Child Appealing Designs

Joint Market Surveillance Action supported by the Executive Agency for Health and Consumers (EAHC) Agreement No: 2009 82 01

Final Implementation Report

Covering the period 1 December 2009 - 31 December 2010



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Introduction

This is the final technical implementation report prepared for the Joint Market Surveillance Action on Household appliances - child appealing designs. In accordance with the Grant Agreement the report is due by 28th of February 2011 and it shall provide a concise overview of the Joint Action.

In accordance with Annex III in the Grant Agreement [1] No. 2009 82 01, the report in particular includes the following information:

Activities undertaken in the Joint Action:

- All activities undertaken throughout the Joint Action, including awareness-raising and dissemination activities are described in chapter 2.
- Awareness-raising activities are described in chapter 2.6 Dissemination activities are described in chapter 2.5.
- The report makes a distinction between coordination activities and activities undertaken at the national level by the participants. Coordination activities are described in chapter 2.4 and activities undertaken at the national level by the participants are described in chapter 2.3.
- Explanations for any differences between the foreseen activities and the work programme and those actually undertaken are explained in chapter 2.7. This chapter also includes an overview of additional activities undertaken that were not foreseen in the agreement.

Participation in the Joint Action

- A description of how the participants have been involved in the Joint Action and what activities they have undertaken is presented in Chapter 2.
- The report presents an overview of all organisations and persons (by organisation) who
 participated in the execution of the Joint Action indicating man-days worked and their
 professional category. This overview is found in Annex A. Differences between the
 foreseen participation in the Joint Action and those actually realised are explained in
 Annex B.

Results of the Joint Action

 A description of the results of the Joint Action and how the participants have contributed to the overall objectives distinguishing between results at a global and national level is presented in chapter 3. Differences between the foreseen results and objectives of the Joint Action and those actually achieved are explained in chapter 3.5.

Together with the final report comes the financial statement that provides a consolidated overview of all expenditures as well as a breakdown per participant. According to the contract this final report includes explanations for any deviation from the budget laid down in the Grant Agreement. It can be found in chapter **Error! Reference source not found.**

The Joint Action has been executed under the 2009 call for tender. Thus, the reporting requirements may differ from Actions granted under the call for tenders outlined in other years.



1. Background Information

1.1. Summary of Project Description

The full plan can be found in the Grant Agreement 2009 82 01.

1.1.1. Title of the Joint Action

"Joint Market Surveillance Action on Household appliances - child appealing designs".

The Joint Action was supported financially by the European Commission under Grant Agreement No: 2009 82 01.

1.1.2. Participating Member States

The applicant body that also took overall responsibility for the Joint Action was Stichting PROSAFE. Other participants were 13 Member States, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Germany, Latvia, Lithuania, Malta, Poland, Sweden, the Netherlands and UK.

The coordination of the project was subcontracted to the UK-based independent consultant, Chris Evans. Issues related to the daily management of the project were discussed between the Project Leader, Evert van Wilgenburg from the Netherlands, and Chris Evans.

1.1.3. Budget

The total budget cost for this project was € 275.525,59, of which the EAHC was willing to fund 66,15% of the total cost, with a maximum of € 182.266,89.

1.1.4. Primary Objective

The primary purpose of the Joint Action was to create a common understanding among market surveillance authorities of the characteristics that may make household appliances child appealing. The main deliverable of the project was to create an Atlas and formulate criteria to judge the child-appealing character of appliances encountered on the European market, thus contributing to uniform market surveillance of these appliances in Europe.

1.1.5. Secondary Objective

The secondary objective of the Joint Action was to gather further experience related to best practice techniques by running a Joint Market Surveillance Action that involved many Member States, i.e.

- Promotion of a harmonised approach to the market surveillance and enforcement of the safety requirements for household appliances that may be child appealing.
- Promotion of cooperation between the market surveillance authorities.
- Acquiring additional experience with the execution of a Joint Market Surveillance activity with participation of many Member States.

1.1.6. Deliverables of the Joint Action

The deliverables from the project are listed below.

- Kick-off meeting and minutes from this meeting (D1)
- Inventory of existing statements on child-appealing appliances (D2)
- Overview of child-appealing appliances on the markets (D3)
- Terms of reference for the formulation of research assignment (D4)
- Selection of research institute (D5)



- Interim report [5] (D6)
- Technical report on research institute's results, including the definition and production of criteria on child-appealing appliances (D7)
- Draft catalogue on child-appealing appliances (D8)
- Market surveillance activities report (D9)
- First project meeting on the research and general progress and a report of this meeting (D10)
- Second project meeting (in preparation of the finalisation) and a report of this meeting (D11)
- Draft catalogue on child-appealing appliances (including main issues and conclusions)
 (D12)
- Third project meeting (finalisation meeting) and a report of this meeting (D13)
- Document on child-appealing appliances (D14)
- Criteria for the classification of possible child-appealing appliances (D15)
- Final (this) report (D16)

1.1.7. The Activities of the Joint Action

The activities of the Joint Action were divided into four stages:

First stage December 2009 - April 2010.

Part of the first stage in the Joint Action was to hold a Kick-off meeting with representatives from the participating countries. Twelve of the thirteen Member States attended this meeting. Also in attendance were representatives of DG Health and Consumers and DG Enterprise and Industry. Stakeholders were represented by two European supplier organisations, a European consumer organisation and a European Standards Body. Copies of the minutes of the Kick-off meeting can be found in Annex D1, (Deliverable D1) Appendix 1.

The remainder of this stage involved creating the inventory of existing statements on child-appealing appliances. Its purpose was to better understand the commonly held views on "child-appealing appliances." Statements were gathered from stakeholders, representatives of participating countries in the Member States and other actors. In addition, a survey based on those statements was created to establish a common understanding of the characteristics that may make household electrical appliances child appealing. Details of these activities can be found in Annex D2, Inventory of Statements.

Second stage

January 2010 - April 2010.

Activities were undertaken to create an overview of household electrical appliances on the EU market that may be considered child appealing. Each Member State was asked to find appliances in their locality and to document their findings by providing full descriptions and detailed photos. The results were collected and compiled onto spreadsheets. The results were then given to the research institute. Details of these results can be found in Annex D3.

