



Annual report 2015



Energistyrelsen
Danish Energy Agency



Secretariat for
**Ecodesign and
Energy Labelling**
of Products

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1. Introduction

For society, energy efficiency improvement of energy consuming devices and products is a cost-effective way of reducing energy consumption. In addition to a reduction of CO₂-emissions, end-users achieve lower energy costs and companies achieve a competitive advantage. Sufficient sales of the products is a precondition for cost-effective implementation of these types of energy efficiency improvements.

Thus, it makes sense to implement energy labelling as well as minimum requirements for the energy efficiency of products and devices as common European legislation.

The Ecodesign Directive¹ and the Energy Labelling Directive² form the basis for the European legislation and have been implemented in Danish legislation, cf. the overview below.

Figure 1. Legislation: Framework directives of the EU implemented in Danish legislation

Legislation: EU Framework Directives implemented in Danish legislation	
Ecodesign	Energy labelling
<p>Framework Directive on ecodesign: Directive 2009/125/EC establishing a framework for the setting of ecodesign requirements for energy-related products</p> <p>Implemented in Danish law through: Consolidating Act no. 1068 of 15 September 2010 on ecodesign of energy-related products, amended by Act no. 580 of 18 June 2012 and Act no. 455 of 18 May 2011</p> <p>Executive Order no. 1274 of 19 November 2010 on ecodesign of energy-related products</p>	<p>Framework Directive on energy labelling of products: Directive 2010/30/EU of the European Parliament and of the Council on the indication of the energy and resource consumption of energy-related products using labelling and standardised product information</p> <p><u>Implemented in Danish law through:</u> Act no. 455 of 18 May 2011 on energy labelling of energy-related products</p> <p>Executive Order no. 1026 of 18 May 2011 on energy labelling of energy-related products</p>

The Danish Energy Agency is responsible for monitoring compliance with the requirements. The Secretariat for Ecodesign and Energy Labelling of Products (in the following referred to as the secretariat) is responsible for practical tasks related to the surveillance on behalf of the Danish Energy Agency.

1. Directive 2009/125/EC of the European Parliament and of the Council of 21 October 2009 establishing a framework for the setting of ecodesign requirements for energy-related products.
2. Directive 2010/30/EU of the European Parliament and of the Council on the indication of the energy and resource consumption of energy-related products using labelling and standardised product information.

2. Ecodesign and Energy Labelling

The ecodesign requirements set minimum requirements for the energy efficiency of the products and may also include environmental requirements.

The rules regarding energy labelling mean that the manufacturer must supply each product with an energy label based on measurements and calculations of the energy efficiency of the product. In shops, the energy label must be visible on the products on display. As a minimum, the energy class must appear from advertisements and commercials – and from 1 January 2015, the energy label and the data sheet must be shown when a new model of an energy labelled product is offered for sale on the internet.

By making the energy- and environment-related characteristics visible, the manufacturers are urged to develop and market products, which are more energy-efficient and which perform better on environment-related parameters, when used by consumers.

It is a requirement in both areas that a range of information must be available to consumers on websites, in user manuals etc. Moreover, the responsible manufacturer, supplier or importer (**in the following referred to as manufacturer**) must document compliance with the requirements before the product is placed on the market.

3. Market surveillance

The annual Report describes the main activities and results of the secretariat in 2015. The activities are divided into four main categories:

Figure 2. The main activities and results of the secretariat in 2015.

Concrete inspections	Guidance
Enquiries and reports	Assistance in the international work of the Danish Energy Agency

Concrete inspections

The purpose of the inspection is to ensure that energy-related products, which have been placed on the Danish market, and which are covered by the legislation regarding energy labelling and/or eco-design, meet the requirements.

The inspection activities of the secretariat include both inspection of *the manufacturer's own documentation for the product, measurements of randomly selected products in a test laboratory, dealers' use of the energy label in shops and the use of the label in printed advertisement and in webshops.*

Guidance

By the end of 2015, there were 22 ecodesign regulations in force. In addition, there were 11 energy labelling regulations. See Appendix A for a total overview of products covered by the legislation as of 1 January 2016.

