

## ceeee 2021 Summer Study on energy efficiency

# Effectiveness of rebate programmes: Swiss case studies

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# Topten.ch

- Online platform for best products: energy efficiency, environment, performance
- 70 product lists, 8'000 products
- 520'000 sessions, 1.9 million pageviews per year
- Basis for rebate programmes
- Founded in 2000 in Zurich, online in 19 countries
- European platform: topten.eu

**topten.ch** PRIVATE BUSINESS News Über uns Partner Kontakt Produktsuche ... Sprache ▾

Haushalt Haus Beleuchtung Büro / TV Mobilität Freizeit Ökoenergie

## Energieeffiziente Kühlschränke




Home > Haushalt > Energieeffiziente Kühlschränke **Zürich: Förderbeiträge**

★ Energieeffiziente Kühlschränke **Auswahlkriterien Kühlschränke** Ratgeber Kühlschränke

Marke: Optionen auswählen Gerätetyp: Optionen auswählen Bauform: Optionen auswählen Sortieren nach: Effizienz-Index (%) auf ▾





Alle Filter löschen nettoshop.ch x Export ▾

Zeige 1-10 von 56 Einträgen. Stand: 20.05.2021

	Marke & Modell	Energie	Typ	Kosten (CHF)	Preisvergleich
	Miele KF 7772 B Kühlschrank	Energie (kWh/Jahr): 116 Effizienz-Index (%): 51.0	Kühl-Gefrier-Kombi Einbau EURO Höhe (cm): 177	Strom in 15 J.: CHF 348	CHF 2'749
	V-ZUG CombiCooler V4000 Kühlschrank	Energie (kWh/Jahr): 146 Effizienz-Index (%): 63.5	Kühl-Gefrier-Kombi Einbau SMS Höhe (cm): 178	Strom in 15 J.: CHF 438	CHF 2'040
	SIEMENS KG36EAICA Kühlschrank Varianten: KG36EAWCA	Energie (kWh/Jahr): 149 Effizienz-Index (%): 63.8	Kühl-Gefrier-Kombi Freistehend Höhe (cm): 186	Strom in 15 J.: CHF 447	CHF 749.00

[Weitere Produktdetails](#) [Link zum Hersteller](#)

### Shoplinks

Erhältlich bei	Auf Lager?	Lieferung inbegriffen?	Preis	Shoplink
 Conforama	ja	nein	CHF 749.00	<a href="#">» zum Shop</a>
 nettoshop.ch	ja	ja	CHF 769.00	<a href="#">» zum Shop</a>
 m electronics	ja	ja	CHF 868.00	<a href="#">» zum Shop</a>
 Inter Discount	ja	ja	CHF 1'079.15	<a href="#">» zum Shop</a>



# ewz Power Utility of the City of Zurich

- **Core business** Production, transmission, distribution and sales of electrical energy
- **Employees** 1'200 (proportion of women 16 %)
- **Customers** 230'000
- **Production** 4'800 GWh (own and partner power plants)
- **Turnover** 1000 Mio CHF

Albignia, canton Grison



# ewz strategy and political mandate

## ewz sales strategy is led by three steps

1. To avoid unnecessary energy consumption
2. To use energy efficiently
3. To use renewable energies

## On the road to a 2000-watt society

Plebiscite (2008) anchored sustainability and 2000-watt society in municipal code.

- 2000 watts per person (net zero emission from 2040)
- 1 tonne of CO<sub>2</sub> per person and year
- Promotion of energy efficiency
- Promotion of renewable energies
- No new stakes in, no new supply contracts with nuclear power plants