The work programme for the research institute was created. A selection process was developed to ensure that the research programme was undertaken by an appropriately skilled institution and that the programme delivered best value for money. A research institute was selected to carry out the work programme for the Joint Action. Details of these activities can be found in Annexes D4 and D5.

Third stage

May 2010 - August 2010.

The activities of the Joint Action were documented and the Project Leader, the Project Coordinator, and the participants issued an interim report [5], Deliverable D6, which described the work carried out and the results obtained during the first period of the Joint Action.

The research institute completed its assignment and issued a final report. This report can be found in Annex D7.



Fourth August 2010 - January 2011. stage Three project meetings were

Three project meetings were held (see Annexes D10, D11, D13).

A draft catalogue (Atlas) on child-appealing appliances was written (refer to Annex D14) and a Tool was developed to determine criteria for the classification of possible child-appealing appliances (see Annex D15). This tool was tested by Market Surveillance Authorities (refer to Annex D9).

The Joint Action was completed and the participants issued a final report (this report) with conclusions and recommendations from the activities.

The Joint Action was coordinated with the EMARS II project, which is also facilitated by PROSAFE. A number of tools, methods and practices that have been described or developed in the context of the EMARS II project (and its predecessor EMARS) were used in the Joint Action and experiences were reported back to the EMARS II project, Task A and Task B in particular. Task A deals with further development of best practices and Task B develops best practices for Joint Actions.

The Joint Action also included activities to encourage those Member States that were not in the financial scheme of the Joint Action and activities to liaise with the European Commission and stakeholders such as Orgalime, CECED, CENELEC (CLC TC61/WG8) and the consumer organisation, ANEC.

1.2. Other Background information

1.2.1. Regulation and Standardisation

The applicable Regulation, the Low Voltage Directive [6], offers standardization as one route to providing technical solutions for risk-related issues. CENELEC, the applicable ESB, has a working group (CLC TC61/WG8) convened just to work on developing an improved standards solution to child-appealing designs. Because of the close relationship between the work being done by this Joint Action and the work of WG8, the Convener of WG8 is an invited stakeholder in this Joint Action. WG8 considers the activities in this project of special importance and the work in WG8 is postponed until the results of this project are made available.

A special evaluation of standards has not been undertaken. At the start of the Joint Action the standardization situation was clear and indeed part of the reason to start this project. The applicable clause in the standard for household appliances, EN 60335 series, was being interpreted in different ways by different stakeholders. Because of this difficulty with conflicting interpretations, LVD-ADCO presented a Recommendation [2].

1.2.2. The European Situation before the Joint Action

The issue of child-appealing designs has always been an area of controversy for electrical appliances in Europe since no clear mechanism exists for determining whether any particular design of electrical appliances has significant child-appealing characteristics. A similar situation had existed for child-appealing luminaires, but this has largely been resolved following the development and publication by LVD ADCO of an Atlas [3] to uniformly discriminate between normal portable luminaires for adults and child-appealing luminaires.

1.2.3. The International Situation

Until recently, the international situation appeared less concerned about the issue of child-appealing designs. Some specific international product safety standards did attempt to cover the topic, though without providing any detailed guidance for product designs or market surveillance officials. This appears to be changing with the recent circulation of a 2010 preliminary *Standard for Products with Child-appealing or Toy-like Features* (UL 4200) [4] by Underwriters Laboratories of USA.



2. Activities Undertaken in the Joint Action

2.1. Overview of Activities

This chapter presents all activities undertaken in the Joint Action.

Detailed descriptions of some of the activities are found in chapters 2.2 - 2.6.

• Project management activities

Select consultant

The first activity in the Joint Action was to select a consultant to manage and coordinate the Joint Action. This was done by Stichting PROSAFE, who drew from its pool of consultants and appointed an individual. This consultant was then engaged and a contract was agreed upon.

Management of the Joint Action

The consultant developed some tools (documents) to facilitate the follow-up of the financial situation and the Member States' contribution. These tools included a Gantt chart and further charts to track the Member States' contributions in kind and the total working days that each Member State contributed. More information about these tools can be found in 2.4.6.

o Progress reports

Reports were produced, upon completion of every deliverable, to update the Project Leader on the status of the Joint Action. In addition, the Project Coordinator frequently held teleconferences with the Project Leader where special issues were discussed such as management of stakeholders and the selection of the research institute.

Interim report [5]

One interim technical implementation report was produced. It covered the period 1 December 2009 - 1 July 2010.

Final report

One final implementation report (this report) was produced. It covered the period 1 December 2009 - 1 January 2011.

Filing of documents

A document depository was created on the EMARS document management system where all documents produced by the Joint Action were stored.

• Project Meetings

The Joint Action organised a Kick-off meeting, three project meetings, and two (extra) stakeholder meetings over the course of the project. The Project Coordinator produced invitations, agendas, minutes, lists of participants and presentations for all of the meetings. More information on the meetings can be found in chapter 2.2.

Collection of the inventory of statements on child-appealing appliances

The Member States were asked to submit existing statements that had already been made on the subject of child-appealing appliances. The statements were collected and compiled to form an inventory of statements. A questionnaire/survey was created based on the inventory of these statements. The questionnaire was produced to gain a better understanding of the characteristics that may make household appliances appealing to children. The questionnaire was distributed to the Member States and the stakeholders.



• Creation of the EU Market Overview of child-appealing appliances

The Member States found examples of products in their locality that were child appealing. They also found examples of borderline cases in which the child-appealing character of the appliances may not have been evident or obvious. The samples were listed on spreadsheets that included the full description and photo of each appliance. These spreadsheets were made available to participants, who were also encouraged to add more appliances to the overview.

• Selection of test laboratory/research institute

A call for tender was prepared and issued. Quotations were received and assessed. The outcome of the call for tender process resulted in selecting the Research Institute, Intertek RAM. A contract was drawn up and signed. More information can be found in 2.4.4.

