OCCASION

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This list of events is furnished as per requirement of your office from Creative Response on the scope of work that has been produced regarding the Energy Labelling Program promotion.


2. 7 October 1994  Creative Response was awarded the project to develop and implement the advertising and promo campaign for the Energy Labelling Program for room airconditioners (Project No. DP/PAI/87/004)

3. 28 November 1994  A revised Budget Revision comment was sent to Creative Response which is as follows

   A. Flier-printing was awarded to another printing company therefore cutting the cost of actual production by P28,000.00

   B. Media Cost-Cost for media was brought down from an estimated cost of P429,345.00 to P394,875.00 with an additional P5,924.00 to cover the 10% on agency’s commission for a budget cut of P28,546.00.

   Total cost was brought down with a difference of P56,546.00.

   Note. Savings incurred were allocated to cover the additional budget for raffle, tax and display ad for the winners.

4.  As per agreement between the Department of Energy and Creative Response, the number of airconditioners to be raffled off was increased from 4 to 6 units.


6. 16 March 1995  Printing of the flier for the Energy Labelling Promo was finished.

8. 8 November 1994
Creative Response and the Project Management staff met to discuss the work program for the subject contract and timetable.

9.
First Releasing of Authorization letter for Ad placement in Philippine Star, Philippine Daily Inquirer, and the Manila Bulletin. Reservation were cancelled because payment was not released whereas payment serves as confirmation of ad placement.

10.
Letter was forwarded to Creative Response for the adjustment of the placement of ad from December 1994 to January and February of 1995.

11.
Invoice Nos. 2810 and 2811 dated 5 January 1995 were endorsed for the payment of the flier design and production and for the fabrication of the ad material (inclusive of design and production).

12. 18 January 1995
Final artwork for the ad was approved.

13. 13 January 1995
A second letter of Authorization was released for ad placement with ad schedules as follows.

- Philippine Star Saturday, 11 February 1995
- Manila Bulletin Sunday, 12 February, 1995
- Philippine Daily Inquirer Monday, 13 February 1995

14.
Uni-Air called the attention of the Department of Energy for misspelling the Uni-Air brand.

15. Second ad placement dates:

- Philippine Star Saturday, 18 February 1995
- Manila Bulletin Sunday, 19 February, 1995
- Philippine Daily Inquirer Sunday, 19 February 1995

16. Third ad placement dates:

- Philippine Star Saturday, 25 February 1995
- Manila Bulletin Sunday, 26 February, 1995
- Philippine Daily Inquirer Monday, 20 February 1995

17. Fourth and last ad placement date: Philippine Daily Inquirer

- Sunday, 26 February 1995
18. 19 April 1995
Drawing of the winners for the Grand Raffle at the Fuel and Appliances Testing Laboratory of PNOC-EDC.

19. Accounted number of entries per province:
- Metro Manila .......... 11,000
- Luzon ................... 6,000
- Visayas ................ 800
- Mindanao ............... 2,000

20. Below are the names and addresses of the winners who will receive a prize of one name brand room airconditioner each.

1. Marlene G. Arroyo
   156 Bonifacio Ave., Tañong, Metro Manila

2. Elsa A. Tumamak
   7 Akle St., Project 3, Quezon City

3. Monica Sofia Quesada
   48 Rizal Ave., San Carlos, Pangasinan

4. Magnificentus Quesada
   48 Rizal Ave., San Carlos, Pangasinan

5. Bambi Eugene M. Catipay
   Boulevard Subd., Silay City Negros Occ.

6. Alfred Lai II
   Lai Bldg., Pala-O, Iligan City

21. Creative Response purchased six brand new room airconditioners to serve as raffle prizes. Delivery was completed on 10 May 1995.

List of Prizes:

1) National - 2 units
2) Carrier - 1
3) General Electric - 1
4) White Westinghouse - 1
5) Condura - 1

Prepared by:

JOIE A. DOMAGAS
Account Director
Introducing... the Energy Label for Room Air Conditioners

Use the Energy Label as your guide to a wise decision. Your purchase of an energy-efficient appliance will surely make a difference in your electricity cost and more significantly, in protecting the environment, too!

