique Supplier ID			
Name of Business/Institution			
Trading Name	Note: (if the product is being manufactured by third party and is being imported by a local organisation; mention business name)		
Business Type			
NTN / PRA			
CONTACT DETAILS			
Name of the company / local representative firm			
Contact Person			
Designation			
Mobile No			
Telephone No.		Email Address	
Website			
Registered Address		House/Building Name *	
	City*	Street Name*	
	Province/state*	Postcode*	
	Country*		
Correspondence Address (If different from above)		House/Building Name	
	City	Street Name	
	Province/state	Postcode	
	Country		
Preferred Mailing Address		Registered Address Correspondence Address	
I/we hereby agree that:			
* The information provided in this form is correct <input type="checkbox"/>			
I affirm that I have read and understand the terms of the Partner Agreements checked in the following boxes and agree to abide by the terms of these Partner Agreements			
Partner Agreement for Air Conditioners (dated)	<input type="checkbox"/>		
Partner Agreement for Ceiling Fans (dated)	<input type="checkbox"/>		
Partner Agreement for Electric Motors (dated)	<input type="checkbox"/>		
Name			
Designation			
Authorized Signature			
Date			
Punjab Energy Efficiency & Conservation Agency (PEECA)			



- Prototype forms
- Designed to collect minimal basic information
- Quick to complete
- No fees involved
- Results in issuance of C1 certificate.
- Discussed in detail at the first Workshop
- Supplier agreement concurrence included in the form

Model Registration Form



Electric Motor MODEL REGISTRATION APPLICATION	
<p>All data must be provided before an application can be submitted. An error message will be displayed if incorrect information has been entered. You will be unable to submit a model registration form unless all errors are corrected</p>	
GENERAL PRODUCT DETAILS	
PEECA Supplier Registration No.	<i>Insert the unique Supplier ID supplied by PEECA</i>
Brand name	
Is this registration for a single model or a family of models (see Note)	
Model name(s) covered by this application	
Model number(s) covered by this application	
If registering a family of models (see Note), list all model names and numbers covered by this application.	
Does this model or family replace or supplement another registered model with the same specifications?	
If yes, state model(s) numbers	
Website address for further details	<i>optional</i>
SPECIFIC PRODUCT DETAILS	
Rated Output Power (kW)	
Single or Three-phase	
Rated Input Voltage (V)	
Rated Speed (rpm)	
Motor Duty Rating	
TEST DETAILS	
Test method	
Test Laboratory 1	
Test Laboratory 2	
Accreditation body	
Test laboratory accreditation code	
Test report number	
Test report date	
Upload test report	upload ▲
PERFORMANCE CLAIM	
Claimed International Efficiency class (IE code)	
Declaration	
I declare that the details stated above are true and correct	
Name of Applicant	
Signature of Applicant	
Date	

- Once a Supplier has registered and received a unique ID with Supplier Registration Certificate **C1**, they can proceed with Model Registration
- Very basic data needed
- Required to upload a test report but this can be from a Supplier Laboratory until announced otherwise by PEECA
- Compliance by PEECA will be done at accredited labs.
- Approval of form results in issuance of certificate C2.



