



### 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



This project is funded by the European Union











### 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.

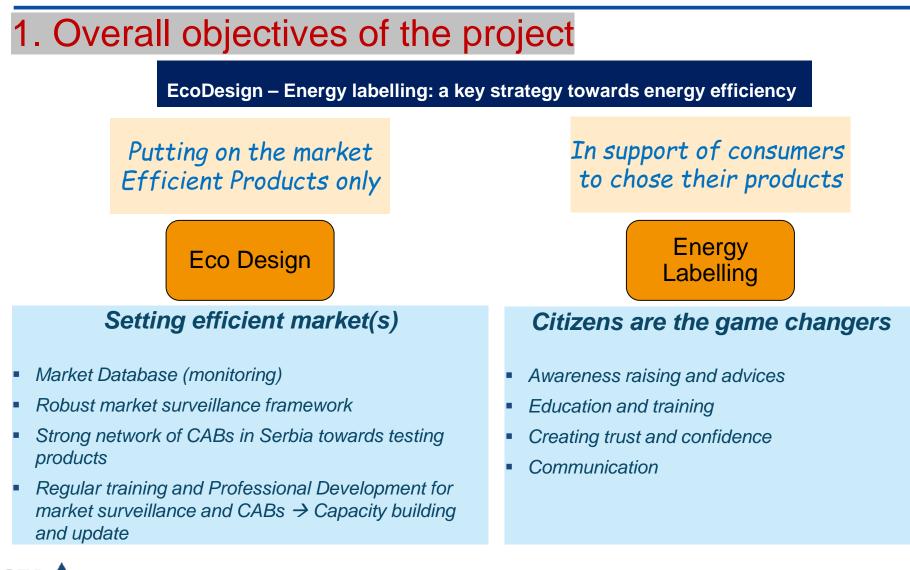
#### **RESULTS TO BE ACHIEVED**

- 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.







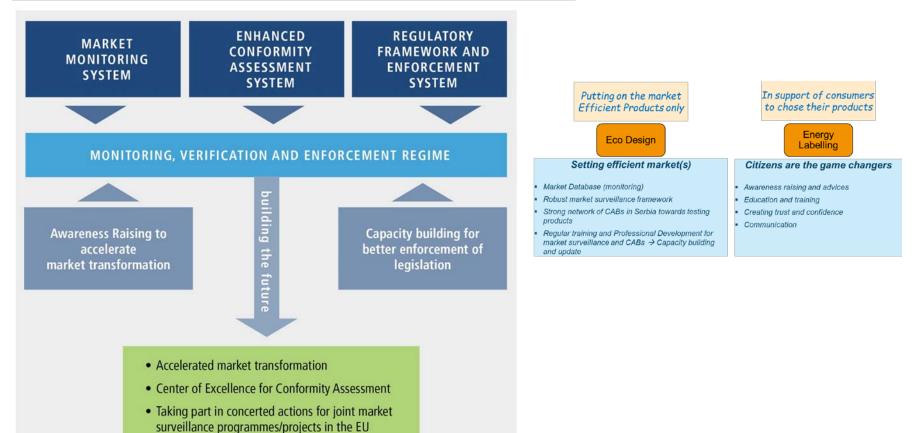




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# 1. Overall objectives of the project









# 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







#### **#EУ** ЗА ТЕБЕ

## 2. Project Achievements

### **Project Management**

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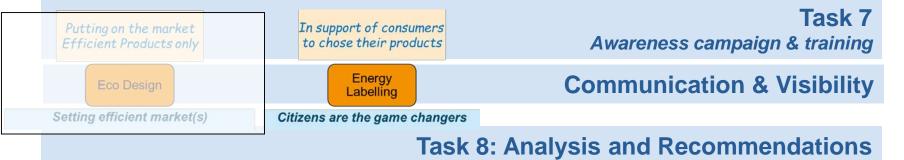




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Task 1 Market survey of product groups	Task 2 Survey on the potential ELD and Eco-design conformity assessment bodies	Task 3 Trainings and TA for conformity assessment bodies	Task 4 Preparation of plans for sampling	Task Testing selecte produc	of ed	Task 6 Increasing of capacities of market inspection & Study Tour			









#### 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.

\* Monitoring, Verification and Enforcement (MV&E)

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.







### 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  $\checkmark$
- **Finalization of Sampling Plan**







#### 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 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 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 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







# 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.



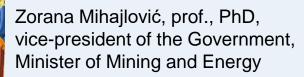






# 4. A few visuals from the Awareness Campaign





No 17





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



Bernard Gindroz, PhD, Project Team Leader







### 4. A few visuals from the Awareness Campaign



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





#### EU Energy

Beograd , 10.01.2022 -23.01.2022



508866

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



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







## 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





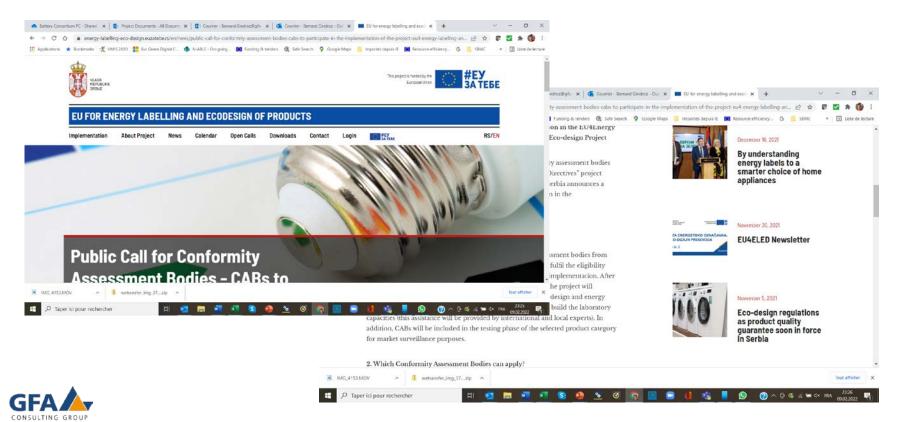






# 4. A few visuals from the Awareness Campaign

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







podcast

## 4. A few visuals from the Awareness Campaign

- 1. Poster B2 6.000 pcs
- 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

**Newpapers** 

TV spots









# 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





Establishing and strengthening of capacities of the conformity assessment bodies for the implementation of Energy Labelling and Eco-design Directives





