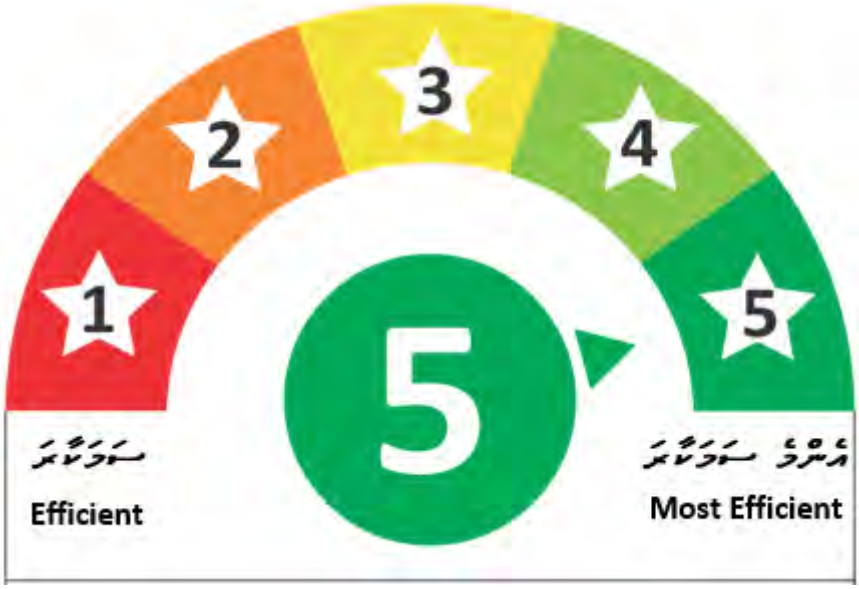
MINISTRY OF ENVIRONMENT

Report: Designing of Energy Efficiency Label



Date: 24th December 2018

Ministry of Environment , Male', Maldives

Project Management Unit

Strengthening Low Carbon Energy Island Strategies (LCEI) Project

Table of Contents

1. Introduction

Maldives Energy Authority, together with the Ministry of Environment under the Strengthening Low-carbon Energy Island Strategies (LCEI) Project, is in the process of developing an energy efficiency labelling programme for air conditioners, refrigerators and washing machines imported into the Maldives.

The aim of the programme is to provide consumers with information based on the energy efficiency of appliances thereby allowing them to make informed purchases. This information is conveyed in the form of an energy efficiency label, which is affixed onto the electrical appliance.

In order to come up with a consumer friendly label, the input of the public is required. Therefore, an assessment was conducted as stated in this report to find out the preferences of consumers regarding the different properties of the label.

The LCEI Project is funded by the Global Environment Facility (GEF) and implemented by the Ministry of Environment with support from UN Environment. The project aims to reduce greenhouse gas (GHG) emissions through energy efficiency in the building sector.

2. Objectives

The objective of the assessment was to finalize a label that would be used for the energy efficiency labelling program.

The activity was conducted as follows;

1. Stage 1: Get public opinion on the different aspects of the label, such as shape, grading parameters, placement etc.
2. Stage 2: Get public opinion on two conceptual designs based on stage 1 results Stage 1

3. Stage 1

3.1 Approach

The survey questionnaire was prepared by consulting with PricewaterhouseCoopers Pvt Ltd who were hired to develop the Energy Efficiency Labeling Programme for the Maldives under the LCEI project. The questionnaire was fine-tuned further based on the feedback of officials from Maldives Energy Authority and the Ministry of Environment. The survey questionnaire is provided in Annex 1.

The survey was initially conducted online starting in April 2018. A face to face survey was then conducted from 13th to 23rd December 2018 as a continuation of the online survey.

In order to carry out the face to face survey, 4 surveyors were hired to conduct the survey over a period of 10 days.

3.2 Methodology

The online survey was circulated on social media and via e-mail with various government institutions such as atoll council offices, civil service commission, other ministries and private parties.

The face to face survey was conducted at various public locations. The locations selected were:

- Fish market
- Local market
- North Harbor Jetty
- Habor Food Court
- Greater Male' Bus Terminal
- Villingili Ferry Terminal
- Velaanaage Area
- Rasfannu
- Rasrani Bageecha
- STELCO
- MWSC
- Hulhumale
- Villingili

As mentioned above, 4 surveyors were hired to conduct the survey over a period of 10 days. An orientation session for the surveyors was organized by the LCEI PMU and held on 26th November 2018. During the session, Knowledge Management Administrator, Mr. Rilwan gave an introductory presentation on the overall project and briefed the surveyors on how to approach and communicate with respondents. Project Assistant, Ms.Liuza gave a presentation on energy efficiency and its importance, while Project Manager, Mr.Inaz gave a presentation on standards and labelling.

Figure 1: Surveyors at the Orientation session

On 12th December 2018 a briefing session was held for the surveyors whereby they were given the survey schedule and tablets on which to conduct the survey. The survey officially

began on 13th December 2018. For the first 4 days of the survey, each surveyor was given a minimum target of 15 respondents per day but this was then increased to 25 respondents per day for the remaining 6 days, based on the feedback of the surveyors and the targets they had achieved within the first 4 days.

3.3 Results

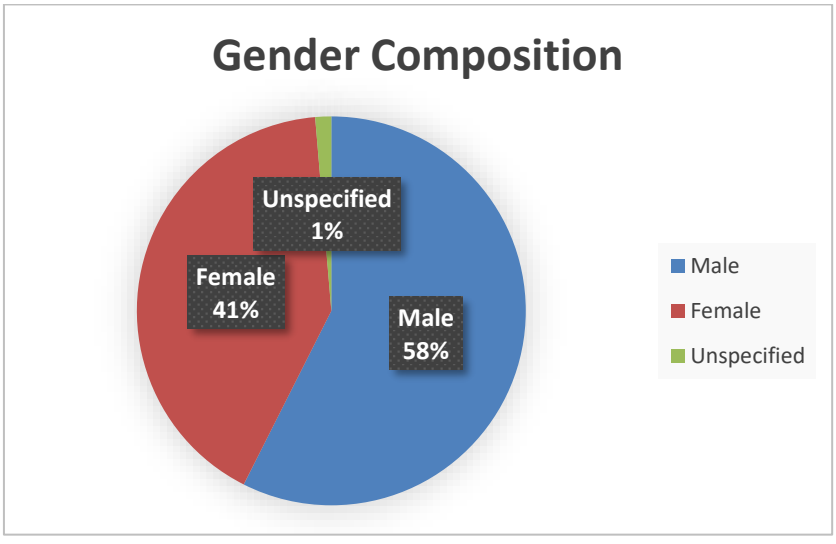
The total number of respondents for the online survey is 231 and for the face to face survey it is 972. For both surveys, the combined total is 1203 respondents.

Gender	No. of respondents
Female	496
Male	691
Unspecified*	16
Total	1203

** Respondents that did not specify gender in online survey.*

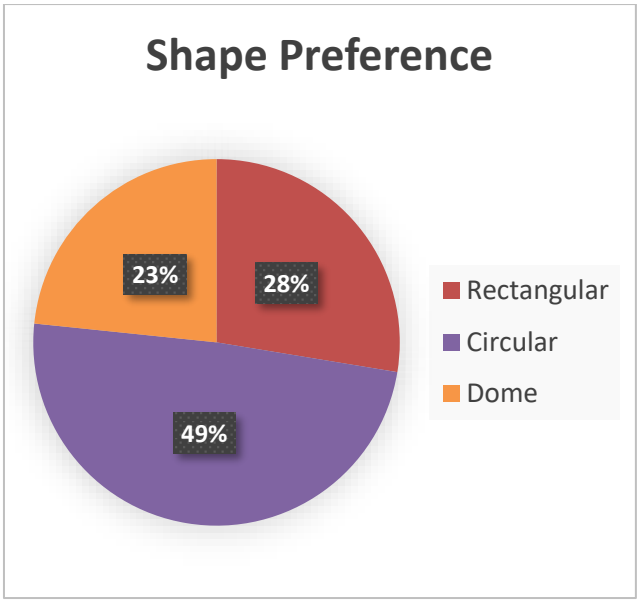
Gender

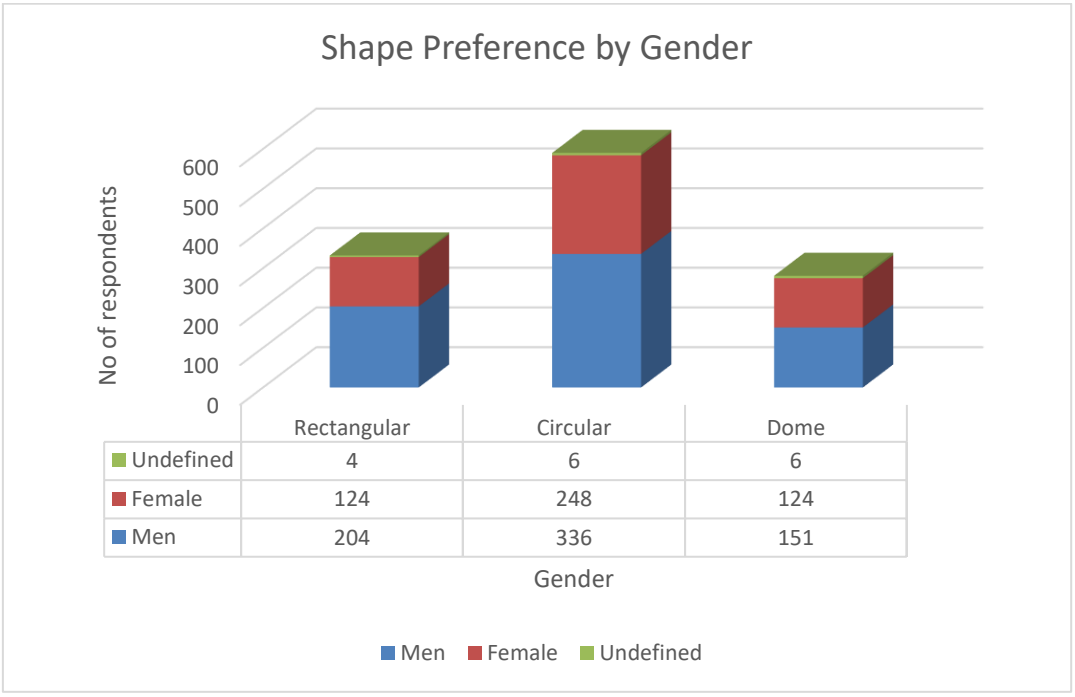
Of the 1203 respondents who participated in the survey, 58% are male and 41% are female. 1% of the respondents did not specify their gender and are thus classified as "unspecified".



Shape

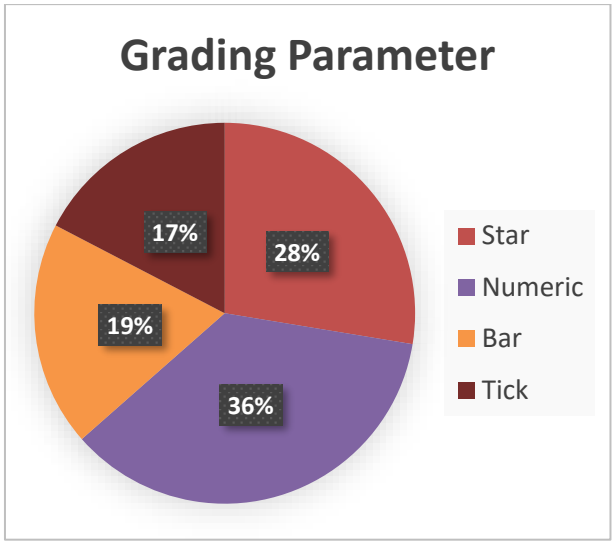
49% of the respondents chose "Circular" as their most preferred shape followed by Rectangular at 28% and Dome at 23%.

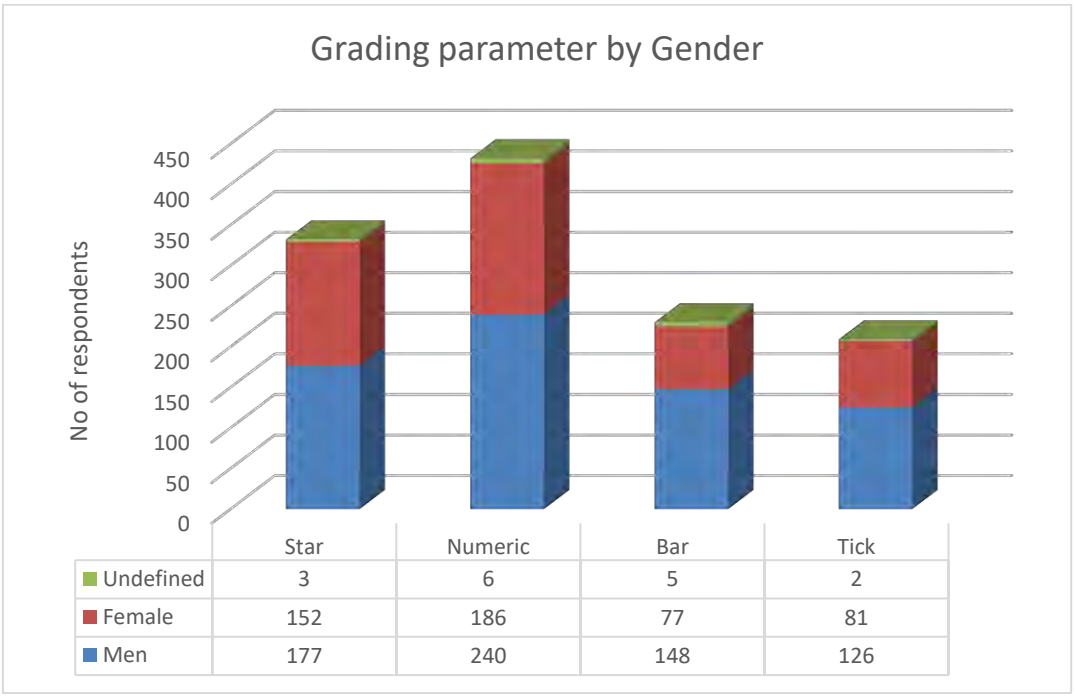




Grading parameter

The results of the Grading Parameter show that most respondents prefer a Numeric grading system (36%) followed by Star (28%), Bar (19%) and Tick (17%).



