

IPA 2016 project in Serbia Implementation of Eco-design and energy labelling



29th EECG meeting - 21.06.2022



EU4Energy Labelling and Ecodesign

Disclaimer

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**IPA 2016 Annual Action Programme for Serbia
European Integration Facility**

**Establishing and strengthening of capacities of
the conformity assessment bodies for the
implementation of Energy Labelling and
Ecodesign Directives**

Project Identification No.: EuropeAid/139199/DH/SER/RS
Service Contract No. 2019/408-124

Final Report
04.04.2022

 Republic of Serbia
Ministry of Mining
and Energy

This project is funded
by the European Union

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ЗА ТЕБЕ

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CONSULTING GROUP

 **e.ergia**

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CONSULTING GROUP

This project is implemented by:
GFA Consulting Group GmbH



Content:

1. Overall objectives of the project
2. Project Achievements
3. Recommendations
4. A few visual from the Awareness Raising Campaigns
5. Acknowledgment

1. Overall objectives of the project

OVERALL OBJECTIVE

The overall objective of the project of which this contract will be a part is to **contribute to the establishment of legislative and institutional capacities in line with the EU regulation, for the efficient carrying out of accession negotiations and for fulfilling the requirements of EU membership.**

PURPOSE

The purpose of this Contract is to **assist the Serbian Ministry of Mining and Energy to improve the implementation of technical regulations that refers to energy efficiency of energy related products on the market**, through the strengthening of market inspection, improvement of conformity assessment, awareness raising on energy efficiency benefits and increase visibility of labelling and marking of energy related products.

RESULTS TO BE ACHIEVED

1. Capacity of national institutions for implementation of EU requirements regarding Energy Labelling and Eco-design of energy related products strengthened and EU Acquis implemented.
2. Energy efficiency of household products improved.

1. Overall objectives of the project

EcoDesign – Energy labelling: a key strategy towards energy efficiency

*Putting on the market
Efficient Products only*

Eco Design

Setting efficient market(s)

- *Market Database (monitoring)*
- *Robust market surveillance framework*
- *Strong network of CABs in Serbia towards testing products*
- *Regular training and Professional Development for market surveillance and CABs → Capacity building and update*

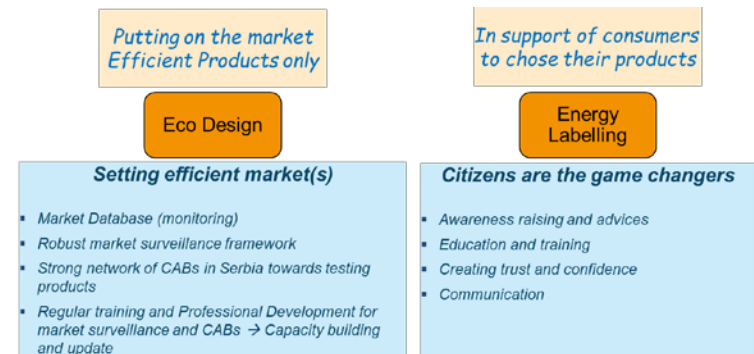
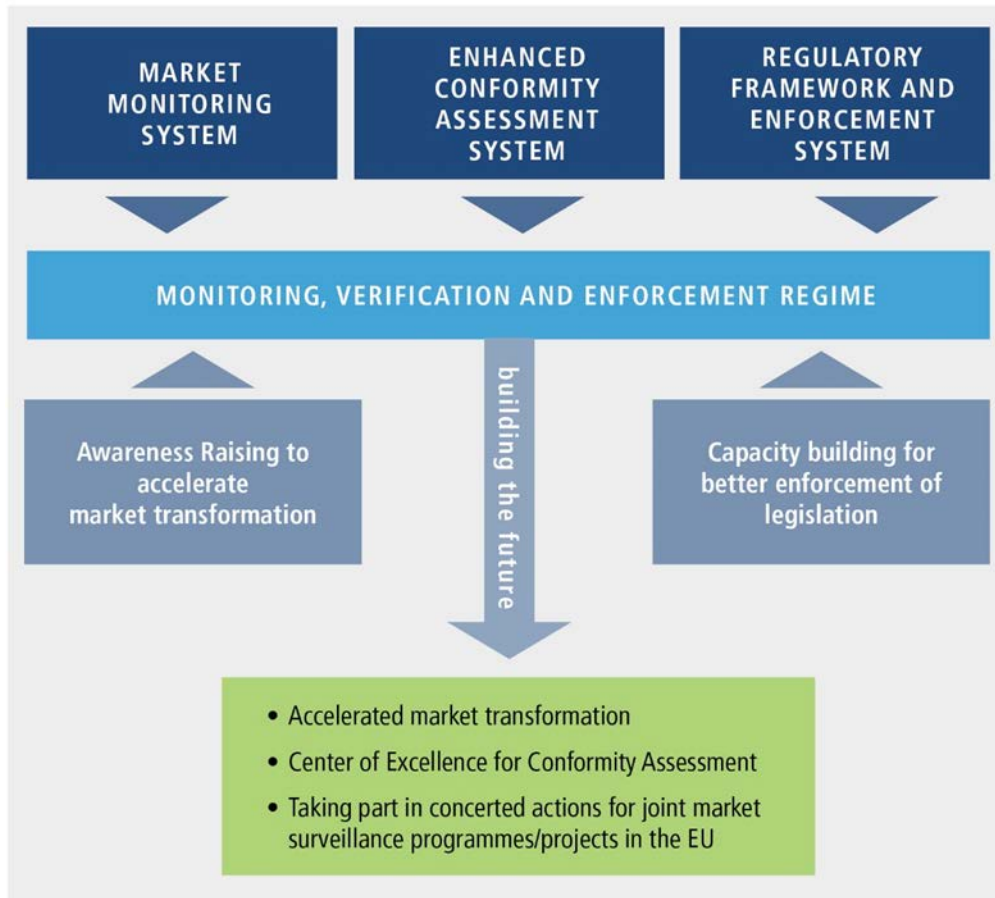
*In support of consumers
to chose their products*