- Technical report on research institute's results
 A technical report was issued by the research institute. This report included the
 definition and production of criteria on child-appealing appliances, including the results
 of the research study. Details of this report can be found in Annex D7.
- Drafting and finalisation of catalogue (Atlas) on child-appealing appliances

An Atlas was created to establish an operational practical framework to assist the creation of a common understanding amongst market surveillance authorities of the characteristics that may increase the child-appealing nature of household appliances that are subjected to the Low Voltage Directive 2006/95/EC [6] and sold on the European market. The Atlas incorporates the main issues and conclusions from the research institute's findings. It also provides a mechanism (Tool) to discriminate between normal electric household appliances and those with (additional) child-appealing characteristics. This Tool was tested by the participating market surveillance authorities.

Drafting and updating of miscellaneous documents

The coordinator produced a number of documents to capture the conclusions from the Member States' discussion of important subjects:

- o An inventory of existing statements on child-appealing appliances.
- o An overview of child-appealing appliances on the EU market.
- A report on the testing of the Tool by the market surveillance authorities.
- Minutes from all of the project meetings
- Awareness-raising and outreach activities

Presentations of the Joint Action were made during LVD ADCO and LVD Working Party in May 2010 by the Project Leader. An additional presentation was made to LVD ADCO in November 2010. The Joint Action also organised two private meetings with stakeholders and invited stakeholders to the Kick-off and final project meetings. Activities were undertaken to reach out to Member States outside the Joint Action. More information can be found in chapter 2.5 and 2.6.

- Dissemination activities
 - Papers and statements related to the topic of child-appealing household appliances were collected from the Member States and distributed to the Research Institute, Intertek RAM.
 - Presentations of the Joint Action were given during certain meetings. Information can be found in 2.5.3.
 - A final meeting was organised to discuss the results of the Joint Action. (A detailed description is given in chapter 2.5.4.)



2.2. Meetings

2.2.1. Project Meetings

Six meetings were organised by the Joint Action as foreseen in the original project plan:

• 4-5 February 2010 in Brussels

The purpose of the Kick-off meeting was to present the Joint Action to the participants and stakeholders (who attended part-time) and to discuss the further involvement of stakeholders and the interaction with the EMARS II project. The following topics were discussed: the project objectives, the project timetable and planned activities, the role of the Member States, the role of the research institute and the process of selecting a research institute. The minutes from the meeting can be found in Annex D1 Appendix 1.

• 17 May 2010 in Brussels

This meeting included a 3-hour session with stakeholders and a European Commission representative. The Project Management took careful notice of the issues raised by the stakeholders during the meeting. These included concerns about the involvement of the stakeholders and choices made in delivering the project. Stakeholders were invited to present their points of view, particularly on the recently completed survey. They were informed about the actions, its objectives and the key activities. Participants concluded that the additional information and communication provided made for an effective and successful meeting.

• 25-26 August 2010 in Brussels

This was the first project meeting of the Joint Action. The main objective of the meeting was to discuss the results from the research institute (Intertek RAM) and to measure the general progress of the Joint Action. Intertek RAM presented its findings and answered questions. Afterwards, the Project Leader led a discussion on the research results. Other items that were discussed were administrative tasks and the development of the Atlas and the Tool. The minutes of this meeting can be found in Annex D10.

• 16 September 2010 in Brussels

This meeting was held to allow discussion on the Joint Action with stakeholders. Representatives from the following organisations attended: ANEC, Orgalime, CENELEC (CLC TC61/WG8), and CECED. Also in attendance were representatives from Intertek RAM, DG Enterprise and Industry, and DG Health and Consumers. The results from the research institute were presented. Afterwards, stakeholders were given the opportunity to discuss the findings. Furthermore, discussions were led on the draft Atlas and Tool.

• 23 September 2010 in Brussels

This was the second project meeting of the Joint Action. The following items were discussed: the report of the previous stakeholder meeting, comments on the research report, the development of the Tool and Atlas, and arrangements for the final meeting.

• 18 November 2010 in Malta

This was the final project meeting of the Joint Action. Stakeholders were invited to attend the first part of the meeting. Representatives from the following industries were in attendance: ANEC, CENELEC (CLC TC61/WG8), and CECED. Stakeholders were given the opportunity to express their opinions on the outcomes of the Joint Action. The following items were discussed: the development and finalisation of the Atlas and Tool, arrangements for the completion of the Joint Action, and the way forward for the Atlas. This meeting also allowed the participants to reflect upon the lessons learned from the Joint Action.



2.2.2. Other Meetings Attended within the Framework of the Joint Action

Further to these, the Project Coordinator participated in three core group meetings organised under the EMARS II projects. The Project Coordinator also organised internal meetings with the Project Leader when necessary (i.e. for training, updates on progress, etc.) Additionally, the Project Leader and the Project Coordinator met with the Research Institute, Intertek RAM, to discuss the research work programme on two occasions. After which, Intertek RAM gave weekly updates to the Project Coordinator by means of a telephone call.

2.3. Activities Undertaken at the National Level

2.3.1. Reporting of Data and Uncertainties

One of the main activities that the Member States undertook at the national level in the context of the Joint Action on child-appealing appliances was to gather existing statements on child-appealing products (also referred to as Deliverable D2). They did this by searching for documents and opinions on characteristics that made appliances appealing to children. The participants also collected documents related to the safety of toys and household appliances. Thirty-eight documents were submitted by the Member States. All of the documents submitted by the Member States were filed in the PROSAFE web office: WebEx. Refer to the diagrams below (Figures 1 and 2).

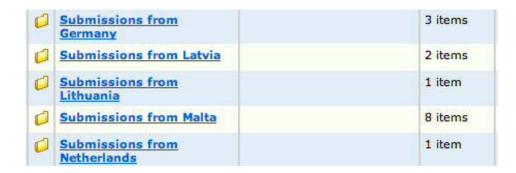


Figure 1. The graph from WebEx represents the number of items that certain Member States submitted on the topic of child-appealing characteristics of appliances.

Figure 2. By way of illustration, this screenshot from WebEx shows the documents that were uploaded by Cyprus. These documents, and those submitted by the other participating countries, were used to create the inventory of existing statements on child-appealing appliances.





The statements that the Member States submitted were used to create the basis for a questionnaire/survey. The objective of the survey was to obtain a common view on child-appealing appliances and to help determine the characteristics that may make household appliances child appealing. The Member States helped revise and distribute the survey. A total of 113 completed surveys were received. An example of the kind of questions that were asked is listed below (Figure 3). The full results of the survey can be found in Annex D2.

