



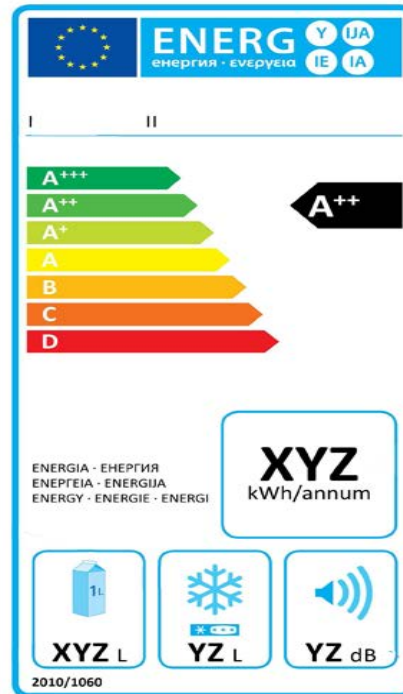
**ECONOLER**

# **EE Labelling and MEPS Programmes for Household Appliances- Tunisia Case Study**

**Kawther LIHIDHEB**

**4 April 2019**

# EE LABELS & STANDARD

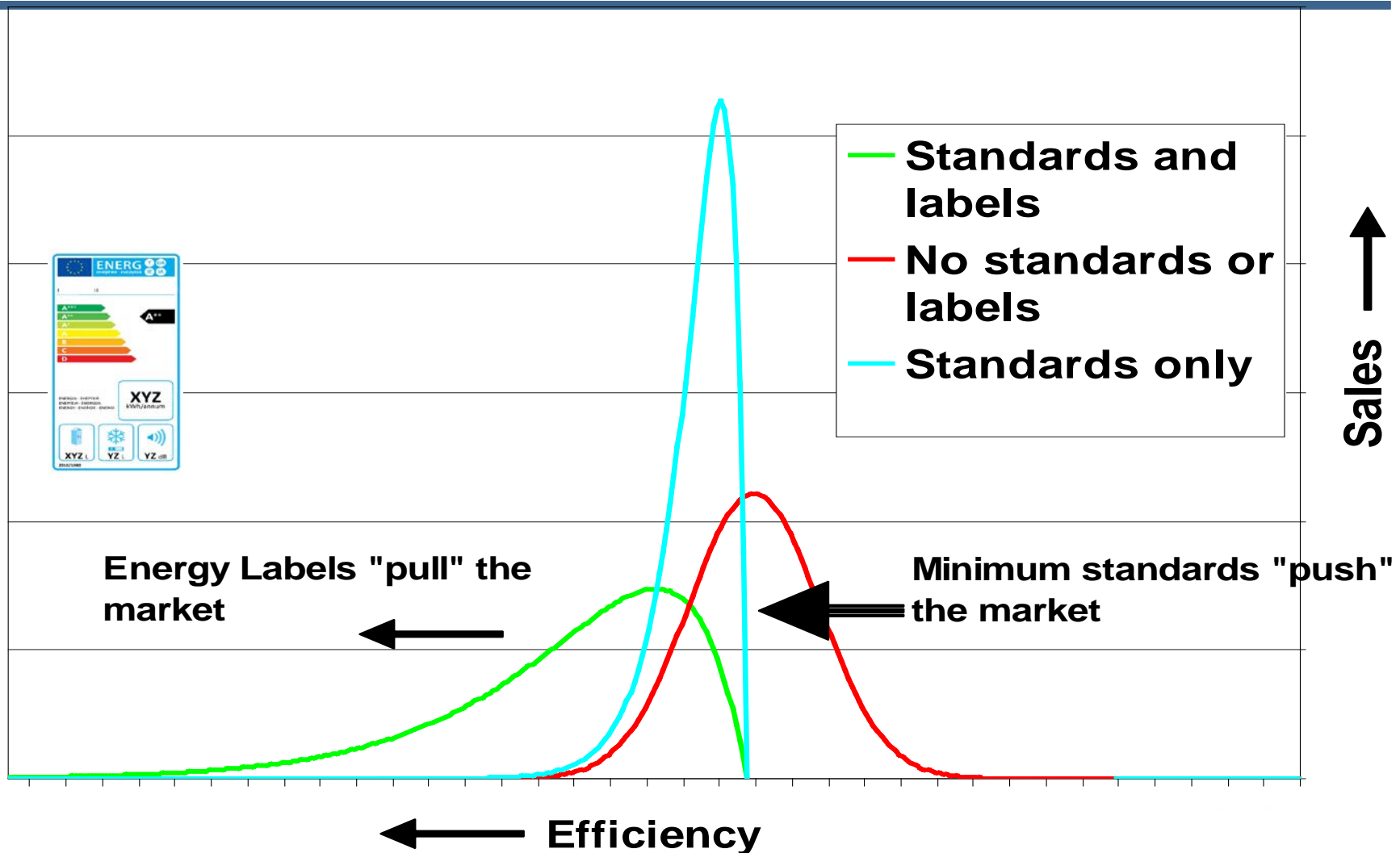


# MEPS & EE LABELS

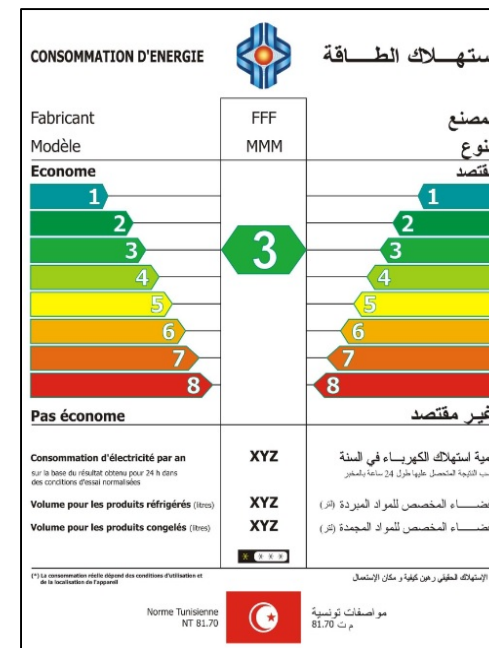
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- **Minimum Energy Performance Standards MEPS** set a minimum requirement for energy efficiency various equipment
- **Energy Efficiency Labels** inform buyers about product energy performance (usually in the form of energy use, efficiency, or energy cost)
  - Labels provide the data necessary for consumers to make informed purchases.
