



European Energy Network

A voluntary network of European energy agencies

European population's perception of products and fixtures labeling schemes

EnR Consumer Survey

June 2022

ABBREVIATIONS AND DEFINITIONS

ABBREVIATION	DESCRIPTION
EC	European Commission
EnR	European Energy Network

INDEX

1 MOTIVATION AND OBJECTIVE.....	2
2 SURVEY QUESTIONS	3
How familiar are you with efficiency labels?	3
Do you choose products based on labels?	5
Possibility to submit answers	7
Energy labels for products/ fixtures.....	7
Understanding of the Unified Water Label	10
Final considerations.....	13
3 SURVEY INITIAL AND FINAL MESSAGES.....	13
3.1 Initial message.....	13
3.2 Data protection	14
3.3 Final message	14
4 DISSEMINATION LEVEL.....	14

1 MOTIVATION AND OBJECTIVE

In order to guarantee that water labelling schemes have a similar impact to the European energy label, contributing to drive the market to develop more efficient products and the consumer to select products based on water efficiency, it is important to engage both the industry and the consumers.

As the Unified Water Label – the European water efficiency labelling scheme for sanitary products – was promoted by the European Bathroom Forum alongside with industry stakeholders, the industry receptivity is safeguarded.

To ensure consumer responsiveness to water labelling schemes for products and fixtures, it is crucial to understand users' needs regarding water-energy efficient products/services and to identify bottlenecks, barriers and solutions.

Aiming to provide input to the discussion within the European Commission (EC) and industry stakeholders about the mandatory option through the EU energy label and the voluntary option through the agreement between industry and EC, the European Energy Network (EnR) developed a survey on the “European population’s perception of products and fixtures labelling schemes”.

This survey is being developed within the Water-Energy Nexus Working Group, coordinated by ADENE – Agência para a Energia.

2 SURVEY QUESTIONS

To achieve the survey objective, it was necessary to evaluate the user opinion in the following areas:

1. Characterization: “How familiar are you with efficiency labels?”
2. Willingness to choose labeled products: “Do you choose products based on labels?”
3. Energy labels for products/ fixtures
4. Understanding of the Unified Water Label

All the questions are mandatory and are presented in the following tables.

SECTION 1
How familiar are you with efficiency labels?
We want to get to know if you are aware of labels on products and that they can be helpful in getting financial incentives.
1. Where do you live?
<input type="checkbox"/> Austria <input type="checkbox"/> Bulgaria <input type="checkbox"/> Croatia <input type="checkbox"/> Denmark <input type="checkbox"/> Finland <input type="checkbox"/> France <input type="checkbox"/> Germany <input type="checkbox"/> Greece <input type="checkbox"/> Hungary <input type="checkbox"/> Ireland <input type="checkbox"/> Italy <input type="checkbox"/> Luxembourg <input type="checkbox"/> Lithuania <input type="checkbox"/> Malta <input type="checkbox"/> Netherlands <input type="checkbox"/> Norway

- ☐ Poland
- ☐ Portugal
- ☐ Slovakia
- ☐ Spain
- ☐ Sweden
- ☐ Switzerland
- ☐ United Kingdom
- ☐ Other. Please tell us where: _____

2. Do you work in the water or sustainability sector (engineer, construction, auditor, researcher, home improvement retail, etc.)?

- ☐ Yes and I am responsible for the choice or suggestion of fixtures (taps, showers, toilet flushing systems, etc.)
- ☐ Yes, but I am not responsible for the choice or suggestion of fixtures (taps, showers, toilet flushing systems, etc.)
- ☐ No

3. Do you know any type of water or energy labels for products and fixtures (taps, showers, toilet flushing systems, etc.)?

- ☐ Yes. Can you name them? _____
- ☐ No

4. How well do you know these labels? *Please rate from 1 (I've never seen this label) to 5 (I look for this label to choose products)*

Label	1	2	3	4	5
European energy label	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy Star	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unified Water Label	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Portuguese water efficiency label (ANQIP)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swedish energy label for taps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swiss energy label for sanitary products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Blue Angel – The German Ecolabel					
Other(s). Please specify: _____					

5. Are you aware of any financial support (a grant, subsidy, etc) to buy efficient products / fixtures such as taps, showers, toilet flushing systems?