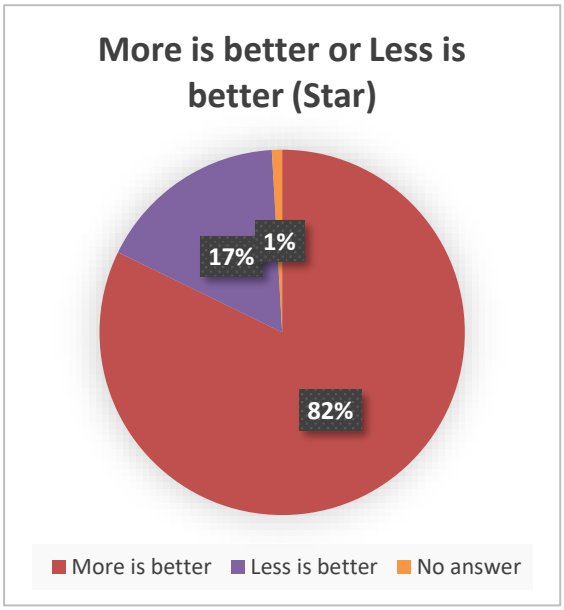


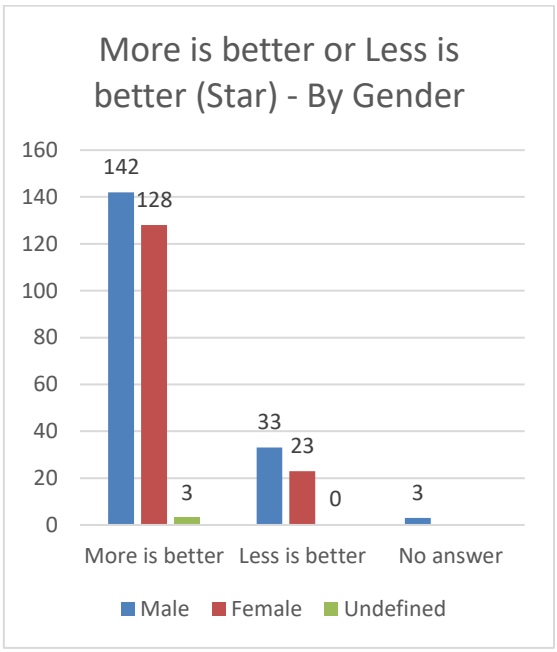
	Star	Numeric	Bar	Tick
Undefined	3	6	5	2
Female	152	186	77	81
Men	177	240	148	126

Grading system that indicates a better product

Star

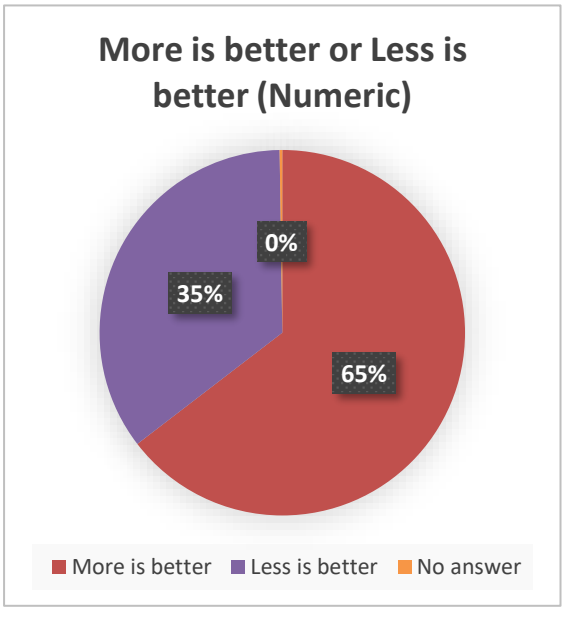
For the Star grading system, the 82% of respondents considered the product with more stars to be the better product while 17% respondents considered the product with less stars to be better product.

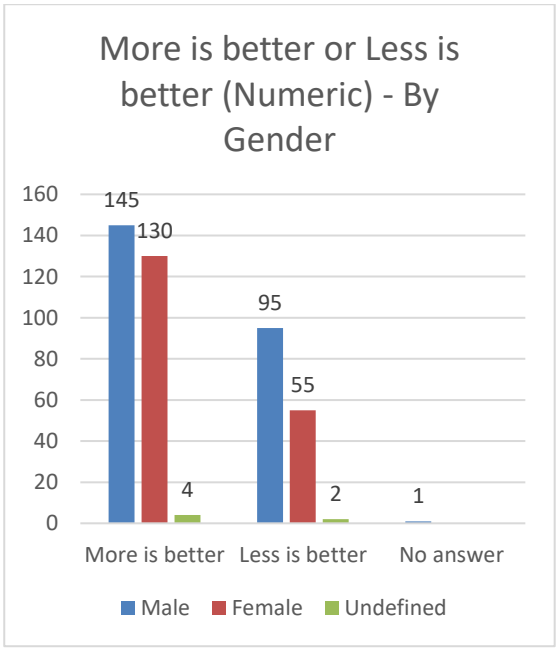




Numeric

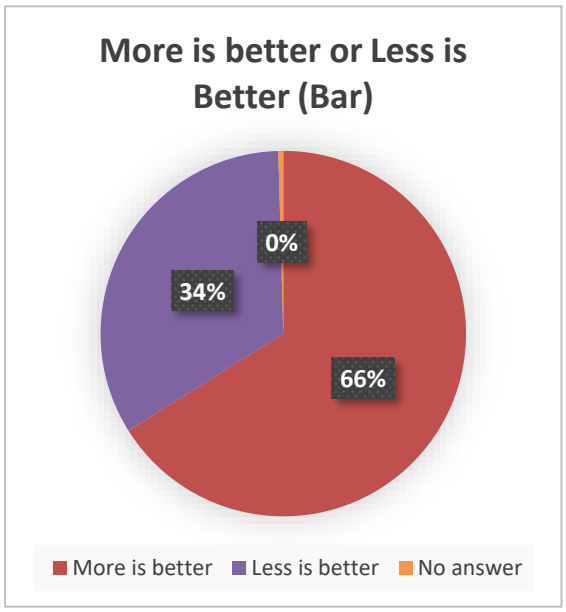
For the Numeric grading system, the 65% of respondents considered the product given a higher numeric value to be the better product while 35% of respondents considered the product with lower numeric value to be the better product.

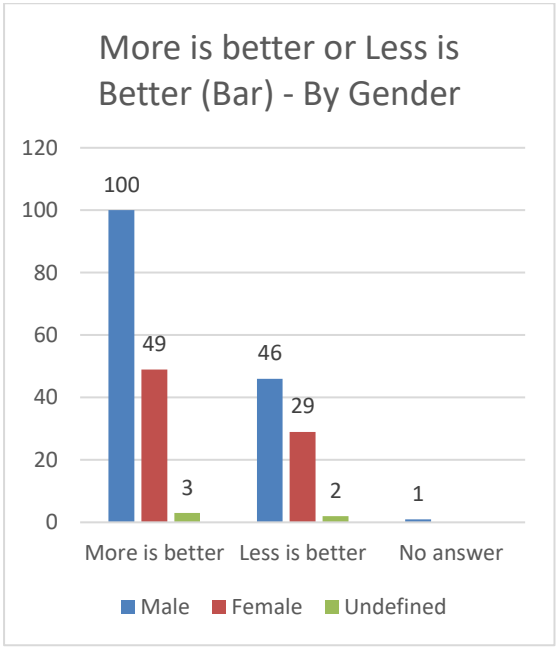




Bar

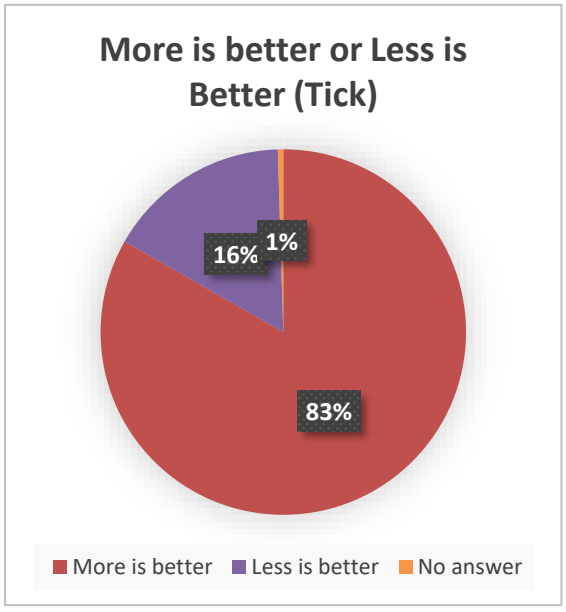
For the Bar grading system, the 66% of respondents considered the product given a higher bar rating to be the better product while 34% of respondents considered the product with lower bar rating to be the better product.

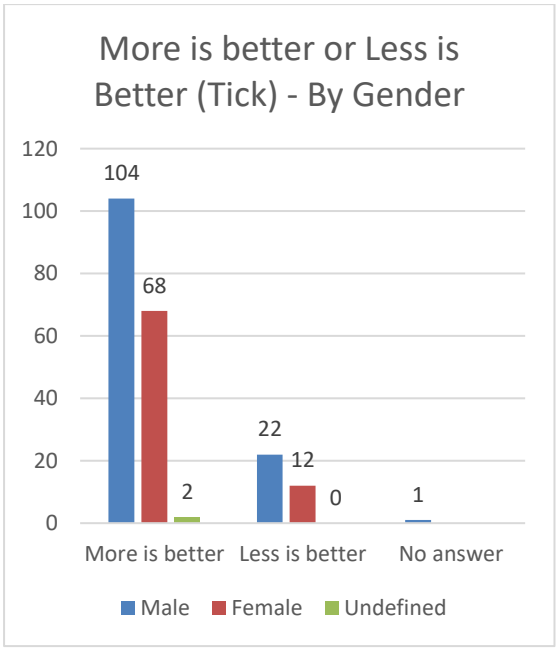




Tick

For the Tick grading system, the 83% of respondents considered the product with more number of ticks to be the better product while 16% of respondents considered the product with less ticks to be the better product.

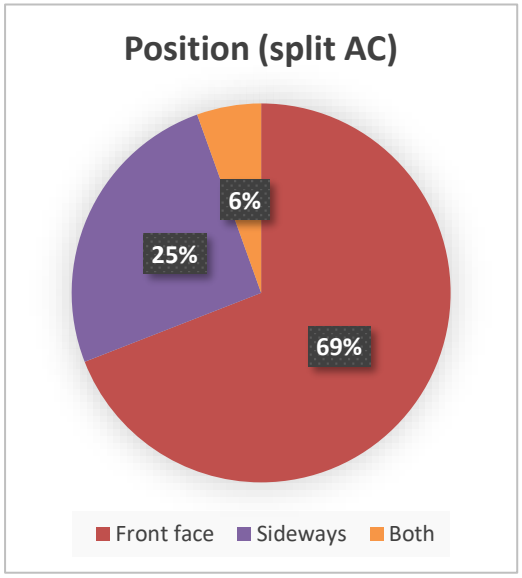


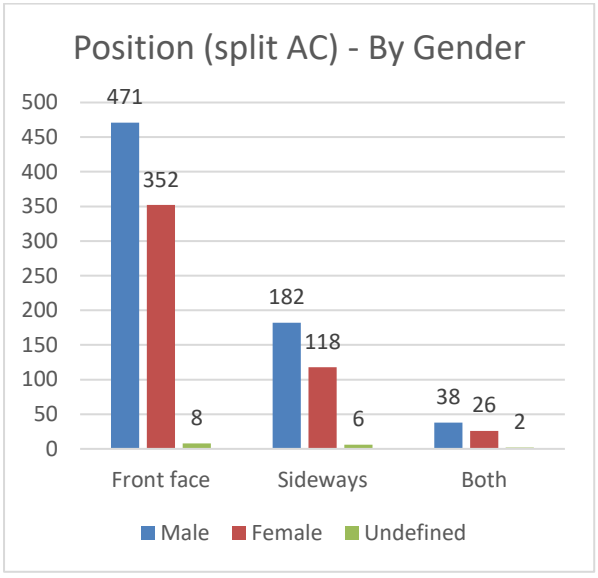


Label Position

Split air conditioner

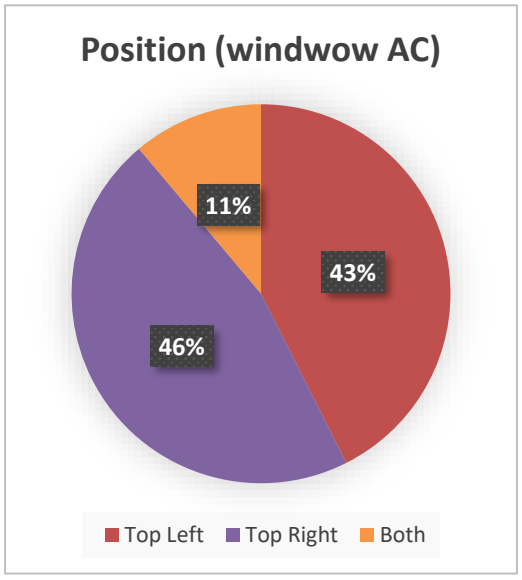
The 69% of respondents preferred the label to be affixed on the front face of split air conditioners.

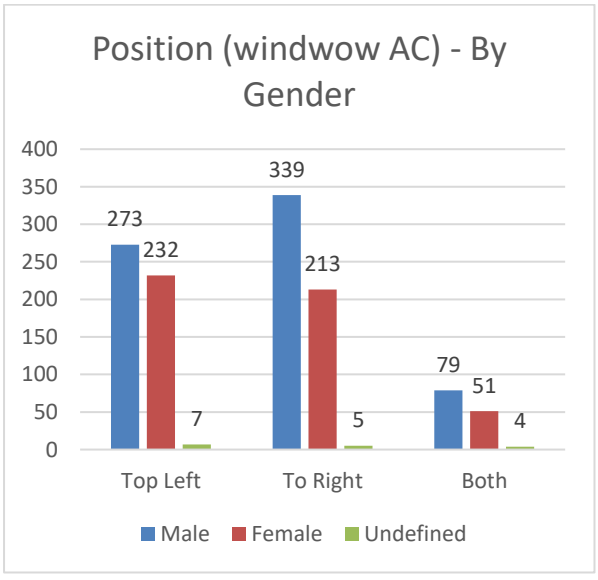




Window air conditioner

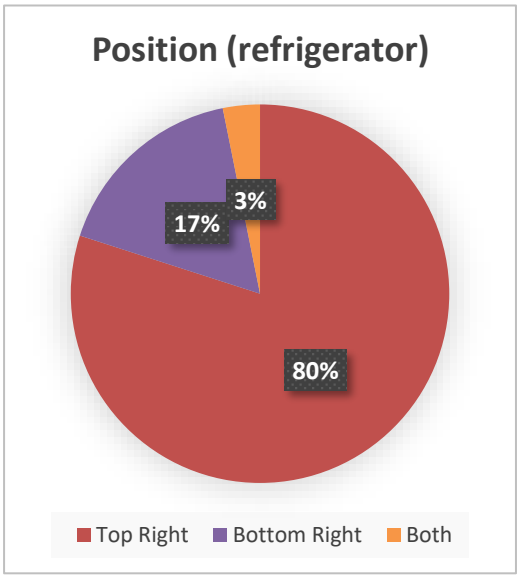
The 46% of respondents preferred the label to be affixed on the top right corner of window air conditioners.

