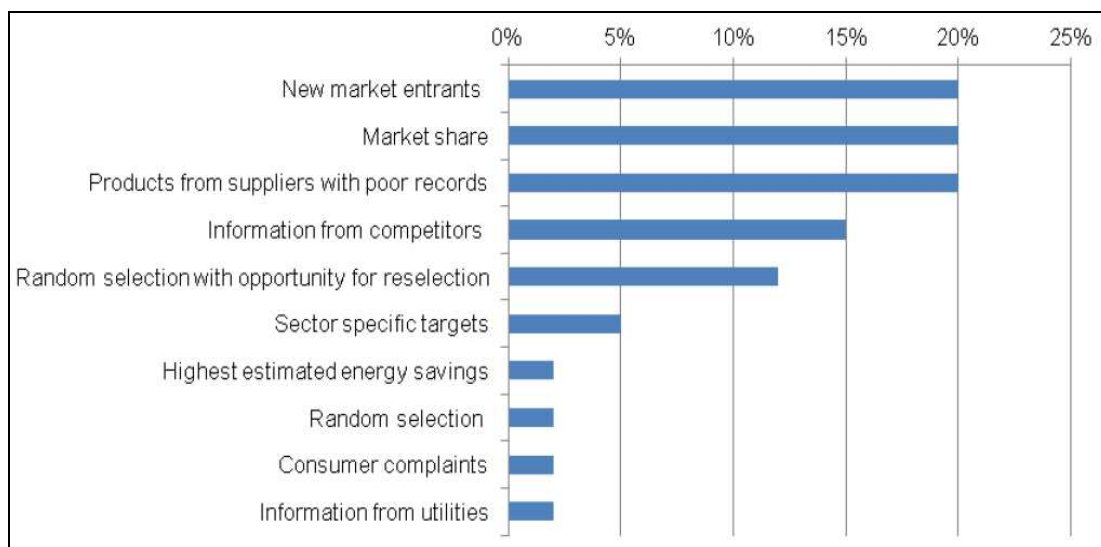


## 2. D3.2 - Procedure for the selection of the models to be tested

### 2.1 *The worldwide approaches for the models selection*

Different approaches are possible and followed worldwide for selecting the models to be verified, with different expected outcome. A 2009-2010 survey<sup>11</sup> of energy efficiency programs in 14 (mainly G20) countries did show it is far more common to select products according to a set of criteria rather than choose a random sample from the market for testing (Figure 3). Generally the criteria are used in combination, and while different programs place emphasis on particular criteria, there is considerable similarity in the type of criteria used.

Figure 3: Models selection criteria used for verification testing in selected countries



#### 2.1.1 *The “random” selection*

Within a pure “*random selection*” procedure, the most important issue is the models availability, mainly through a representative and reliable database of all the models sold on the EU/national market in a given time period. The database can be purchased externally from a firm specialised in EU/national market research, but the costs to collect (almost) all the available models of a given product in a given time moment will be quite high. This approach can be more easily followed in countries where a mandatory registration of the models is necessary before they can be placed on the market.

The resulting ‘failure rate’ (or the complementary ‘compliance rate’) gives a picture of the investigated market in a certain time moment, but the resources to be used are considerable because a large number of models have to be tested in order to assess the non-compliance share.

<sup>11</sup>E3, Verification Testing Selection Criteria, Criteria for conducting verification testing under the Equipment Energy Efficiency Program, November 2011, available at [www.energyrating.gov.au](http://www.energyrating.gov.au).

### 2.1.2 The “maximum failure” selection

Product models are selected according to criteria that maximise the probability of non-compliance. Individual models are not randomly selected from the market, but are chosen according to a set of criteria based on established ‘risk factors’, that indicate that a product has a higher probability of failure compared to the market. These factors are described in the following non-exhaustive list:

- suppliers and models with a demonstrated record of non-compliance because of the likelihood of a continuation of such historical trends
- where a third party, such as competitors, consumers, consumer groups or a Market Surveillance Authority provide evidence of non-compliance, for example the results of in-house or independent laboratory tests
- products that appear as new brands on the market or from suppliers that do not have any verification track record
- models tested in previous years are excluded from any further testing unless specific evidence becomes available to suggest that a re-test is needed.
- models with high volumes of sales because of their greater potential to impact on energy usage as compared to models with low sales volumes
- models with the highest claims for energy efficiency because of the market’s higher expectations with respect to the performance of these models as compared to models with low ratings
- newer models, because of their potential to remain on the market for a longer period as compared to older models
- more expensive or cheaper models, to ensure value for money to the consumers.