- **Labels and MEPS** target the complete sales market for certain categories of equipment
- **Do not target** equipment already installed and functional. They will be concerned at the end of life

# STANDARDS AND LABELLING: DYNAMIC POLICY MEASURES TO INCREASE EQUIPMENT EFFICIENCY



# TUNISIAN LABELING & MEPS PROGRAMME



# THE TUNISIAN EE LABELLING & MEPS PROGRAMME

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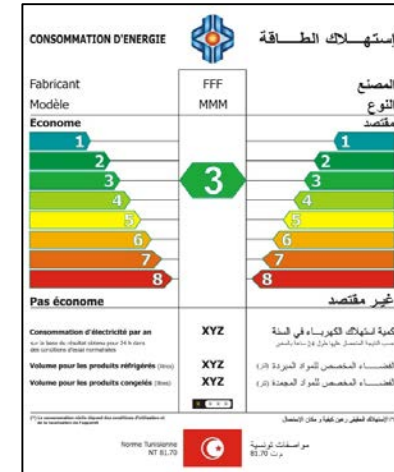
- › The labelling and MEPS programme for household appliances came into force in 2004.
- › The programme is coordinated by the National Agency for Energy Management (ANME) with the involvement of the main public and private key stakeholders (INNORPI, CETIME, FEDELEC, ODC, etc.).