Authorities are challenged by the fact that more and more product categories are subject to the ecodesign and energy labelling requirements and that the requirements are tightened regularly. New ecodesign and energy labelling regulations, adjustments to existing regulations and increased requirements lead to changes in 28 product categories in total in 2015.

Moreover, new rules about the display of the energy label and the data sheet in connection with sales on the internet were introduced.

Thus, 2015 was marked by a fair amount of new rules and increased requirements. It has been a challenge for manufacturers and dealers to acquaint themselves with the new requirements. For some industry sectors, this was their first encounter with energy requirements.

Therefore, the Danish Energy Agency chose to make information and guidance to manufacturers a high priority in 2015. This is based on the expectation that increased guidance will result in a higher degree of compliance with the requirements in the long run, leading to more products that fulfil the requirements on the Danish market.

Enquiries and reports

In addition to surveillance and guidance, the secretariat helps the Danish Energy Agency respond to enquiries from manufacturers/dealers/end-users as well as reports.

Assistance in the international work of the Danish Energy Agency

In order to promote an efficient market surveillance, the Danish Energy Agency participates in international surveillance collaborations – both in a Nordic and an EU context – where results and learnings are shared among the participants. The collaboration gives the secretariat the opportunity to participate in professional discussions about surveillance practice and to clarify the questions that occur in connection with market surveillance.



4. Results 2015

4.1. Concrete inspections

In 2015, the secretariat has completed the following inspection tasks:

- Control measurements
- Inspection of technical documentation
- Inspection of energy labelling in shops
- Inspection of energy labelling in webshops

4.1.1. Measurement verifications and inspection of technical documentation

In the planning of inspections in 2015, the Danish Energy Agency has prioritized product areas, where previous inspections have shown that a significant share of the products fail in measurement controls, or where manufacturers have previously had difficulties in providing documentation for the energy efficiency of his products.

Table 1. Results of completed inspections in 2015

Product group	Laboratory measurement			Technical documentation	
	Number of tested products	Comply with ecodesign requirements	Comply with energy labelling requirements	Number of products inspected	Meet requirements
Fridge freezers	13	6 (46%)	6 (46%)	10	3 (30%)
Vacuum cleaners	6	5 (80%)	5 (80%)	-	-
Computers	6	6 (100%)	6 (100%)	-	-
Air-to-air heat pumps	-	-	-	6	1 (17%)
Mobile air conditioners	4	1 (25%)	1 (25%)	8	4 (50%)
Water pumps	3	3 (100%)	-	-	-
Ventilators	-	-	-	9	6 (67%)
External power suppliers	5	5 (100%)	5 (100%)	-	-
Range hoods	-	-	-	8	2 (25%)
Lamps	14	4 (19%)	4 (19%)	10	7 (70%)
Water heaters	-	-	-	1	0 (0%)
Televisions	-	-	-	1	1 (100%)
Products in total	51 pcs.			53 pcs.	

As it appears from Table 1, there were 104 completed inspections of 96 product models in total in 2015, since for eight of the product models, both an inspection of the documentation as well as measurements controls in a laboratory were carried out. Some of the inspections were completed based on reports of discrepancies between declared and actual values. The number of injunctions has increased in 2015. In 2015, 12 injunctions were issued, while the number was only three in 2014.

In addition to the inspections shown in Table 1, inspections of 51 products divided between the following themes were completed during the year:

- Guiding inspection efforts for network products (e.g. routers, modems and HiFi equipment)
- Investigations of whether special lamps meet the criteria to be categorised as special or whether the lamps were normal incandescent bulbs suitable for domestic lighting
- Assessment of publicly available manufacturer websites in order to inspect whether manufacturers and importers of electric motors include all mandatory information on their websites

As part of the EU project EEPLIANT, inspection of 17 LED lamps on the Danish market has been initiated. The inspection includes documentation, information given on packaging and on manufacturers' websites and measurement controls. Read more about the project in section 4.4.2 about project collaboration in the EU.

Detailed information about each product category

Fridge freezers

Table 1 shows that fridges and freezers still contain a large share of products that do not meet the energy requirements or have an energy label that is too positive. This means that the results from 2015 are at the same level as the results from the inspection in 2014, where 52% of the products did not meet requirements. In 2012 and 2013, approx. 40% of the products did not meet requirements.