$\overline{}$	Neutral Opinion
	Disagree
0	Strongly Disagree
Please	select all that apply. Child-appealing characteristics include:
	Colours, especially bright and contrasting colours and multi-colour patterns
	Decorations like prints and stickers representing a real image of persons, animals, flow
	Decorations like prints and stickers representing a characterisation of persons, animals
	Moving parts
	On — off switches
	Texture

Figure 3. This was one of the questions in the survey mentioned above.

The Member States also contributed by compiling spreadsheets of household appliances that could be considered child appealing and were found in their locality. Member States were asked to list the full description of each appliance and provide a picture. This was done to capture an overview of the child-appealing appliances on the EU Market (Deliverable D3). Data on 163 different household appliances (excluding duplicates) were received throughout the course of the Joint Action. The information was compiled and organised based on the type of appliance. The complete results can be found in Annex

D3.

Fundamentally, the uncertainties revolved around what features and characteristics are, or are not, significantly child appealing. Part of the purpose of D3 (see Annex D3) was to collect details of a large number of products with characteristics that appeared to be child appealing. These files (and all other information) were made available to the research institute, who were encouraged to request samples from the participating countries so that they could be examined as part of the research programme.

The financial equivalent of the Member States' work is part of the contribution from Member States to the Joint Action. A breakdown of the Member States' work is diagrammed in chapter 2.4.6 and chapter 3.

2.4. Activities Undertaken by the Coordinating Body

These activities include coordination activities and activities undertaken by the coordinating body comprising the Project Leader and the Project Coordinator.

2.4.1. Collection of the Inventory of Statements

The coordinating body helped collect statements from the Member States. These statements were related to the topic of child-appealing household appliances. The statements formed the basis of the questionnaire, which was created by the coordinating body and revised by the Member States.

2.4.2. Creation and Distribution of the Questionnaire



A questionnaire was created to gain a better understanding of the characteristics that may make household appliances appealing to children. This questionnaire was distributed by the coordinating body and the Member States. The detailed results of the survey can be found in Annex D2.

2.4.3. Overview of Child-Appealing Products

A significant part of the project was to create an overview of household appliances that may be considered child appealing on the EU market. The results were captured in a document that was available for the participants of the Joint Action through WebEx. The results can be found in Annex D3.

2.4.4. Selection of Research Institute

A selection process was developed to ensure that the research programme was undertaken by an appropriately skilled institution and that the programme delivered the best value for money. Representatives of all participating countries and stakeholders were asked to identify possible institutions that they were aware of. All possible research institutes were sent the same invitation letter in which the overall objectives of the Joint Action were described. From the original selection of possible research institutes, the two that responded to the Expression of Interest letter were invited to submit detailed research proposals. The evaluation of the proposals was undertaken in a structured analytical manner. As both proposals were costed to match the available budget, the research institute, Intertek RAM, was told they were the preferred candidate because their proposal was more balanced and more comprehensively covered the objectives of the project, so they were invited to enter the final stage of the process. A period of negotiation then followed. Most negotiation was focussed upon clarifying details within the research proposal. Contracts were signed in early June 2010 having been delayed, in part, due to postal problems. The complete detailed procedure and methodology for the selection of the research institute can be found in Annex D5.

2.4.5. Development of the Atlas and Tool

One of the main deliverables for the Joint Action was to develop a draft catalogue on child-appealing appliances. The Project Leader did this by creating an Atlas. The objective of the Atlas was to establish an operational practical framework to assist the creation of a common understanding amongst market surveillance authorities of the characteristics that may increase the child-appealing nature of household appliances that are subjected to the Low Voltage Directive 2006/95/EC [6] and sold on the European market.

The Atlas is based upon discussions with representatives from LVD ADCO the representative stakeholders of LVD-WP, the work of 13 market surveillance authorities in the EU (the Member States in this Joint Action), and on the research conducted for this Joint Action by Intertek RAM, who identified characteristics that are appealing to children.

The key element of the Atlas is the Tool, which is a mechanism to discriminate between the normal (electric) household appliances on the market and those with (additional) characteristics deemed to be child appealing. It is not intended to be used as a way of proving that a product is in compliance with the essential safety requirements of the Low Voltage Directive [6]. Instead, it is intended to provide a means to determine whether or not an appliance is child appealing based on certain criteria.

During the development of the Tool, Member States and stakeholders gave their input as to how it could be improved. Moreover, Member States tested the tool by using it to assess whether or not certain appliances were appealing to children. A report of how the Member States' tested the tool can be found in Annex D9. Additionally, the Atlas can be found in Annex D14 and the Tool can be found in Annex D15.

2.4.6. WebEx Document Depository

A document depository was set up on the WebEx system, which is also used by EMARS and the other Joint Actions. All documents produced by the Joint Action and other relevant documents were uploaded to this depository. The documents were accessible for all participants in the



2.4.7. Administration of Action

The Member States' work was monitored using a tool that tracked how many working days they completed. The following Member States were required to contribute 37 working days to the project: Cyprus, the Czech Republic, Denmark, Estonia, Germany, Latvia, Lithuania, Malta, Sweden and the UK. Belgium was required to contribute 5 working days and Poland was required to contribute 24 working days. In addition, the Netherlands was required to complete 78 working days. A snapshot of the tool is shown in figure 4. The total amount of working days each Member State contributed is shown in figure 5.

											Total	
	Individual Filling out		Jan. 2010	Feb. 2010	Mar. 2010	Apr. 2010	May 2010	June 2010	July 2010	Total Hrs.	Days Worked	Total Days
Country	Timesheet	Name of Participating Body	Total Hrs.								7.5 hrs/day	Required
,	•			•				•				
		Department of Electrical and Mechanical										
CYPRUS	Andreas Louca	Services		20	20) 2				42		
		Department of Electrical and Mechanical										
	Christiana Charalambous	Services			24	12				36		
		Department of Electrical and Mechanical										
	Michalis Nicolaou	Services		10	28	35				73		
TOTA	L									151	20.13	37
CZECH REP.	Milan Bouša, Ing.	Czech Trade Inspection		24	. 2	5	3	5		39		
	Jan Rous, Ing	Czech Trade Inspection			6	5				6		
	Jiří Blažek	Czech Trade Inspection			33	6				39		
	Miroslav Zoula, Ing	Czech Trade Inspection			33	6				39		
	Petr Kotyza, Ing	Czech Trade Inspection				3				3		
	Petr Stodola, Bc	Czech Trade Inspection		8		4				12		
	Radek Holan, Bc	Czech Trade Inspection			28	36				64		
	Václav Hucl, Ing	Czech Trade Inspection		8	26.5	8				42.5		
	Jiří Košťák	Czech Trade Inspection			38	36				74		
TOTA	L	•								318.5	42.47	37

Figure 4. The tool was used to monitor the amount of working hours and days each Member State contributed.

