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Lifting the label: evaluating the real impact of energy labelling in Vietnam



Thanks to...

- Kevin Lane, Oxford, UK
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- Emily McQualter, Department of Industry, Canberra

Overview

- Background
- Approach
- Results
- Conclusions

Background

- 2007 Implemented National Energy Efficiency Policy
 - Decision to introduce MEPS and labelling
 - Voluntary endorsement label
- 2012 Australian Aid project commenced
- 2013 labelling for first wave products
- 2014 labelling for second wave product
- MEPS from 2015



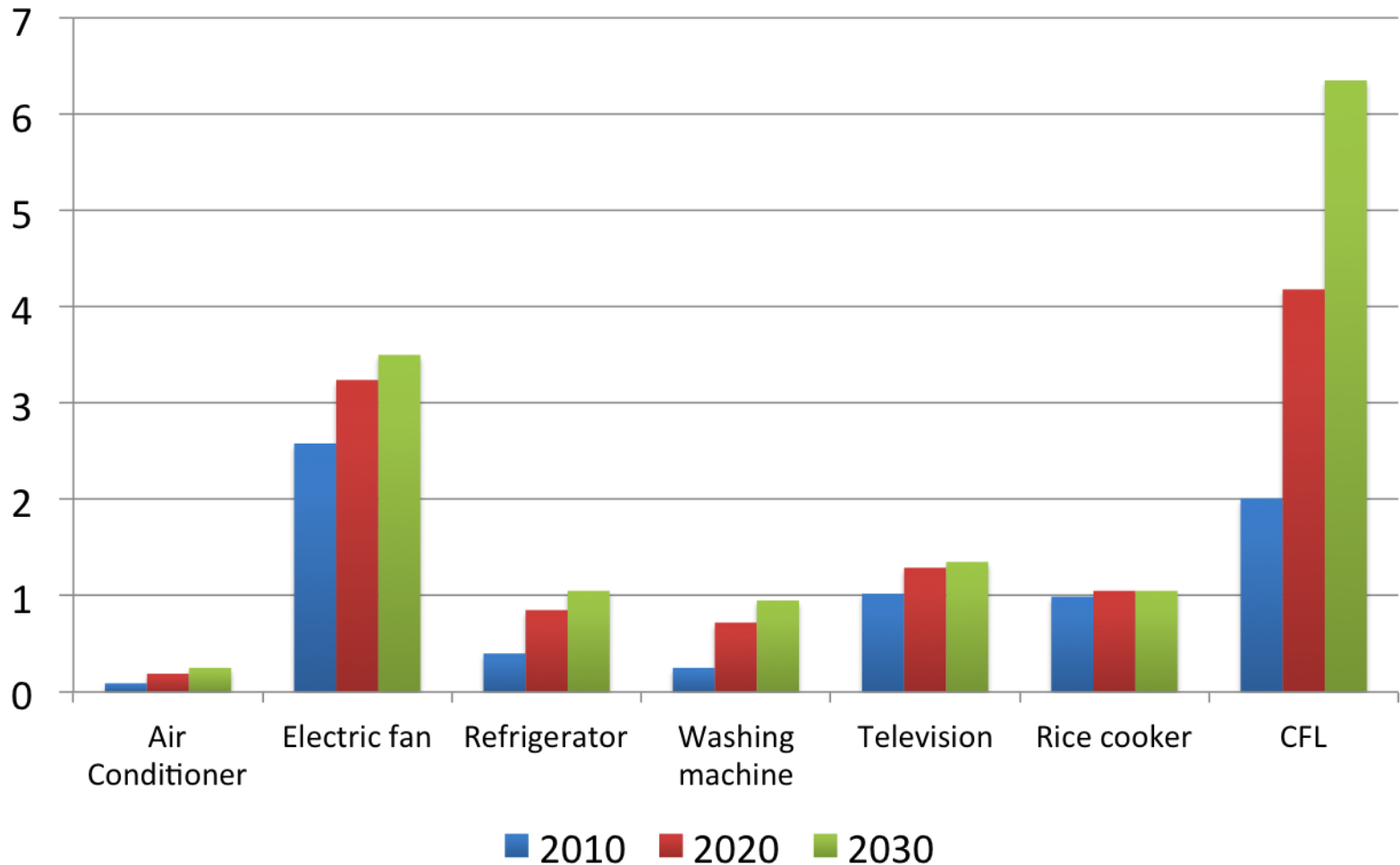
Product policies



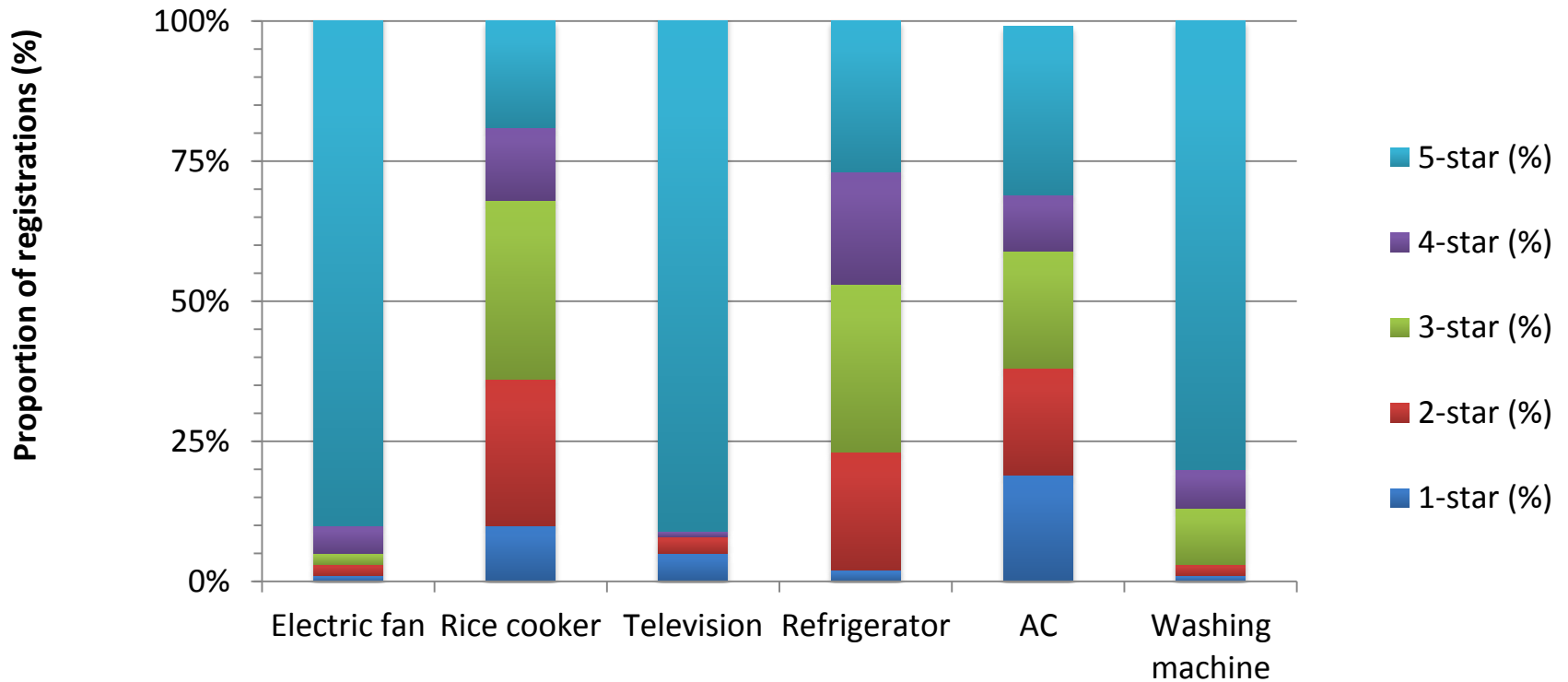
Product policies

PRODUCT	Voluntary label	Mandatory label	MEPS
Compact fluorescent lamps	✓		✓
Tubular fluorescent lamps	✓		✓
Electronic ballasts	✓		✓
Electromagnetic ballasts	✓		✓
Air conditioners		✓	✓
Washing machines		✓	✓
Rice cookers		✓	✓
Electric fans	✓	✓	✓
Televisions		✓	✓
Refrigerators		✓	✓

