



*The Association of Manufacturers
of Domestic Appliances*

The Green Deal and ECO Consultation
Green Deal Legislation and Finance
Department of Energy and Climate Change
1st Floor Area D
3 Whitehall Place
LONDON
SW1A 2AW

17 January 2012

Dear Sir/Madam

The Green Deal and Energy Company Obligation Consultation

AMDEA is the UK trade association for large and small domestic appliances; heating; water heating; floor care and ventilation. We represent manufacturers at UK, European and International level; with government and EU political institutions; in standards and approvals; with non-governmental organisations; with consumers and in the media. AMDEA protects and promotes its members' interests in all these fields.

Over the past decade our industry across Europe has invested £6.6 billion in product development with the result that domestic appliances are now more energy-efficient than ever before.

Yet in the UK there are still more than 15 million fridges, freezers and washing machines that are at least 10 years old and many of them are even older..

AMDEA set up the [Time to Change](http://www.t2c.org.uk) website (www.t2c.org.uk) to provide information on energy saving issues as part of our wider campaign to encourage the replacement of these inefficient appliances.

AMDEA has argued for several years that the most simple and cost-effective way to improve the domestic energy use of this country is to ensure that households have modern, energy efficient appliances.

We know that it is the upfront cost of new appliances that deters householders from buying new before their existing appliance becomes unrepairable yet our last case study showed that just replacing a 20 year old fridge could save over £100 a year; some 700kWh and more than 360kg CO₂ per year.

We are therefore disappointed that domestic appliances are still not being considered as potential Green Deal measures.

AMDEA
Rapier House
40-46 Lambs Conduit Street
London WC1N 3NW
Tel.: +44(0)20 7405 0666
Fax: +44(0)20 7405 6609
info@amdea.org.uk

Chairman: John Morrissey, Chief Executive: Douglas Herbison
A company limited by guarantee
Registered in England No. 1465823



*The Association of Manufacturers
of Domestic Appliances*

Other European countries offer financial incentives to persuade householders to upgrade their appliances and in previous years AMDEA has proposed that the UK should do something similar.

Arguments in this consultation about how and why householders do not implement measures to improve the energy efficiency of the fabric of their homes apply also to their appliances.

Yours faithfully

A handwritten signature in black ink that reads "Douglas Herbison" with a long horizontal flourish extending to the right.

Douglas Herbison
Chief Executive

AMDEA
Rapier House
40-46 Lambs Conduit Street
London WC1N 3NW
Tel.: +44(0)20 7405 0666
Fax: +44(0)20 7405 6609
info@amdea.org.uk

Chairman: John Morrissey, Chief Executive: Douglas Herbison
A company limited by guarantee
Registered in England No. 1465823