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EU Energy Label overhaul will simplify sustainable shopping

Today the European Commission will present its plans to revise the well-known EU Energy Label in order to make choosing energy-efficient appliances simpler for consumers¹.

The reform envisages a uniform A-G Energy Label for all products that are obliged to carry one, for example refrigerators, televisions and vacuum cleaners. This is a welcome streamlining of the current confusing labelling practices, which allow for different scales depending upon the product (A-G as well as additional A+ classes).

Monique Goyens, Director General of The European Consumer Organisation (BEUC), commented:

"This proposal, a longstanding request from consumer organisations across the EU, is good news for consumers. There is an abundance of research² confirming that a simple A-G label is the best option for helping consumers to choose the most energy-efficient product. Consumers must be assured that the A-rated product really is the most energy-efficient appliance on the market.

"Energy bills are a heavy burden for consumers, and a tool that facilitates cost-conscious and sustainable purchases is crucial.

"Manufacturers will be stimulated to improve their products in order to reach the top class. As a result, the scales will need to be updated as soon as the A class starts getting crowded."

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¹ The proposal will now go to the European Parliament and Council (Member States governments) for adoption.

² London Economics (2014), Study on the impact of the energy label – and potential changes to it – on consumer understanding and on purchase decisions