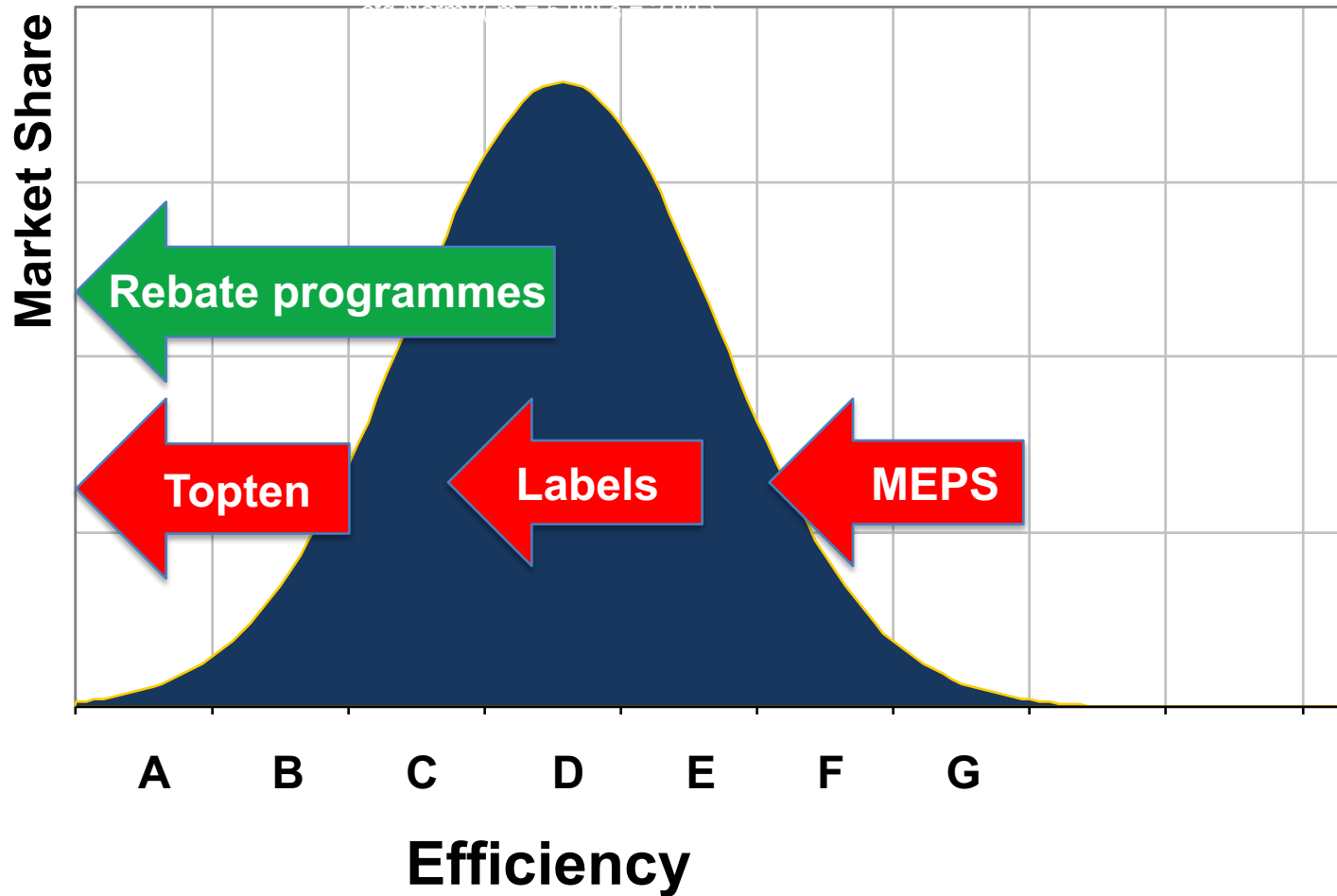
Måkaknuten, Norway



# **Rebate programmes for appliances**

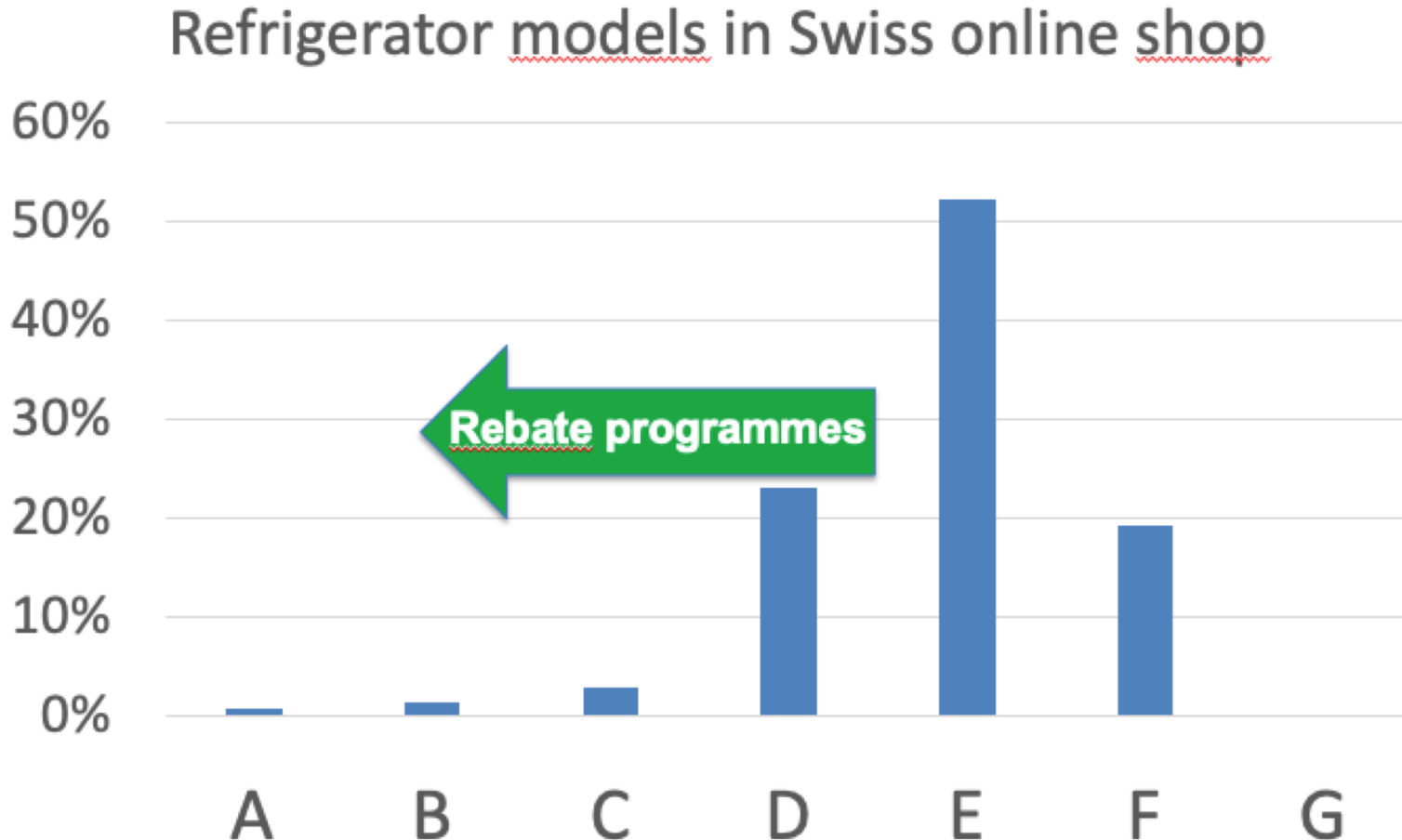
- Why are there so few rebate programmes for appliances in Europe?
- Is it necessary to request for each and every subsidy a detailed application form?
- How to adapt programme designs to specific goals?
- What about cost efficiency?
- Swiss case studies: great diversity