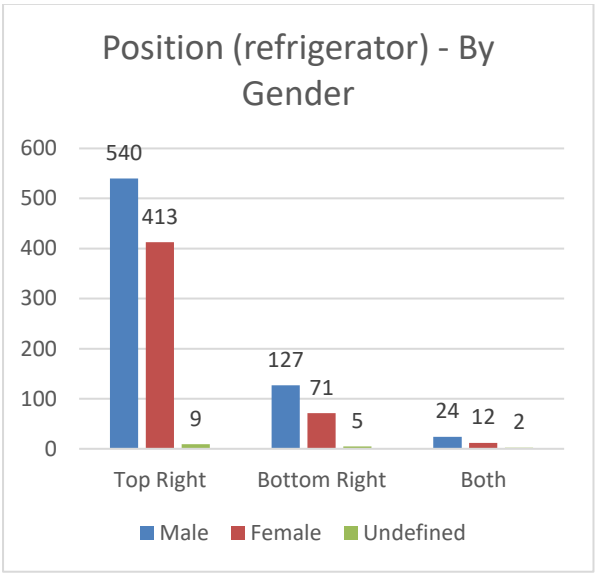




Refrigerator

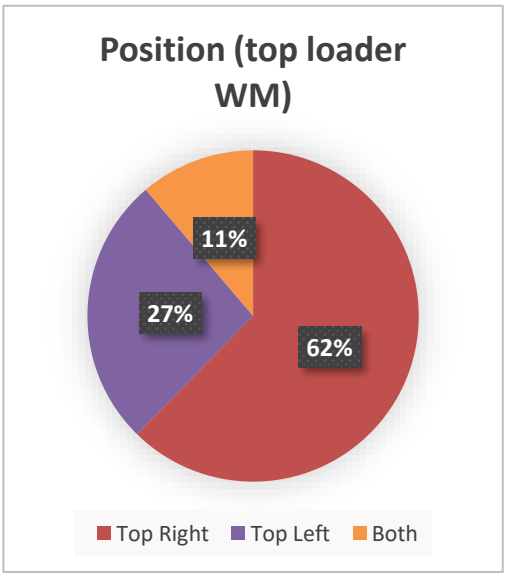
The 80% of respondents preferred the label to be affixed on the top right corner of refrigerators.

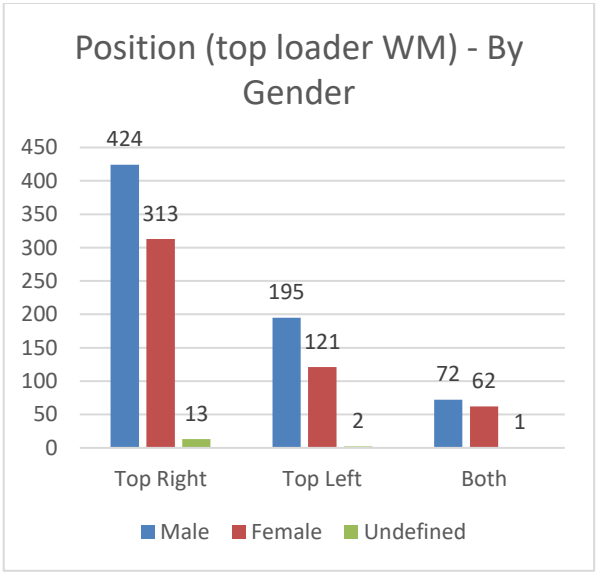




Top loader washing machine

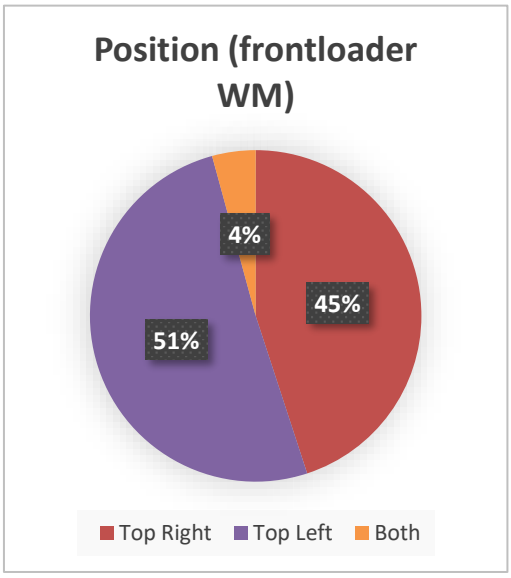
The majority of respondents preferred the label to be affixed on the top right corner of top loader washing machines as opposed to the top left or both.

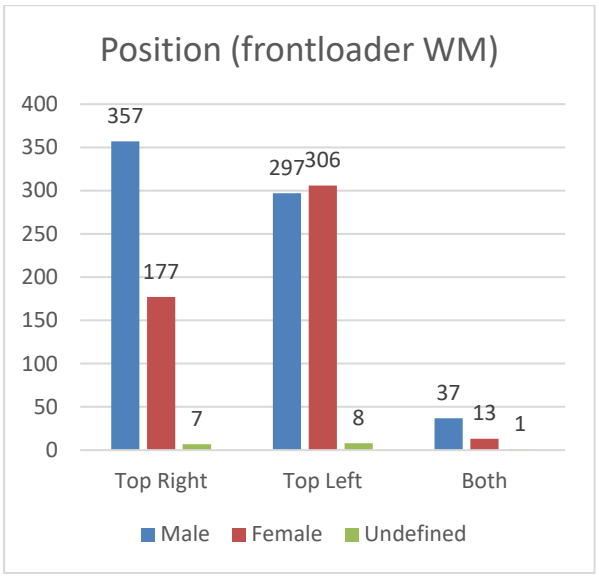




Front loader washing machine

The majority of respondents preferred the label to be affixed on the top left corner of front loader washing machines as opposed to the top left or both.





3.4 Findings

The preferred shape is "Circular" shape. The preferred grading system is "numeric" but looking at the responses regarding which product is better; there is a major difference in opinion for numeric and bar, as shown in the table below. This indicates that 35% of respondents think that products with less number is better while 65% thinks higher number is better.

Grading Parameter	More is better	Less is Better
Star	82%	17%
Numeric	65%	35%
Bar	66%	34%
Tick	83%	16%

4. Stage 2

4.1 Approach

Based on the results of the survey to identify the different aspects of the energy efficiency label, the LCEI PMU in collaboration with MEA and ME developed three conceptual designs of the label. These three designs were circulated internally within MEA and ME in the form of an online poll. Based on the feedback received from the poll, two designs were developed for the final survey which was to be shared with the public.

The final survey questionnaire is provided in Annex 3. This survey commenced on 10th February 2019.

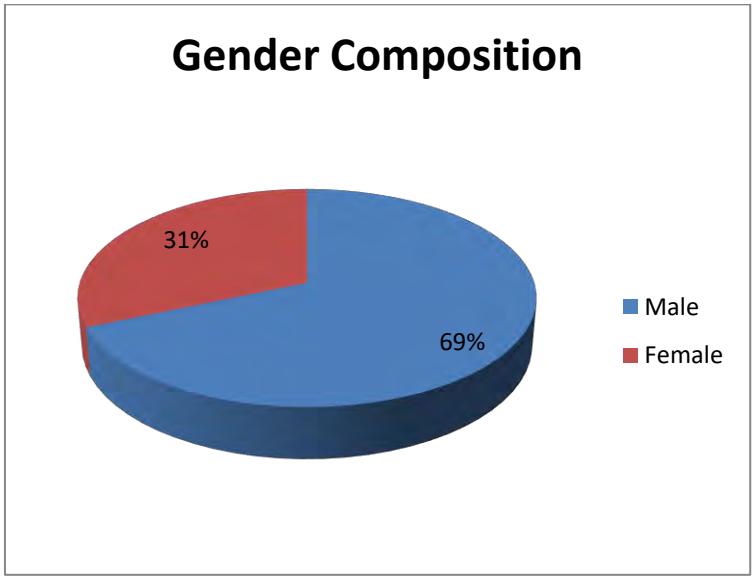
4.2 Methodology

Three conceptual designs were developed based on the results of the initial survey conducted in Stage 1 which were shared with officials from ME and MEA, as well as the comments received during internal discussions. Two designs were then developed based on the feedback received from the poll which were to be included in the final survey (Annex 2).

4.3 Results

Gender

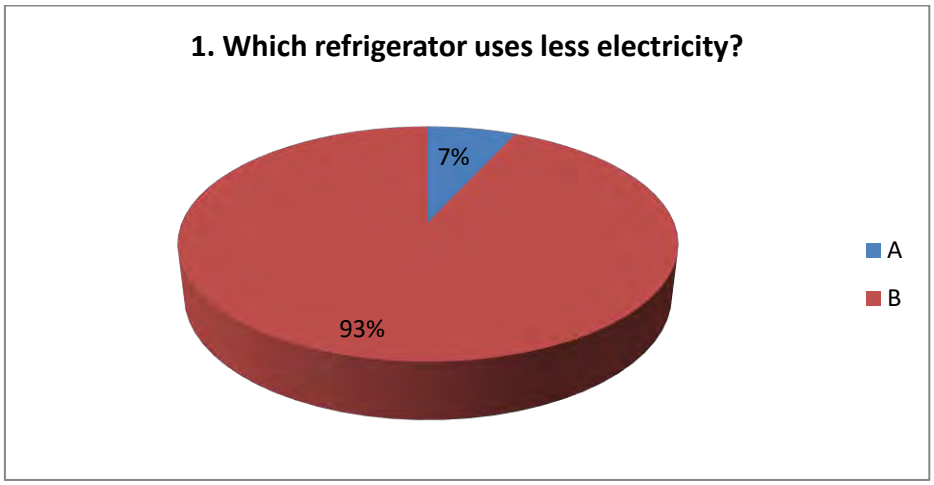
337 respondents participated in the survey of which 31% were female and 69% were male.

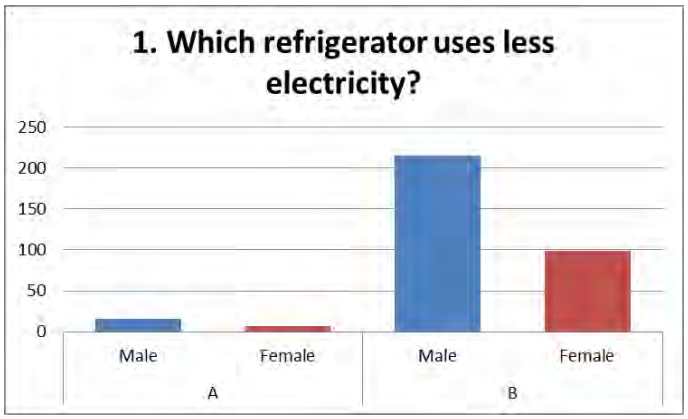


1. Which refrigerator uses less electricity?

The majority of respondents thought that Refrigerator B used less electricity as opposed to Refrigerator A.

Screenshot of the survey question: B consumes less electricity



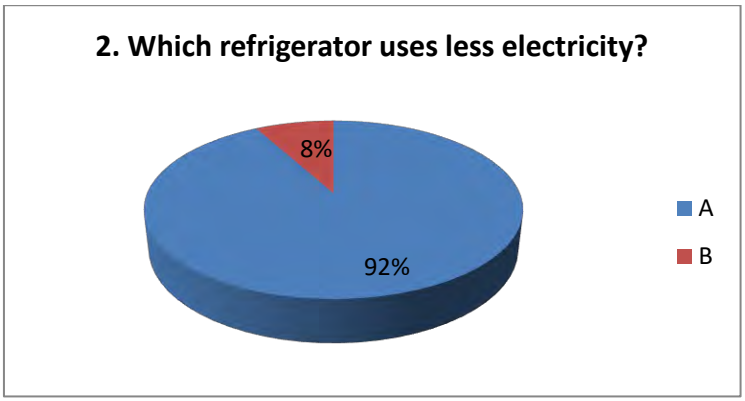


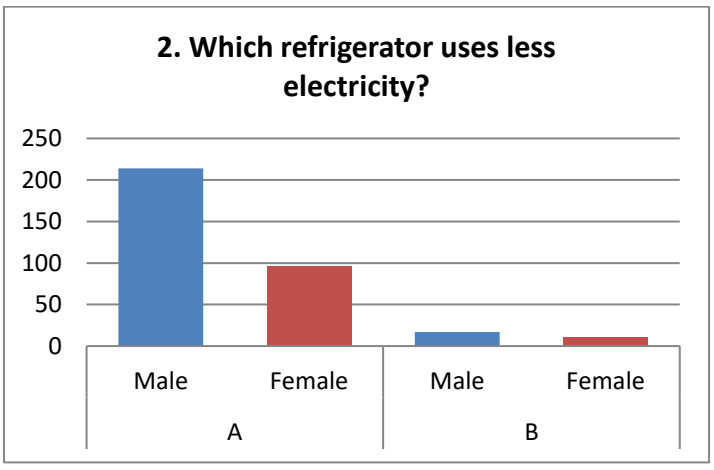
Gender composition

2. Which refrigerator uses less electricity?

The majority of respondents thought that Refrigerator A used less electricity as opposed to Refrigerator B.

Screenshot of the survey question: A consumes less electricity

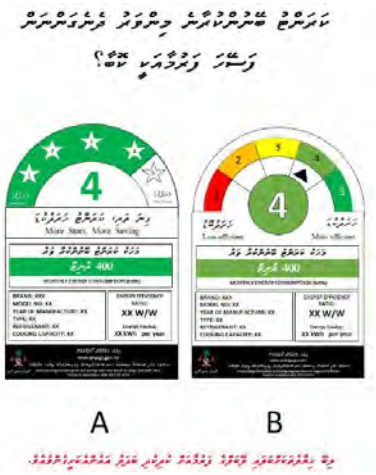




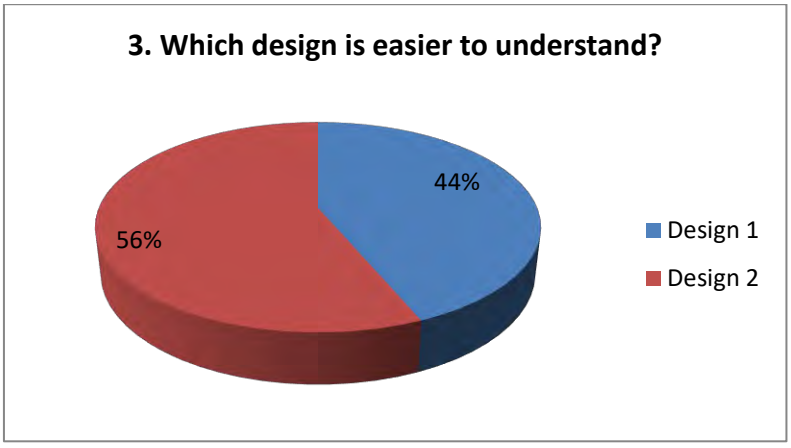
Gender Composition

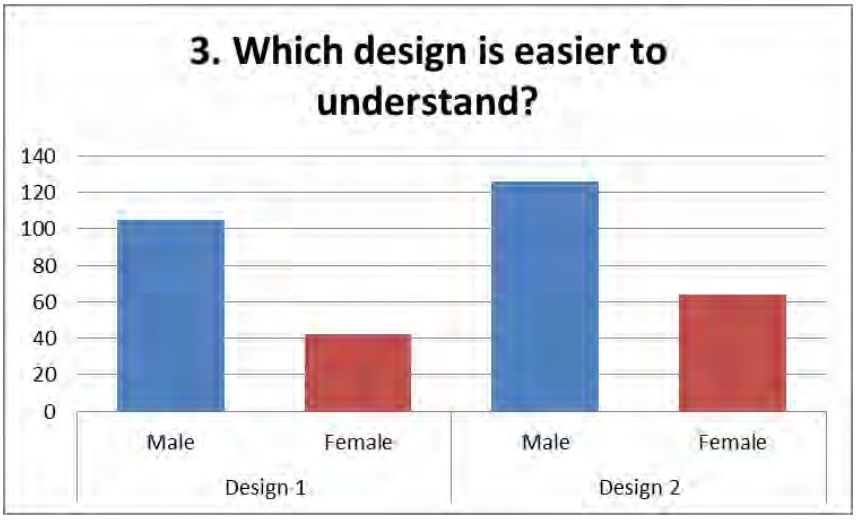
3. Which design is easier to understand?