Document inspections for fridge freezers show that none of the manufacturers were able to submit sufficient documentation the first time the secretariat requested it. Three manufacturers corrected the insufficiencies under the guidance of the secretariat. Only after a notification of the non-compliance was sent out did the remaining seven manufacturers correct the insufficiencies.

Mobile air conditioners

The document inspection showed that over a third of the products did not have documentation for compliance with the minimum requirements for cooling efficiency. Moreover, subsequent control measurements showed that only one out of four tested products actually meet the minimum requirements. The manufacturers of five out of 10 inspected products chose to withdraw the products from the market.

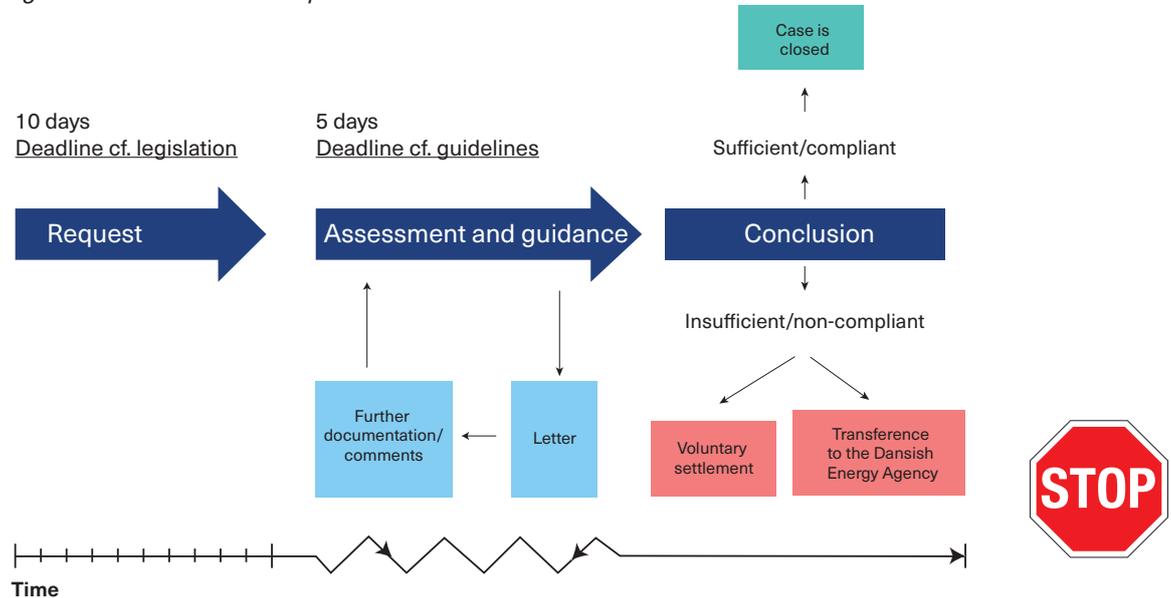
Air-to air heat pumps

Since 2011, the Danish Energy Agency has made surveillance of air-to air heat pumps a priority. Previous inspections have shown that a range of products do not meet the minimum efficiency requirements. Thus, inspections of new products on the market are completed regularly. As Table 1 shows, only one manufacturer is able to show documentation for the reported values.

Range hoods

Range hoods have been covered by ecodesign and energy labelling requirements since the beginning of 2015 and were subject to inspection for the first time in 2015. Only one out of eight manufacturers were able to submit correct technical documentation upon the request from the secretariat.

Figure 3. Process flow in inspections



As illustrated in Figure 3, the challenge is to make the assessment and guidance period as efficient and short as possible while at the same time ensuring a service-minded and uniform case handling. The experience from later years shows that focused information and guidance – e.g. sector information meetings – help reduce this time period in relation to the inspections.

Find more information about the tasks of the secretariat here: www.ens.dk/forbrug-besparelser/apparater-produkter/tilsyn-kontrol/sekretariat-ecodesign-energimaerkning

Find the publication of the inspection results here: www.ens.dk/forbrug-besparelser/apparater-produkter/tilsyn-kontrol/kontrolresultater

4.1.2. Shop inspection 2015

During the summer of 2015, the secretariat has completed energy labelling inspections of 2,475 energy-related products on display in 35 shops.