Appliance ownership



Registrations – March 14

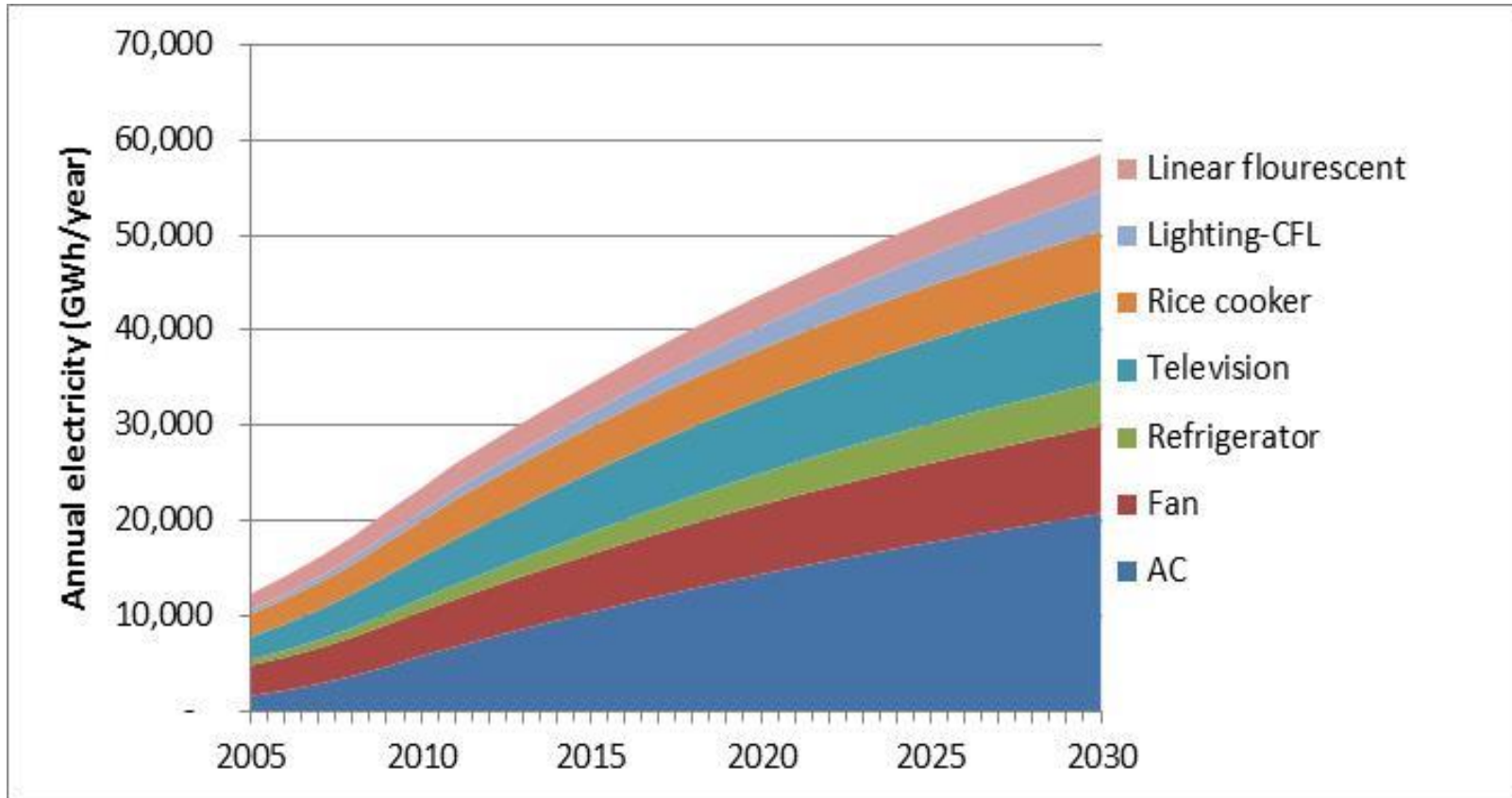


Modelling approach

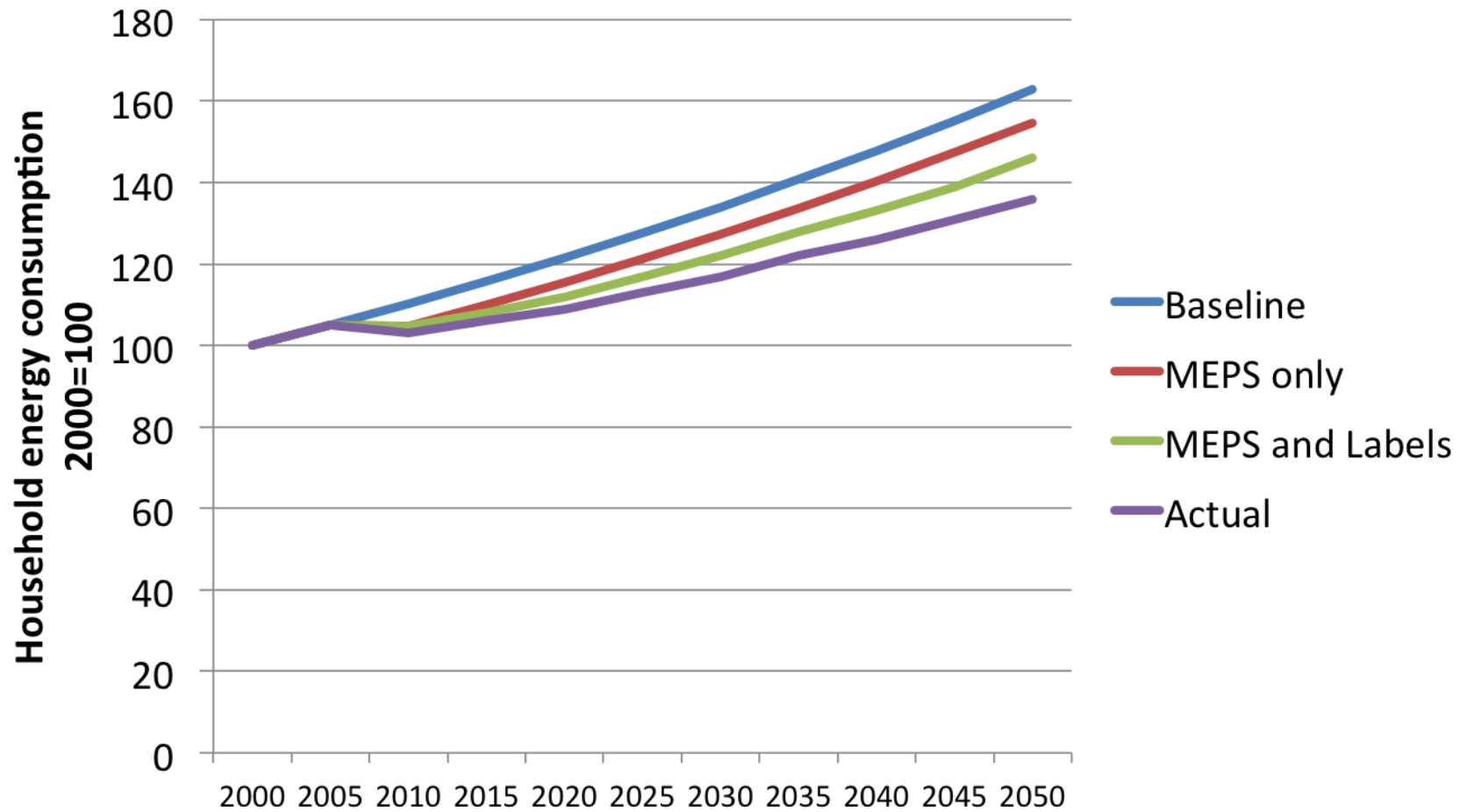
Conventional end-use stock model drawing on:

- Household numbers and ownership to get stock
- Sales volume
- Average use
- Historic actual efficiency from registration database.
- Change in efficiency of products sold due to measures and other factors
- But can be problematic attributing change

