

Brussels, 26.02.2020

## **Energy Efficiency Compliant Products 2018 - EEPLIANT3**

### **GA N° 832558**

### **RE-CAST Market Research Requirements, UPDATED Scope and Brief**

#### **1. IMPORTANT NOTE regarding the Re-cast of the Energy Efficiency Compliant Products 2018 (EEPLIANT3) Call for Services on Market Data Research**

PROSAFE is thankful to all Market Research companies who replied to our call for services for market data. However, while the first EEPLIANT3 call for services on market research gathered some interesting proposals, they were by far exceeding our available budget. Therefore, PROSAFE decided to re-cast the call for services - narrowing down our requirements, without needing to alter post-facto the conditions of the official call, which would go against the validity and the spirit of this procedure. This second Call for Services includes some modifications, mostly regarding the type of the data needed.

All companies that already submitted a reply to the initial call for services are encouraged to apply again, with updated proposals!

#### **2. Background**

PROSAFE is a non-profit NGO established in 1991 by market surveillance officers from various countries throughout Europe. Its main aim is to contribute to the compliance of products and services by promoting best practices in market surveillance. Since 2006, PROSAFE has established itself as the major organising and coordinating body for Joint Market Surveillance Actions in Europe.

PROSAFE's main task is to coordinate Joint Actions between Market Surveillance Authorities. Each Joint Action comprises a number of work packages that target specific product groups, and a number of activities aimed at developing methods and best practices.

In 2019 PROSAFE became the coordinator for the Energy Efficiency Compliant Products 3 - EEPLIANT3. EEPLIANT3 is a pan-EU Concerted Action on market surveillance aiming to achieve impacts in line with the objectives of the Horizon 2020 Work Programme 2018-2020 Secure, Clean and Efficient Energy. The project is funded by the European Union under the Horizon 2020 framework with a duration from June 2019 until May 2023. Two other organisations are supporting PROSAFE in the coordination of the project: Austrian Energy Agency and the Danish voves bureau.

The objective of this Concerted Action is to help deliver the intended economic and environmental benefits of the framework Regulation for Energy Labelling 2017/1369 and Ecodesign Directive 2009/125 by increasing the rates of compliance with them. This will be achieved through the coordination of the monitoring, verification and enforcement activities of MSAs and other organisations across the Single Market plus Turkey, and through further enhancing their knowledge, skills and experience.

The individual work packages (WPs) in this Concerted Action that will require market research data that will address:

- WP6 New challenges and emerging issues - one product type TBC;
- WP7 Air conditioners (single/double duct and split air conditioning units);
- WP8 Domestic tumble dryers;

- WP9 Water heaters (max 70kw) and water storage (max 500 litres) as follows: Gas and oil water heaters; Electric water heaters; Heat pump Water heaters; Storage water heaters; Solar water heaters; Hot Water Storage Tanks;
- WP11 Lighting products (LED lamps and LED luminaires with fully integrated non-removable LEDs);
- WP12 Local space heaters (portable electric heaters, convector electric heaters (any size), underfloor electric heaters, electric storage heaters, closed gas fires, wood stoves, pellet stoves).

Please note that WP10 Ventilation units is excluded from this re-cast services.

### 3. Engaging with a Market Research Agency

PROSAFE will be appointing a market research agency to support with market intelligence necessary to deliver the requirements under this Concerted Action. It is essential to gather information regarding market information, market segmentation and market trends, in order to sample relevant products and to assess the amount of energy savings lost by underperforming products.

We detail below (in section 4) the requirements for all the WPs listed above, and also give some examples of the detailed market data we would ideally like to obtain.

### 4. The scope of EEPLIANT3's market data requirements

Specific requirements will vary from product sector to product sector, and it should be noted that each WP has its own specific time frame within the overall Concerted Action, so information will be required on different products at different times throughout the length of this project.

It is understood that the depth and age of the data will have an influence on the cost, so our requirements have been split into the following criteria:

**A - Essential data** - our minimum requirements for this call for services, at a minimum one year of data must be provided but additional years (up to 5) is preferred;

**B - Preferential data** - data we would like to access, should the budget allow;

**C - Optional data** - third level data that would be beneficial to the work of the Concerted Action WPs if it is possible to obtain.

