



MEDIA INFORMATION

Date: 17 December 2007

Bringing home cool energy efficiency to Severn Wye

The Association of Manufacturers of Domestic Appliances (AMDEA) and Severn Wye Energy Agency have signed an agreement to work together on various initiatives to promote the benefits of the latest generation of high efficiency fridges and freezers to consumers. SWEA through its links with the UK network of Energy Efficiency Advice Centres (EEAC) and the European Energy Agencies will help distribute information on AMDEA's "Time to Change Campaign". The EEACs are funded by the Energy Saving Trust (EST) and provide free, impartial advice to the public on ways to improve energy efficiency in the home. They can be reached on telephone: 0800 515 012.

Kaye Welfare, EEAC Manager of Gloucestershire EEAC welcomes the opportunity: "By linking with AMDEA's *Time to Change* campaign our EEAC advisers will acquire first-hand knowledge of how the white goods industry is developing eco-friendly technology for cold appliances. Energy Efficiency Advice Centres are there to provide the public with practical ways that they can make their homes more energy efficient. With AMDEA on board we can place an additional wealth of knowledge at each adviser's finger tips."

AMDEA's *Time to Change* (www.t2c.org.uk) campaign focuses on encouraging the replacement 15.4 million old appliances still in use in the UK. These fridges, freezers and washing machines are more than 10 years old and are needlessly wasting energy. Thanks to technological advances in the last decade, replacing an outdated fridge freezer with the latest energy efficient models can save a household up to £40 a year on electricity and cut their carbon dioxide emissions by over 200 kg a year.

The first action of this joint venture will be to provide advisers with an information pack. This will brief them on the most up-to-date findings on energy efficient technology, achievable energy savings, the latest on energy labelling and ways to optimise the performance of new appliance's. They will also be briefed on wider issues concerning the lifespan of cold appliances and the environmental impact of their disposal and manufacture. An information sheet for consumers will highlight six or seven sound reasons for recycling old fridges.



Signing of agreement (from left to right): Kaye Welfare, SWEA Assistant Director; Anne Nistad, AMDEA Association Executive, ; Douglas Herbison, Chief Executive AMDEA,; Stuart Davies, SWEA Project Manager

Douglas Herbison, Chief Executive of AMDEA adds, "Joining forces with Severn Wye Energy Agency provides *Time to Change* another opportunity to give the public practical, personalised, advice on a relatively simple step they can take to make their homes more energy efficient and benefit from a better appliance."

This joint initiative is part of Proefficiency, a three year project to promote the use of energy efficient lighting, fridges and freezers across Europe. It is supported by Intelligent Energy Europe, an EU tool for funding action to move us towards a more energy intelligent Europe.

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Bringing home cool energy efficiency to Severn Wye/2

About AMDEA: AMDEA is the UK trade association for the manufacturers of small and large domestic appliances; representing over 80% of the domestic appliance industry. Members are all manufacturers, importers or distributors of household appliances.

Time to Change is the UK segment of a pan-European programme, organised by the European Committee of Domestic Equipment Manufacturers (CECED), to encourage the replacement of 188 million old, large domestic appliances still in use across Europe.

About SWEA: Severn Wye Energy Agency Limited (SWEA) is a non-profit company and registered educational charity. It was established in 1999, under the European Commission SAVE program, and is one of around 300 European local and regional energy 'demand-management' agencies.

SWEA aims to promote sustainable energy and affordable warmth through partnership, awareness-raising, innovation and strategic action. We have developed a portfolio of projects and services in energy efficiency, renewable energy and sustainable transport. Building out from its origins in the Forest of Dean, SWEA is active in the South West England and Wales. We work in partnership with local authorities, health authorities, government agencies, regional bodies, the private sector, a range of voluntary agencies, and other energy agencies throughout Europe.

Press contacts for photography, interviews, or further information:

AMDEA Press Office

Dee Fernandes, or Philippa Burton

Tel: 020 7722 9034

e-mail: amdeapress@bfipr.co.uk