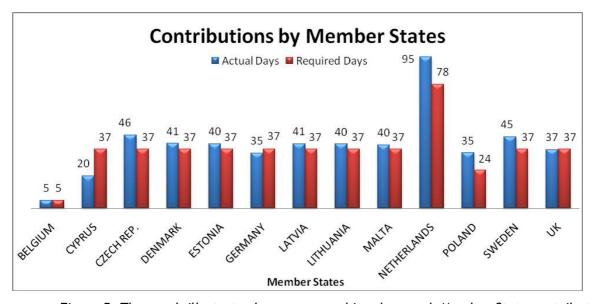


Figure 5. The graph illustrates how many working days each Member State contributed to the project.

2.4.8. Synergies with other PROSAFE Activities

The Joint Action was coordinated with the EMARS II project, in particular Task B that works with cross-border material for Joint Actions. In practice this was done by running a number of training sessions for the consultants and the Project Leaders. During these sessions PROSAFE's



approach to managing Joint Actions was presented and discussed. This included a discussion of organising Kick-off meetings, organising the cooperation in the Joint Action as a whole, outreach to stakeholders, executing call for tenders to test laboratories and research institutes, project administration, etc. This was done to ensure that the 2009 Joint Actions benefited as much as possible from the experiences gained previously by PROSAFE.

To collect best practices and other feedback from the 2009 Joint Actions, PROSAFE identified a person to follow the Joint Actions and to run the training events. This person participated in some of the Kick-off meetings and organised regular meetings between the consultants. Furthermore the consultants could contact him when needed to discuss emerging issues. The input received via this channel is used as input to Task B to adjust and fine-tune the procedures for running Joint Actions.

Additionally, a designated folder was created in the WebEx document depository to store documents produced from the Joint Action that would be placed in the Knowledge Base maintained by the EMARS II project.

2.5. Dissemination Activities

2.5.1. Expert Papers

Statements and reports related to the topic of child-appealing household appliances were collected from the Member States and added to a dedicated folder on WebEx to enable all other participating Member States to access them. They were subsequently distributed to the research institute, Intertek RAM, for use in their research programme.

2.5.2. Outreach to CENELEC

CENELEC, the applicable European standards Body, has a working group (CLC TC61/WG8) convened just to work on developing an improved standards solution to child-appealing designs. Due to the close relationship between the work being done by this Joint Action and the work of WG8, the Convener of WG8 was an invited stakeholder in this Joint Action and was able to make a valuable contribution. WG8 considers the activities in this project of special importance and the work in WG8 is postponed until the results of this project are made available.

2.5.3. Meetings where presentations of the Joint Action have been given

This project development was discussed at 4 meetings of participating countries, 2 additional meetings with stakeholders where information was exchanged and 2 meetings with the Core Group of PROSAFE to maximise the coordination between this Action and other Actions and the EMARS activities. Furthermore, updated presentations were given during LVD ADCO and LVD Working Party in May 2010 and to LVD ADCO in November 2010 by the Project Leader.

2.5.4. Final Meeting

A final meeting was organised on 18 November 2010 to inform interested parties about the results of the Joint Action and to discuss the findings and experiences with stakeholders. The workshop was attended by approximately 32 people from market surveillance authorities, businesses, consumers and standardisation.

The meeting was divided into two parts. The first part included the opening addresses from the Project Leader and the Project Coordinator and discussion with stakeholders and participants on the Atlas. The second part emphasised dialogue with participants and stakeholders on the Tool. One presentation of an alternative Tool was given by CECED and discussed amongst the participants.

Industry commented on their participation in the Joint Action. It was thought positive that the Joint Action had worked to involve stakeholders and businesses but it became clear that the involvement could have been improved if there were less time constraints within the project. It was acknowledged that Joint Actions represent a unique opportunity for sharing experiences



between industry and market surveillance. The minutes of this meeting can be found in Annex D13.

2.6. Awareness-Raising Activities

The Joint Action undertook activities to encourage Member States outside the project and stakeholders not directly involved. These included briefing members of LVD ADCO and stakeholders via LVD WP on the Joint Action. The Project Leader also informed other stakeholders via CENELEC (CLC TC61/WG8) related contacts and meetings.

2.6.1. Member States and other countries outside the Joint Action

LVD ADCO WG CAA (Working Group Child Appealing Appliances) is a Working Group active on this subject. Participants from various countries, as well as all members of LVD ADCO, were invited to the Kick-off and project meetings.

2.6.2. The European Commission

Representatives of DG Health and Consumers and DG Enterprise and Industry were involved in all of the project meetings, including the Kick-off meeting in February 2010, and the Stakeholder meetings in May and September 2010.

2.6.3. Stakeholders

The Joint Action wanted to involve stakeholders, i.e. businesses, consumers and standardisation. The Joint Action did this by inviting stakeholder representatives to attend the Kick-off meeting in February. Representatives from the following stakeholder organisations attended this meeting: ANEC, CENELEC (CLC TC61/WG8), CECED and Orgalime. The main purpose of the meeting was to present the Joint Action to the participants and stakeholders, and to discuss the further involvement of stakeholders in the project.

During the Joint Action, stakeholders were asked to complete statements and distribute a survey, which was created to establish a common understanding of the characteristics that may make household electrical appliances child appealing. Stakeholders were also invited to attend a specially convened meeting with the Project Leader and the Project Coordinator in May 2010. The stakeholders especially related to business were consistently critical on the way the Joint Action was designed and executed throughout the duration of the project. The most important issues (including the level of influence that stakeholders have on the programme, the time available for stakeholder organisations to consult with their members, the position papers submitted by stakeholders, etc.) were dealt with in the May meeting and were clarified. It seemed very difficult for the stakeholders to operate within the outline of the project described in the Grant Agreement regarding the timeline and executing of resources. They made no other proposals aside from urging a request to change the timing of the Grant Agreement actions. However, this extra stakeholder meeting was considered successful in terms of an exchange of information as it led to a better understanding between the parties.