Our interpretation of these three data sets is as follows:

#### A - Essential data

- Market size (excluding WP9 data pre-2016 and WP11) in terms of total sales;
- Split of sales according to brand/product/product type/technology/energy label class, product size/functionality/capacity (e.g. load, rated power, lumen output, etc.) (excluding WP9 data pre-2016 and WP11);
- Type of sales channels (split by Member State) where relevant products are sold.

#### B - Preferential data:

- Market leaders for each WP;
- Market share of the 5 most popular technologies (excluding WP9 data pre-2016 and WP11);
- Top 10 products for the previous year (per category);
- Where purchases are being made and by whom;
- Average product price (according to technology/energy labelling);
- Split of sales according to country of origin.

C - Optional data:

- For un-labelled products, some indication regarding energy efficiency;
- Market share according to the manufacturers and/or brands;
- General market overview for the previous 5 years.

Delivery to these market data requirements is planned to start April 2020 and end June 2023.

It is emphasised that partial offers are encouraged for one/some/all of the products and data requirements.

In addition, we also welcome proposals/ideas for delivering our data needs in a more cost-effective manner - remembering that the ultimate goal of EEPLIANT3 is to analyse those product types listed above in order to save energy in the future.

Consequently, PROSAFE may decide to assign their market research requirements to more than one agency. Please further note that the continuation of any formal arrangements regarding our requirements will be dependent upon the quality and suitability of the data supplied.

## 5. Criteria for selection and requirements of the market research agency

The main criteria for selection of a market research agency regarding this assignment are:

- Cost of delivering the A + B + C packages identified above (please include as much breakdown as possible regarding your costings);
- Strength of provision, value for money and cost of alternative proposals;
- The age of the data versus the cost (a minimum of 1 year but ideally a 5 year period of data is required, with price variations offered according to the age of the data being supplied e.g. 2011 to 2016, 2012 to 2017, 2013 to 2018, etc.);
- The depth of the data i.e. partial data coverage versus complete data coverage from all Member States;
- Length of time it would take to deliver the requirements set out in Section 3 above, for one individual WP;
- Your ability to answer additional ad-hoc questions from the team;
- Information on data sources to be utilised;
- Your planned approach to delivering our requirements.

We also request information regarding:

- Your prior expertise regarding market research relevant to the products under this project;
- Examples of reporting format;
- Copies of relevant research documents you have already published;
- Indication as to the age of the data to be supplied;
- Information regarding the risks associated with gathering the data required.

## 6. Quotation requirements

Market research agencies are requested to quote prices for delivering the requirements set out in Section 4 above (which will be required for every WP). It is anticipated that a monthly/annual/project life cost will be given, rather than a cost per query. All prices quoted must include VAT at the applicable national rate (no reverse charge).

## 7. Questions about this specification

Any questions of clarification or other queries about the services requirements or specification must be submitted in writing to [eepliant3@prosafa.org](mailto:eepliant3@prosafa.org) addressed to Activity Facilitator, Rebecca Morrison with the subject header 'URGENT: Question for EEPLIANT3 Re-cast call for Services'. Only questions submitted in this way can be answered, in fairness to all bidders, if they have been submitted no later than 04.03.2020, 12:00 CET.

## 8. Assessment of services and selection of successful agency

As part of the selection procedure the following steps will be followed:

1. Assessment of qualifying bids based on the qualifying criteria listed at point 4, leading to a selection of preferred bidders. If the assessment results in a draw for a single position, candidates will be invited to an interview.
2. Both successful and unsuccessful candidates will be informed immediately via email.

Candidates can appeal the decision within 3 working days from the moment they received the email about the result of the selection.

PROSAFE will analyse the appeal and provide a final decision within 3 days from the moment the appeal was launched.

## 9. Deadline

Quotations shall be emailed to the PROSAFE Office at [info@prosafa.org](mailto:info@prosafa.org) and [eepliant3@prosafa.org](mailto:eepliant3@prosafa.org) being addressed to the Activity Facilitator, Rebecca Morrison.

**Quotations shall be received no later than 25 March 2020 17:00 o'clock CET. Quotations received after the deadline will be disregarded.**

## 10. Further information

Further information regarding the task and the selection procedure can be obtained from the Activity Facilitator at the address:

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With best regards,  
Ioana Sandu  
*Executive Director*