

Proefficiency Promotion Plan

'Cool Savings' & 'Time to Change'

The objectives of this pilot project are:
to persuade **'local' 'independent'** retailers to stock and promote the **'most'** energy efficient cold appliances (A+ & A++) to the general public and to combine this with **national** and **local** promotions

Partner organisation	Severn Wye Energy Agency Association of Manufactures of Domestic Electrical Appliances (AMDEA) and the 'Time to Change' Campaign
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Participating organisations
Gillmans of Gloucestershire
Chadds of Hereford
Gloucester Energy Efficiency Advice Centre (Glos EEAC)
Shrop, Heref & Stoke Energy Efficiency Advice Centre (SH&S EEAC)
Other pilot EEAC's (EEAC's)

Activity	Date	Actors
Initial meeting to discuss ProE	Dec 07	AMDEA, SWEA
Signing of ProE pledge certificate	Dec 07	AMDEA, SWEA
Agree activities to be carried out	Dec 07	AMDEA, SWEA
Develop joint PR opportunities to promote both PROE & t2c campaigns	Dec 07 – July 08	AMDEA, SWEA
Add 'Time to Change' website link to SWEA 'PROE' website	Jan 08	SWEA
Add SWEA 'PROE' website link to 'Time to Change' website	Jan 08	AMDEA
Redevelop PROE 'Cool Savings' promotional leaflets to include t2c logo & website details & redistribute through network	Jan 08	SWEA GEEAC SH&S EEAC Gillmans Chadds
Develop 'Breifing Note' for EEAC advisors to be piloted in 6 EEAC's covering 8 counties with	Feb 08	AMDEA, SWEA

a possibility of rolling out throughout the UK		
Develop 'Info Sheet' for public to be piloted & distributed in 6 EEAC's covering 8 counties with a possibility of rolling out throughout the UK	Feb 08	AMDEA, SWEA, EEAC's
Developing case study of energy use of older appliance (10 -15 years) in home over a period of time. New appliance (provided by an AMDEA member) and the energy usage monitors for comparisons.	Feb – March 08	SWEA (use of 'Ecometer' monitoring in Stroud 2050 project)
Develop a 'White Goods' Workshop for Retailers, Manufacturers, EEAC Network & EST possibly on-site a manufacturers premises	March – May 08	AMDEA, SWEA, EEAC's
Submission of initial 1 page monitoring form to SWEA	June 08	AMDEA, SWEA
Submission of final 2 page monitoring form to SWEA	June 08	AMDEA, SWEA
Analysis of savings achieved, best practice and lessons learned	June 08	SWEA
Creation of summary case study for promotion and dissemination	July 08	SWEA



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