Energy
Labelling

Citizens are the game changers

- *Awareness raising and advices*
- *Education and training*
- *Creating trust and confidence*
- *Communication*

1. Overall objectives of the project



1. Overall objectives of the project

Beneficiaries

Main Beneficiary:

Ministry of Mining and Energy (MoME)

Targeted stakeholders:

- *The Ministry of Trade, Tourism and Telecommunications, market inspections – MTTT*
- *Ministry of Economy - MoE*

Other targeted stakeholders:

- *conformity assessment bodies,*
- *producers, importers*
- *Suppliers,*
- *final consumers, citizens*
- *Shops sellers and retailers*

2. Project Achievements

Project Implementation

Putting on the market
Efficient Products only

Eco Design

Setting efficient market(s)

In support of consumers
to chose their products

Energy
Labelling

Citizens are the game changers

Task 1
*Market
survey of
product
groups*

Task 2
*Survey on
the potential
ELD and
Eco-design
conformity
assessment
bodies*

Task 3
*Trainings
and TA for
conformity
assessment
bodies*

Task 4
*Preparation
of plans for
sampling*

Task 5
*Testing of
selected
products*

Task 6
*Increasing
of capacities
of market
inspection
& Study
Tour*

Putting on the market
Efficient Products only

Eco Design

Setting efficient market(s)

In support of consumers
to chose their products

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Labelling

Citizens are the game changers

Task 7
Awareness campaign & training

Communication & Visibility

Task 8: Analysis and Recommendations

2. Project Achievements

Task 1: Market survey of product groups

The aim of this task 1 was to conduct a market analysis and develop a market monitoring tool

- ✓ Survey about products groups
- ✓ Establishment of a market monitoring database in support of MV&E*
- ✓ Training beneficiaries on operation and maintenance of the database

Task has been fully implemented.

Task 2: Survey on the potential ELD and Eco-design Conformity Assessment Bodies (CABs)

The aim of Task 2 was to establish an inventory of conformity assessment services in Serbia region and EU Member States so that the MoME and MTTT can work with:

- ✓ Survey of conformity assessment bodies
- ✓ Assessment of Serbian CABs capacities
- ✓ CABs Informative meeting
- ✓ Public call for conformity assessment bodies
- ✓ Evaluation, selection, site visits
- ✓ Training for selected conformity assessment bodies.

Task has been fully implemented.

* Monitoring, Verification and Enforcement (MV&E)

2. Project Achievements

Task 3: Organization of training and Technical Assistance for CABs

The aim of Task 3 was to improve knowledge and skills of pre-selected CABs and staff of Serbian Ministries (MoME, MTTT and ME) in the field of energy efficiency.

- ✓ 5-day "ISO 50001:2018" training (as Zoom webinar) conducted - with more than 40 participants (from MoME, ME, MTTT, ATS, SCC, WG members and Serbian ErP producers)
- ✓ 5-day training on "Ecodesign Implementing Measures"
- ✓ Technical support (consulting) of selected CABs to improve their laboratory capacities & visits to CABs
- ✓ Technical Assistance to CABs per products group

Task has been fully implemented.