- › The programme is implemented by the Ministry of Energy and the Ministry of Industry & Trade.

# EE LABELLING & MEPS PROGRAMME- TUNISIA

- › Mandatory energy labelling for 3 types of products, with similarities to EU measures;
- › The label format is similar to the old EU label, but bilingual Arabic-French;
- › Minimum standards for 4 types of products, with similarities to EU measures;
- › Measurement standards harmonized with IEC/ISO.



# THE TUNISIAN EE LABELLING & MEPS PROGRAMME

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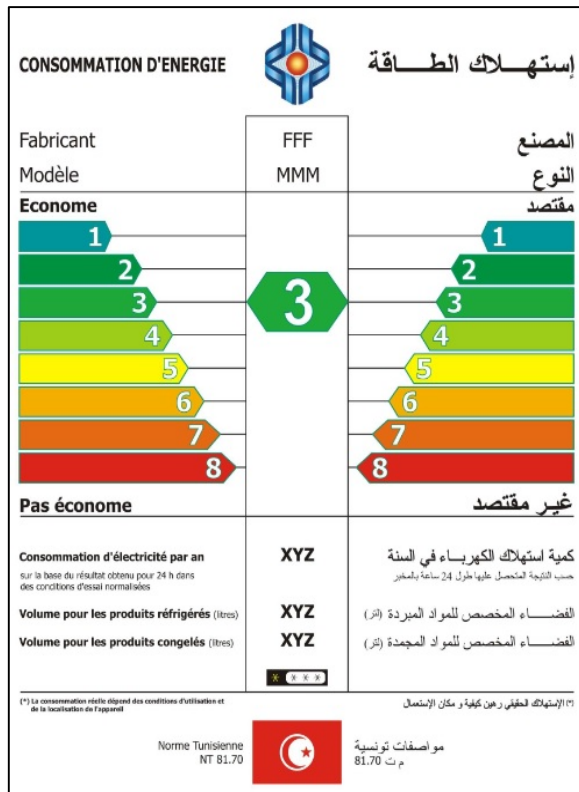
MEPS	Labels
Home Refrigerators	Home Refrigerators
Home Freezers	Home Freezers
Room Air Conditioning	Room Air Conditioning
Incandescent Lamps	
Washers (UD)	Washers (UD)
Lamps (UD)	Lamps (UD)