The results of the shop inspection in 2015 show an improvement in the amount of correctly labelled products compared to the results of 2011 and 2013. Previously, close to every third product in the shops did not have the mandatory energy label – now, close to 90% of the products are labelled correctly.

Table 2. Results of the shop inspections in 2013 and 2015

	2013	2015
Number of inspected products	2,378	2,475
Number of products without a correct energy label	683	251
Share of products without a correct energy label	29%	10%
Number of inspected shops	38	35
Number of shops with wrong labelling	30	11
Share of shops with wrong labelling	79%	31%

Ovens and air conditioners still make up the largest share of labelling errors. Hence, 46% of air conditioners and 30% of ovens are not correctly labelled. As a result of subsequent dialogue and revisits in shops that had more than 10% labelling errors, the shops have corrected the errors so that products on display are now supplied with the mandatory energy label. In two of the inspected shops, it was necessary to issue an order to make them comply with requirements.

A screening of the labelling of new product categories has been done simultaneously with the inspection. The screening covered products that have been included in the energy labelling requirements within the recent year.

Table 3. Results of the screening in 2015

	Prevalence
Luminaires	60%
Vacuum cleaners	65%
Range hoods	23%

A reason to perform a screening and not an actual inspection is that inspections are quite resource demanding when it comes to new labelling. The challenge is that there are no labelling requirements for products that were placed on the market before the labelling rules became effective. It will require a comprehensive investigation to determine exactly when a specific unit of the product was "placed on the market", and that determines whether the model in question should follow new rules. Therefore, the Danish Energy Agency has decided to screen new product types rather than performing actual inspections. Subsequently, the results of the screenings have been used to instruct the shops about the rules.

The inspection results of 2013 and 2015 show that the amount of errors decreases when:

- The energy label for the product category has existed for a while
- Previous inspections have been completed
- Dealers have received instructions in correct energy labelling

The result of 10% labelling errors is significantly better than the shop inspections that The Ecological Council³ and The Danish Consumer Council completed in the autumn of 2014. Those inspections found labelling errors in approximately a third of the inspected products. The big difference in the number of labelling errors may be due to the fact that the two investigations were completed by different methods. The size and product assortment of the shops have a particularly large influence on the result. In the autumn of 2014, the Danish Energy Agency thus initiated an intensification of the collaboration with the stakeholders from The Danish Consumer Council, The Ecological Council, Confederation of Danish Enterprise and FEHA (The Danish Association for Suppliers of Electrical Domestic Appliances). The purpose is to reach an agreement regarding a method that can form a basis for the market surveillance of the energy labelling of the shops, which the Danish Energy Agency will perform in 2016.

3. The Ecological Council participates in the project "Market Watch" along with 15 other European NGOs. Part of the project has been about visible energy labelling of products in shop facilities. The Ecological Council can check or inspect but not control. Only authorities and those companies authorised by authorities can. Read more about the project here: www.market-watch.dk/shops/butiksbesoeg_foaraar_2014/

Energy labelling in kitchen shops

Experience shows that there is a significantly high share of labelling errors in kitchen shops. The challenge is to distinguish between domestic appliances used as “display dummies” and domestic appliances actually offered for sale. At the end of 2015, the Danish Energy Agency has thus prioritised an initiative, which includes inspection of the energy labelling in 35 kitchen shops. The inspection has not yet been completed. Follow-up inspections have been made in 11 of the 35 shops and subsequent meetings have been arranged with the large kitchen chains.

4.1.3 Labelling in webshops

New rules about energy labelling of products offered for sale on the internet became effective on 1 January 2015. The market players were informed of the new rules, and as early as 2014, an instructional video about how to comply with the rules was produced and sent out. The video can be found on the website of the Danish Energy Agency, www.ens.dk (column to the right) and was also distributed to dealers who sell products through webshops.

