

Fighting Climate Change One Appliance at a Time in Six Pacific Island Countries



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The Pacific Appliance Labelling Programme – **PALS**

PALS' 10 Pacific Island Countries (PICS)



Fiji

Samoa

Solomon Islands

Vanuatu

Kiribati

Cook Islands

Tuvalu

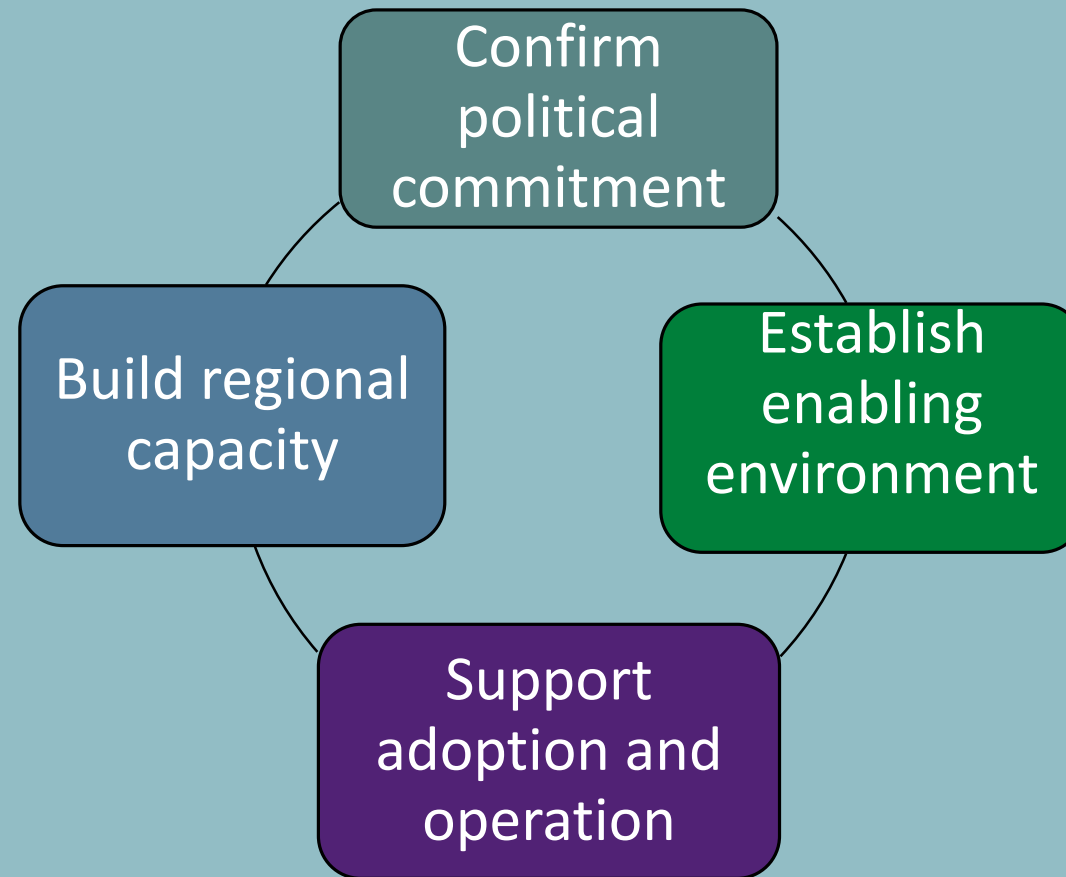
Tonga

Niue

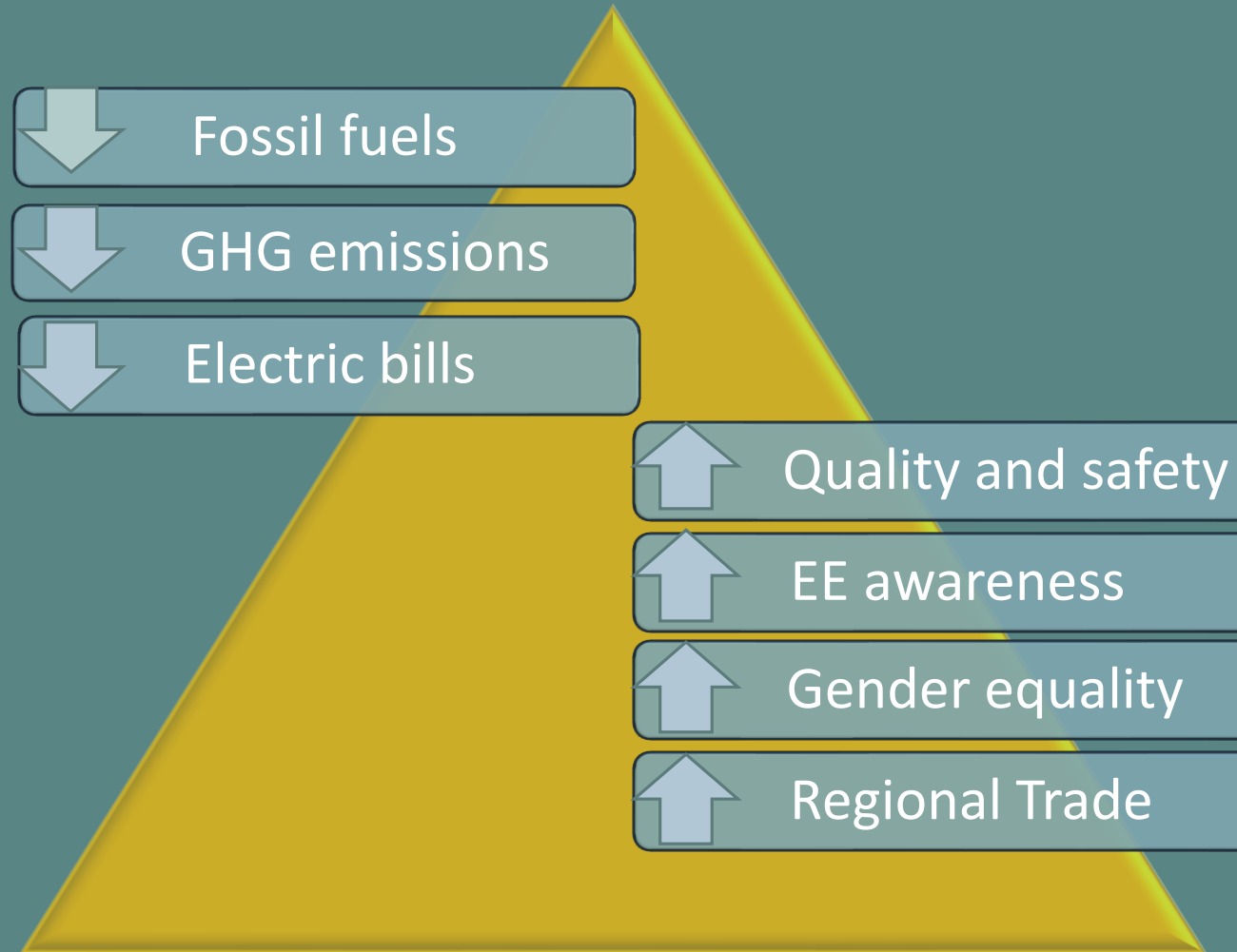
Papua New
Guinea

PALS Logic:

Enable PICs to Adopt Minimum Energy Performance Standards and Labelling (MEPSL)



MEPSL Benefits





Evaluation Scope and Methods

Qualitative process and
outcome evaluation

End of programme
March - May 2019

Team of **four evaluators,**
six countries

Programme records, lit
review + **68 stakeholders**

PALS Jumpstarted MEPSL in the South Pacific

- ❖ 5 of 6 PICs *would NOT* have *considered MEPSL without PALS*
- ❖ Three PICs adopted legislation; a fourth to expand coverage
- ❖ High praise for managers, advisors, and in-country staff
- ❖ High compliance
- ❖ Regionwide network, recognized brand



We are so thankful for the PALS project – it got us to where we are. . . We see people are getting energy efficient electrical appliances. . . we have big improvement in revenues. . .great impact on our economy, our country, our people.