☐ Yes. Can you name them? _____

☐ No

SECTION 2

Do you choose products based on labels?

We want to understand if you actually use labels to make decisions when buying a product. If you are a consumer, please think about the choices you make when buying for your house. If you are a professional, please think about your choices as a professional.

6. Do you choose labeled products/fixtures (taps, showers, etc.) when buying new ones?

- ☐ Yes
- ☐ No
- ☐ I don't pay attention to labels

7. Why?

(note: this question will only appear if the respondent answers "No" or "I don't pay attention to labels" on 6.)

Note: the answer should be given in a scale from 1 (least important) to 5 (most important)

Reasons for not choosing labeled products	1	2	3	4	5
Labelled products are more expensive					
I don't know any efficiency labels					
I don't trust efficiency labels					
I don't understand any efficiency labels					
There is no financial support to buy efficient products (grant, subsidy, etc.)					
I can't find labeled products/fixtures on the market					

Product design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: <i>identify</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. What would be the main drivers for you to choose labeled products/fixtures?
(note: this question will only appear if the respondent answers “No” or “I don’t pay attention to labels” on 6.)

Note: the answer should be given in a scale from 1 (least important) to 5 (most important)

Reasons that would lead you to choose labeled products	1	2	3	4	5
Lower price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water savings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy savings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to support (grant, subsidie) not available for unlabelled products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: <i>identify</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Which labels do you pay attention to when choosing a new product/fixture?
(note: this question will only appear if the respondent answers “Yes” on 6.)

☐ Energy efficiency labels

☐ Water efficiency labels

☐ Other

If you select “other” please identify:

10. What are the main driver for you to choose labeled products/fixtures?
(note: this question will only appear if the respondent answers “Yes” on 6.)

Note: the answer should be given in a scale from 1 (least important) to 5 (most important)

Reasons for choosing labeled products	1	2	3	4	5
Water savings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy savings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental benefits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Access to support (grant, subsidie) not available for unlabelled products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: <i>identify</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. How do support (grant, subsidie) impact your willingness to choose labeled products?

Note: the answer should be given in a scale from 1 (negatively impacts) to 5 (positively impacts)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BREAK SECTION

Possibility to submit answers

In this section we give the consumer the chance to submit their answers or proceed with the survey

12. Are you available to answer a few more questions? It will only a few more minutes.

☐ Yes

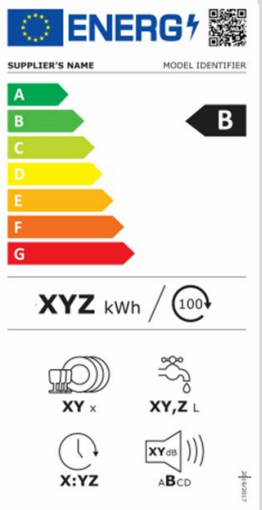
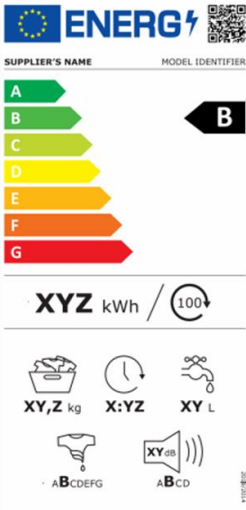
☐ No

SECTION 3

Energy labels for products/ fixtures

We want to understand your awareness of the European energy label for washing machines and dishwashers and determine consumer receptiveness to an energy label for products/ fixtures such as taps, showers and flushing systems.