UD = Under development

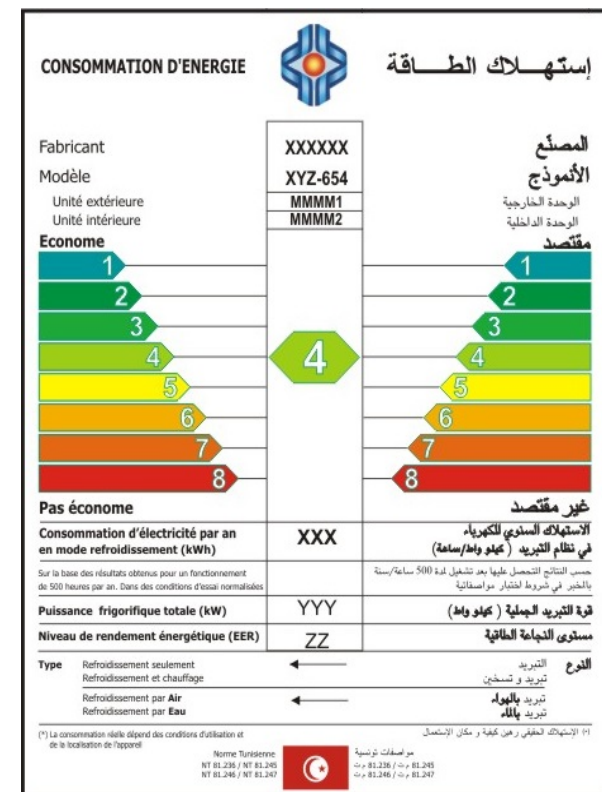


# THE TUNISIAN EE LABELLING & MEPS PROGRAMME

## ENERGY LABELS DESIGN



Tunisian Refrigerator Label



Tunisian RAC Label

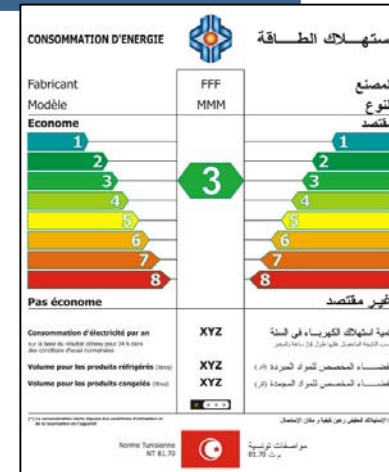
# THE TUNISIAN EE LABELLING & MEPS PROGRAMME

## ➤ Mandatory Energy Labelling cold appliances

- **17 December 2004**
- Every model must be Tested/Certified by CETIME before being placed on the market

## ➤ Introduction of the following MEPS:

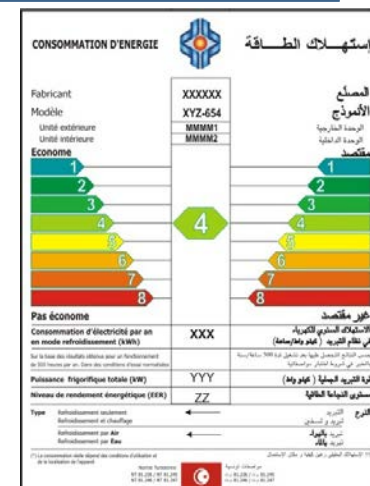
- From the beginning of **2007** each refrigerator sold on the Tunisian market must have an energy label class of **4** or better (i.e. EU label class C or better)
- From the beginning of **2010** each refrigerator sold on the Tunisian market must have an energy label class of **3** or better (i.e. EU label class B or better)