To follow up on the new rules, a screening of whether webshops were showing the energy label and data sheet correctly was completed in the summer of 2015. It is a requirement that both the energy label and the data sheet are shown in close proximity to the product price. Initially, the focus was thus whether the webshop solves the task correctly and not on whether all the products, which should be labelled, were in fact labelled. Despite the comprehensive information and guiding efforts, the screening showed a disappointing result. As a result, the screening is followed up by a proper inspection in 2016.

4.2. Guidance

As previously mentioned, the Danish Energy Agency chose to continue prioritising information and guidance of manufacturers to make them self-sufficient in understanding, meeting and documenting compliance with legal requirements in order to increase the number of compliant products in future inspections.

The following tasks in relation to guidance have been completed in 2015:

- Industry meetings/workshops
- Written guidelines
- Instructional video for shop assistants
- Focused instruction of shop assistants and buyers
- Information on www.ens.dk (regular updates about legislation overviews, overview of measuring standards, FAQs, etc.)
- Information targeted consumers

4.2.1. Sector meetings/workshops

Experience from especially inspection of documentation shows that many manufacturers do not understand the requirements in the regulations. As a result, inspections often involve a large number of letters about non-compliance/insufficiencies and a number of guiding conversations with the secretariat. A process, which both parties wish to minimise.

As agreed with the Danish Energy Agency, the secretariat has thus refined the concept of the sector meetings/workshops from 2014 – especially within those industry sectors, which are met with requirements on energy labelling and/or ecodesign for the first time, or where the energy requirements are increased significantly.

Experience shows that meetings can create a common understanding and a strong starting point for a positive dialogue between the individual company and the secretariat. The secretariat has found that the companies subsequently contact the secretariat unsolicited to ask further and more specific questions.

In 2015, nine information meetings were held across the country focused on space heaters, which were included in both energy labelling and ecodesign requirements in September 2015. The meetings were organised in collaboration with trade organisations and were levelled at suppliers of space heaters, but also installers, who now have a “dealer’s responsibility” as a result of the new rules, participated. It is the responsibility of the installers to make the energy label visible to the consumer and to communicate information about the space heaters offered by the installers.

Likewise, a workshop for the lighting industry has been held, where more than 70 dealers, manufacturers and distributors participated. The purpose was to inform of the requirements for lamps and luminaires in an easy to understand manner and to collect suggestions from manufacturers and dealers about information efforts towards consumers and shop assistants.

4.2.2. *Written guidelines*

The Danish Energy Agency is continuously working on written information material for manufacturers, dealers and end-users. The material clarifies how market players can meet the requirements in the regulations and make the regulations and the technical annexes easy to understand.

4.2.3. *Instructional film*

The purpose of the energy labelling legislation is i.e. to ensure that consumers receive information about the energy efficiency and energy consumption of energy-related products. By making the energy efficiency of the products visible and easy to understand, the consumers are given the option to choose the more energy efficient products. The buying preferences of consumers will encourage manufacturers to develop and market products that are more energy efficient than those of the competitors.

The shop staff is in contact with the consumers in the purchasing situation. In order to strengthen their preconditions for guiding consumers, the secretariat – following an order from the Danish Energy Agency – has produced four short instructional films of 6-10 minutes each. Each film ends with a number of online questions in order for the shop staff to check their understanding of the content.

The instructional films have been offered to shop chains within the following lines of business: Domestic appliances, lighting and electronics. The initiative has been well received, and more than 250 shops and more than 500 employees have participated. Therefore, it has been decided to extend the selection of films and continue the project in 2016.

Watch one of the films here: www.spareenergi.dk/forbruger/el/energimaerkning-af-apparater/spoergeskema-om-koele-fryseskabe-og-ovne

4.2.4. Focused instruction

The secretariat has given a number of presentations to shop and administrative employees from five large shop chains. The purpose of the presentations was to ensure that employees know the ecodesign and energy labelling requirements. Since the large chains also typically import products from outside of the EU themselves, the presentations put a special emphasis on the obligations of the importer.

Instructional material for all product categories included in the energy labelling and eco-design regulations has been produced. The material will be used to efficiently train the employees of manufacturers, distributors and shops. The material can be downloaded from ens.dk to give stakeholders the possibility to use the material in their own training/information.