Another meeting was organised with stakeholders in September 2010. Representatives from the following organisations attended: ANEC, Orgalime, CENELEC (CLC TC61/WG8), and CECED. Also in attendance were representatives from Intertek RAM, DG Enterprise and Industry, and DG Health and Consumers. The main purpose of this meeting was to present and discuss the results from the research institute with stakeholders. Discussions were also led on the detailed drafting of the Atlas and further development of the Tool which took most of the remainder of the day, though some time was devoted to addressing industry stakeholders' wider concerns including their contention that parental supervision was the overriding factor rather than issues with the addition of non-functional child appealing design features.



2.7. Differences between Work Programme and Activities Actually Undertaken

The table below compares the activities foreseen in the work programme as stated in the Grant Agreement [1] to those actually undertaken in the Joint Action. To see the detailed timing plan, please refer to the Gantt chart in Annex D1, Appendix 2.

Planned Activity	Activity Actually Undertaken					
Market Surveillance Activities						
Kick-off meeting	Market Surveillance authorities were invited to the Kick-off meeting in February 2010 in Brussels.					
Inventory of existing statements on child-appealing appliances	Collection of existing statements on child-appealing appliances. Creation of a questionnaire that consisted of 65 questions. Distribution of the questionnaire to more than 300 directly addressed recipients and to persons to whom the link was transferred to. Analysis and reporting of the results. Refer to chapter 4.3 and Annex D2.					
Overview of child-appealing appliances on the markets, i.e. market surveillance	Overview of child-appealing appliances on the markets, i.e. market surveillance. Compilation of a substantial spreadsheet containing a photograph and details of each product that was found by the Member States. Refer to chapter 4.3 and Annex D3.					
Terms of reference, i.e. formulation of research assignment	One laboratory was selected after a call for tender was distributed to more than 40 institutes. The call required the (expert) research institutes to formulate a detailed research programme based on the objectives as stated in the Grant Agreement.					
Selection of research institute	A contract was signed with the chosen institute, Intertek RAM, following independent evaluation of competitive bids by three evaluators and a period of negotiation.					
Technical report on research	The research was carried out by Intertek RAM. The definition and production of criteria on child-appealing appliances was produced. The results of the research project can be found in Annex D7.					
Drafting and finalisation of the catalogue (Atlas) on child- appealing appliances	An Atlas was produced to establish an operational practical framework to assist the creation of a common understanding amongst market surveillance authorities of the characteristics that may increase the child-appealing nature of household appliances that are subjected to the Low Voltage Directive 2006/95/EC [6] and sold on the European market. The Atlas provides a mechanism (Tool) to discriminate between normal electric household appliances and those with (additional) child-appealing characteristics. More information on the Atlas can be found in Annex D14.					
Market surveillance activities report	The (draft) Tool was tested by participating market surveillance authorities. This report can be found in Annex D9.					

Coordination Activities				
Activity	Detailed description			



Experiences from previous actions in the Member States are collected.	Member States were invited to report their previous activities with child-appealing products at the Kick-off meeting.				
Update procedures, inventories and forms	The Project Coordinator drafted or updated the following documents, amongst others, during the Joint Action:				
	 Inventory of existing statements on household appliances that may be considered child appealing (see Annex D2). 				
	• EU Market Overview on household appliances that may be considered child appealing (see Annex D3).				
	Gantt chart (see Annex D1, Appendix 2).				
Organise, prepare and participate in Kick-off and project meetings	The Kick-off meeting took place on 4-5 February 2010. Three project meetings were also organised. Please refer to chapter 2.2 for more information. The first project meeting took place on 25-26 August 2010, the second on 23 September 2010, the third (finalisation) meeting on 18 November 2010.				
Additional meetings for stakeholders	Additional meetings were held to update stakeholders on the project and to discuss their opinions and responses to the work being carried out through the Joint Action. One meeting was held on 17 May 2010 and attended by stakeholders representing industry (CENELEC CLC TC61/WG8, CECED and Orgalime), consumers (ANEC) and a European Commission representative. Another stakeholder meeting was held on 16 September 2010. In attendance were representatives from ANEC, Orgalime, CENELEC (CLC TC61/WG8), CECED, Intertek RAM, DG Enterprise, and DG Sanco.				
Prepare interim report	The technical interim report [5] covering the period from 1 December 2009 - 1 July 2010 was issued 31 August 2010.				
Prepare final report	The final technical implementation report (this report) from the Joint Action was issued 1 January 2011.				

Activities not foreseen in the Original Work Programme					
Activity	Detailed description				
Undertaking an additional survey to reinforce the inventory of existing statements on child-appealing appliances	Compilation of questionnaire, which consisted of 65 questions. Distribution of questionnaire to more than 300 recipients. Analysis and reporting of the results.				



3. Results of the Joint Action

3.1.Introduction

The Grant Agreement [1] identifies the following deliverables:

The main deliverable was to establish a common understanding to judge the child-appealing character of appliances encountered on the European market, thus contributing to uniform market surveillance of these appliances in Europe. The progress in the project was monitored using the following indicators:

- Gantt chart
- · Time sheet tracker
- Weekly progress reports from the research institute whilst it was conducting research
- Progress reports in the form of telephone calls, e-mails, and meetings between the Project Coordinator and the Project Leader

The aim of the project was to produce criteria to determine whether risks increase by the child-appealing character of a product, and to provide an overview (in the form of an Atlas and a Tool) of household appliances that could be child appealing.

Further deliverables from the project included:

- Inventory of existing statements on child-appealing appliances
- Overview of child-appealing appliances on the markets
- Formulation of research assignment
- Selcection of research institute
- Technical report on research institute's results
- Market surveillance activities report
- · Project meetings
- The interim and final report

3.2. Results from research institute

The research institute, Intertek RAM, was commissioned to conduct research to create a common understanding amongst market surveillance authorities about the characteristics that may make household appliances child appealing. Intertek RAM did this by developing a guidance document on factors that influence product use or handling by children in general, with a focus on their child-appealing character, and by producing criteria to determine whether child-appealing characteristics increase the risk associated with the product.