Another alternative for models selection is to look for models with highest energy efficiency, but these models are usually under the spot light also from competitors and, although having a high visibility, represent limited sale volumes on the EU market.

For the “maximum failure selection” the outcome is not representative of the market situation, but the use of the available resources is lower. This approach could be the best option for national Market Surveillance Authorities that have usually rather limited resources and would prefer to maximize the effectiveness of their compliance actions.

### 2.2 The ATLETE II semi-random selection within best sellers

The “semi-random selection” procedure focused on the best sold models is considered the most appropriate for any pan-EU or national-wide verification action, as demonstrated by the outcome of the ATLETE project on refrigerating appliances. In fact, best-seller products have the highest impact on the market because they present high sale volumes and many variants and usually are the products where commercial pressure is higher.

Updated information about the manufacturers’ market share at EU and at national level and a reliable database of the best sold models for each manufacturer is needed, but these data are available from well-known market research firms and could be either purchased or gathered through specific agreements with the market research firm(s).

Within ATLETE II in practice, to guarantee that the tested products cover all manufacturers and brands operating within the Community market for washing machines, about half of the models will be selected among the “overall EU (or national) top-sellers” according to the market share of the relevant manufacturers/importers; in this way bestseller models of all major brands in Europe (or at national level) are targeted and tested. The second half of the models will be selected randomly within the remaining producers active on the EU27 (or national) market, thus ensuring that other manufacturers with a market share lower than 0,5% or operating only nationally/regionally<sup>12</sup> are also targeted.

The selection will be based on the Market Share (MS) of each supplier (including all the owned brands) at European level according to the data provided by the subcontracted market research firm for a specific period of the year. In particular it is proposed to select:

- 5 washing machine models for each of the expected 4 manufacturers with a Market Share  $\geq 10\%$  (for a total of 20 models);
- 3 models for each of the expected 3 manufacturers with  $5\% \leq MS < 10\%$  (for a total of 9 models);
- 2 model for each of the expected 5 manufacturers with  $1\% \leq MS < 5\%$  (for a total of 10 modes)
- 1 model for each of the expected 5 manufacturers with  $0,5\% \leq MS < 1\%$  (for a total of 5 modes)
- and 6 models randomly selected for the remaining 252 manufacturers.

The above selection system will try to take into consideration as much as possible the share of the different load capacity of washing machines, to avoid that very small or very large capacity machines are not addressed.

Out of the list of the models identified for each market share range, a random selection is then performed through an external notary (to be subcontracted in WP4), to choose the actual models to be tested in laboratories.

To avoid that selected washing machine models disappearing from the market due to different reasons it is also foreseen that once the number of models to be verified per manufacturer is decided it will be immediately published on the project website for sake of full transparency with market actors, but the actual selection of the specific models to be tested will be done in 2-4 batches.

This approach will reduce the time-to-test (i.e. the time from the announcement that a specific model will be tested to the time of the actual completion of the tests including the purchase of the 1+3 units) at a minimum, thus reducing the possibility for the model to disappear from the market. As a consequence also the publication of the selected models list on the project website will be done in 2-4 steps.

It is worth noting that ATLETE II will verify the compliance with the new energy label. Washing machine models bearing the old label (according to Directive 95/12/EC) due

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<sup>12</sup> The identification of national producers in following countries AT, BE, CZ, DK, FR, DE, IT, NL, PL, ES, SE, UK with market share above 1% will be asked to the subcontracted market research firm.

to their placing on the market before the mandatory application of Regulation 1061/2010/EU will not be selected for testing.

To gather the market data for the ATLETE II project the market research firm will be selected through a specific Call for Tender that will be published on the project website. A draft template for the “*Call for Tender for market research firm*” (Deliverable 5.1) is presented in Annex III<sup>13</sup>.

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<sup>13</sup> Since only one major market research firm is operating in the EU is able to provide the needed market data, the possibility to make a direct contract with this firm without going through the public Call for Tender was also explored. In the end the launch of a public Call for Tender was considered the preferred option.