# Market-transformation: push and pull





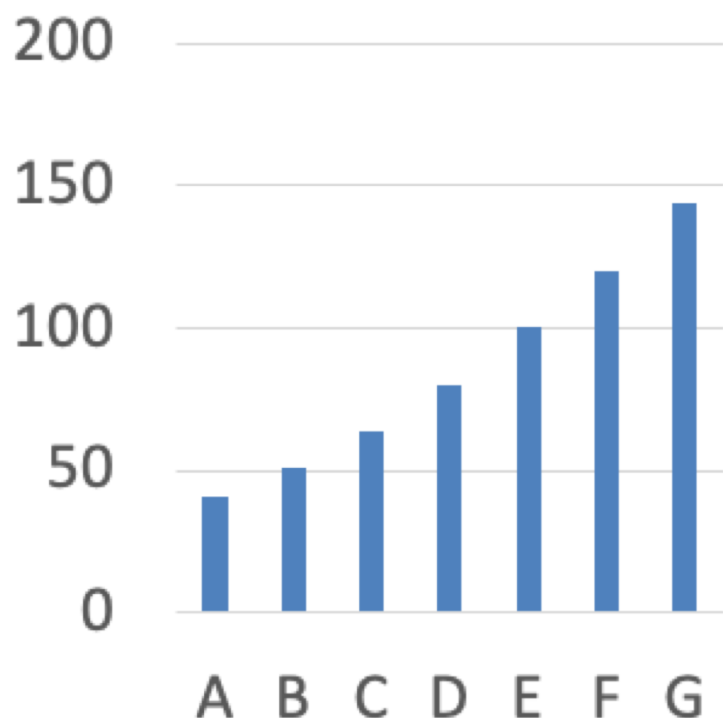
# Selection criteria for Swiss rebate programmes