The following work was undertaken as part of the research:

- A literature review on existing knowledge and interpretations of child-appealing characteristics to define preliminary characteristics that were, or would be, considered child appealing.
- Consultation with external experts to verify findings of the study.
- Distribution of surveys to parents (and/or caregivers) of children to understand the
 different kinds of household appliances that are in the homes of children and to see if
 they appeal to children. This was done to identify factors that influence product use or
 handling by children in general and to identify child-appealing characteristics that
 products may have.
- A child observation study of children to determine and define what characteristics of household appliances children find appealing. This was done to understand what



characteristics of products in general were appealing and which factors influenced product use or handling by children.

The study identified characteristics of household appliances that have the highest potential to appeal to children. These characteristics included: function, movement, colour, characters (shapes of characters, faces and images), sounds, lights, geometric shape, texture, size, smell and taste. The research found that size, smell and taste (unless associated with another characteristic) were less likely to influence a child's attraction to a particular appliance. The institute noted that the following factors must be considered to understand the child-appealing characteristics: the context of the product's use, the child's individual preference, and the idea that different attractive features rarely function in isolation. The research institute's original work programme can be found in Annex D4, Appendix 1. The full results of the study can be found in Annex D7.

3.3. Results from the Activities of the Coordinating Body and the Member States

3.3.1. The results of the questionnaire

A survey based on the inventory of existing statements on child-appealing appliances was created to establish a common understanding of the characteristics that may make household electrical appliances child appealing. The survey was also created to provide background material for the research institute. It was recognised from the outset that the questionnaire had its own limits and should only be used as a possible source of information.

The online questionnaire was distributed to the participants from Member States, members of LVD ADCO and various stakeholders. The Member States were asked to distribute the questionnaire to a minimum of twenty-five interested parties and the stakeholders were asked to distribute it to as many interested parties as they could.

The questionnaire was launched on 24 March 2010 and it was closed on 21 April 2010. There were 65 questions in the questionnaire and a total of 113 completed questionnaires were received. Figure 6 represents the results from one of the questions of the survey. The questionnaire results and other relevant graphs can be found in Annex D2.

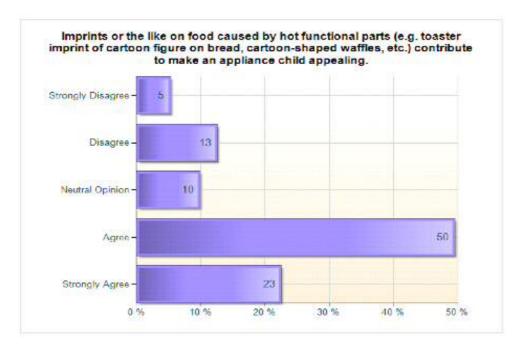


Figure 8. The diagram shows the results from one of the 65 survey questions.



3.3.2. The results of the EU Market Overview of child-appealing appliances

One of the deliverables of the Joint Action was to compile an overview of household electrical appliances on the EU Market that may be considered child appealing. Each Member State was asked to look in their national markets for household electrical appliances that could be considered child appealing. They were additionally given the option to find appliances online or through alternative mediums of distance selling. The Member States were asked to select 10-25 appliances to include in the overview.

The Member States were required to list information about the appliances on a formatted Microsoft Excel spreadsheet. They were asked to include a wide range of information about each appliance including the following: photo of the product and rating place, description, brand name, type/model, and European Article Number (EAN). Member States were requested to include the dimensions, weight, shape, decoration, colour, texture, movement, function, mechanical risks and electrical risks of the appliances.

The participants submitted spreadsheets. Data on 163 different household appliances (excluding duplicates) were collected. The information was compiled and organised based on the type of appliance. A separate document was created for household electrical appliances, as these were the main focus of the Joint Action. Other spread sheets were created for luminaires and night lights. Refer to figure 9 to see some edited content of the overview.

Country Ref.	Photo of product	Function description	EAN	Manufacturer
DE-05-01		Vacuum cleaner	HVR 200 A	Numatic International GmbH Fränkische Straße 15.19, 30455 Hannover
DE-14-01		Steam cleaner	SC 952; 150756	A.Kärcher GmbH 71364 Winnenden
Internet (Malta)		Milk shaker	8003705102804	Ariete Spa. Italy

Figure 9. The graphic shows partial descriptions and photos of some of the appliances that were collected from the Member States

3.3.3. The Atlas

The Atlas was developed to establish an operational and practical framework to assist the creation of a common understanding amongst market surveillance authorities of the characteristics that may increase the child-appealing nature of household appliances that are subjected to the Low Voltage Directive 2006/95/EC [6] and sold on the European market. It, in conjunction with the Tool described in the following section, is the prime deliverable of this Action. The Atlas is based on the Luminaires Atlas, but was further developed through discussions with participating members and stakeholders. The final version of the draft Atlas, as developed for this Action, can be found in Annex D14.

Further development of the Atlas is expected to take place following the completion of this Action. This development will be led by LVD ADCO.

3.3.4. The Tool

The Atlas's main operational component is the Tool, which provides a mechanism to



discriminate between normal (electric) household appliances and those with (additional) characteristics deemed to be child appealing. It is not intended to be used as a way of proving that a product is in compliance with the essential safety requirements of the Low Voltage Directive [6]. It is designed and based on the results of the study undertaken by Intertek RAM and the later discussions with the project members and stakeholders. The tool is contained within an MS Excel file. Although supplied in a separate file to the Atlas, the Tool is to be used in conjunction with the Atlas since the Atlas provides important background information and overall guidance.

The Tool serves as an instrument for systematically evaluating and assessing child-appealing characteristics of a particular appliance. It was designed so that it could be easily understood and utilised by market surveillance authorities and other interested parties in a consistent way. This is an important feature since a major intent of the Action was to improve the harmonisation of activities between market surveillance authorities in different Member States.

The Tool incorporates the characteristics of appliances that were found (by the Intertek RAM study) to be the most child appealing. These include the exaggerated use of the following components:

- Colours
- Light
- Sound
- Movement
- · Characters, faces and images
- Shape
- Texture
- Size
- Smell and taste

The Tool can be found in Annex D15.