Consumption



Modelling approach



Attribution approach

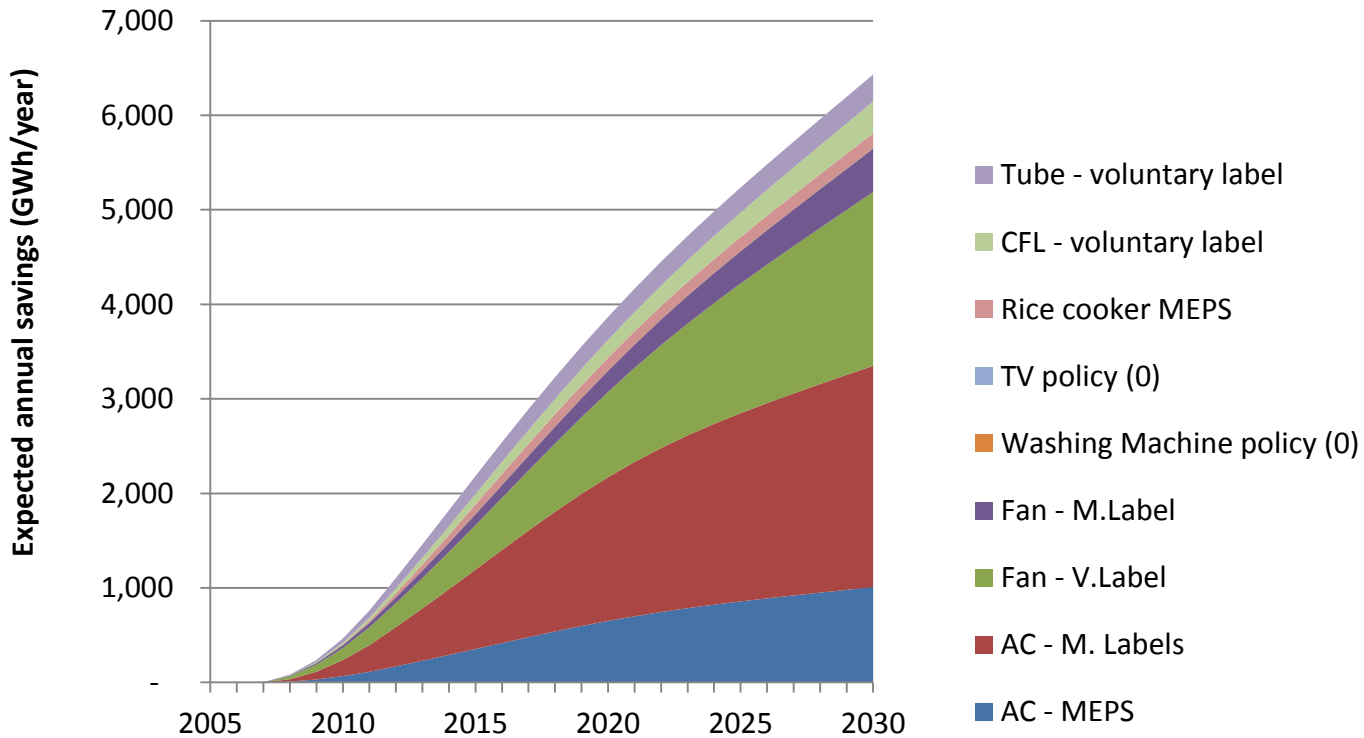
Contribution analysis can help address the attribution issue. Approach used:

- Qualitative interviews with 25 manufacturers and importers
- Qualitative interviews with 12 chain retailers
- 8 focus groups with consumers.
- Two quantitative surveys of 1380 consumers, 2012 and 2014

Findings

	Manufacturers	Retailers	Consumers
Air conditioners	Mandatory label	Mandatory label	Mandatory label
Electric fans	Voluntary label Mandatory label	No	No
Rice cookers	Mandatory label	No	No
CFLs	Voluntary label	No	No
Televisions	No	No	No
Refrigerators	Mandatory label	Mandatory label	Mandatory label
Washing machines	No	No	No

Attributed savings



Conclusions

- MEPS and labelling will generate significant savings over the next 15 years:
 - 6,000 GWh/year
 - Cumulative savings of 73,000 GWh
 - Worth \$440m
- Contribution analysis provides useful additional understanding of the:
 - Mechanisms by which MEPS and labels influence savings
 - Extent of the savings due to the policy



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Power reduction