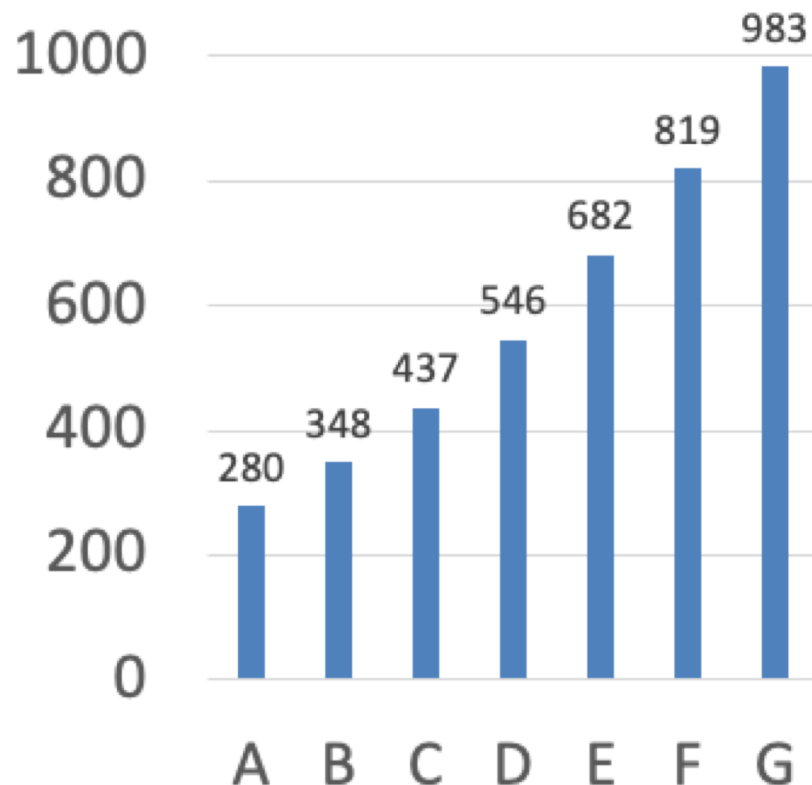
Source: nettoshop.ch / 2021/06/01

# Energy classes and electricity costs

Efficiency index of refrigerators



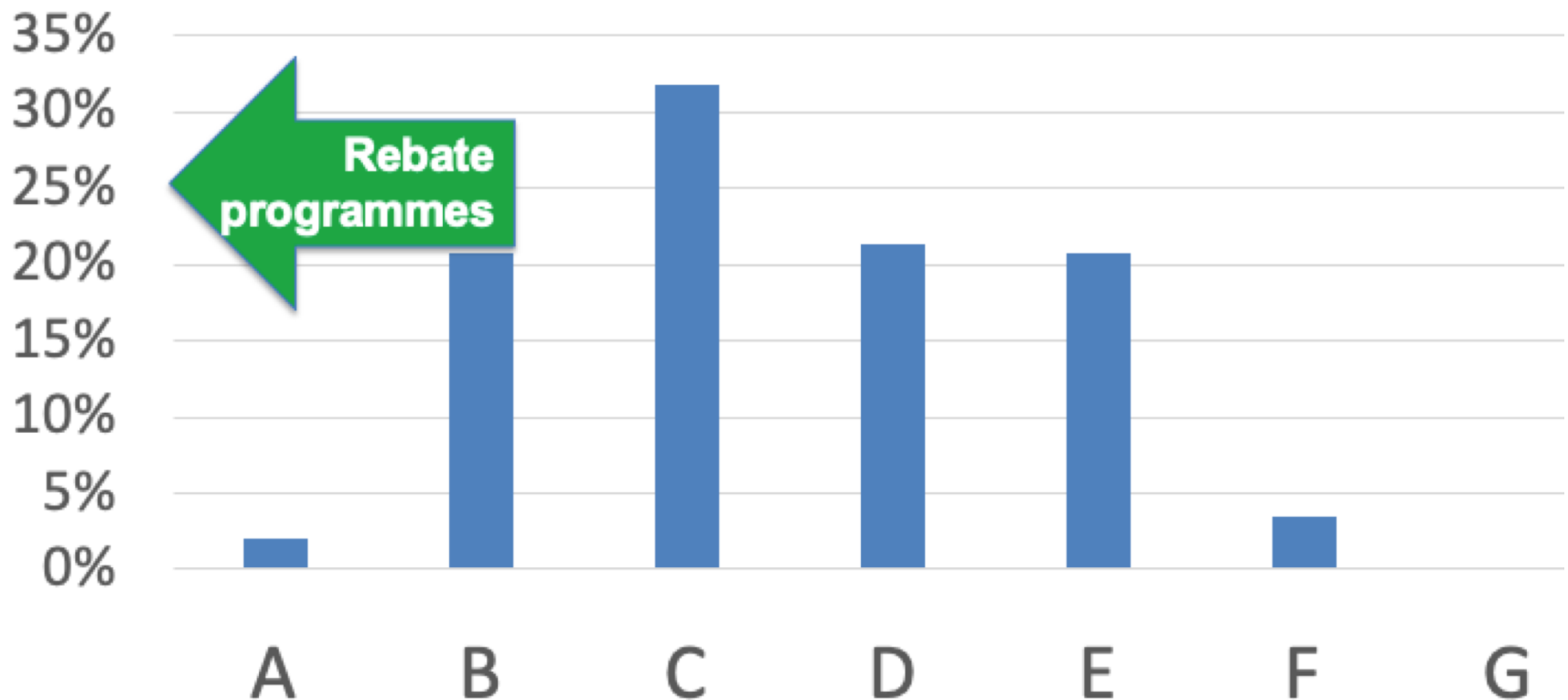
Electricity costs of typical 2-door-refrigerator in euros over 15 years





# Selection criteria for Swiss rebate programmes

Dishwasher models in Swiss online shop



Source: galaxus.ch / 2021/06/01

# Types of rebate programmes

#	Applicant	Beneficiary	User
1	Private users	Private users	Private users
3	Companies	Companies	Companies
2	Large buyers, landlords	Large buyers, landlords	Private users
4	Food and beverage industry	Food and beverage industry	Shops, gastronomy
5	Retailers, installers	Private users	Private users
6	Retailers	Retailers	Private users