Task 4: Preparation of plans for sampling

The aim of Task 4 was to produce an initial list of products to be sampled for testing and technical documentation inspection purposes, to be provided to MTTT as a baseline for their further market surveillance plans and programs.

- ✓ Drafting the Initial Sampling Plan
- ✓ Identification of CABs for testing of products
- ✓ Finalization of Sampling Plan

Task has been fully implemented.

2. Project Achievements

Task 5: Testing of selected products

The aim of Task 5 was to improve capacities of MTTT for enforcement of Eco-design and energy labelling legislation and build testing skills and experience among Serbian CABs

- ✓ Selection of CABs for 8 lots of products (tendering): household refrigerator, TV, solid fuel boiler, electric water heater, gas water heater, solid fuel space heater, household oven, household lamps
- ✓ Preparation of a draft “Templates for Laboratories” testing reports
- ✓ Transposition of Directive 2009/125/EC into the “Decree on Establishing a Framework for setting Eco-design Requirements for Energy-related Products”

- ✓ Support to the preparation of six Rulebooks transposing corresponding Eco-design Implementing Regulations for the following product groups:
 - Refrigerating appliances
 - Electronic displays
 - Light sources
 - Dishwashers
 - Washing machines
 - Refrigerating appliances with direct sales function
- ✓ Testing selected samples of products groups (CABs)

Task has been fully implemented.

2. Project Achievements

Task 6: Increasing of capacities of market inspections

The aim of this Task 6 was to strengthen the market surveillance infrastructure of MTTT by integrating the principles of Ecodesign and energy labelling market surveillance.

- ✓ Two training sessions to market inspectors of MTTT
- ✓ “Technical assistance to market inspection”

- ✓ Exchanges with German Ministries (virtual) - market surveillance authority and ministry responsible for transposition of Eco-design and energy labelling directives
- ✓ Visit to TSE in Turkey with beneficiaries, ATS and CABs
- ✓ Exchange with EC for beneficiaries and CABs, to anticipate further evolution and new development (i.e. new product groups, additional consideration)

Task has been fully implemented.

2. Project Achievements

Task 7: Awareness campaign

The aim of this Task 7 was about raising awareness among all relevant stakeholders including consumers, suppliers and other market operators on energy efficiency of household appliances, Energy Labelling and Eco-design, as well as building a strong partnership to accelerate market transformation towards more efficient and compliant appliance market.

- ✓ Consumer survey in order to identify needs for awareness raising campaigns
- ✓ Coordination activities with IPA2014 project about Energy Efficiency in Serbia – alignment of actions and “Messages” -
- ✓ Planning, Launching and implementing the Awareness Raising Campaigns following the action plans as adopted by the Working Group

- ✓ Monitoring and Reporting about the implementation of the Awareness Raising Campaigns
- ✓ Final consumers survey to evaluate the impact of the campaigns
- ✓ Training sessions for:
 - Sales Staff (shops, retailers, importers, ...) on sales techniques highlighting Energy Efficiency of Household Appliances
 - SMEs on obligations of manufacturers under Ecodesign and Energy Labelling legislation
 - Training of Trainers
 - Government representatives⁴

Task has been fully implemented.

2. Project Achievements

Task C&V: Communication & Visibility

The aim of this Task H1 was to contribute to achieving sustainability and to expand outreach of the Project activities to various Project partners (and to the general public) and ensure due recognition of the contributions made by all relevant stakeholders in the energy sector, including development partners. This has been reached through:

- ✓ Regular publications on the project website, newsletters and collection/publication of articles about the project
- ✓ Presence and participation in events for branding and bringing visibility to the Project
- ✓ Strong liaison with IPA14 ensured through consistent communication

- ✓ Regular update of EU4ELED website: news published, encompassing the entire project duration till date
- ✓ Project article published on EUD in Serbia website Europa.rs and respective social media
- ✓ Portals of several media reported on the Project
- ✓ Photo sessions

Task has been fully implemented.

3. Recommendations

KEY RECOMMENDATIONS TOWARDS INCREASING ENERGY EFFICIENCY IN SERBIA

1. *It is recommended to ensure continuity of **Awareness Raising** among consumers and other impacting stakeholders (i.e. sellers, retailers)*
2. *Ensure a **Market database** regularly updated in order to become a reference material for further policy and regulation development as well as a tool for reporting and communication*
3. *Continue building capacity in **Market Surveillance***
4. *Continue to support building capacities in testing household appliances, products and equipment towards Serbia with **CABs** of excellence*
5. *Further contribute to the **acceleration towards increasing energy efficiency in Serbia**, thanks to a wide set of training materials and support tools.*



Ministarstvo rudarstva i energije
Republike Srbije

Енергетско означавање
и еко-дизајн

За више
информација
савезите „ЕЕ“ или
ЕЕЦГ

ОКРЕНИ
НА ЗЕЛЕНО!