# THE TUNISIAN EE LABELLING & MEPS PROGRAMME

## ➤ Mandatory Energy Labelling RAC:

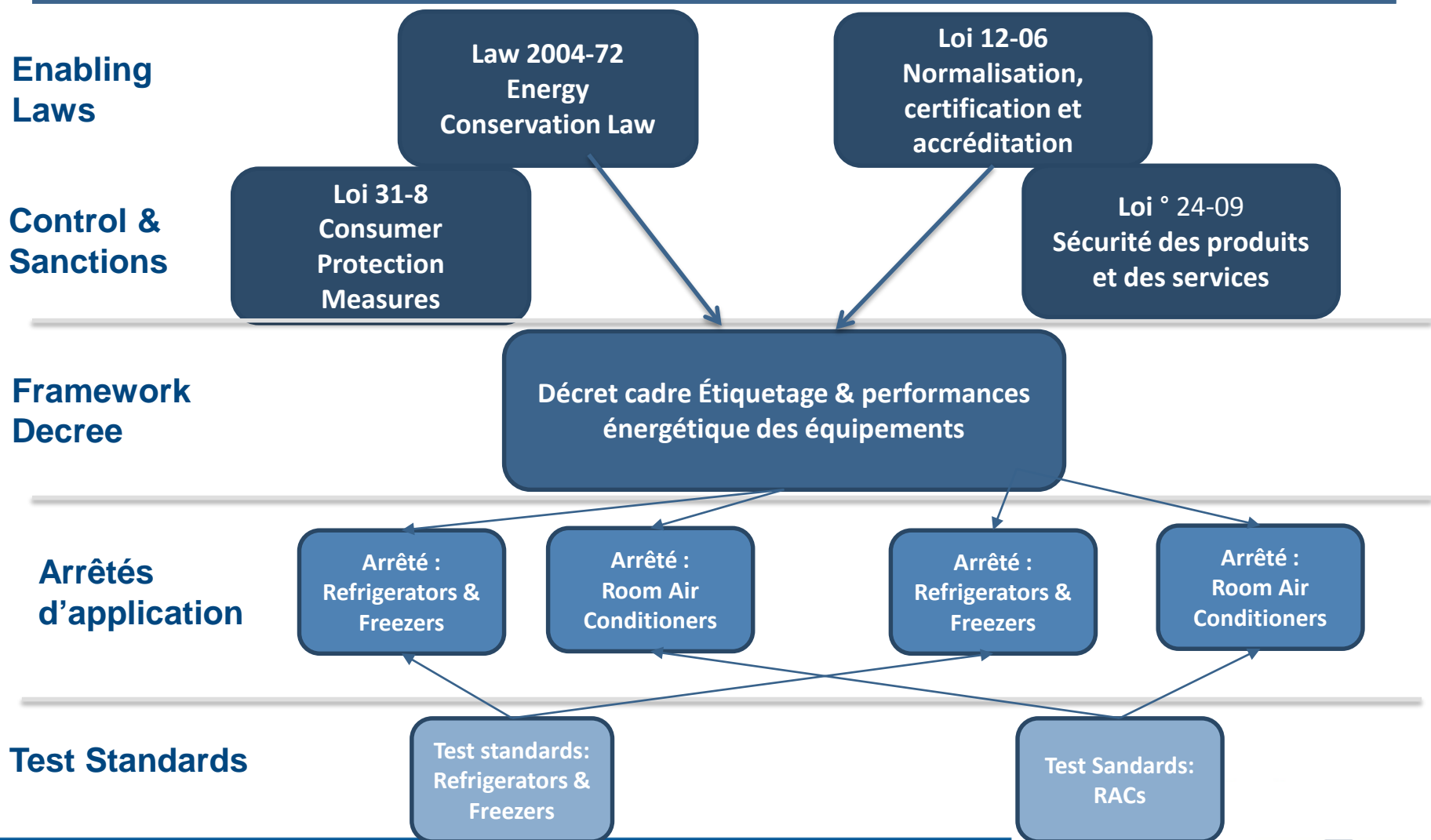
- **24 April 2009**
- Every model must be Tested/Certified by CETIME before being placed on the market



## ➤ Introduction of the following MEPS:

- From the beginning of **2010** each RAC sold on the Tunisian market must have an energy label class of **5** or better
- From the beginning of **2011** each RAC sold on the Tunisian market must have an energy label class of **4** or better
- From the beginning of **2012** each RAC sold on the Tunisian market must have an energy label class of **3** or better

# LEGAL OVERVIEW OF TUNISIAN EE LABELS & MEPS



# TUNISIAN EE LABELLING & MEPS PROGRAMME

## TESTING FACILITIES

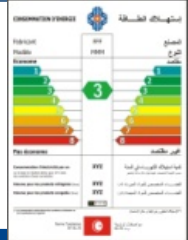
### Institutional and Capability Building

- › Implementation of testing facilities (CETIME):
  - Refrigerator → 2002;
  - RAC equipment → 2008;
  - Lighting → 2010;
  - Laundry washing machine → 2015-16
- › Testing protocol (INNORPI);
- › Training (all Stakeholders);
- › Conducting pilot tests (60 refrigerators, 50 ACs).
  - Refrigerators → 60 appliances;
  - ACs → 50 appliances;



