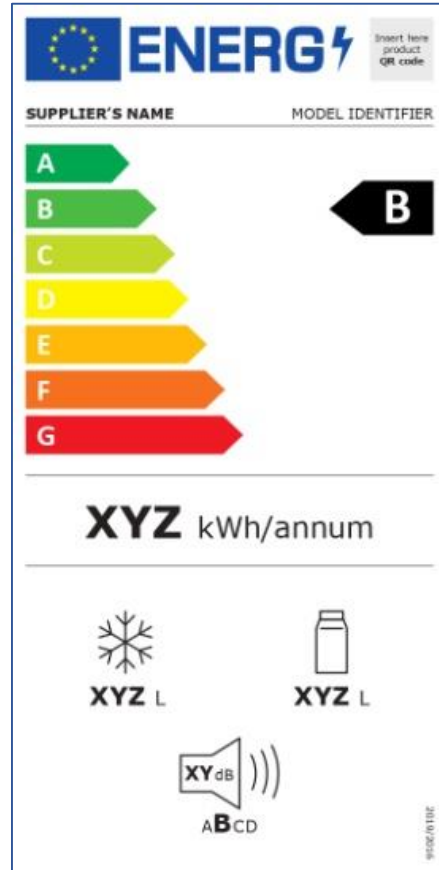


BELT

Boost Energy Label Take up



BELT: Boost Energy Label Take up



BELT – Boost Energy Label Take up – is a project funded by EU **Horizon 2020 program** which aims to promote the uptake of more efficient energy-related products .

BELT has the objective to **facilitate the transition period from the old energetic label to the new one.**

The new label will be applied on:

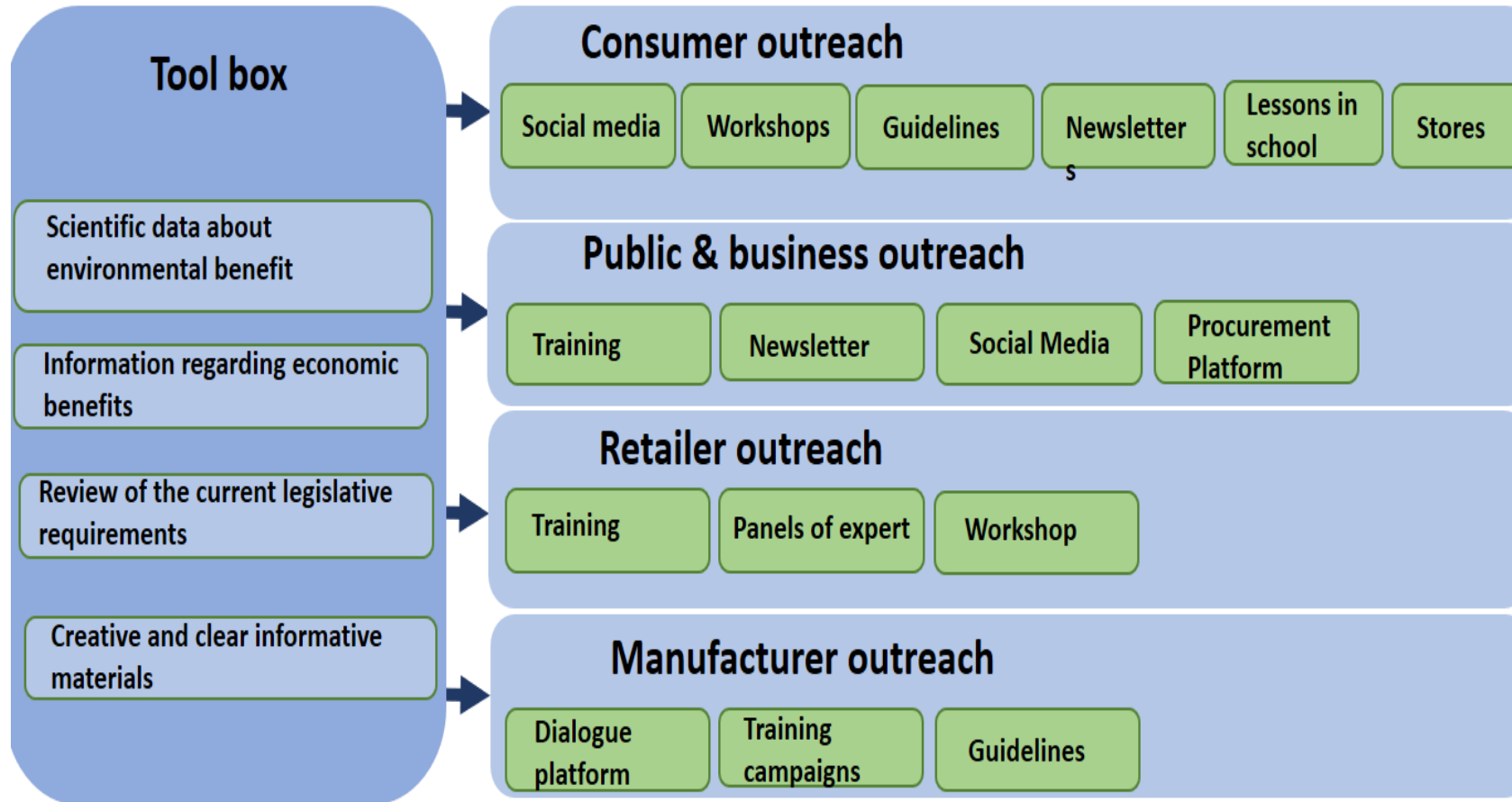
- Electronic displays (including TVs, monitors and digital signage displays)
- Washing Machine and washer-dryers
- Dishwashers
- Refrigerating appliances (including wine storage appliances)
- Lighting sources





BELT: Boost Energy Label Take up

Communication





BELT: Boost Energy Label Take up

COMMUNICATION

September/October 2020

1 March 2021

1 September 2021

LIGHT COMMUNICATION:

- Press release
- Web tool for consumers release
- Magazine article
- Web article
- Guidelines for retailers and manufacturers

STRONG COMMUNICATION:

- BELT video
- Social media posts
- Events in schools
- Newsletters
- Online and off line articles

Strong communication for light sources appliances.

PROGRESS OF WORK:

DONE:

- Guidelines for retailers
- Guidelines for manufacturers
- Infographic for Public Administrations
- Factsheet for all target groups

IN PROGRESS:

- BELT video for all target groups
- Leaflet for retailers
- Leaflet for consumers
- BELT web tool for consumers



THANKS