The majority of respondents thought that Design 2 was easier to understand as opposed to Design 1.



Screenshot of the question: A – Design 1, B – Design 2





4.4 Findings

The findings showed that of the two refrigerators shown in question 1, the majority of respondents believed that the refrigerator with the higher energy efficiency rating (Refrigerator B), used less electricity. Similarly, for question 2, the majority of respondents believed that the refrigerator with the higher rating used less electricity (Refrigerator A). This suggested that the respondents had a basic understanding of the concept of energy efficiency.

For question 3, the majority of respondents (56%) thought that Design 2 (Numeric) was easier to understand compared to Design 1 (Star-type) (44%). However, it is worth noting that the difference of opinion between the two designs is marginal.

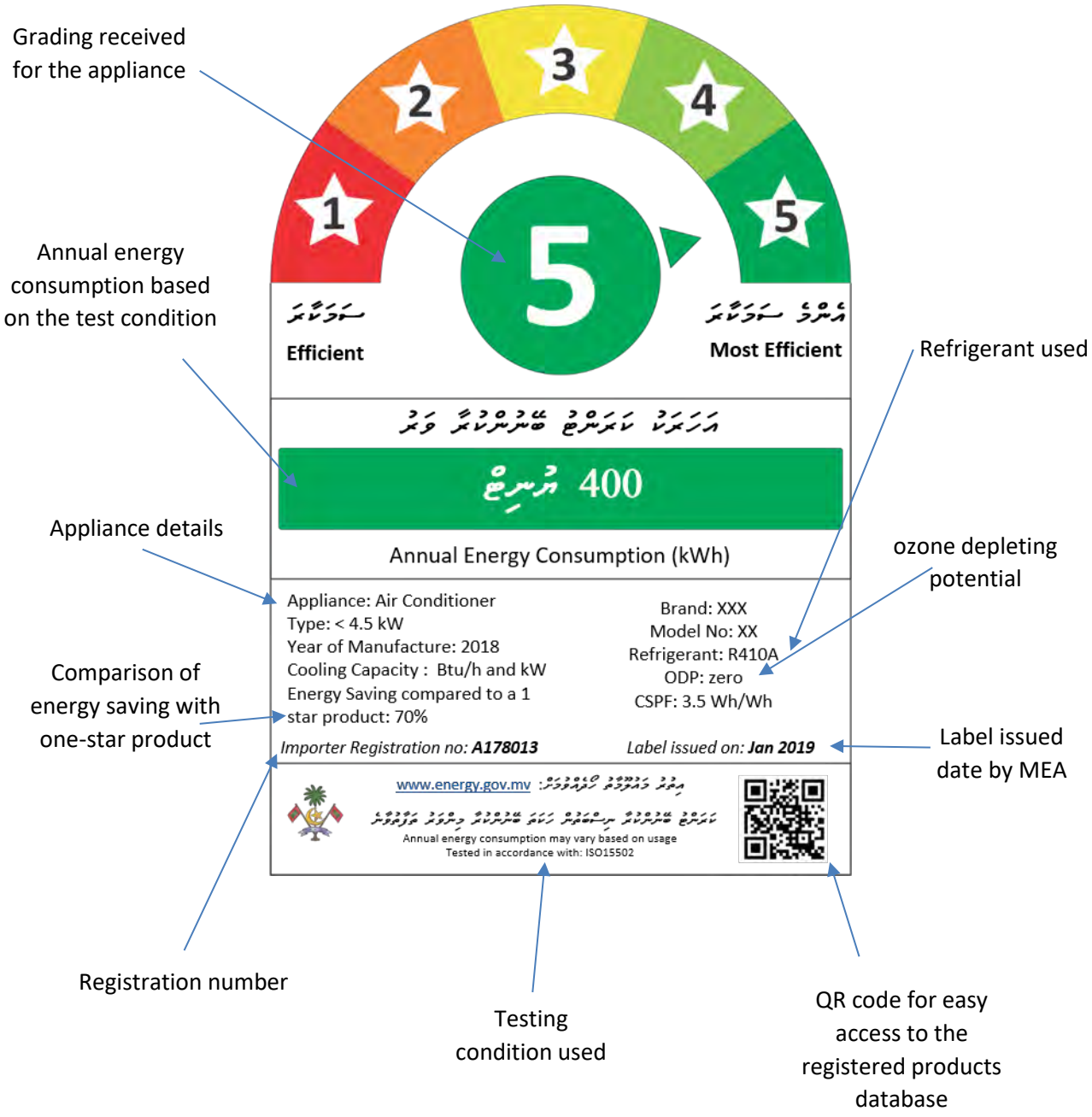
A lot of comments were provided by the respondents based on which, the PMU, MEA and ME revised the proposed label design.

4. Final Design of the Label

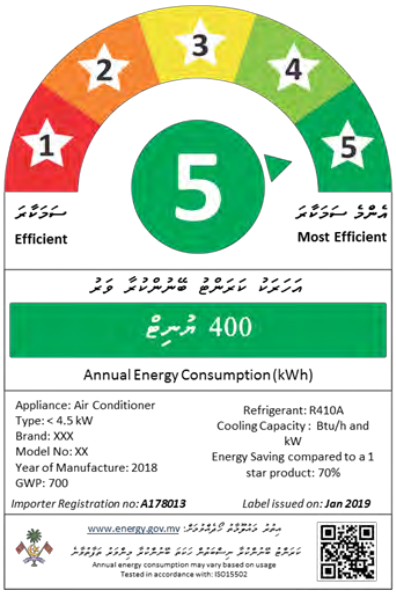
Once Stage 2 of the survey was completed, the PMU, MEA and ME reviewed the comments received for in stage 1 and stage 2 of the survey. Based on the results of the survey and comments, the design of the label was revised as follows.

Note: The information on the label may change as the currently MEA, Ministry and PMU are reviewing the implementation procedure proposed for the labelling program.

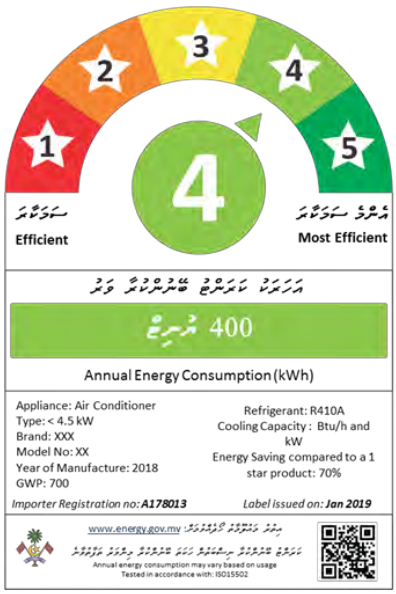
Air Conditioner



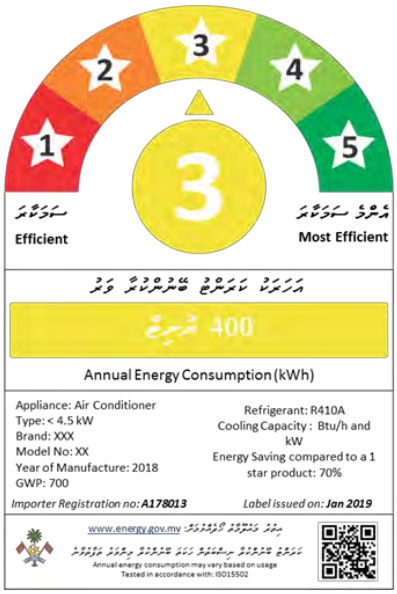
Label variation for different grades:



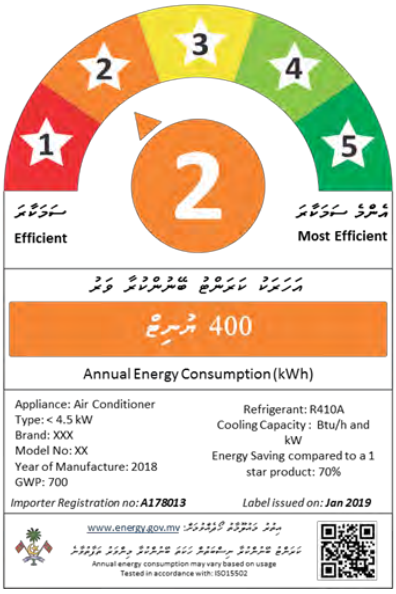
5 Star – Highest



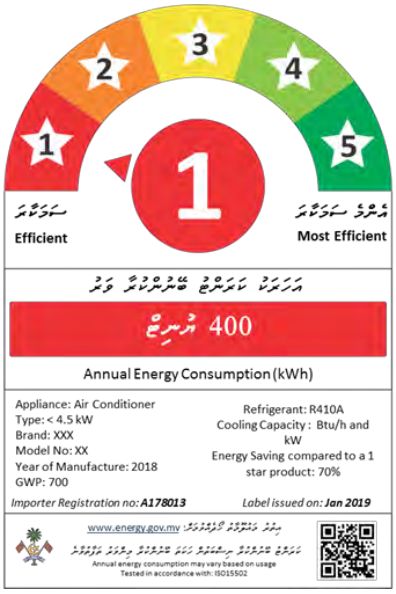
4 Star



3 Star

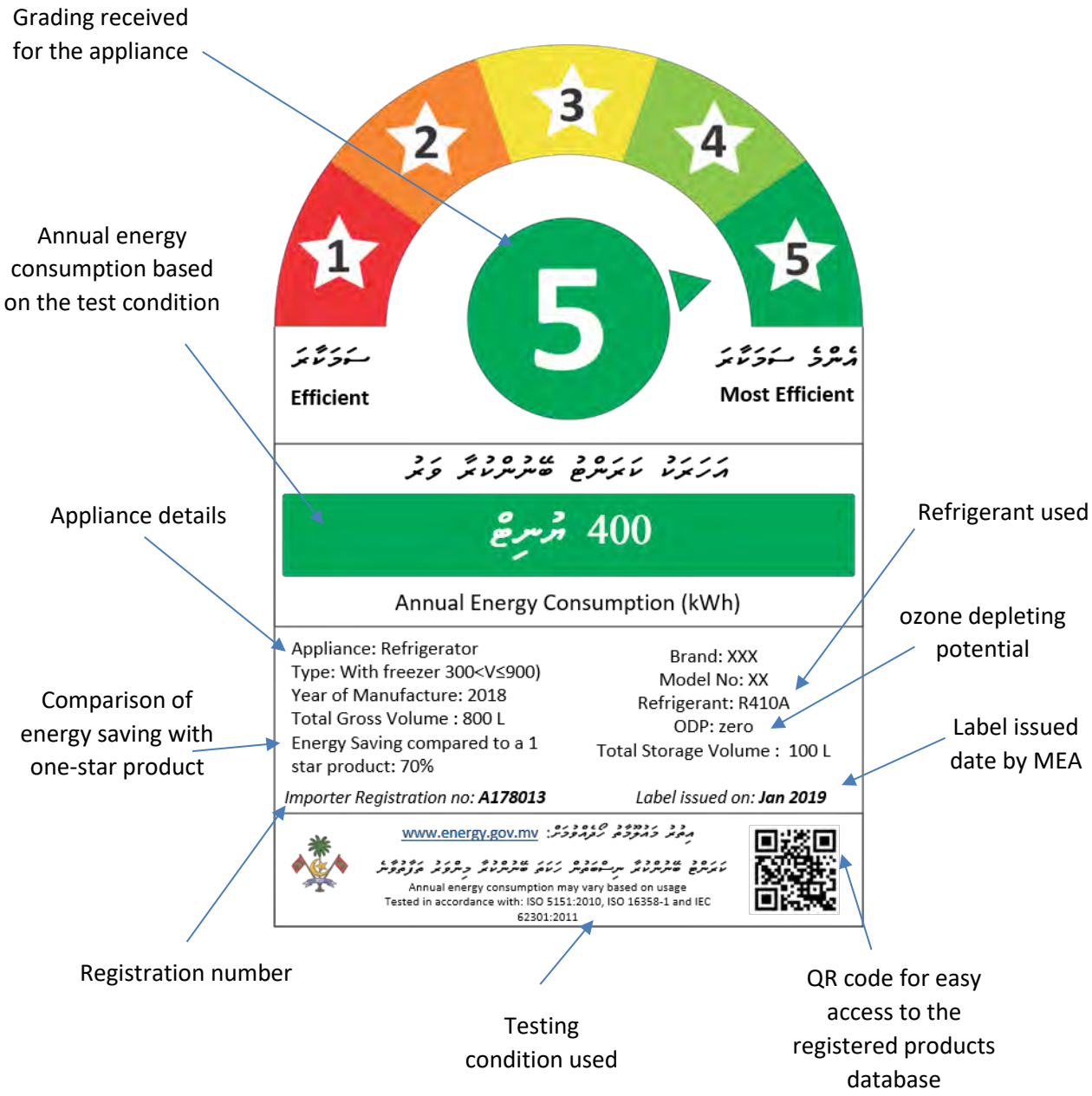


2 Star

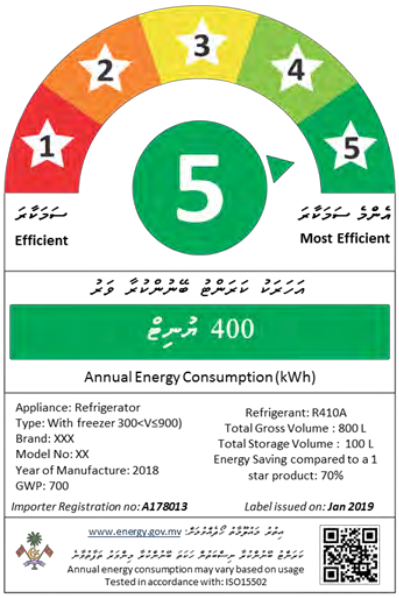


1 Star – Entry level

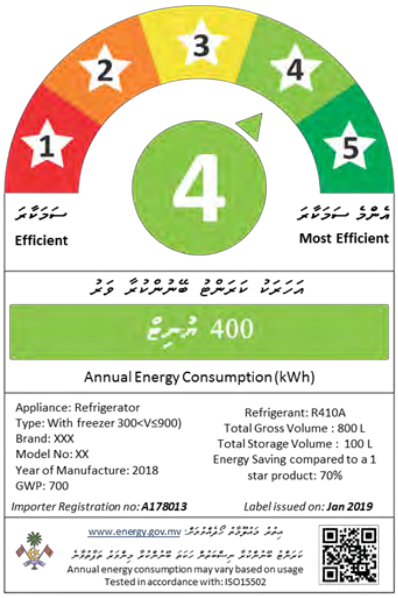
Refrigerator



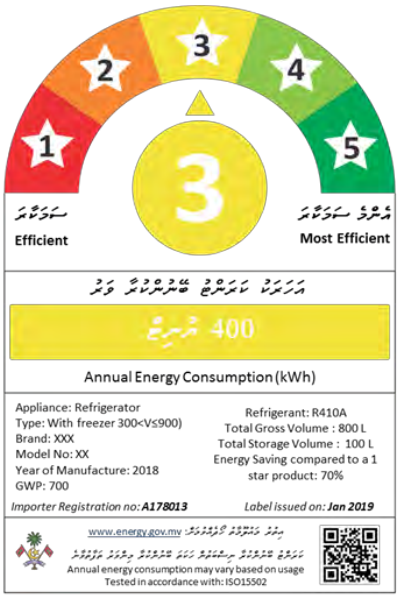
Label variation for different grades:



