FIJI

CASE STUDY OF A SUCCESSFUL NATIONAL ENERGY PROGRAMME/STRATEGY

1. The problem or issue addressed: Brining to attention the need for energy labelling of household electrical appliances

2. Name of programme: Appliance Labelling Programme for Refrigerators and Freezers in Fiji

3. Timeframe: 2 year Year started: 2001 but pilot phase started in 1998.

4. Status: Completed in 2003

5. Main Objectives:

   i. To assess consumer response to energy efficiency labels with a view to deciding on a comprehensive scheme that would encompass all retailers of refrigerators and freezers in Fiji and could be extended to other electrical appliance such as air-conditioners;
   ii. To evaluate the impact of energy labelling of refrigerators and freezers with respect to potential energy savings;
   iii. On the basis of experience gained with the pilot programme, to determine whether it is desirable for: Energy labelling of refrigerators and freezers to be established on a mandatory basis; and
   iv. Minimum energy performance standards for refrigerators and freezers to be introduced.

6. Lead institution: Fiji Department of Energy

7. Other implementation arrangements and stakeholders involved (public, private, NGOs, CBOs, international support, etc.):

   Fiji Government through the Department of Energy (DOE) in conjunction with SOPAC commenced the Pilot Programme on Energy Labelling of Refrigerators and Freezers in 1998. The programme was to be carried out in two phases. Phase 1 was liaison with participating retail outlets and their overseas counterparts, development of relevant public awareness promotional material, a public launch of the introduction of the energy labels and programme, retail sales training and monitoring of energy labelling impacts.
   Phase 2 being the Market Survey to assess the level of acceptance of energy labelling of refrigerators and freezers by the consumer with regards to the type of refrigerators and freezers purchased.

   Participating retail outlets that participated in this Programme included, Courts, Morris Hedstrom and Home Centres and they were involved in both phases one and two of the programme.

The original MOU specified that DOE be responsible for Phase 1 of this Programme. Phase 2 was to be implemented through a consultancy. After reviewing the programme SOPAC and DOE decided that it was only logical that DOE undertake the Market Survey because it had carried out the pre-programme market survey and all information from this market survey was part of their information database. In addition DOE had established a good working relation with both the participating retail shops and their customers. Fiji TV and the Consumer Council were also involved in the dissemination of information to the public.

8. The results achieved:

Two surveys were conducted under this project; the first was carried out before the project was launched (pre-launch survey) and the second was carried out after the project launching referred to as market survey. The questions asked and the survey recipients in both surveys were the same in order to obtain a sound assessment of the project.

Of the three retailer stores that participated in this survey only two (Courts and MH Fiji Ltd) were able to comply with the agreement that they supplied sales data for refrigerators and freezers to DOE. The third, Home Centres Fiji Ltd, failed to supply the information despite numerous reminders. This lack of willingness from Home Centres could be attributed to the lack of commitment to the Program due to its voluntary nature and the organization's own busy business activities.

The survey revealed that customers including sales staff in retail stores were really not aware of the significance of the energy rating label and its impact on their household energy bill. Generally speaking bigger appliances with more features are more energy efficient as compared to smaller ones. The higher capital cost associated with these more energy efficient appliances is often offset by the long run operational cost and generally there appears to be a lack of understanding by customers of this aspect.

It was also noted that a customer's choice of an appliance was based more on its price as compared to other features of the appliance. The initial capital cost as opposed to the long run operational cost of the appliance ranked the highest influential factor for a customer's decision to purchase a particular appliance.

9. The relationship of the program to internationally agreed goals and targets:

Appliance labelling programmes for appliances can play an important role in sustainable development in Fiji as the appliances are the major contributors to electricity demand in the commercial and residential sector. Energy efficiency improvements of appliances strategies can slow the growth in electricity demand, reduce capital expenses for energy infrastructure and also provide savings to electricity consumers. It has also been proven that the cost of saving 1 kWh of

energy through energy-efficiency programs is much less expensive than producing 1 kWh of energy through a new power plant. S&L programmes also offer practical and cost-effective ways to meet both in-country and global environmental objectives.