Understand this label and get a chance to win an energy-efficient room air conditioner

No purchase is needed to join. If you have access to any room air conditioner with the Energy Label, compute for its monthly operating cost using these easy steps:

1. Convert to kW by dividing it by 1,000 W per kW. This is your Rated Power Demand.
2. Multiply this by the number of hours you operate your aircon in a month. (Given as 200 hours in the raffle coupon).
3. Multiply this again by the power rate (Given as P3.20/kW-hour in the raffle coupon).
4. The final product will be the cost of operating your aircon in a month.

Fill out the raffle coupon below. Make sure you indicate all the required information. Only complete coupon will be accepted.

So hurry, go to your nearest appliance store for an Energy Label. The Grand Raffle Draw is on April 19, 1995.

Remember: Always look for the EER (Energy Efficiency Ratio) in the central box of the energy label whenever you buy a room air conditioner.

Sample Label

How to join:
1. The raffle is open to persons 12 years old and above who have access to any window type room airconditioner with the following brand names:
   - Carrier
   - Condura
   - General Electric
   - Sharp
   - Hotpoint
   - Kepprite Climates

   Samsung

2. You can send in as many entries as you can. Coupons may be reproduced but should be filled out by hand. Coupons should be mailed to:
   - Department of Energy
   - Fuels and Appliance Testing Laboratory
   - Fort Bonifacio, Makati 1201
   - Metro Manila

3. Deadline for submission of entries is on April 17, 1995
4. The Grand Raffle draw will be held on April 19, 1995 at 9:00 am at the Fuels and Appliance Testing Laboratory in Diliman, Quezon City.
5. Contestants may only win one aircon in case his or her name is drawn more than once.
6. Winners will be published in a leading daily and will be notified by telegram. Winners must present the notifying telegram and ID card to claim prizes.
7. Prizes are tax-paid and transferrable but non-convertible to cash.
8. Winners may claim their prizes at the Fuels and Appliance Testing Laboratory of the Department of Energy, Commonwealth Avenue, Diliman, Quezon City.
9. Employees of the Department of Energy, Department of Trade and Industry, Bureau of Product Standards, member companies of the Association of Home Appliance Manufacturers and Creative Response and their relatives up to the first degree of consanguinity and affinity are disqualified from joining the raffle promotion.

Six brand new room air conditioners will be given away!

Raffle Coupon
REALLY COOL SAVINGS!

Introducing... the Energy Label for Room Airconditioners

Use the Energy Label as your guide to wise decisions. Your purchase of an energy-efficient appliance will surely make a difference in your electricity bill and more significantly, in preserving the environment.

Understanding the label and get a chance to win an energy-efficient room air conditioner.

How to join:
1. The raffle is open to persons 12 years old and above who have access to any brand type room airconditioner with the following brand names:
   - Carrier
   - Condura
   - General Electric
   - Haier
   - Keystone
   - Sanyo
   - Uni-Aire
   - Westinghouse

2. You can send in as many entries as you can. Coupons may be reproduced, but should be filled out by hand. Coupons should be mailed to:
   Department of Energy
   P.O. Box 2218
   Pasay City, Philippines

3. Deadline for submission of entries is on April 17, 1995.

4. The Grand Raffle Draw will be held on April 19, 1995 at 9:00 AM at the P&L Electronics and Appliances Testing Laboratory in Diliman, Quezon City.

5. Consignee may only win one item, and in case he or she won more than once, the additional item will be awarded to the next person in the list.

6. Winners will be published in a leading daily and will be notified by telegram. Winners must present the notifying telegram and ID card to claim prize.

7. Prizes are non-transferable but non-consumable to cash.

8. Winners may claim their prizes at the P&L Electronics and Appliances Testing Laboratory of the Department of Energy, Commonwealth Avenue Diliman, Quezon City.

9. Employees of the Department of Energy, Department of Trade and Industry, Bureau of Product Standards, member companies of the Association of Home Appliance Manufacturers and CREATIVE RESPONSE and their relatives up to the first degree of consanguinity and affinity are disqualified from joining the raffle promotion.

Six brand new room air conditioners will be given away!

REALY COOL PRIZES!
REALLY COOL SAVINGS!

Introducing... the Energy Label for Room Airconditioners

Use the Energy Label as your guide to a wise decision. Your purchase of an energy-efficient appliance will surely make a difference in your electricity cost and more significantly, in protecting the environment, too!