Summary



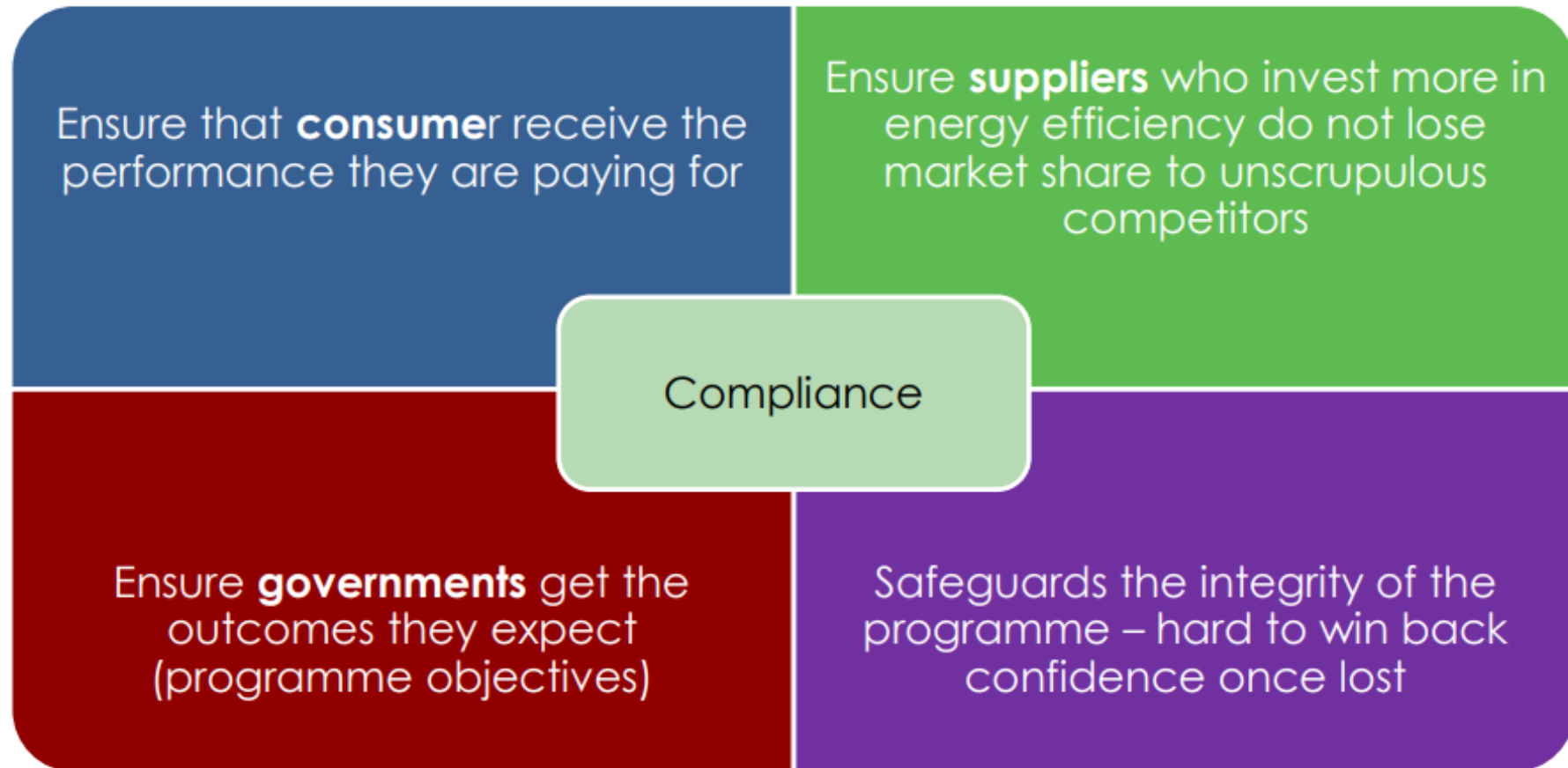
- We have tried to design a registration process that is:
 - Fit for the purpose
 - Quick to complete
 - Does not require highly technical input
 - Minimises any delays to market access
- *Various documents uploaded on SAMA^Verte's website and link has been shared with all participants via email. Please review and give feedback within 14 days.*

Compliance Activities

Presented by:

Salman Zaffar (CLASP)