13. When buying a dishwasher and/or washing machine, do you look for its energy efficiency label?

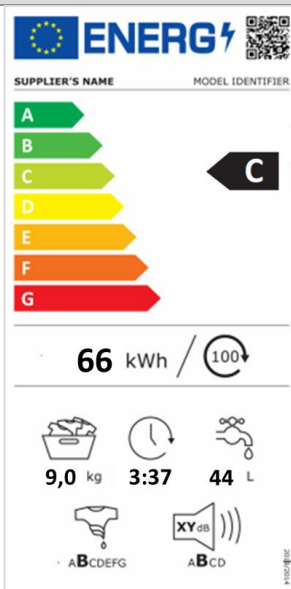
			
<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>			
<p>14. Which information do you pay attention to?</p> <p><i>(note: this question will only appear if the respondent answers “Yes” on 13.)</i></p>			
<p><input type="checkbox"/> Energy efficiency class (from G to A)</p> <p><input type="checkbox"/> Energy consumption</p> <p><input type="checkbox"/> Capacity</p> <p><input type="checkbox"/> Water consumption</p> <p><input type="checkbox"/> Duration of the eco programme</p> <p><input type="checkbox"/> Noise level</p> <p><input type="checkbox"/> Other: <i>identify</i></p>			
<p>15. When buying a dishwasher and/or washing machine do you choose machines with low water consumption?</p>			
<p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>			
<p>16. Why?</p> <p><i>(note: this question will only appear if the respondent answers “No” on 15.)</i></p>			
<p><input type="checkbox"/> I don't know where to look for this information</p> <p><input type="checkbox"/> I don't see advantages in buying a machine with low water consumption</p> <p><input type="checkbox"/> Machines with low consumption are more expensive</p>			

☐ Other: *identify*

17. If you want to buy a washing machine with higher water efficiency, which of the machines would you to choose?

- ☐ The one with label 1
- ☐ The one with label 2

18. What information does the energy efficiency label give us?



18.1 Please check this label: What is this product's water consumption?

18.2 Please check this label: What is this product's energy consumption?

19. If you would find an energy label like this applied on tap, shower or flushing system, how likely would you have your purchase based on the label information?

Note: the answer should be given in a scale from 1 (very unlikely) to 5 (very likely)

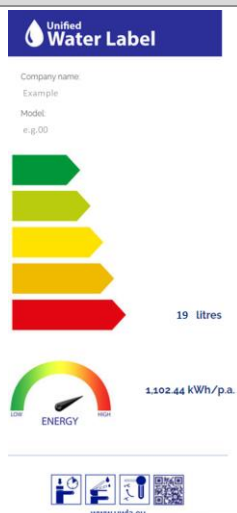
1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION 4

Understanding of the Unified Water Label

The goal of this area of the survey is to comprehend the user's understanding of the Unified Water Label, the European water and energy labels for fixtures and products such as cisterns, taps and showers.

20. What information does each of the following icons give us?



(this image will be presented in all the questions from the section 3 and 4)

20.1 Please check this label: Which of the following statements are true?

- ☐ The product is water efficient
- ☐ The product has a high water consumption
- ☐ The product is energy efficient
- ☐ The product has a high energy consumption
- ☐ None of the statements are true

20.2 Please check this label: What is this product's water consumption?

20.3 Please check this label: What is this product's energy consumption?

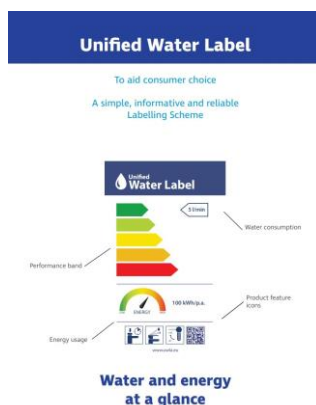
20.4 What does kWh/p.a. mean?

20.5 Please check this label: Which of the following statements are true?

- ☐ This label is for a cistern/flushing system
- ☐ This label is for a tap
- ☐ This product is activated with sensor
- ☐ This product is timed
- ☐ This product has only one opening position
- ☐ This product has features that allow energy savings
- ☐ None of the statements are true

Include an explanation of the label

The Unified Water Label is a smart tool that provides a means to identify water-using products, with a common label that offers clear, concise and easy to understand messaging about water and energy consumption.