4.2.5. Information on the Danish Energy Agency website; www.ens.dk

The secretariat contributes with updated information on ens.dk about ecodesign and energy labelling of products. The information targets manufacturers, importers and dealers in particular. The information includes results of market surveillance, updated legislation overviews and measuring standards etc. In 2015, an FAQ (frequently asked questions and answers) has been added, which includes a range of selected products that the secretariat typically receives many questions about. The FAQ will be updated regularly to include additional questions and answers.

4.2.6. Information targeted consumers

By agreement with the Danish Energy Agency, the secretariat has increased the information effort targeting consumers:

- New information material (shop material and leaflets) for use in shops
- Editorial radio features for use in local radio stations with information and instructions about the energy label
- Press releases with news

4.3. Enquiries and reports

4.3.1. Enquiries

From 2011, when the secretariat was established, to 2014, the number of unsolicited enquiries from citizens, dealers, installation contractors, importers and manufacturers has gone up. In 2015, we seem to have hit a natural level of 400 enquiries per year.

Table 4. Number of enquiries to the secretariat in the years 2011-2015

	2015	2014	2013	2012	2011
Number of enquiries	426	463	227	100	69

The enquiries primarily come from manufacturers and importers. Enquiries from consumers take the second place, while enquiries from dealers are third. About 55% of all enquiries concern ecodesign and energy labelling. The remaining 45% concern everything from questions about advice regarding replacement of certain products in the home to questions about shop materials. In the second half of 2015, enquiries about the wide area of heating products have been dominant, but also questions about lamps and luminaires have been frequent.

Aside from the above-mentioned enquiries, the secretariat has received 89 enquiries specifically regarding the Danish Energy Agency's list of heat pumps (Varmepumpelisten). In this regard, the questions about rules and products primarily come from consumers and energy companies.

The average response time of the secretariat (for the first response in a correspondence) is four hours.

In a limited period, from 7 April to 1 September 2015, the secretariat have ended each enquiry by sending the "customer" a short online survey with questions about how he/she assesses the secretariat's handling of the enquiry. The survey was sent to 81 respondents and was filled out by 45 respondents. That corresponds to a response rate of 56%.

The results of the survey show that the users are very satisfied with how the secretariat has handled their enquiries:

- 78% of respondents say that they have received useful feedback
- 91% say that they will or may get in contact with the secretariat again
- 80% say that they are likely or very likely to recommend the secretariat to others.

4.3.2. Reports

Throughout the year, the secretariat has received a few reports of products that did not seem to comply with current requirements. The reports came from consumers, who thought that the product did not live up to expectations, and from (competing) companies, who found it unlikely that the product could live up to the information given on the packaging. All reports are treated individually and an assessment is made from case to case.

In addition, the secretariat has collaborated with the Danish Customs and Tax Administration (SKAT). Five times in 2015, SKAT has detained imported incandescent bulbs, which have not been legal in the EU for several years.

4.4. Assistance in the international collaborations of the Danish Energy Agency

The Danish Energy Agency has included the secretariat in the international collaboration on market surveillance and inspection of energy-related products, which the Danish Energy Agency participates in. The Danish inspection of the manufacturers' documentation of how the products meet ecodesign and energy labelling requirements is not seen in many other EU countries. In order to best take advantage of the collected European resources for market surveillance, the Danish Energy Agency makes an effort to share the Danish experiences with cost-effective market surveillance, where the relatively cheap inspection of the manufacturer's own documentation is supplemented with measurements in accredited laboratories. Both the Danish Energy Agency and the secretariat participate in the half-yearly meetings with the European Commission and the other European Member States' market surveillance authorities.

4.4.1. Nordic collaboration

The Nordic market authorities collaborate on i.e. common guidance material supported by funds from the Nordic Council of Ministers. As part of the Danish chairmanship of the Nordic Council of Ministers in 2015, the Danish Energy Agency and the secretariat hosted a Nordic Inspection Conference, where representatives from the market surveillance authorities in the Nordic countries as well as the Baltic countries, Poland and the Netherlands participated.