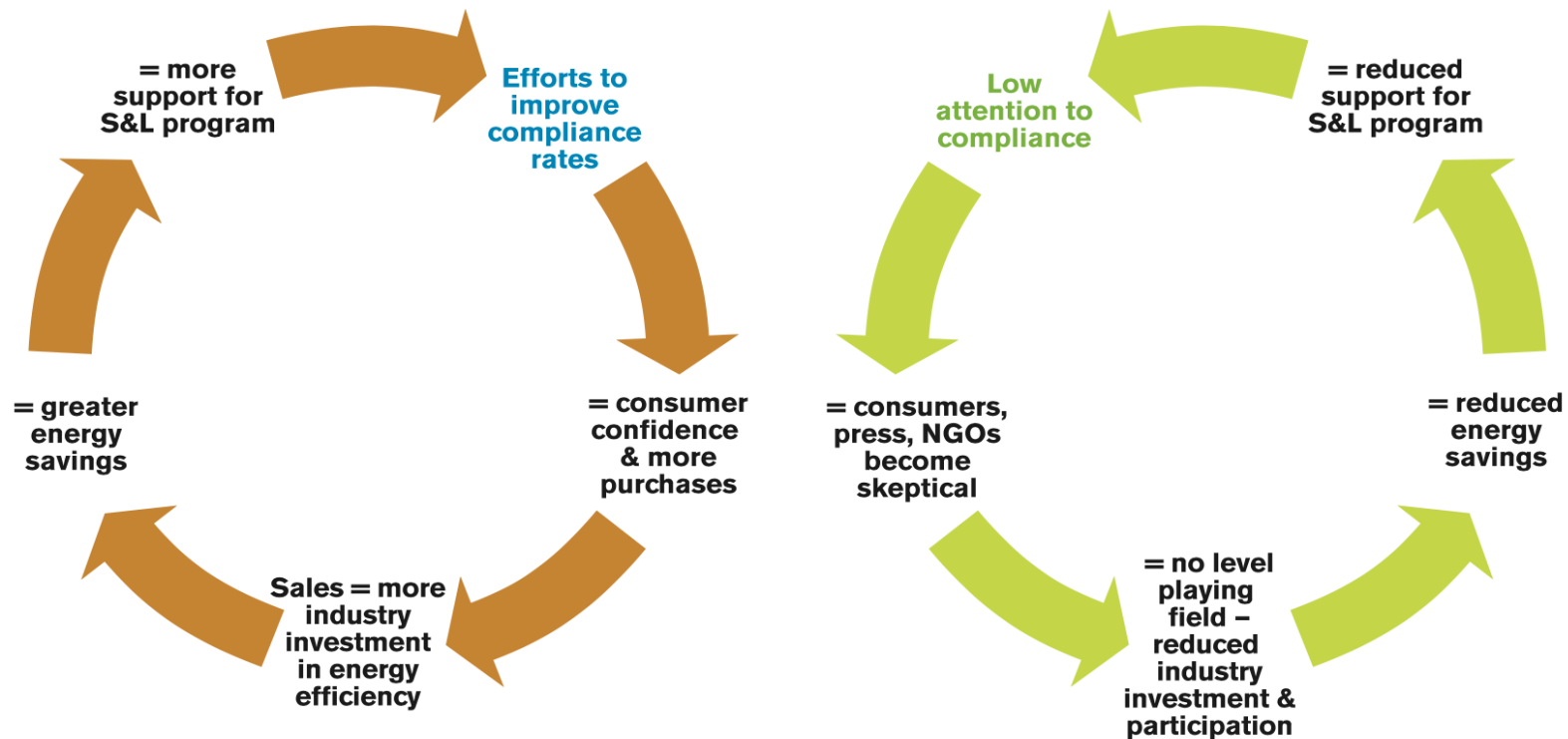
Why is compliance important?