# TUNISIAN EE LABELLING & MEPS PROGRAMME

## IMPLEMENTATION PROCESS



**CETIME  
(testing)**

**Manufacturers  
and Importers**

**ANME  
(Label Level)**

**Retailers**

**Ministry of  
Trade**



# TUNISIAN EE LABELLING & MEPS PROGRAMME

## SUPPORTIVE MEASURES

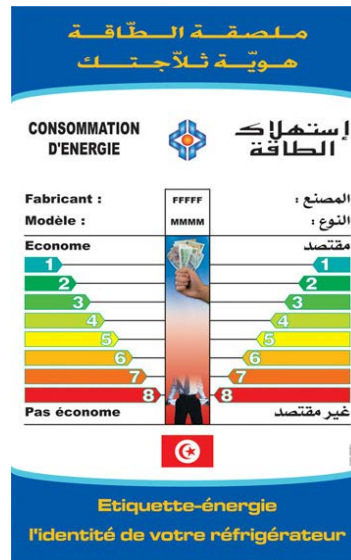
## Training & information:

- › Manufacturers, importers;
- › Retailer support;
- › Market controllers;



## Awareness & communication campaign:

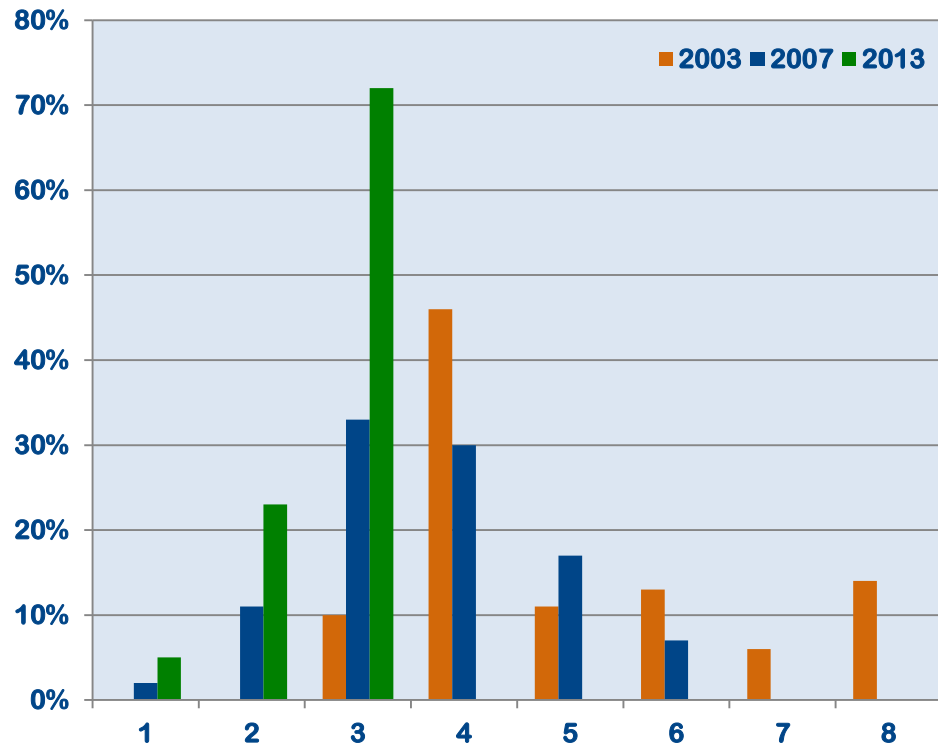
- › All media (TV, radio, newspapers)
- › Mailings
- › Flyers, Posters
- › Field campaigns
- › Meetings, seminars and exhibitions