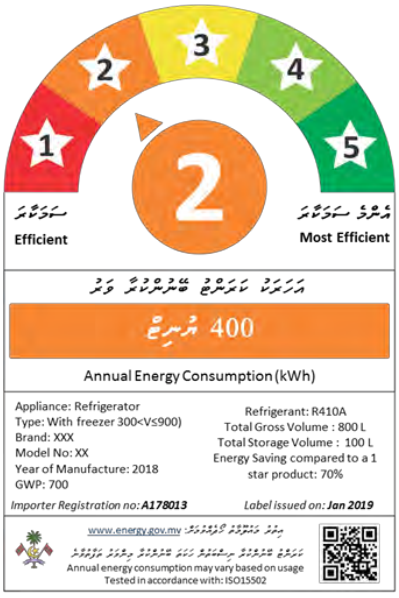
5 Star – Highest



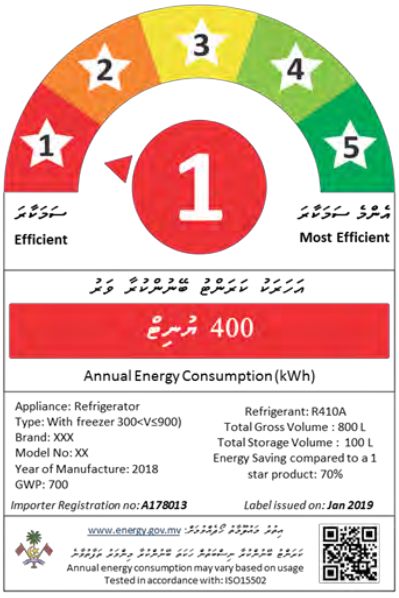
4 Star



3 Star

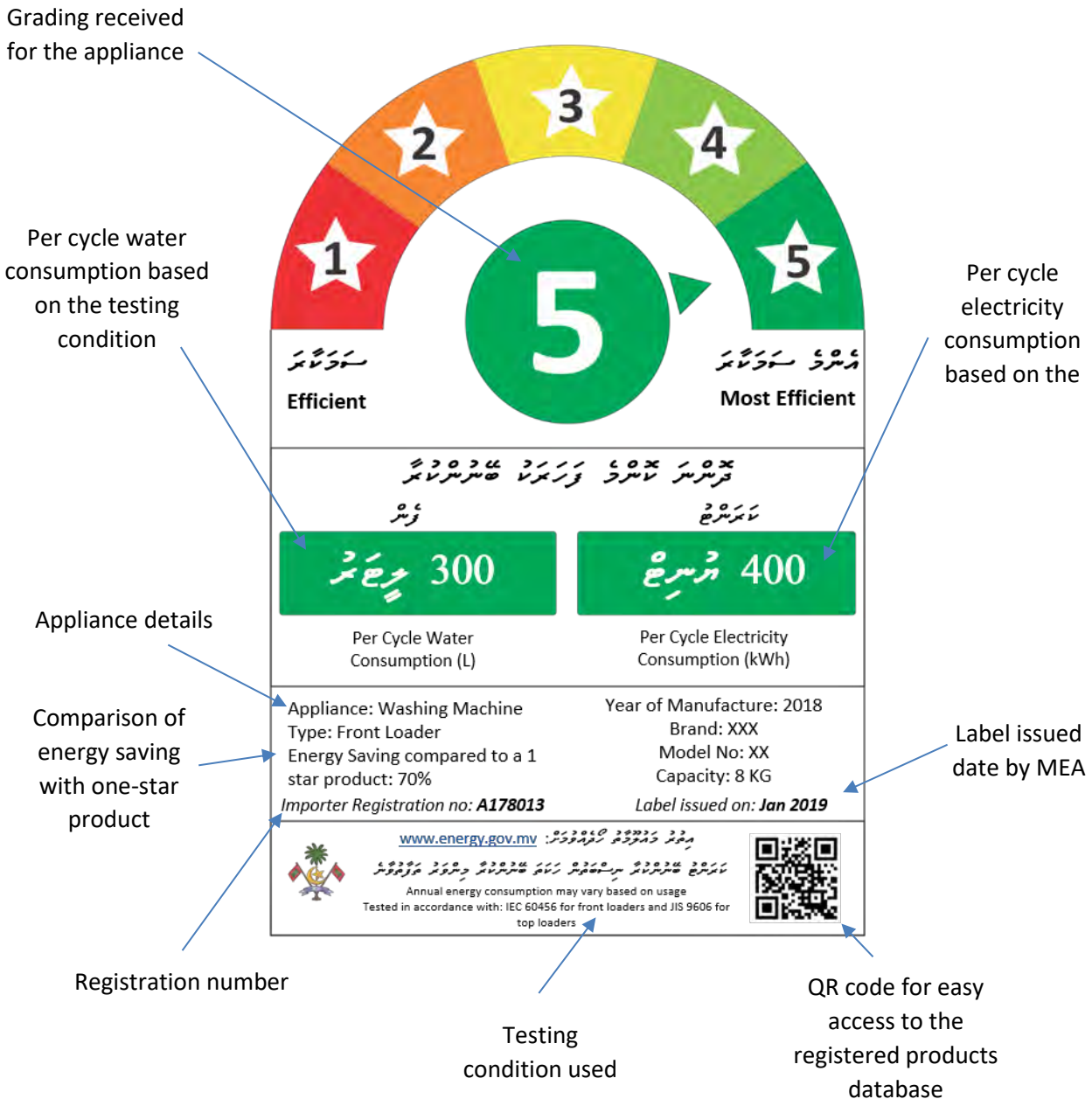


2 Star



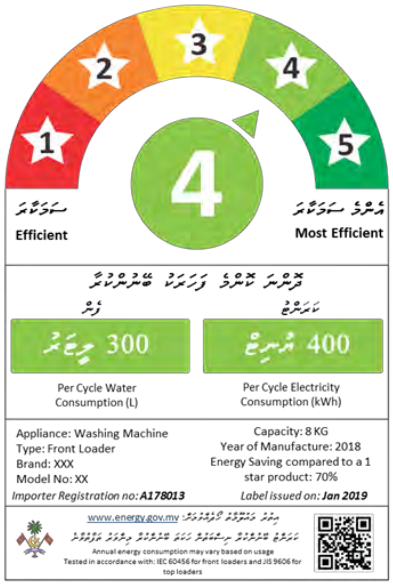
1 Star – Entry level

Washing Machine



Label variation for different grades:

5 Star – Highest



4 Star

3 Star

2 Star

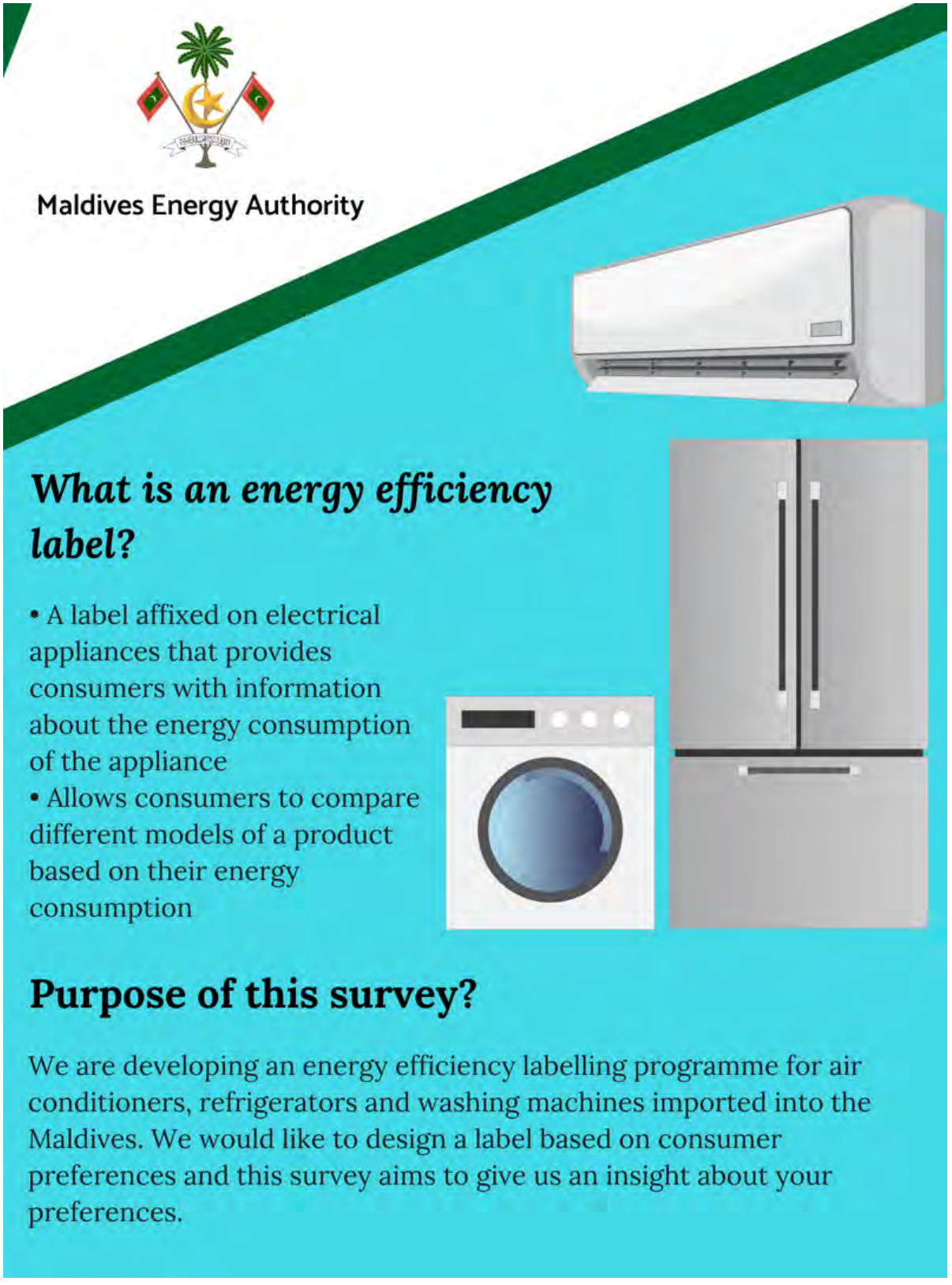
1 Star – Entry level

5. Annexes

Annex 1: Stage 1 survey questionnaire

Energy Efficiency Label Design Survey

* Required



Personal information

We respect your privacy and will take precautions to protect all information collected in this survey. Your information will not be shared with any third parties.

1. **Full name:** *

2. **Gender** *
   Mark only one oval.
   - Female
   - Male

3. **Email:**

4. **Mobile number:**

5. **City/Island:** *

Mark only one oval.

- HA. Baarah
- HA. Dhihdhoo
- HA. Filladhoo
- HA. Hoarafushi
- HA. Kelaa
- HA. Ihavandhoo
- HA. Utheemu
- HA. Ulimagu
- HA. Vashafaru
- HA. Maarandhoo
- HA. Muraidhoo
- HA. Mulhadhoo
- HA. Thakandhoo
- HA. Thuraakunu
- HDh. Hanimaadhoo
- HDh. Hirimaradhoo
- HDh. Naivaadhoo
- HDh. Nellaidhoo
- HDh. Neykurendhoo
- HDh. Nolhivaranfaru
- HDh. Nolhivaramu
- HDh. Kurinbi
- HDh. Kulhudhuffushi
- HDh. Kumundhoo
- HDh. Vaikaradhoo
- HDh. Makunudhoo
- HDh. Finey
- Sh. Narudhoo
- Sh. Noomaraa
- Sh. Bileifahi
- Sh. Lhaimagu
- Sh. Kanditheemu
- Sh. Komandoo
- Sh. Maaroshi
- Sh. Maaungoodhoo
- Sh. Milandhoo
- Sh. Feevah
- Sh. Funadhoo
- Sh. Feydhoo
- Sh. Foakaidhoo

- [ ] Sh. Goidhoo
- [ ] N. Henbadhoo
- [ ] N. Holhudhoo
- [ ] N. Lhohi
- [ ] N. Kudafari
- [ ] N. Kendhikulhudhoo
- [ ] N. Velidhoo
- [ ] N. Manadhoo
- [ ] N. Magoodhoo
- [ ] N. Maalhendhoo
- [ ] N. Maafaru
- [ ] N. Miladhoo
- [ ] N. Fohdhoo
- [ ] N. Landhoo
- [ ] R. Hulhudhuffaaru
- [ ] R. Rasmaadhoo
- [ ] R. Rasgetheemu
- [ ] R. Kinolhas
- [ ] R. Angolhitheemu
- [ ] R. Alifushi
- [ ] R. Inguraidhoo
- [ ] R. Innamaadhoo
- [ ] R. Ungoofaaru
- [ ] R. Vaadhoo
- [ ] R. Maduvvari
- [ ] R. Maakuradhoo
- [ ] R. Meedhoo
- [ ] R. Fainu
- [ ] R. Dhuvaafaru
- [ ] B. Hithaadhoo
- [ ] B. Kamadhoo
- [ ] B. Kihaadhoo
- [ ] B. Kudarikilu
- [ ] B. Kendhoo
- [ ] B. Eydhafushi
- [ ] B. Maalhos
- [ ] B. Fulhadhoo
- [ ] B. Fehendhoo
- [ ] B. Dharavandhoo
- [ ] B. Dhonfanu
- [ ] B. Thulhaadhoo

- [ ] B. Goidhoo
- [ ] Lh. Hinnavaru
- [ ] Lh. Naifaru
- [ ] Lh. Maafilaafushi
- [ ] Lh. Kurendhoo
- [ ] Lh. Olhuvelifushi
- [ ] K. Himmafushi
- [ ] K. Huraa
- [ ] K. Kaashidhoo
- [ ] K. Hulhumale
- [ ] K. Male'
- [ ] K. Villingili
- [ ] K. Dhiffushi
- [ ] K. Thulusdhoo
- [ ] K. Gaafaru
- [ ] K. Guraidhoo
- [ ] K. Gulhi
- [ ] AA. Himendhoo
- [ ] AA. Rasdhoo
- [ ] AA. Bodufolhudhoo
- [ ] AA. Ukulhas
- [ ] AA. Mathiveri
- [ ] AA. Maalhos
- [ ] AA. Fesdhoo
- [ ] AA. Feridhoo
- [ ] AA. Thoddoo
- [ ] ADh. Hangnaameedhoo
- [ ] ADh. Kunburudhoo
- [ ] ADh. Omadhoo
- [ ] ADh. Mahibadhoo
- [ ] ADh. Mandhoo
- [ ] ADh. Maamigili
- [ ] ADh. Fenfushi
- [ ] ADh. Dhangethi
- [ ] ADh. Dhihdhoo
- [ ] ADh. Dhigurah
- [ ] V. Rakeedhoo
- [ ] V. Keyodhoo
- [ ] V. Fulidhoo
- [ ] V. Felidhoo
- [ ] V. Thinadhoo