Understand the label and get a chance to win an energy-efficient room air conditioner.

No purchase is needed to join. If you have access to any room air conditioners with the Energy Label, compute for its monthly operating cost using these easy steps:

1. Get the power consumption of your aircon found at the upper right corner of the energy label.
2. Convert it to kW by dividing it by 1,000 W per kW. This is now your Rated Power Demand.
3. Multiply this by the number of hours you operate your aircon in a month. (Given as 200 hours in the label coupon)
4. Multiply this again by the power rate. (Given as $3.20/kWh-hour in the label coupon)
   The final product will be the cost of operating your aircon in a month.

Fill out the raffle coupon below. Make sure you indicate all the required information. Only completely filled coupons will be accepted.

So hurry, go to your nearest appliance store for an Energy Label. The Grand Raffle Draw is on April 19, 1995.

Remember:* Always look for the EER (Energy Efficiency Ratio) in the central box of the energy label whenever you buy a room air conditioner.

Sample Label

ENERGY GUIDE
ROOM AIR CONDITIONERS

<table>
<thead>
<tr>
<th>RATED POWER (KWH/HOUR)</th>
<th>MONTHLY POWER (KWH)</th>
<th>POWER RATING (W)</th>
<th>COST OF OPERATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.05</td>
<td>6.20</td>
<td>10000</td>
<td>$19.60</td>
</tr>
<tr>
<td>0.06</td>
<td>7.44</td>
<td>16000</td>
<td>$23.52</td>
</tr>
<tr>
<td>0.07</td>
<td>8.78</td>
<td>22000</td>
<td>$27.44</td>
</tr>
</tbody>
</table>

The information in this energy label is based on Department of Energy standards.

*EER stands for Energy Efficiency Ratio.

Six brand new room air conditioners will be given away!

REALLY COOL PRIZES!

For further information, you may contact the following:

 предмет Certification Group
Bureau Of Product Standards
Department of Energy
Tel. No. 87-64-74, 87-64-75, 87-64-76, 87-64-77

Fuels and Appliances Testing Laboratory
Department of Energy
Tel. No. 87-64-74, 87-64-75, 87-64-76, 87-64-77

Association of Home Appliances Manufacturers (AHAM)
Tel. No. 87-64-74
REALLY COOL SAVINGS!

Introducing... the Energy Label for Room Airconditioners

Use the Energy Label as your guide to wise decisions. Your purchase of an energy-efficient appliance will surely make a difference in your electricity cost and more significantly, in protecting the environment, too!

Understand this label and get a chance to win an energy-efficient room air conditioner.

No purchase is needed to join. If you have access to any room air conditioner with the Energy Label, compute for its monthly operating cost using these easy steps:

- Get the power consumption of your aircon found at the upper right corner of the energy label.
- Convert it to kW by dividing it by 1,000 W per kW. This is now your Rated Power Demand.
- Multiply this by the number of hours you operate your aircon in a month. (Given as 200 hours in the raffle coupon)
- Multiply this again by the power rate. (Given as P3.20/kW-hour in the raffle coupon)
- The final product will be the cost of operating your aircon in a month.

Fill out the raffle coupon below. Make sure you indicate all the required information. Only complete coupons will be accepted.

So hurry, go to your nearest appliance store for an Energy Label. The Grand Raffle Draw is on April 19, 1995.

Remember: Always look for the EER (Energy Efficiency Ratio) in the central box of the energy label whenever you buy a room air conditioner.

Sample Label

PHILCO CORP.

Soaring Capacity: 1.5HP
Rated Power Demand: 1.5 kW
Energy Efficiency Ratio: 5.9
Power Consumption: 1.5 kW
Frequency 60Hz / Single Phase

ENERGY-GUIDE

ROOM AIR CONDITIONERS

9.5

ENERGY EFFICIENCY RATIO

For units with the same cooling capacity, higher EER means lower electricity cost.

For the model, the minimum EER

standard set by the government is 6.

The monthly operating cost of this model will be approximately:

RATED POWER

Power Consumption:

Power Demand:

Power Rate:

Cost of Operation:

Data on the back

Concerning these:

REPUBLIC OF THE PHILIPPINES, BEFORE CONGRESS PASSED Republic Act No. 7153

Our information on the cost of operation will consist of actual testing reports sent

by EER testing firms accredited by the Department of Energy.