The benefits of building a compliance culture



Figure 1: The compliance circle

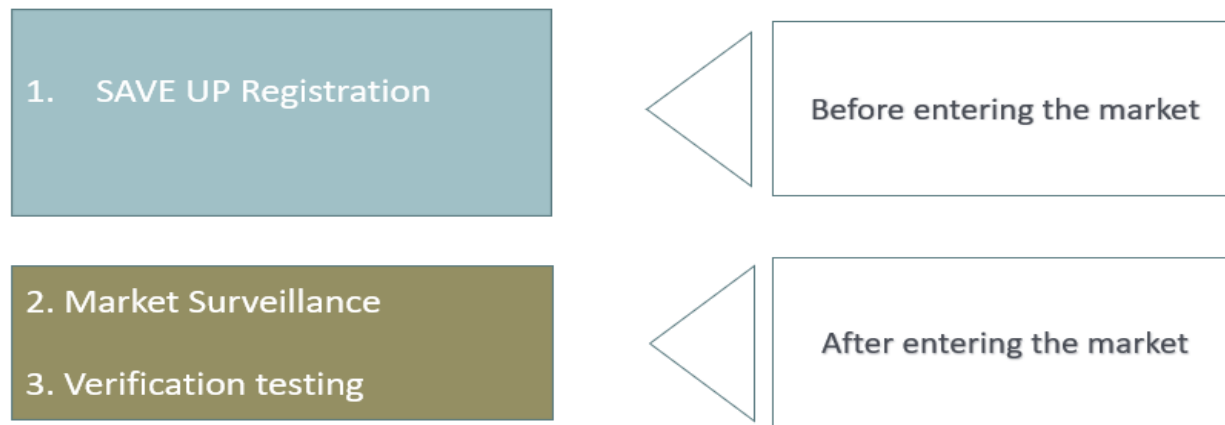


Compliance Framework



- The PEECA **Save Up** label has been developed to enable governments, consumers and others to easily identify the most energy efficient products in the Pakistan market. This has the potential to achieve substantial savings in electricity bills, greenhouse gas emissions and peak energy demand.
- To be effective, PEECA recognises the importance of protecting the brand identity of the **Save Up** label. As a result, PEECA has developed rules which aim to ensure the continued credibility of the **Save Up** label.
- Elements in the PEECA SAVE UP Compliance and Enforcement Policy document updated to the workshop papers on SAMA^Verte website: ([Docs Link](#))
- Engagement and Education
- Monitoring Compliance
- Investigating Non-Compliance
- Respond to Non-Compliance
- Response Criteria

Key Components



Elements of a Compliance Framework



Summary of compliance activities and potential transgressions

- **Registration:** Collect supplier and model details, ensuring scheme requirements are met.
- **Store Surveys:** Periodic inspections to check correct labeling and investigate potential transgressions.
- **Verification Tests:** Physical tests of products to verify performance claims.

PEECA CHECKS		POTENTIAL TRANSGRESSIONS
1	<p>Ensure model registrations are complete and reasonable</p> <p><i>Undertaken as part of the online registration process</i></p>	<p>Missing information</p> <p>Unrealistic information</p>
2	<p>Store Surveys to check registrations and labels</p> <p><i>Periodic in-person investigations of places where products are sold</i></p>	<p>Products displaying labels not registered</p> <p>Labels printed incorrectly</p> <p>Labels displayed incorrectly</p> <p>Fake labels on registered products</p> <p>Fake labels on unregistered products</p>
3	<p>Test product from the market to verify performance claims</p> <p><i>Testing of a small selection of labelled products from the market</i></p>	<p>Measured performance ≠ claim</p>

Compliance and Enforcement



Visibility of Compliance Activities

- Importance of increasing the perceived likelihood of detection.
- **PEECA will publish:**
 - Results of compliance actions (failed tests, fake labels found).
 - Number and frequency of all actions (tests conducted, store visits).
- Publicizing specific instances of non-compliance can be an effective sanction.

PEECA Response to Transgressions

- Routine checks and timely communication with suppliers for rectification.
- **Serious transgressions may lead to more severe actions:**
 - Removing supplier's model(s) from eligibility.
 - Exploring potential fines and consumer protection legislation.
- Some circumstances may limit effective sanctions outside Punjab's jurisdiction.

For more details you can check “Supplier Agreements” uploaded on SAMA Verte website for review.

