Standards and Labelling Programme in South Africa: “The Tinges”

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Overview

- Background
- Present statistical evidence to support continued and sustained implementation of S&L in South Africa
- Tinges in the S&L process implementation
- Conclusion
Background to S&L in South Africa

- Enabling regulatory Environment
- Energy Efficiency Policy
- Energy Efficiency Standard
- S&L programme was re-initiated in 2010 under DoE and collaboration with
  - Global Environment Facility (GEF)
  - The United Nations Development Programme (UNDP)
  - The Department of Trade and Industry
- S&L programme covers appliances mainly in the Residential and commercial sectors
12 Appliances Covered in S & L Programme

- Audio-visual equipment
  TVs, DVDs, Gaming Consoles, Decoders and set-top boxes
- Fridges
- Freezers
- Fridge-Freezers
- Electric Lamps
- Water heaters (geyser)

- Washing Machines
- Tumble Dryers
- Washer-Dryer Combinations
- Electric Ovens
- Dishwashers
- Air-conditioners
Present Statistical Evidence to Support S&L in South Africa

- **In 2017:**
  - 80.1% of South Africans live in formal dwellings
  - There are a total of 16.2 million households in South Africa
  - 84.4% of households are connected to grid electricity supply
Present Statistical Evidence to Support S&L in South Africa

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<tbody>
<tr>
<td>Electric Stove 88.5%</td>
<td>Electric Stove 80.0%</td>
<td>More than 75.0% own refrigerators, television sets and electric stoves</td>
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<tr>
<td>Cellular Phone 88.2%</td>
<td>Television 71.5%</td>
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<td>Television set 82.0%</td>
<td>Refrigerator 64.5%</td>
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<td>Refrigerator 76.4%</td>
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<td>Washing Machine 34.9%</td>
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<td>Computer 22.0%</td>
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Present Statistical Evidence to Support S&L in South Africa

In electrified households:

○ 45% of use electricity for space heating.

○ Water heating:
  • 31.0% geysers
  • 23.0% Electric kettle
  • 7% Electric kettle and Stove

○ 97% use electricity for lighting
Tinges in the S&L process implementation

Wiel, McMahon and others in the guidebook for Energy Efficiency Labels and Standards, suggest the following to be activities considered good strategies to transform Markets:

- Stimulate the development and market introduction of new energy efficient models
- Raise consumer awareness of these new products*
- Change consumer purchasing practices to increase market penetration so that the products become well established in the market *
- Ensure that energy label's are in place to provide consumers with the information they need to make well-informed choices
- Stimulate accelerated replacement and early retirement of existing products*
Tinges in the S&L process implementation

*Raise consumer awareness of these new products*

Energy Saving measures that households are mostly aware of:

- Switching off lights (89%)
- Switching off appliances—Standby power (81%)
- Using energy saving light bulbs (76%)

• Buying energy efficient appliances does not feature as a well known measure.

• This is an indicator of the awareness levels on S&L programme
Tinges in the S&L process implementation

*Stimulate accelerated replacement and early retirement of existing products*

- The second hand appliances market
- What is the size of this market in terms of income?

### Income in Retail Trade industry 2005-2015 in million Rand

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<th>Year</th>
<th>2005</th>
<th>2009</th>
<th>2012</th>
<th>2015</th>
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<td>Million (Rand)</td>
<td>978</td>
<td>1528</td>
<td>1709</td>
<td>1894</td>
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- **Net profit:**
  - 59 million rand (2012)
  - 128 million rand (2015)
Tinges in the S&L process implementation

Change consumer purchasing practices to increase market penetration so that the products become well established in the market *

- The decision to purchase starts to be formed at home.
- Retail advertising is a major factor in the process of making a decision to purchase
- Lessons from retail advertising :
  - Information provided: Selective according to the appliance
  - How the information is presented: Hardly readable
Tinges in the S&L process implementation

- **Human capacities required to sustain the Programme:**
  - Testing
  - Enforcement
  - Programme Evaluation

- **Infrastructure required to sustain the programme:**
  - The seat of S&L in South Africa
  - Testing Laboratories
Conclusion

- Statistical evidence (2017) supports continued and sustained implementation of S&L programme in South Africa.
- Significant ongoing effort is required to administer the program.
- Program implementation should look into the tinges to broaden the success of the programme.
Reference Sources