

## China Launches New Energy Label Design

With their sophisticated product registration system and the China Energy Label (CEL), China began digitizing the CEL in 2014.

In June 2016, China successfully launched its revised CEL regulation that compels manufacturers to include QR codes as a part of their product's labels. The QR code leads consumers to a link where they will find all information they need to make purchase decision and even usage tips and many more. While QR code more so targets the immediate consumers, the accessibility of the smartphone app will keep them in the loop after purchase.

CEL has saturated the market, with 97% of Chinese consumers aware of the program. However they seek even more knowledge when they need to compare different appliance models in detail, according to CLASP studies conducted through close communication with CNIS and ACMR.

Consumers rely heavily on sales people for making purchase decisions. However, considering the appliance market in a country like China, the efforts needed for sales people training are enormous and more costly than any government or related stakeholders could ever afford.

Although some major social networking apps in China provide QR code scanning feature, a specialized non-for-profit app for CEL is necessary to ensure consumer with secured and sustainable accessibility to QR code scanning. More importantly, a specialized CEL smartphone app will work better with both the QR code and other EES&L related policies in a complementary manner.

The CEL, based on China's energy efficiency standards (also referred to as MEPS sometimes), enables consumers to have access to basic energy efficiency and/or consumption information of appliances. CEL entered the market in 2005 as a tool to empower consumers to do individual research and make informed purchases.

CLASP has been working closely with CNIS on QR code and the smartphone app. We also encourage S&L program managers in other countries consider it as the path to next generation of the programs, or for those who haven't started an S&L program, consider leaping-frog directly to such digital solution.