Government Stakeholder, Samoa

Key Success Factors

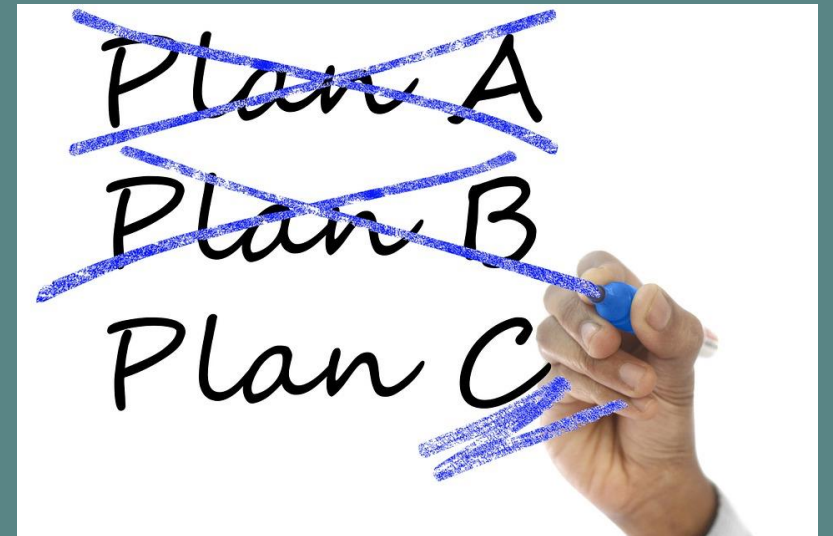
- ❖ Built **high-level support**
- ❖ Focused on **MEPSL visibility**
- ❖ Funded **legal experts**
- ❖ Developed **Pacific Appliance Database**
- ❖ Supported **PIC staff**
- ❖ Built consumer and retailer **public awareness**
- ❖ Built **regional capacity**
- ❖ Responded to **donor needs**



Key Sticking Points and Solutions

❖ Passing legislation

- ❖ Assume **EVERYTHING** will take longer
- ❖ Embed **flexible language** in legislation
- ❖ Involve **stakeholders early**
- ❖ Adjust **staff workloads**



A Note on Everything Will Take Longer

Country	Product(s)	Estimated Years to Market
Targeted PICs	Refrigerators, Freezers, A/C, Lighting	4-6
Europe	Ecodesign/Energy Labeling Directive	10+
Brazil	Industrial Motors	14
Brazil	Distribution Transformers	6
Australia	Refrigerators, Electric Water Heaters	7
Tunisia	Refrigerators	5

Key Sticking Points and Solutions

- ❖ **Operations and enforcement**
 - ❖ Include **shipping agents** as target audiences
 - ❖ Provide **consistent rules**
 - ❖ Rely on **regional expertise**
 - ❖ Create and update **on-line database**
- ❖ **Maintaining MEPSL knowledge**
 - ❖ **Cross-train staff**
 - ❖ Continue **regional** opportunities
 - ❖ **Regularize** MEPSL staff in budgets



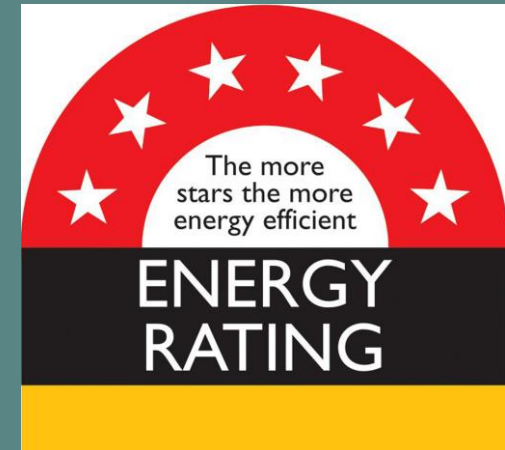
Key Sticking Points and Solutions

❖ Building the brand

- ❖ Use long-term campaigns
- ❖ Use multiple proven strategies
- ❖ Look for compatible partners
- ❖ Consider market tests to move faster

❖ Demonstrating programme value

- ❖ Develop “hard” products
- ❖ Conduct impact and process evaluations



Fund PALS!

- ❖ Region near tipping point, but PALS has ended
- ❖ For a modest price (~AU \$250,000/year for 3 years)
 - ❖ Support 2-3 “best bet” PICs
 - ❖ Update Pacific Appliance Database
 - ❖ Fund MEPSL “boosters” – impact evaluation, regional exchanges
 - ❖ Test market incentives or financing



Thank you! Questions?

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