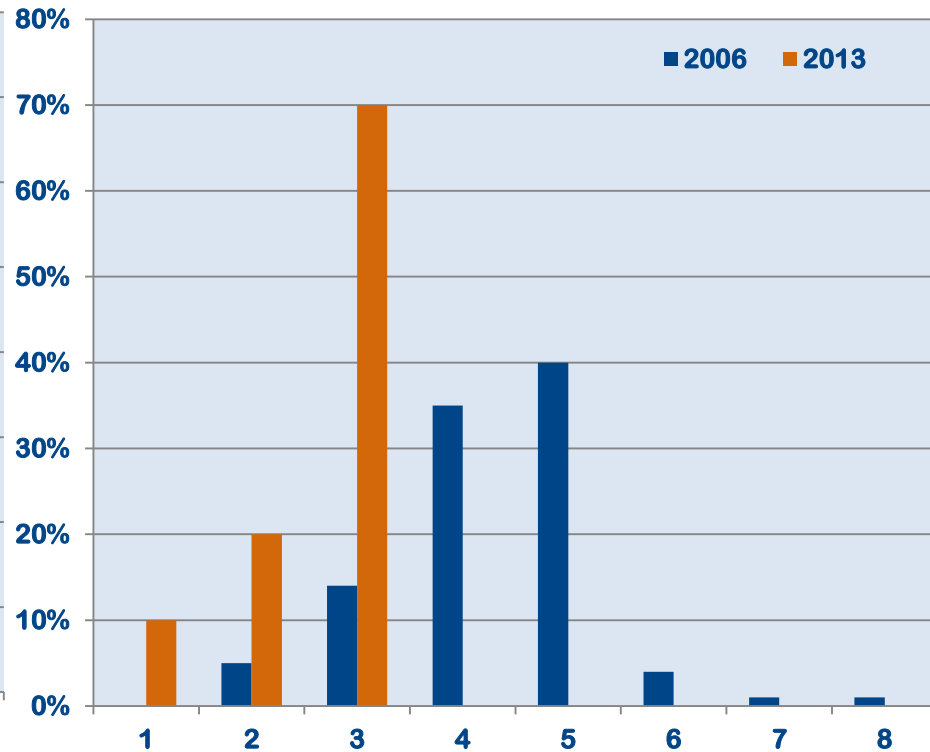
# TUNISIAN EE LABELLING & MEPS PROGRAMME

## MARKET TRANSFORMATION

### Cold Appliances



### RAC Equipment



Source: ANME



# TUNISIAN EE LABELLING & MEPS

## SUCCESS FACTORS

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- **Building interministerial** support for the program so that all the ministries involved are aligned with the program's objectives and its implementation;
- **Beginning with a single product group** (household refrigerators and freezers) to demonstrate success before including other product types;
- **Starting with mandatory energy labelling** and then introducing the **MEPS**;
- **Developing and testing an effective label design** that is easily understood by consumers and is motivating for them;
- Working with **local producers and importers** prior to adopting the regulations to ensure that all the parties are fully aware of the requirements and have developed strategies to meet them;

# TUNISIAN EE LABELLING & MEPS

## SUCCESS FACTORS

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- Working with **wholesalers and retailers** via an extensive **pilot program** to ensure that they too are aware of the requirements and have put strategies in place before the requirements are implemented;
- Developing extensive and **internationally accredited national** product energy performance testing infrastructure
- Developing a **product certification program** so that the labelled products placed in the market are tested in an independent third-party test laboratory;
- Launching a **national awareness campaign** to educate consumers about the new energy label and the potential benefits to be gained from investing in higher efficiency equipment.

# EE LABELS & MEPS PROGRAMMES

## LESSONS LEARNED

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- › Standards and Labelling is the **most cost-effective** way to reduce energy use and GHG emissions.
- › Important **to engage all stakeholders**, particularly appliance manufacturers, through each stage of programme development.
- › **Enforcement** strategy policy and **effective implementation** process are crucial to ensure sustainable market transformation.

# EE LABELS & MEPS PROGRAMMES

## LESSONS LEARNED

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- › **New innovative** mechanisms are needed to accelerate the replacement of the **stock of non-efficient appliances**, especially for low income households.
- › The **harmonization** of EE S&L programmes often brings additional benefits:
  - Reduces programme costs by adopting an existing programme;
  - Avoids or removes indirect trade barriers.

# THANK YOU FOR YOUR ATTENTION

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