Department of Energy Commonwealth Avenue,

Olongapo City, 4500 ZAMBOANGA PENINSULA

Followed by a 16-bit 12-bit

Facebook No. 111-710

Metro Manila

Deadline for submission of entries is on April 17, 1995.

4. The Grand Raffle draw will be held on April 19, 1995 at 9:00 am at the Fuell and Appliance Testing Laboratory in Diliman, Quezon City.

5. Winners may only win one aircon in case his or her name is drawn more than once.

6. Winners will be published in a leading daily and will be notified by telegram. Winners must present the notifying telegram and ID card to claim prize.

7. Prizes are tax-paid and transferable but non-consumable in cash.

8. Winners may claim their prizes at the Fuell and Appliance Testing Laboratory of the Department of Energy, Commonwealth Avenue, Diliman, Quezon City.

9. Employees of the Department of Energy, Department of Trade and Industry, Bureau of Product Standards, members of the Association of Home Appliance Manufacturers and Creative Response, and their relatives up to the first degree of consanguinity and affinity are disqualified from joining the raffle promotion.

Secretariat:

Sample Label

Understanding this label and get a chance to win an energy-efficient room air conditioner

Six brand new room air conditioners will be given away!

REALLY COOL PRIZES!
REALLY COOL SAVINGS!

Introducing... the Energy Label for Room Airconditioners

Use the Energy Label as your guide to a wise decision. Your purchase of an energy-efficient appliance will surely make a difference in your electricity cost and more significantly, in protecting the environment, too!

Understand the label and get a chance to win an energy-efficient room air conditioner

No purchase is needed to enter. If you have access to any room air conditioner with the Energy Label, complete for its monthly operating cost using these easy steps:

1. Calculate the power consumption of your air conditioner at the upper right corner of the label.
2. Convert in as kW by dividing it by 1,000 W per kW. This may be your Rated Power Demand.
3. Multiply that number of hours you operate your aircon in a month. (Given as in hours in the manual)
4. Multiply that again by the power rate. (Given as P.20/W-hour in the manual).
5. The product will be the cost of operating your aircon in a month.

Fill out the raffle coupon below. Make sure you indicate all the required information. Only complete coupons will be accepted.

So hurry, go to your nearest appliance store for an Energy Label. The Grand Raffle Draw is on April 19, 1995.

Remember: Always look for the EER (Energy Efficiency Ratio) in the central box of the energy label whenever you buy a room air conditioner.

Sample Label

| Room Air Conditioners | 9.5 | Energy Efficiency Ratio
|-----------------------|-----|-----------------------

For units with the same cooling capacity, higher EER means lower operating cost. For this model, the minimum EER standard set by the government is 8.

The monthly operating cost of the model will be approximately:

Example:

- Rated Power Demand: 1.0 kW
- Operating Hours Per Month: 200 hours
- Power Rate: P.20/W-hour
- Monthly Operating Cost: P.40

This coupon is valid in the Philippines.

Six brand new room air conditioners will be given away!

REALLY COOL PRIZES!

How to join:

1. The raffle is open to persons 12 years old and above who have access to any window type room air conditioner with the following brands:
   - Carrier
   - Kelvinator
   - Sanyo
   - Condura
   - National
   - Uni-Aire
   - General Electric
   - Nippon-Aire
   - Daikin
   - White Westinghouse
   - Keypark

2. Weather conditions may vary at the time the raffle draw is to be held. Should the event be delayed or canceled, the Drawing Committee may as a rule, post the results in the raffle draw in the future.

3. The raffle draw will be held on April 19, 1995, at 9:00 am at the Bureau of Product Standards, Department of Energy, Commonwealth Avenue, Diliman, Quezon City.

4. Employees of the Department of Energy, Bureau of Product Standards, member companies of the Association of Home Appliance Manufacturers and Creative Response and their relatives up to the first degree of consanguinity and affinity are disqualified from joining the raffle promotion.