A
B
C
D
E
F
G

Избором кућних апарата са
зеленом ознаком, штедите енергију,
новац и чувате животну средину.



4. A few visuals from the Awareness Campaign

Launching event



Zorana Mihajlović, prof., PhD,
vice-president of the Government,
Minister of Mining and Energy



Bernard Gindroz, PhD,
Project Team Leader



Nicola Bertolini,
Head of Cooperation in the EU Delegation
in Serbia

4. A few visuals from the Awareness Campaign



Министарство
 рударства и
 енергетике
 Републике Србије


**#EY
ЗА ТЕБЕ**
Овај пројекат финансира Европска унија

**Енергетско означавање
и еко-дизајн**

За више
 информација
 скенирајте „QR“ код

**ОКРЕНИ
НА ЗЕЛЕНО!**

A
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G

Избором кућних апарата са
 зеленом ознаком, штедите енергију,
 новац и чувате животну средину.





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**ОКРЕНИ
НА ЗЕЛЕНО!**





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 Републике Србије


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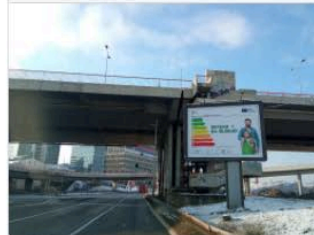
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**ОКРЕНИ
НА ЗЕЛЕНО!**



