



### What is PocketWatt?

PocketWatt is a new, free web tool that empowers consumers to clearly understand the energy-efficiency and cost savings of appliances. The tool enables them to compare different models, calculate the running cost savings, and choose the right one for their household.

### Where?

Retailers – both online and in store – in Czech Republic, Germany, Italy, Spain and the UK..

### When?

Roll-out across five countries to start in October 2017



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 696081

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Thank You



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BRING INNOVATION  
TO YOUR BRAND

Buying energy-efficient, cost-effective appliances has never been easier.

[www.pocketwatt.eu](http://www.pocketwatt.eu)

Who

## We are

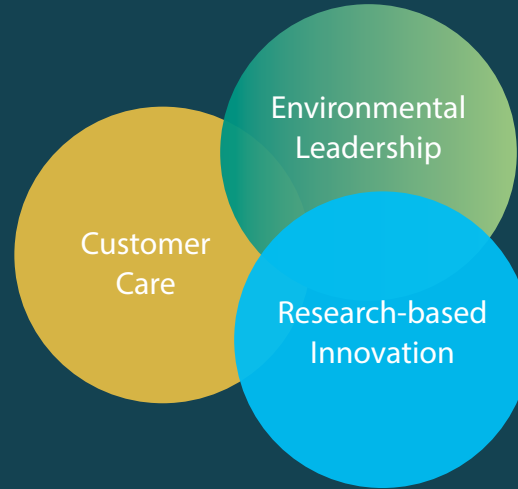
PocketWatt is a new, free web tool developed by the Digi-Label Project, under a grant from the European Commission's Horizon 2020 programme.

The aim of the Digi-Label Project is to accelerate the transition to a low-carbon economy in Europe by making the Energy Label easier to understand and apply to their individual running costs.

The web tool offers consumers information that complements the Energy Label at the point of sale, encouraging them to buy more energy-efficient, cost-effective appliances.

The project is co-ordinated by the UK Energy Saving Trust with support from ten other partner organisations across Europe.

Join the PocketWatt family. Help your customers cut their energy bills while making the right choice for the environment.



How

## It works

- 1) Access the web tool via the PocketWatt or retailer website using a smartphone or tablet
- 2) Use a smartphone or tablet to scan the QR code of a selected product
- 3) Check the average electricity price and select the frequency of use (e.g., washes per week)
- 4) Compare running costs and energy savings of similar products

## Benefits for retailers and manufacturers

- A reputational advantage as a consumer-focused, environmentally friendly business
- Better margins on unit sales – the tool aims to increase sales of higher margin, high-efficiency models
- Helps retailers and manufacturers comply with EU regulations on energy labelling and energy efficiency
- The PocketWatt tool is easy to integrate into websites, offering consumers an attractive and robust solution

## Consumer Research Facts and Figures

Studies across Europe  
have found that...

- 90% of shoppers use their smartphones for pre-shopping research
- 84% of shoppers use their smartphones while shopping
- 75% of shoppers use their smartphones to compare prices while shopping for appliances
- 1 in 3 shoppers use their smartphones to find information online instead of asking a shop employee



## QR codes

The Digi-Label team will provide retailers with QR codes to be displayed on each product, so that consumers can scan them and receive the information they need.

