



# Energy labels can help consumers make energy efficient choices

Making energy efficient choices **helps Australians save money** and **protects the environment**, but choosing the best product is difficult when information is limited or hard to understand.

To help, BETA partnered with the Department of the Environment and Energy and Appliances Online to trial energy labels for appliances sold online and test the effect of different labels on consumers' choices.



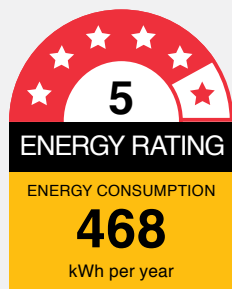
**Behavioural insights shows consumers find it difficult to make decisions that weigh immediate costs against future benefits that accrue slowly over time.**

**We compared no label, the existing label used in-store, and an alternative label highlighting the energy-usage costs a consumer could avoid.**

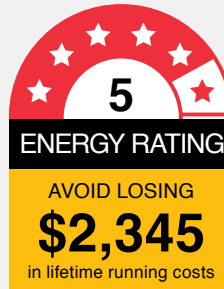
## 1 No label



## 2 Existing label



## 3 New label



The new label highlighted the **avoided financial loss** of purchasing an appliance compared to the least efficient appliance.

Consumers who saw either label were more likely to click to view a higher efficiency appliance, add it to their online 'cart', and purchase it.

The alternative label was no more effective than the existing label.

**Note of caution: we only have moderate statistical confidence in these results.**



**Our best estimate is that the inclusion of any energy label online can help consumers choose energy efficient appliances.**