**Bureaucratic**

**Reduces buyers-user dilemma**

**Non-bureaucratic  
cost effective**



# Who applies and gets the subsidy?

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Applicants	Benefit
Private user	Big work to apply for small subsidy
Landlord or company	Considerable work for big subsidy
Retailers or installers	They take over the work of application and transfer subsidies to consumers
Retailers or installers	Retailers get subsidy in order to optimize range of products

# **Impact mechanisms of rebate programmes**

- 1) Direct effect : Every purchase of an efficient product results in an energy saving compared to an average product
- 2) Optimised long-term purchasing behaviour of large professional procurers
- 3) Optimising the product ranges of manufacturers, importers and retailers



# Swiss rebate programmes for Topten-products

## Förderbeitrag für energieeffiziente Geräte mit dem Topten Label

Für ewz Kundinnen und Kunden der Stadt Zürich

**ewz**

**topten.ch**



Product categories	Rebates in CHF	
	Zurich	Switzerland
Refrigerators and freezers	70.-	70.-
Induction hobs	25.-	-
Dishwashers	70.-	70.-
Washing machines for apartments	70.-	70.-
Washing machines for the communal laundry	250.-	250.-
Tumble dryer	100.-	-
Comfort fans	20.-	-
TVs and PC monitors	40.-	-
Heat pump water heaters	800.-	-

**Cost efficiency:  
13 eurocents per kWh**

**More information:**

- [www.topten.ch/ewz](http://www.topten.ch/ewz)
- [www.topten.ch/immo](http://www.topten.ch/immo)
- [www.topten.ch/bonus](http://www.topten.ch/bonus)

Rebates per piece in May 2021  
1 CHF = ca. 0.9 euros = ca. 1.05 US\$

# Rebate programme “Energy Efficiency in Trade”

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- **Subsidies are reimbursed directly in the shop as a discount**
- Budget: 2.5 million euros -> for 38,000 appliances
- Duration 3 years: 2021 to 2024
- Funding area: All of Switzerland
- Involved shops: Fust, Galaxus, Interdiscount, Microspot, Kaufsignal, melectronics, Nettoshop

# Rebate programme for large property owners



- Budget: 2.3 million euros
  - Duration 3 years: 2021 to 2024
  - Funding area: All of Switzerland
- Contribution to solving landlord-tenant dilemma:  
Win-win: landlord receives subsidy, tenant saves electricity costs



# Rebate programme for commercial appliances

Product category	Rebate in CHF
Beverage cooler	200
Ice cream freezer	100
Display cabinets	500
Storage refrigerators and freezers	500
Minibars	100
Drug cabinets	500
Commercial coffee machines	150
Commercial heat-pump dryers	3'000

Duration 2017 -2020  
Budget 1.9 million euros  
Subsidies for 11'000 appliances  
Total savings 120 million kWh  
Cost efficiency 1.6 eurocents per kWh  
More information [topten.ch/gewerbe](http://topten.ch/gewerbe)

## Förderbeitrag

energieeffizient & klimafreundlich

 **topten.ch**

 **ProKilowatt**

# National bonus programme for best appliances

Categories	Federal Subsidies (euros)	Retailers Price-offs (euros)
Refrigerators	15	Up to 540
TV sets	16	45 - 450
Tumble dryers	63	Up to 1'100
Fully automatic coffee machines	16	180 - 450
Coffee Capsule Machines	16	20 - 120
Humidifier	35	Up to 70

Duration 2011  
 Budget 0.9 million euros  
 Subsidies for 11'000 appliances  
 Total savings 106 million kWh  
 Cost efficiency 0.9 eurocents per kWh

**Success factors:** Steering of promotions  
 No administrative burdens



# Conclusions

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- 1) Wanted: More innovative designs of rebate programmes
- 2) Sufficiently strict requirements (no watering can promotion)
- 3) Skip unnecessary bureaucratic programme requirements
- 4) Well designed programmes can reach high cost efficiency
- 5) Rebate programmes can bring additional benefit:
  - . Market transparency
  - . Communication impact
  - . Acceleration of market transformation



# Thank you for your interest!

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