- [ ] M. Naalaafushi
- [ ] M. Raiymandhoo
- [ ] M. Kolhufushi
- [ ] M. Veyvah
- [ ] M. Maduvvari
- [ ] M. Mulah
- [ ] M. Muli
- [ ] M. Dhiggaru
- [ ] F. Nilandhoo
- [ ] F. Bileiydhoo
- [ ] F. Magoodhoo
- [ ] F. Feeali
- [ ] F. Dharanboodhoo
- [ ] Dh. Hulhudheli
- [ ] Dh. Rinbudhoo
- [ ] Dh. Bandidhoo
- [ ] Dh. Kudahuvadhoo
- [ ] Dh. Maaenboodhoo
- [ ] Dh. Meedhoo
- [ ] Dh. Gemendhoo
- [ ] Th. Hirilandhoo
- [ ] Th. Buruni
- [ ] Th. Kandoodhoo
- [ ] Th. Kinbidhoo
- [ ] Th. Omadhoo
- [ ] Th. Vandhoo
- [ ] Th. Vilufushi
- [ ] Th. Veymandoo
- [ ] Th. Madifushi
- [ ] Th. Dhiyamigili
- [ ] Th. Thimarafushi
- [ ] Th. Gaadhiffushi
- [ ] Th. Guraidhoo
- [ ] L. Hithadhoo
- [ ] L. Kalhaidhoo
- [ ] L. Kunahandhoo
- [ ] L. Isdhoo
- [ ] L. Maabaidhoo
- [ ] L. Maavah
- [ ] L. Maamendhoo
- [ ] L. Mundoo

- [ ] L. Fonadhoo
- [ ] L. Dhanbidhoo
- [ ] L. Gan
- [ ] L. Gaadhoo
- [ ] GA. Nilandhoo
- [ ] GA. Kanduhulhudhoo
- [ ] GA. Kondey
- [ ] GA. Kolamaafushi
- [ ] GA. Villingili
- [ ] GA. Maamendhoo
- [ ] GA. Dhaandhoo
- [ ] GA. Dhevvadhoo
- [ ] GA. Gemanafushi
- [ ] GDh. Hoandehdhoo
- [ ] GDh. Nadellaa
- [ ] GDh. Rathafandhoo
- [ ] GDh. Vaadhoo
- [ ] GDh. Madaveli
- [ ] GDh. Faresmaathodaa
- [ ] GDh. Fiyoari
- [ ] GDh. Thinadhoo
- [ ] GDh. Gahdhoo
- [ ] Gn. Fuvahmulah
- [ ] S. Hithadhoo
- [ ] S. Hulhudhoo
- [ ] S. Maradhoo
- [ ] S. Maradhoofeydhoo
- [ ] S. Meedhoo
- [ ] S. Feydhoo

Untitled Section

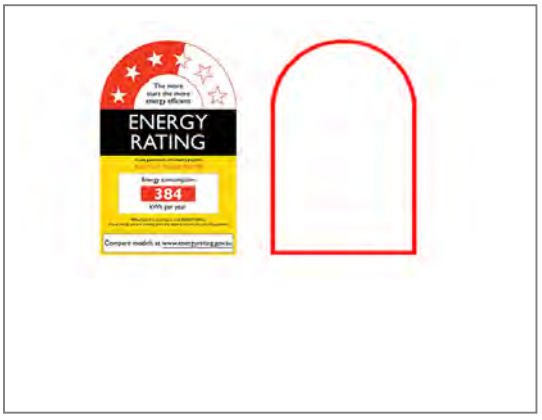
Disclaimer: All the labels displayed in this survey are used solely as examples and for reference purposes

6. **1. What kind of shape do you prefer?** *

Mark only one oval.

Rectangular

Circular

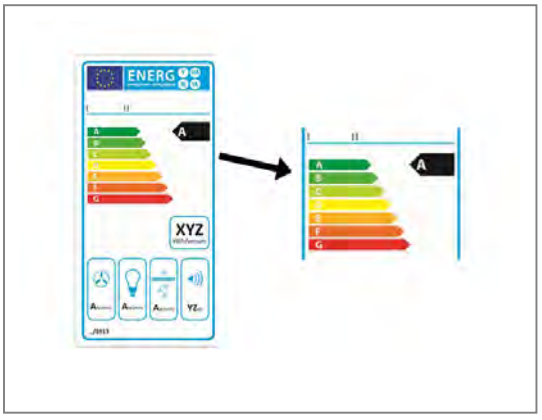


Dome/Dial shaped

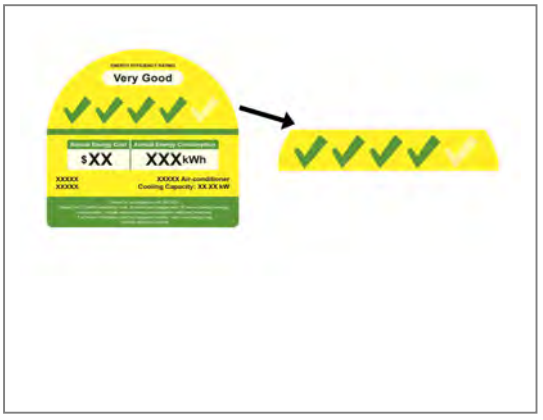
7. **2. What kind of grading parameter do you prefer?** *
Mark only one oval.

Star type *Skip to question 8.*

Numeric grade type *Skip to question 9.*



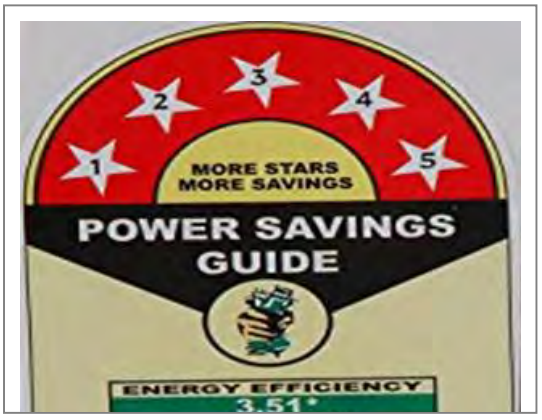
Bar type *Skip to question 10.*



Tick type *Skip to question 11.*

Star type

8. **2a. In your opinion, which of the labels below indicates a better product?**
Mark only one oval.



Option 1

Option 2

Skip to question 12.

Numeric grade type

9. **2b. In your opinion, which of the labels below indicates a better product?**
Mark only one oval.

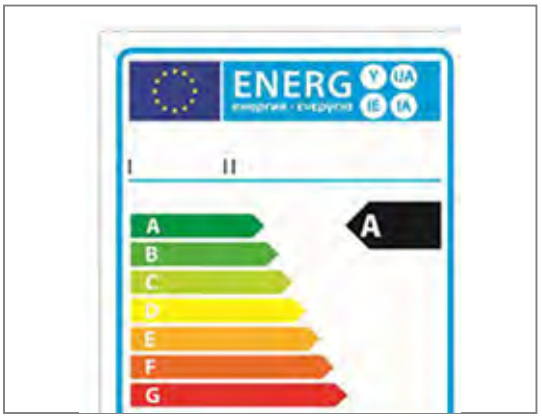
Option 1

Option 2

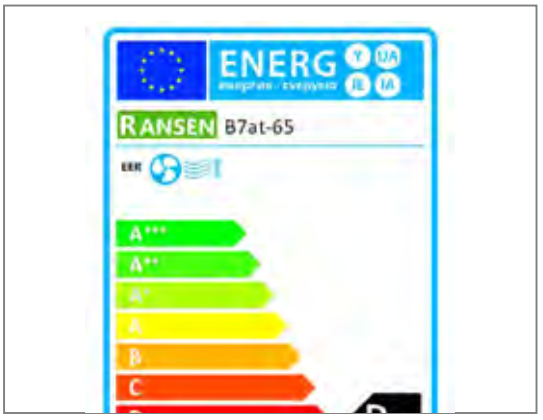
Skip to question 12.

Bar type

10. **2c. In your opinion, which of the labels below indicates a better product?**
Mark only one oval.



Option 1



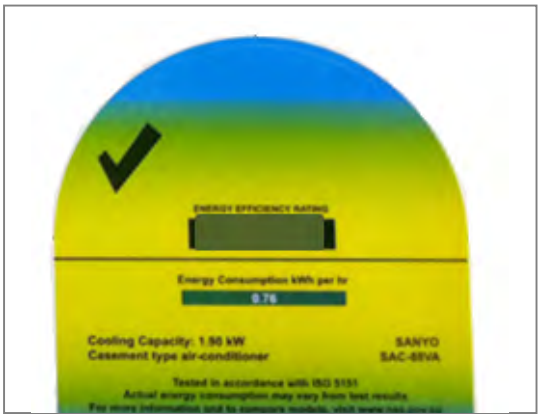
Option 2

Skip to question 12.

Tick type

11. **2d. In your opinion, which of the labels below indicates a better product?**
Mark only one oval.

Option 1



Option 2

Skip to question 12.

Label position

12. **3. Where would you prefer to see the label on a split air conditioner displayed in a shop?** *
Mark only one oval.

Front face of the indoor unit

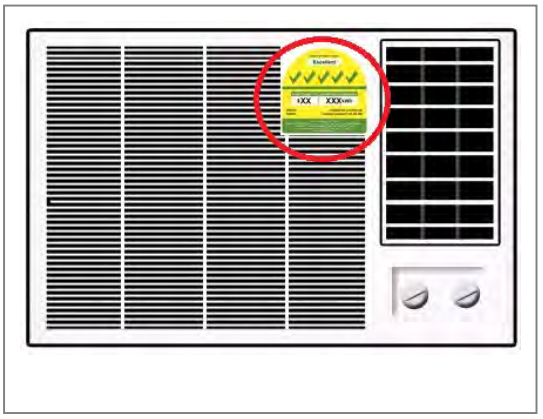
Sideways of the indoor unit

Both

13. **4. Where would you prefer to see the label on a window air conditioner displayed in a shop?** *

Mark only one oval.

Top left corner



Top right corner

Both

14. **5. Where would you prefer to see the label on a refrigerator displayed in a shop?** *

Mark only one oval.

Top right corner of top cabinet

Bottom right corner of top cabinet

Both

15. **6. Where would you prefer to see the label on a top loader washing machine displayed in a shop?** *

Mark only one oval.

Top right corner of the front side

Top left corner of the front side

Both

16. **7. Where would you prefer to see the label on a front loader washing machine displayed in a shop?** *

Mark only one oval.