4.4.2. Project collaboration in the EU

Requirements in regulations on ecodesign and energy labelling become effective at the same time in all the EU countries. The European Commission seeks to stimulate the market surveillance authorities in Member States in different ways, and promotes a common interpretation of the requirements in all Member States of grey-area zones in the different regulations. In the spring of 2015, the ECOPLIANT project ended. During the project, a number of supervisory activities was completed. The results, e.g. in the shape of a "Best Practice Guide" and reports about the individual sub-projects, can be found here:

www.ecopliant.eu/wp2-reports-establish-best-practice/

In the summer of 2015, a follow up project was initiated, EEPLIANT, where supervisory authorities from 12 EU countries participate. The purpose is to further develop the "Best Practice Guide" for inspections and to test it on other products than the ones included in the ECOPLIANT project.

Through cross-border collaboration on inspection projects, experiences are shared and the knowledge level of each country is improved. A division of tasks increases the total number of inspected products, because inspections of the same product in different countries is not necessary. This contributes to a more cost-effective European market control.



Appendix A

Products covered by regulations on ecodesign. Products with * are also subject to energy labelling.

Household lamps (non-directional lamps)*
 Tertiary lighting (street and office lighting) (non-directional lamps)*
 Standby (horizontal regulations which stipulate requirements for standby consumption by electrical products)
 External power supplies
 Televisions*
 Electric motors
 Air conditioners* and fans
 Household refrigerating appliances*
 Household washing machines*
 Household dishwashers*
 Simple set-top boxes
 Circulators
 Ventilators
 Household tumble driers*
 Water pumps
 Directional lamps*
 Computers and computer servers
 Vacuum cleaners*
 Network products
 Coffee machines
 Household domestic ovens*
 Household cooker hoods*
 Household hotplates
 Transformers for electricity distribution
 Boilers for space heating*
 Heat pumps for space heating*
 Water heaters*
 Hot water storage tanks*

Regulations, which have been passed, but which have not become effective as of 31 December 2015

Ventilation units (from 1 January 2016)
 Professional refrigerated storage cabinets* (from 1 July 2016)
 Blast cabinets (from 1 July 2016)
 Condensing units (from 1 July 2016)
 Process chillers – medium and low temperature (from 1 July 2016)
 Solid fuel boilers* (energy labelling requirements from 1 April 2017, ecodesign requirements from 1 January 2020)
 Local space heaters* (from 1 January 2018)
 Solid fuel local space heaters* (from 1 January 2022)

Appendix B

Visitor statistics for subpage about the publication of inspection results

Introduction

The Danish Energy Agency regularly publishes results of inspections regarding products' compliance with requirements in the Ecodesign and Energy Labelling regulations respectively. The inspection results are regularly published on ens.dk under the following link:

www.ens.dk/forbrug-besparelser/apparater-produkter/tilsyn-kontrol/kontrolresultater

The purpose of publishing inspection results is to create transparency for consumers, manufacturers, importers and dealers as well as for the press.

Visitor statistics

Low number of visitors considering the potential

The visitor statistics show a downward tendency and that the number of visitors is at a very low level compared to visits on SparEnergi.dk.

Table A. Total number of visitors in 2013-2014 and 2014-2015

	Visits	Revisits
2013/2014 ⁴	3.741	261
2014/2015 ⁵	2.563	156

If the number of visits is compared to a similar page on SparEnergi.dk, it becomes even clearer that the number of visits on the page about the publication of the market surveillance is too low. In comparison, the number of visits on the page on SparEnergi.dk about energy labelling is 8,850 per year⁶.

Few revisits

A little over 90% of the visitors are unique – i.e. the visitors do not return to the page – and the number of returning visitors is very low (261). This indicates that users do not find the page interesting.

The visitors are internal

Over 80% of the visitors come from other webpages run by the Danish Energy Agency. Only 1% comes directly from search engines. This is an unusually low number for a web-page with up-to-date and relevant consumer information.

Few visitors from SparEnergi.dk

Of the 80% coming from the Danish Energy Agency's own webpages, only 12% come from SparEnergi.dk. This points to a possibility of creating more traffic to the page from SparEnergi.dk.

4. 1 August 2013 to 31 July 2014

5. 1 August 2014 to 31 July 2015

6. 1 August 2014 to 31 July 2015