A screenshot of the Tool, showing how it is applied in practice is given overleaf.



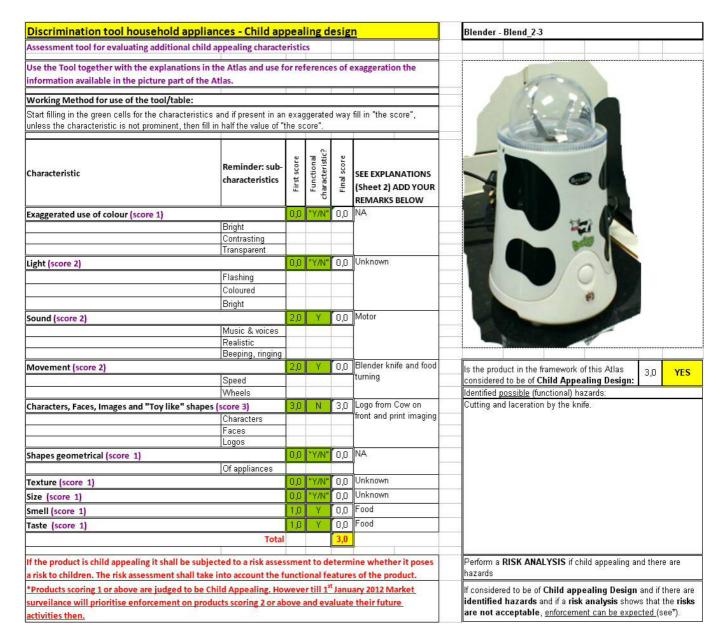


Table 10. An example of how the Tool is used to evaluate and assess the child-appealing characteristics of a particular appliance.

3.4. Analysis of Results - Lessons Learned

The methodology used in this Action was primarily developed from the results of the research programme commissioned as part of this Action. This provided a technical basis upon which the structured format could be established for the Tool. Research findings thus provided common ground upon which all participants and stakeholders could work together.

Further development of the tool that established the weightings to be applied to the different child appealing features was aided by input coming from both the participants from Member States and the stakeholders. Some of this input was particularly challenging and led to further developments being incorporated in the Tool. Challenging discussions thus ensured that each part of the Tool be critically examined.

The Tool was subjected to independent testing by participants as part of its final development phase. Each of these participants used the Tool to assess the child appealing characteristics that could be assessed from a photograph of products. These participants reached a verdict on the child appeal of each product, and also made an individual judgement about whether they



would (hypothetically) take enforcement action. In each case, though the total scores for child appeal differed to some extent, all were unanimous in reaching the same overall verdicts about child appeal and the same verdicts about taking enforcement action. Independent testing thus demonstrated that the Tool could be consistently applied by different persons and that its use led to consistent overall verdicts.

3.5. Differences between Foreseen Results and those Actually Achieved

Table below compares the results foreseen in the work programme from the Grant Agreement [1] with those actually achieved in the Joint Action.

Foreseen Deliverable or Result	Deliverable or Result Actually Achieved				
Main deliverable					
Produce criteria to determine whether risks increase by the	Desired result achieved.				
child-appealing character of a product	The results from the research institute's study provided criteria to determine whether risks increase by the child-appealing character of a product. The report can be found in Annex D7.				
Provide an overview of	Desired result achieved.				
household appliances that could be child-appealing in the form of an Atlas of child- appealing appliances found on the European markets	An Atlas was created to establish an operational practical framework to assist the creation of a common understanding amongst market surveillance authorities of the characteristics that may increase the child appealing nature of household appliances that are are subjected to the Low Voltage Directive 2006/95/EC [6] and sold on the European market.				
Further deliverables					
One interim report	Deliverable produced as planned.				
	The technical interim report [5] covering the period from 1 December 2009 - 1 July 2010 was issued 31 August 2010.				
The final report	Produced as planned				
	The final technical implementation report from the Joint Action (this report) was issued 1 January 2011.				
Deliverables not foreseen in the contract					
Stakeholder meetings	Two private meetings with stakeholders were held in May and September to better inform industry of the actions being performed in the project. Input from stakeholders on the Joint Action was received.				

Table 11. Overview of results and deliverables foreseen in the working programme and those achieved.



4. Financial Result

Budget and Actual Expenses

	Original Budget	Total Expenses	Difference
	(€)	(€)	(€)
Direct costs			
Internal Staff	58.914	64.750	- 5.836
Costs national officers (actual days x salary costs)	93.259	85.315	7.944
Travel & subsistence	56.328	40.529	15.799
Equipment	0	286	-286
Subcontracting	0	0	0
Miscellaneous	49.000	44.501	4.499
Total direct costs	257.501	235.380	22.121
Indirect costs			
Overhead 7%	18.025	16.477	1.548
Total expenditure	275.526	251.857	23.669
Revenue			
Resource of the participants	93.259	85.315	7.944
Amount of EU support requested	182.267	166.542	15.725
Total revenue	<i>27</i> 5. <i>526</i>	251.857	23.669

The difference is calculated so that it is negative if the expenses or the revenue exceed the budget.

This Joint Action ended with almost 9% lower expenses than foreseen.



Bibliography

All quotes and references in the text are stated with a number in brackets. e.g. [1]. The full list of references is given below.

- 1. 2009 82 01 (The Grant Agreement for the Joint Action on Household appliances -child appealing appliances)
- 2. Refer to: http://ec.europa.eu/enterprise/sectors/electrical/files/lv/lvdwg2009_childapp_en.pdf
- 3. Refer to:
 - $http://ec.europa.eu/enterprise/sectors/electrical/documents/lvd/lvd_documents/200809\\04_atlas_en.pdf$
- 4. "Standard for Products with Child-appealing or Toy-like Features (UL 4200)". Underwriters Laboratories of USA. 2010.
- 5. Joint Market Surveillance Action on Household Appliances Child Appealing Designs (Grant Agreement no. 17.020200 / 08 / 507576). Interim Report covering the period 1 December 2009 1 July 2010. Published 31 August 2010.
- 6. Low Voltage Directive 2006/95/EC. Refer to:

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