Top right corner of the front side

Bottom right corner of the front side

Both

17. **8. Do you have any thoughts to share?**

Annex 2: Comments received for survey questionnaire – Stage 1

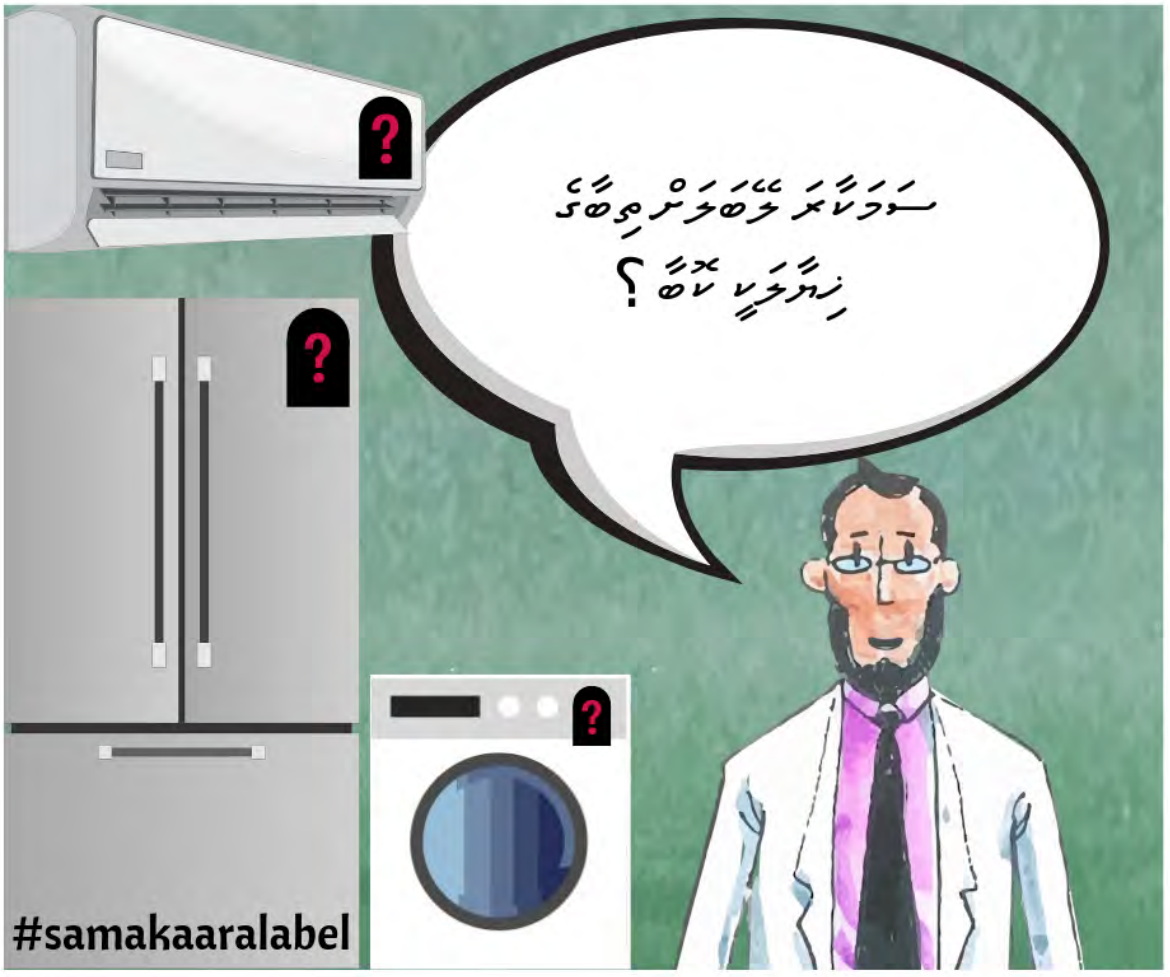
Survey	Comments
G1	None
G2	Information should be provided to the common man
G3	Very good if this work
G4	Awareness & better regulation is required
	No further comments
	Please include all the tisks and hazard of the products within the label along with the level of energy saving and how eco-friendly the product is
Online	what's the point of collecting names, emails and mobile number in a survey?
	Thanks
	No
	no
	The label should be easy to understand
	That lable should be very simple so everybody will understand what that lable says! for example tick, if there is a tick everybody knows it. I dont think that everybody should have a degree to read that lable. And there should be a wistle blower if shop keepers make fake lables or wrong information lables
	How does this relate to energy efficency. This is about placing a label which dont need any survey. Manufacturers put label. U put label. Its all gonna be labels. Also this is needed when you buy the product. Do u have to stick it on the unit. Why not issue a certificate rather than ruin the aesthetics of a house. Feels like rather than making a meaningful impact its more about showoff.
	the label has to long last, the color and writing has to remain for longer period of time
	Wish those stickers could be easily removed once after we purchase it .Thank You ☺
	No
	No
	The label should be clearly readable. It might also help to include the details given in the label in dhivehi and english language. If only a single language is to be used than dhivehi would be better than english language. Also the label needs to be colourful and big enough to be visible right away.
	No.
	would you be sharing the final design to the survey takers before confirming?
	A unique energy efficiency Tropical Nature Logo 🏝🌍
	no thank you
	No
	No
	Please make it in dhivehi
	Once this comes into place there should be a central system where ALL the appliances are listed with their energy rating, electricty consumption. We want this labeling to push for better products in to the market. Not this cheap nonsense with questionable manufacturing quality and origin.
	Nope
	I think there will be more impact if public can easily calculate how much the applience will cost in MVR per month. For example 3 Star rating will consume X Watts and will cost MVR XX a month. Mabe MEA website can give this service..
	It would really help, if the labels are in local language and it come with an awarness leaflet on how to interpret the labels
	Very useful for power consumption in future
	No
	Need to create awareness and will a legislation or incentive be provided to use energy efficiency items?
	No
	Make the label like a sticker so that it can be removed (if wanted) once the appliance is taken to home.
	I am all for saving energy and glad to help out any which way I can
	If there are energy labels from other countries already on why do you need to waste resources and create extra waste?
	If the information can be written n both English and "thaana" will be more useful and easy for everyone to understand. Also material used must not be simple paper or sticker and cannot be forged or duplicated.
	No
	no
	no thanks
	Boa umburaathee miulhenee
	I think that the label should also be designed in a color that would be appropriate for all product packagings as the producers or sellers may refuse to label if the label design does not suit the color of product packaging and this problem was faced by Thailand as well.
	It was noticed that PWC have not done enough research and involved local experts on the survey process. It seems that they have just edited a work done for another country. Env Ministry need to prioritize the Maldivian companies to do these surveys to obtain more practical and resonable solution to these local issues. We need to build skilled experts in these works. Thius can be only done if these works given to local companies with Mladivian proffesionals. Else, once the PWC has left, it will be left idle, without implementation.
	The labelling logo should be very clear for common man to understand and should be written in Dhivehi and English.
	just go with these choices i picked. I've been and am creative director in many companies. I've picked what would communicate the best with your target demographic. Dont make it look so tacky. Be minimal and straight forward. Aussie version is the best in my opinion.
	No
	No
	start an award for most most conservative and green firms in both public and private sector
	Should be visible from distance
	None whatsoever
	Interesting concept, but a pointless survey!
	I would prefer this rating to be given by a local authority rather than by the manufacturer.
	Will there be thaana translation?
	Saying energy efficient, it would also need to put under consideration of the label's PRINT Quality, Shape, Color, Font & Font Size in accordance to not waste paper, color, etc., Point to note is to even design the label as energy efficient.
	Asking whether i prefer labels in "top right corner" or "top left corner" doesn't seems it will make any difference, i think actually it should be asked as if i prefer label to be "on front" or "on back" or "on side". Thanks
	Nop
	The design of the label should have a very catchy colour, and the rating indication should be very easily readable. It also should be very simple.
	The label should be designed such a way that it would be more noticeable among the other labels that would already be there on those products
	Dhivehi language will create more awareness
	Only the won't be enough. Let there be links with qr codes to access more detailed information regarding the eneregy efficiency of the products.
	What is this.
	ratings for products preferably on a webpage or mobile app, giving recognition to businesses who target for more energy efficient products, roadshows & events to raise awareness
	Please do it
	great initiative. will share and hope to see it implemented soon
	label be in easily visible place and should understand easily
	fake products with labelling???
	No
	Pls keep label in dhivehi language
	Yes
	It would be better to have a legend of the scale you use so that people can understand the label better
	Yes
	include them is all other products too that uses electrucity like TV, Oven, bulbs, Tabs etc. but make the lable proportional to product size. and make it readable but not too bulky either.
	no
	No
	no
	Not in particular.
	no
	do not make this stop here
	No
	No questions on the level of useful information one gets instantly seeing the label
	No
	how will this help us???
	No

Annex 3: Stage 2 survey questionnaire

Public Opinion on Samakaara Label

Public Opinion on Samakaara Label

* Required



ފުލުހުންގެ ތަކުރުމުގެ ތެރެއިން

ކައިރިން ބަލާ ހިތާ ދިމާ ކުރުމަށް ދަތުރުކުރާ ބަލަމުން!

ކައިރިން ދަތުރު ކުރާ ބަޔަކު ތިބެގެން ކަންކަމުގައި ދެކޮޅަށް ދާ ތަ
ކަށީގެން ވަރަށް ބޮޑު ބަދަލެއް ގެނެވޭ. ހިތާ ދިމާ ކުރާ ބަޔަކު
ތަކެއް ކުރަންވާނީ ކައިރިން ދަތުރު ކުރާ ބަޔަކު ތިބެގެން
ކަށީ ކިހިނެއްތޯ؟ ތިޔަ ދިރާގު ހުއްޓާ ބަލާ!

ފޮޓޯ 1:

ދިމާ ފަރާތުގެ ތެދު ނަންބަރ

ދިމާ ފަރާތުގެ ތެދު ނަންބަރ

5 ވަނަ ފަރާތަށް ގެންދާ ތަކެއްޗަށް ބޭނުންވާ ގަޑިއިރުގެ ދެފަރާތުގެ ތެދު ނަންބަރ

ބްރޭންޑް ނަން، ތަކެއްޗުގެ ނަންބަރ، ތަކެއްޗު ހަދާ ދުވަސް، ތަކެއްޗުގެ ބާވަތް، ރެފްރިޖަރެންޓް ގެ ބާވަތް، ތަކެއްޗުގެ ކޫލިންގ ކެޕާސިޓީ

ތަކެއްޗުގެ ބާވަތާ ގުޅޭ ތަފާތު ވިދުލުން ބޭނުންކުރާ ގޮތް ދައްކާ ފޮޓޯ

ފަސް ތަރަފަ ތަކެއްޗާއި ގުޅޭ ސަމާލުކަން

ތިންވަނަ ތަރަފަ

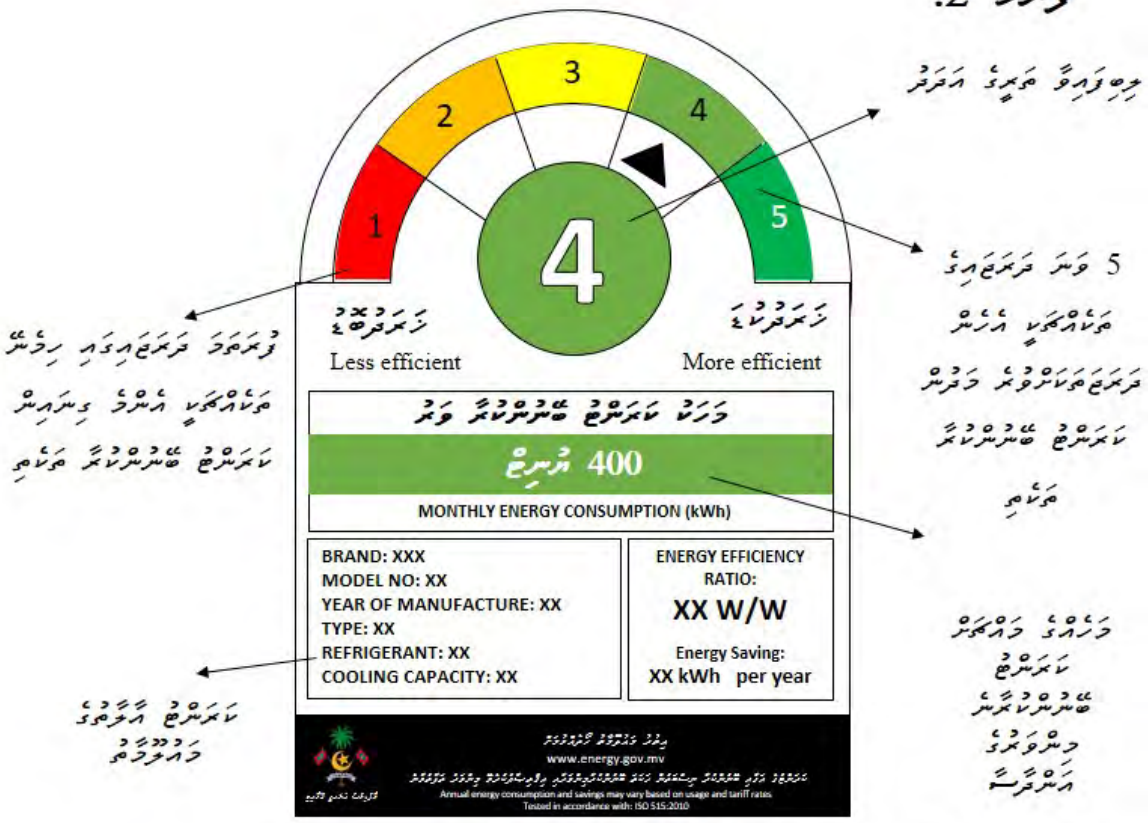
ދެވަނަ ތަރަފަ

ފުރަތަ ތަރަފަ

ފަސް ތަރަފަ

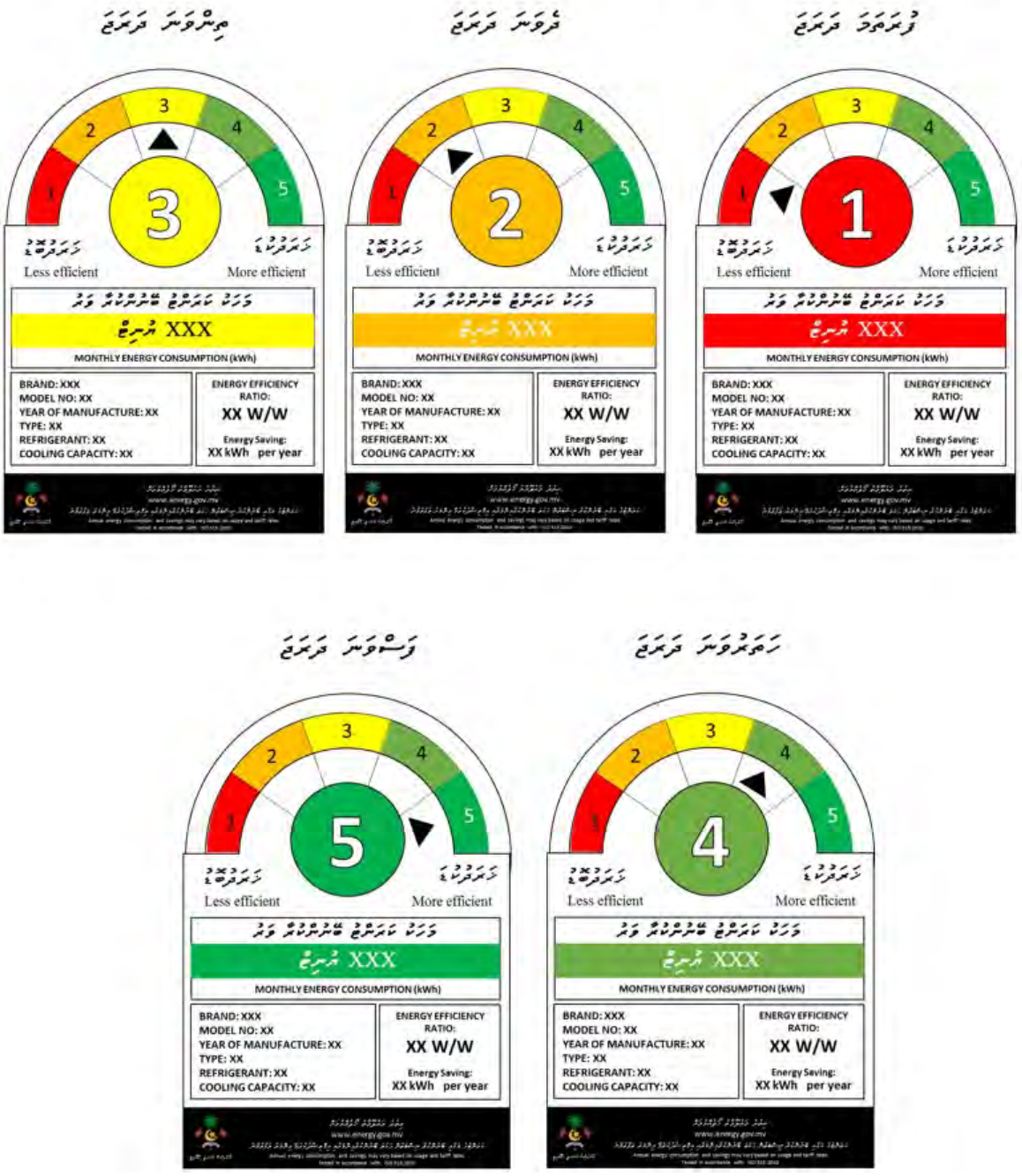
ހަތަރުވަނަ ތަރަފަ

ގަޑުގ :2



ލޯ ނަންބަރ 1 ގައި ހުންނަ ތަކެތި ގަނެ ބޭނުންކުރުމުގެ ތެރެއިން ކަންކަމުގެ ތެރެއިން ކަންކަމުގެ ތެރެއިން ކަންކަމުގެ ތެރެއިން ކަންކަމުގެ ތެރެއިން ކަންކަމުގެ ތެރެއިން ކަންކަމުގެ ތެރެއިން ކަންކަމުގެ ތެރެއިން ކަންކަމުގެ ތެރެއިން ކަންކަ