21. Do you think the Unified Water Label provides relevant information?

- ☐ Yes
- ☐ No

22. In your opinion, what are the main advantages of the label?

- ☐ I don't see advantages in having a label
- ☐ Allows comparison between products/fixtures
- ☐ Simplifies the choice of efficient products/fixtures
- ☐ The efficiency information is more reliable
- ☐ Stimulates the industry to create more efficient products
- ☐ Other. Please specify: _____

23. And what are the main disadvantages of the label?

- ☐ I don't see disadvantages
- ☐ The scales are hard to read
- ☐ I don't understand the two scales of efficiency: one for water and another for energy
- ☐ There are too many labels with similar information
- ☐ I don't trust efficiency labels
- ☐ Other. Please specify: _____

24. What other information would you like to see on the label?

- ☐ Scale with letters (from E to A)
- ☐ Different color scale
- ☐ Water savings compared to a typical product
- ☐ Energy savings compared to a typical product
- ☐ None, everything is ok
- ☐ Other

If you select "other" please identify:






25. And what information do you think is unnecessary?

- ☐ Water efficiency class
- ☐ Energy efficiency class
- ☐ Water consumption
- ☐ Energy consumption
- ☐ Features' icons
- ☐ None, everything is ok
- ☐ Other

If you select "other" please identify:

26. If you would find this Unified Water Label on tap, shower or flushing system, how likely would you have your purchase based on the label information?

Note: the answer should be given in a scale from 1 (very unlikely) to 5 (very likely)

1	2	3	4	5
				

SECTION 5
Final considerations
This section is dedicated for comments and suggestions.
27. Please leave us any further comments and suggestions
28. The results of this study will be published on the website of EnR at https://enr-network.org/ and on Twitter @EnR_Network
If you are interested in receiving the survey results, please leave us your e-mail. The results will be sent in English.
By leaving your email you are giving consent to ADENE to process it for the sole purpose of sending the results of the survey. Your e-mail will be deleted after this.
<i>Note: your answers will be anonymized and not associated with your e-mail.</i>

3 SURVEY INITIAL AND FINAL MESSAGES

Besides the questions, the survey needs to have a project presentation so that the study objectives are clear for the respondents and a final message with information about the results publication and others considered pertinent.

The initial message aims to present the survey framework, objectives and expected results to guarantee the respondents informed participation. The respondent must also be aware of the data protection policy, which should be adapted by each EnR member to ensure compliance with the legislation of each country.

The final message goal is to assure that the respondent can receive or have access to survey results and have access to the information about the labels, which are the core theme of the survey.

3.1 Initial message

European Energy Network (EnR) is a voluntary network of European energy agencies which aims at promoting sustainable energy good and best practice.

The survey “European population’s perception of products and fixtures labeling schemes” aims to understand users’ knowledge on water efficiency labeling schemes and the perceived advantages and disadvantages of these labels.

If you have any further questions about the study, please contact enr.presidency@adene.pt.

3.2 Data protection

To guarantee the conformity with data protection policies and regulations, all the data is anonymized.

Note that if you leave the survey before completion your answers will not be saved.

For more information about the data protection policy, please contact privacidade@adene.pt.

☐ I declare that I have read the conditions of the survey and that I agree to participate in it.

3.3 Final message

Thank you for your contribution!

For more information about the energy efficiency label, you can visit the website www.label2020.eu and to know more about the Unified Water Label, you can visit its website www.uwla.eu.

Survey results will be published in the European Energy Network website www.enr-network.org. You can follow us on Linkedin or twitter @EnR_Network to keep updated with this and other interesting initiatives!

4 DISSEMINATION LEVEL

As the objective of the survey is to understand the European population perception on water and energy efficiency labeling schemes, it will be disseminated at a European level by the energy agencies from EnR and other relevant entities.

To reach more people and to ensure comprehension of the survey, it must be translated to the native language of the country of each EnR agency.

The dissemination strategy will be defined in a dedicated report.