EU Energy

Beograd , 10.01.2022 -
23.01.2022



508866

Bul. vojvode Mišića, Mostarska
Petlja, ispod petlje od Savske, ka
Sajmu

Lokacija

Beograd , 10.01.2022 -
23.01.2022



508375

Antifašističke borbe, razdelno
ostrvo, raskrsnica sa Bul. Zorana
Đinđića

Lokacija

Kragujevac , 10.01.2022 -
23.01.2022



509502

Zorana Đinđića, preko puta
Socijalnog

Lokacija

Beograd , 10.01.2022 -
23.01.2022

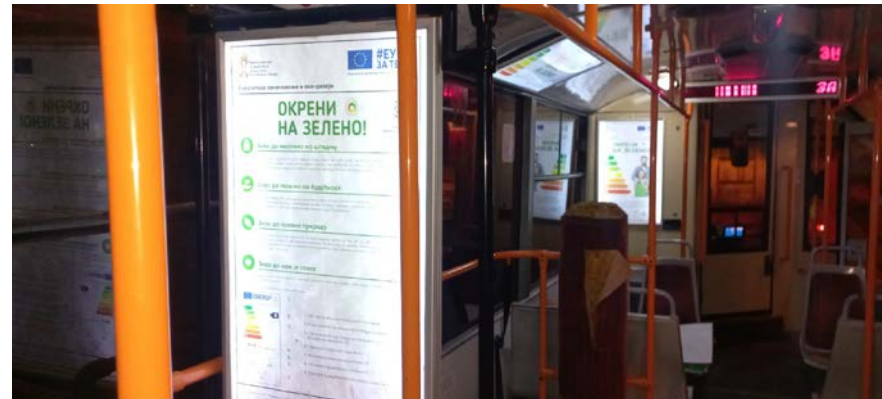


503818

Omladinskih brigada, isključenje sa
autoputa, ka Gazeli

Lokacija

4. A few visuals from the Awareness Campaign



4. A few visuals from the Awareness Campaign



4. A few visuals from the Awareness Campaign

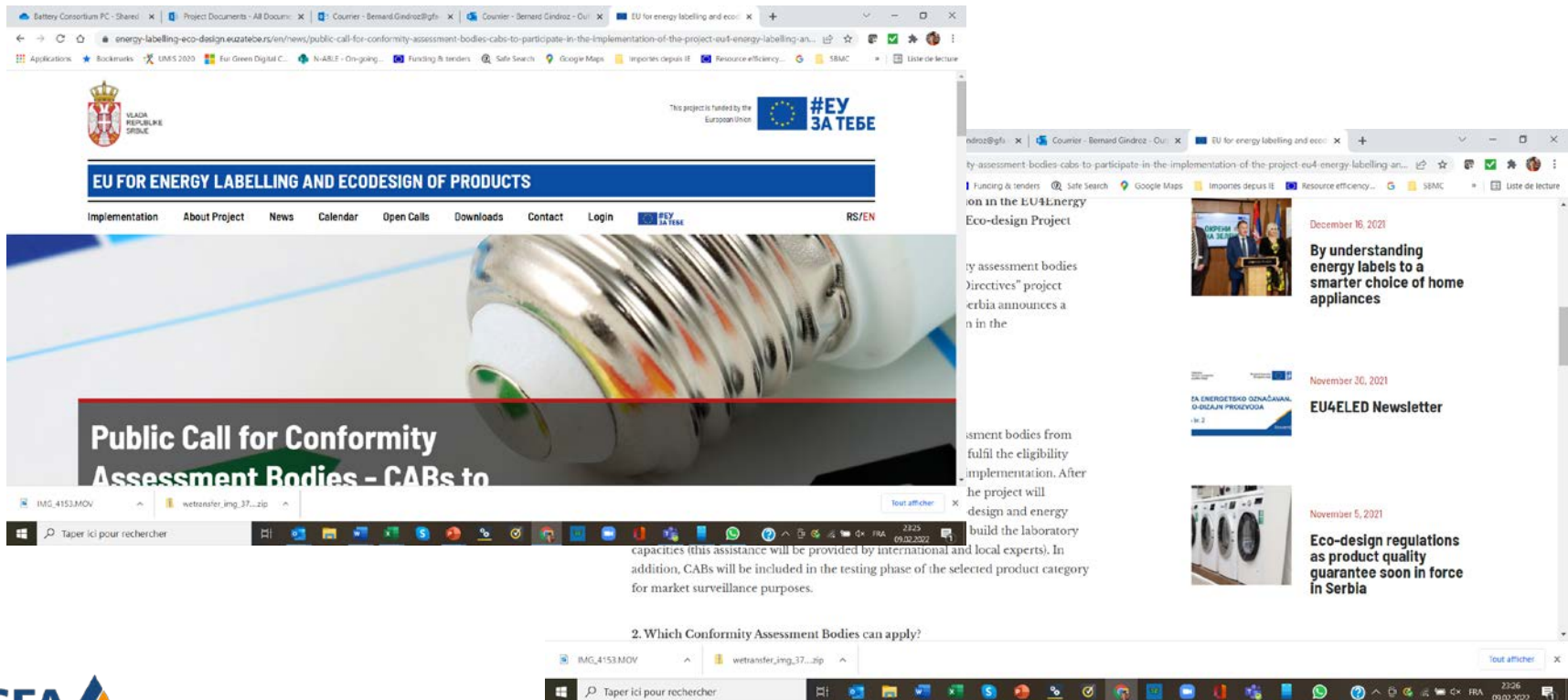
Social Media:

- facebook, Instagram, LinkedIn (2-3 times a week)
- Influencers



4. A few visuals from the Awareness Campaign

Websites: <http://energy-labelling-eco-design.euzatebe.rs>



The screenshot displays the website energy-labelling-eco-design.euzatebe.rs. The main header features the Serbian coat of arms and the text "VLADA REPUBLIKE SRBIJE". A blue banner reads "EU FOR ENERGY LABELLING AND ECODESIGN OF PRODUCTS". Below this, a navigation menu includes "Implementation", "About Project", "News", "Calendar", "Open Calls", "Downloads", "Contact", "Login", and "RS/EN". The main content area shows a large image of a light bulb with a "Public Call for Conformity Assessment Bodies - CABs to" overlay. A sidebar on the right contains a "News" section with three articles: "By understanding energy labels to a smarter choice of home appliances" (December 16, 2021), "EU4ELED Newsletter" (November 30, 2021), and "Eco-design regulations as product quality guarantee soon in force in Serbia" (November 5, 2021). The bottom of the page shows a section titled "2. Which Conformity Assessment Bodies can apply?".

4. A few visuals from the Awareness Campaign

1. **Poster B2** - 6.000 pcs
2. **Flyer American** - total 60.000 pcs for:
consumers and retailers.
Roll up - total 9 pcs for events and media
2. **Stickers** - 9.000 pcs for retailers.



Radio: Several and regular Podcasts

Newspapers

TV spots

podcast





4. A few visuals from the Awareness Campaign



4. Acknowledgment

- ✓ There was a high ambition and commitment, as well as passion of the entire Project Team to fulfill the project's objectives on time and support/develop/contribute to enhance capacities in Serbia towards excellence about EcoDesign & Energy Labelling, with a special focus from regulation to consumers behavior change, as well as market surveillance and local CABs capacities.
- ✓ There was a high ambition and engagement of the beneficiaries, EUD, CABs and all partners in support of fulfilling the objectives of the project – **trust, confidence, synergies and excellent collaborative «atmosphere»** have been the major ingredients of this successful implementation.

**Thank
You
All**