ފަސް ތަކަތެ ތަރުޖަމާކުރާ ލޭބަލް ތަކެއް

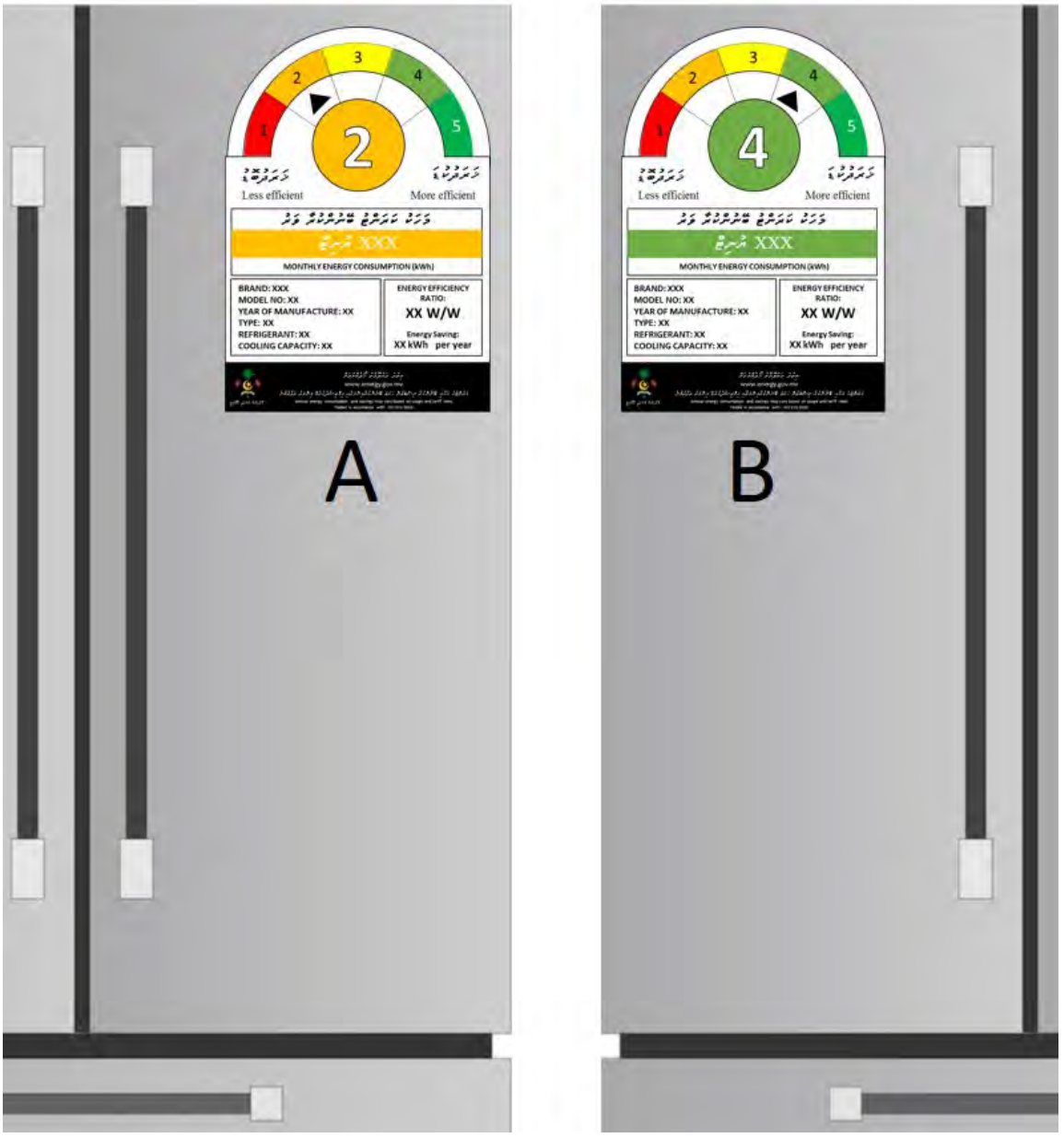


1. **Gender** *
   Mark only one oval.

   - Male
   - Female

2. **1. In your opinion, which of the two refrigerators seen below uses less electricity?** *

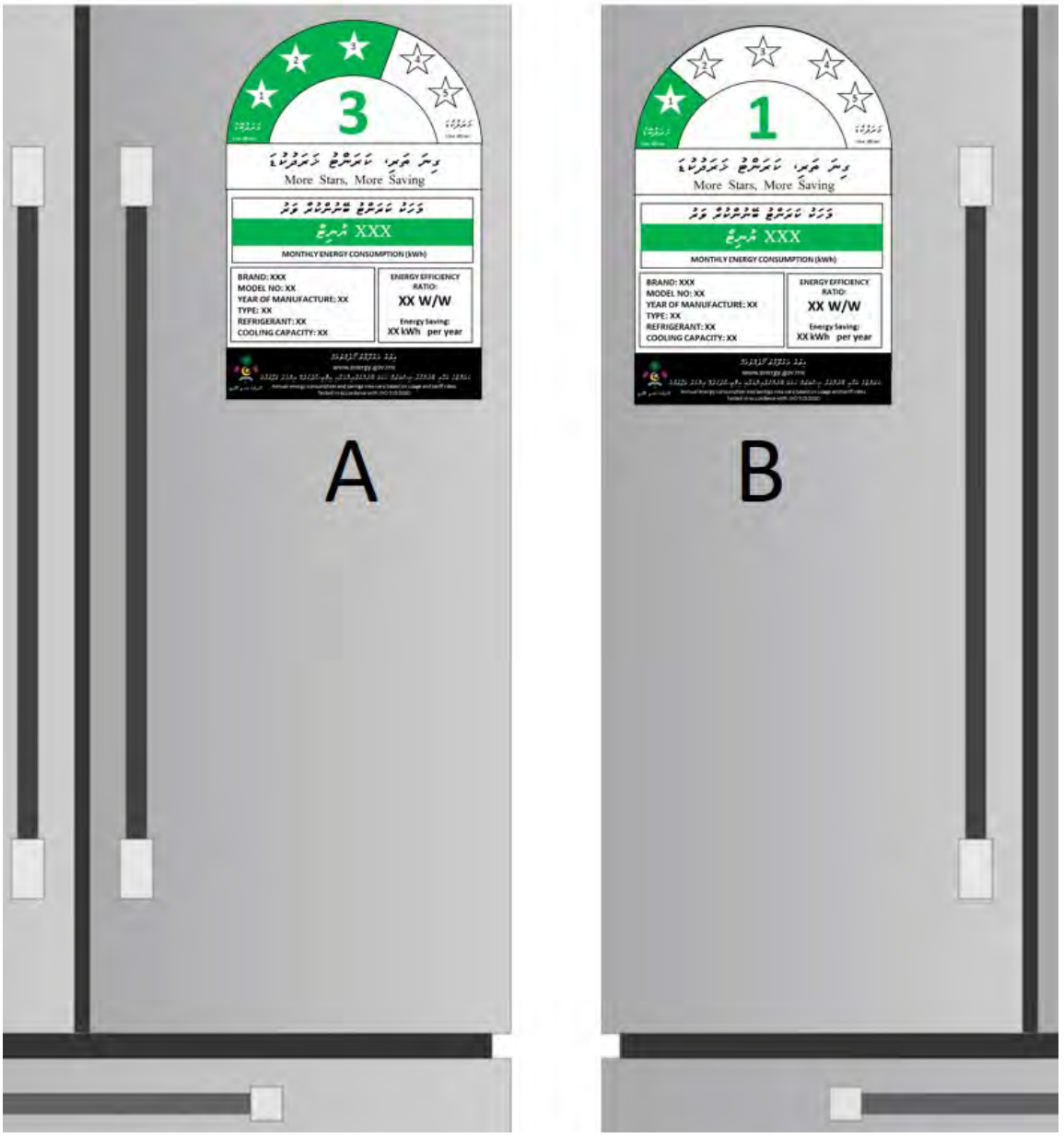
ތިރީގައިވާ ކޫލަރ ދެމިންގަ ކޮބައިތޯ ކަށަވަރު ކުރަންވާ ؟



Mark only one oval.

- A
- B

3. **2. In your opinion, which of the two refrigerators seen below uses less electricity?** *

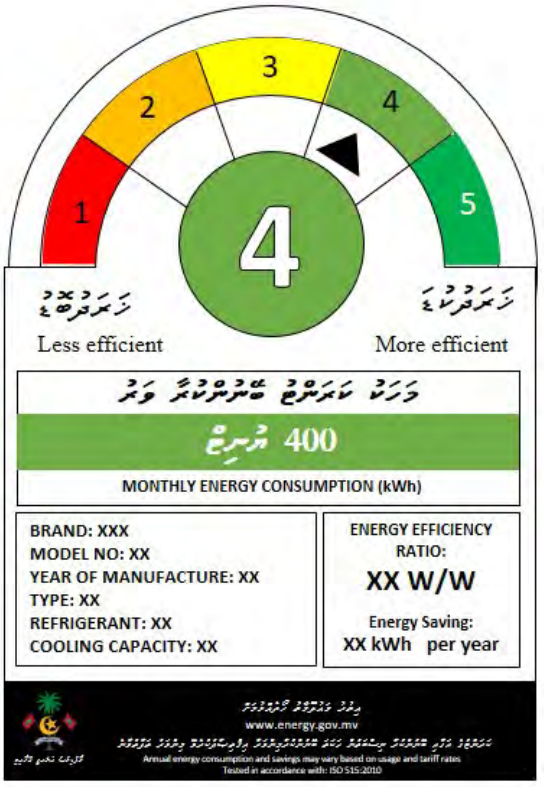


Mark only one oval.

- A
- B

4. **3. In your opinion, which of the two label designs seen below is easier to understand?** *

ތަކުރުގެ ދެ ލޭބަލްގެ ފަރާތުގެ ކޮންކަން ފަސޭހަ ކަމަށް ތިބާ ދެކެނީ؟



A B

ވީ ދެ ލޭބަލްގެ ކޮންކަން ފަސޭހަ ކަމަށް ތިބާ ވިސްނާ ދެކެނީ.

Mark only one oval.

- A - Design 1
- B - Design 2

5. **Any comments?**

Annex 4: Comments received for survey questionnaire – Stage 2

Final survey comments
If design 1 had the green meter bar going as a color gradient from Red at 1 to green at 5 , that would be both easier to understand and a nice design
Looking forwards to this ☺
Nope no comments
Yolo
Using colors makes it easier to differentiate, red being negative and green been positive in many notations
It was easier with the different colors - red being max and green with efficiency
Just go with design 2
Design 2 preffered. Recommend to change the 4th or 5th colour so that they are not so similar
Design B's color spectrum with Design A's label is better. The efficiency label goes easily unnoticed.
Make the arrow more prominent
This is useful..reduce the size of labels
Government can conduct surveys..but most of the people won't follow the guidelines... We are changing our lifestyle as according to what we gain benefits nd easy ways..maldivians are v lazy People ..
Different bright colors help to understand better and had to read less.
design 2 ga thareege adhadhu in circle ga number size kudakohfa number dhimaalu matheega adhadhaa ehvarah star jahaaleema ithurah furihamavaane
Color coded label is more easier to relate
Whats samaakaara
Both good
Dhivehi raajje ah varah muhimmu kameh mi..
Varah salhi
a) since the label is in dhivehi, the level guage indicator should turn anticlockwise ie. 4..3..2...1 (b)Not "karantu madhun beynun kuraa" , should be "enme efficient" , "enme samakaara" or "enme edhevey gothuga current beynun kuraaa"
Just say Energy Star as the rest of the world does. Don't invent or use words which is difficult to remember, use , made fun of, and will be forgotten. Point is not teach people new word. Point is following traditions and conventions used as others around the world to know energy efficiency. So don't complicate it with ridiculing new words.
Beykaaru haradheh kuran thiulheny dhaulathuge budgetun
If you're going to use "Kharadhu" on the scale, better go for a scale that goes from "Kharadhu Kuda" (green) to "Kharadhu bodu" (red). Seems more natural. Or find another dhivehi translation for efficiency.
Low to high (green to red). Each bar should represent electric unit
Thanks
A great initiative
It took a relatively long time to answer question. My answer may be correct for both, but it took a relatively long time to answer the question No. 2 because understanding the design with stars was more difficult, especially when the arrow was missing. It was the arrow which helped to understand easily. When the logo is small it was not easy to even read the numerical value inside the stars so couldnt figure out which was one was more energy efficient. Moreover colour code of white and green didn't help that much. Plus putting green colour on the costly side does not go along the normal thinking that green means conservation. Therefore learning B was easier, and makes more logic.

I read on the news that the use of these stickers will be optional and up to the discretion of the shops. If you are going to use taxpayer money to do this, wouldn't it be better to enforce this via customs so that all electronic items get the sticker before customs clearance. And in that way, shop owners will not be able to lie about the rating as well. Because if not, the potential for the shop owners to purposely put the wrong label in order to clear the stock is rather high.
The work should have been awarded to local company rather than awarding to a Indians using a universal company name. Support to build local skill set by hiring 100% local firms.
Colour or shade intensity indicates increasing or decreasing variation
Salhivaane kameh. Geygey mewhun amihlayah solar harukuran vex furusathu hulhuvaalaa eyge mauloomaathu dhinima
Label "B" is much colorfuel and easier to understand
Using of color coded design ll b easier for old people to understand
Public awareness is important
Salhi kameh
B design ge kulathah badhal kuran v. Karant haradhu boduvaa varakah raiybkula ah. 1.red. 2 orange. 3 yellow. 4 light green. 5 little dark green. I hope its better way.
Good idea
design A looks aesthetically more pleasing, however design B's colour indication corresponding to levels would help understand better.
How about opening for redesigning? In my opinion, that may show better designs aswell
This something necessary to standardize the power consumption system.
This is a very useful thing to do
It is something which is needed in our society.. thank you
Samakaaara thi name kiyan dhaa hakatha ithurukan faahaga kohlan.
uhun
Everythings Cool.
Its very useful to the island community
Yes, you are phrasing the questions wrong. You should be asking 'which one saves more energy' rather than which appliance uses less electricity. The bars represent savings, not consumption. Also, please always use local designers for projects in the Maldives - many local designers here who can do great work.
Design A has a single color, this will make it more cost effective
Design 1 gai star hunnaathee madhun karantu hingaa iru gina star libey thee rangalhu...aee haharumen sikundi bahtah vefa hunna goi... school ga ves bas ahaa kudhin nah gina star libey gothah... So Design 1 in goi Ok...but bodu akurun jahaafa inna number gai kula hurun rangalhuvaane.. eyrun 1 innaanee red kula in... 5 innaanee green kulain... Design 2 ga meeter eh gothah innaathee haradhu bodu kamah vanyaa number mathi vaan vaane.. kula ves hunnan vaanee number 1 fehi kulain feshifa.. number 5 red kulain nimey gothah... So Design 2 mi buni gothah badhalu kohlumun design 2 read kuran faseyha vaane kamah dheken..
Samakaara? Really?
Change the name.
1 star akee current haradhu kuda ah badhal kohfa mahchah dhaa varakee bofu vaagoiy kamuga hedhun buhdhiveri .aee gina dhivehin balaanee abadhuves 1 vana aee ehmme ragalhu kamah
Don't use red/green if possible. Colour blind people will find this a bit hard. Switch to a colour like blue perhaps
i love it
good

Samakaara is a stupid name. Stop trying to give everything dhivehi names just call it what it is energy efficency label.
Ugly font. Change to Arial or something less ugly.
The star rating is more comprehensible.. the more stars, the better it is..
Salhiey hannan bunee
Design A is more easy to understand
No
Make the labels small and easily removable
Color code is easy
If the rate is below three. It could be colored in red. Then I guess it will be more effective to understand by the elderly people too. We can promote it as choose green rated
Mudhi
Faseyhain aguheyokoh libeyne inthizaamu thah varah muhinmu
Bothe of them are really good and simple. But i prefer design 1 cuz it looks a tiny bit more simpler than the other . I like that it only uses one colour.
Better minimum design ☺
Both is fine
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