Verification Tests



The key parts of the process are as follows:

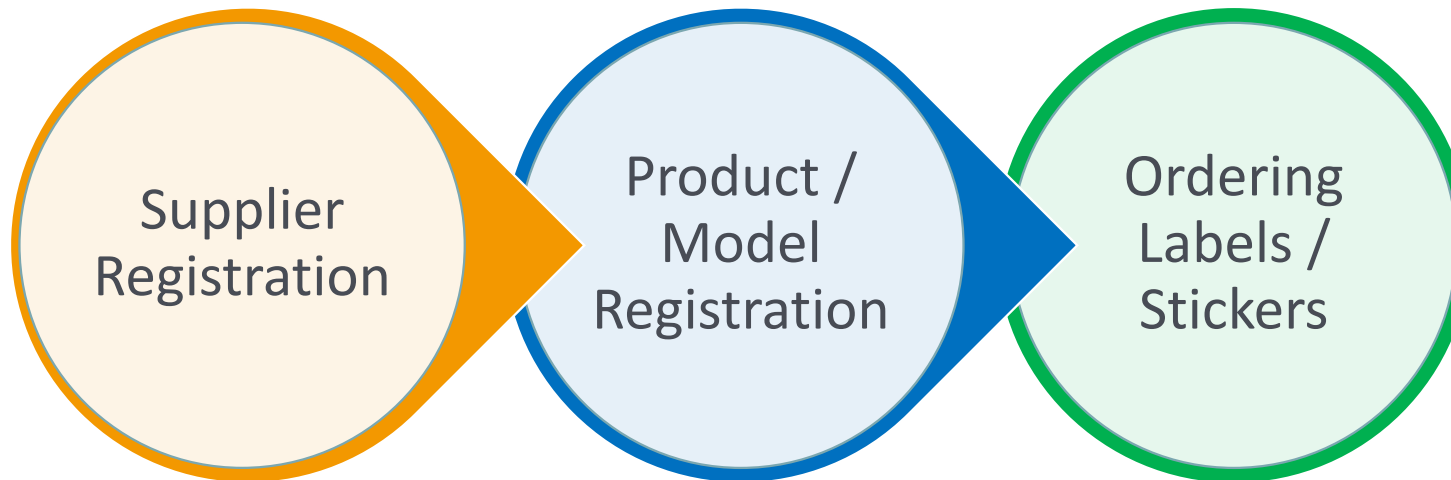
- Government identifies a model for testing
- Government identifies laboratory to undertake the test (preferably an independent laboratory)
- Government purchases sample of model from the market (or requires test lab to do so)
- Laboratory proceeds to test sample
- If the test confirms the model as compliant, no further action is taken
- If the test confirms the model as non-compliant, the Supplier may:
 - Withdraw the model from the scheme voluntarily
 - Elect to have 2 further samples tested, at their own cost (samples selected by government)
- In cases where three samples of the same model are tested, if two of the samples are found to be compliant then no further action is taken.

How labeling will work!

Presented by:

Waqas Hussain (PEECA)

Registration Process



Step by Step process from today onwards



1. PEECA will announce the registration process: 'OPEN'; once they are ready. This is expected to happen by the last week of December.
2. Suppliers will then start registering their organisations [supplier registration]
 1. Download forms from PEECA website(already discussed in last workshop and shown here as well)
 2. Fill them in and submit them along with other required documents mentioned on PEECA website. And get C1 certificate at the end of this process.
 3. You will be required to cognizant of:
 - [Brand Guidelines document](#)
 - [Read and agree with the supplier agreements](#)
 - [PEECA Endorsement Label Compliance and Enforcement Policy](#)
 - [FAQs](#)
 - [Supplier Registration Required Documents List](#)
3. This will be followed by product registration.
 1. Fill in the forms as above; and similarly attach / submit required documents / spec sheet, test reports with application
 2. Get C2 type certificate which is for a specific product / family.

Step by Step process



4. Once you have C1 and C2 (for at least one product or family) you can apply for labels / stickers
5. Apply labels and distribute to the market
6. Marketing campaign from PEECA will start in 2024
7. Compliance activity will commence in mid-2024

The process illustrated



Promotions Campaign



- PEECA is set to roll out a communication and promotion campaign after introducing the label.
- The campaign is slated to start in mid-2024, with preparations starting in January of the same year.
- PEECA plans to allocate a substantial amount of funds out of an upcoming funding pool during 2024
- Recognizing the importance of raising awareness and building the brand, we expect suppliers to support these efforts by implementing their own campaigns.

Question & Answer Session

Thank You

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