For further information, you may contact the following:

Product Certification Group
Bureau of Product Standards
Tel. No.: 817-5688
Fax No.: 817-5670

Fuels and Appliance Testing Laboratory
Department of Energy
Tel. No.: 87-56-24, 87-72-01
Fax No.: 87-54-74

Association of Home Appliance Manufacturers (AHAM)
Tel. No.: 87-60-61 ext 271
Really cool savings!

Introducing... the Energy Label for Room Airconditioners

Your assurance that the product you are buying passed government standards on safety and energy

Sample Label

| FILLCOL CORP | Cooling Capacity 9.495 W/h |
| Brand NEW GEN | Power Consumption 1000 W |
| Model 100E-3 | Frequency 60Hz Single Phase |

ENERGY GUIDE

ROOM AIR CONDITIONERS

EER Energy Efficiency Ratio

For units with the same cooling capacity, higher EER means lower electricity cost

For this model, the minimum EER standard set by the government is 7.9

The monthly operating cost of this model will be approximately

Rated Power Demand x Monthly Usage Hours x Power Rate = Cost of Operation

Data on this label were verified by Certified to PNS 396 Part 1: 1981

This refers to the number of hours you operate your air conditioner in a month

The cost of electricity charged by your utility company. You may estimate it as P3 20/kWh

For information on the cost of operation and selection of correct cooling capacity ask your dealer or write or call the Department of Energy, Fuels and Appliance Testing Laboratory, Commonwealth Avenue, Diliman, Quezon City. Tel Nos. 975-443 or 987-201

* ICC Mark for imported units

Understand this label and get a chance to win an energy-efficient room air conditioner

Energy Saved Today Provides for a Brighter Tomorrow

Really cool prizes!
The Energy Labelling Program was developed by the government with the help of the Association of Home Appliance Manufacturers (AHAM), the United Nations Development Programme and the United Nations Industrial Development Organization. The Energy Label is a guide to help you find the best room aircon for your money. At the same time, it allows you to compute how much energy your room aircon consumes monthly. When you buy an energy efficient room air conditioner, you not only help conserve energy, you also help reduce air pollution and global warming.

What's more, you get a chance to win an energy efficient room air conditioner just by understanding what the energy label means.

Six brand new room air conditioners will be given away.

No purchase is needed to join. If you have access to a room air conditioner, all you need to do is fill out the raffle coupon and compute for the monthly operating cost of the aircon of your choice by following these easy steps:

1. Get the power consumption of your aircon found at the upper right corner of the energy label.
2. Convert it to kW by dividing it by 1000 W per kW. This is now your Rated Power Demand.
3. Multiply this by the number of hours you operate your aircon in a month. (Given as 200 hours in the raffle coupon)
4. Multiply this again by the power rate (Given as P3.20/kW/hour in the raffle coupon).
   The final product will be the cost of operating your aircon in a month.

Make sure you fill in all the essential details in the raffle coupon. Only completed forms will be accepted.

So hurry! The grand raffle draw is on April 19, 1995.

Remember: Always look for the EER (Energy Efficiency Ratio) in the central box of the energy label whenever you buy a room air conditioner.

How to join:
1. The raffle is open to persons 12 years old and above who have access to any window type room air conditioner with the following brand names:
   - Carrier
   - Condura
   - General Electric
   - Hotpoint
   - Keeprite
   - Climette
   - Samsung
   - Sanrio
   - Nippon-Aire
   - Uni-Air
   - Osaka
   - White Westinghouse

2. You can send in as many entries as you can. Coupons may be reproduced but should be filled out by hand. Coupons should be mailed to:
   Department of Energy
   Fuels and Appliance Testing Laboratory
   Fort Bonifacio, Makati 1201
   Metro Manila

3. Deadline for submission of entries is on April 17, 1995.
4. The Grand Raffle draw will be held on April 19, 1995 at 9:00 am at the Fuels and Appliance Testing Laboratory in Diliman, Quezon City.
5. Contestants may only win one aircon in case his or her name is drawn more than once.
6. Winners will be published in a leading daily and will be notified by telegram. Winners must present the notice telegram and ID card to claim prizes.
7. Prizes are tax-paid and transferable but non-transferable to cash.
8. Winners may claim their prizes at the Fuels and Appliance Testing Laboratory of the Department of Energy, Commonwealth Avenue, Diliman, Quezon City.
9. Employees of the Department of Energy, Department of Trade and Industry, Bureau of Product Standards, member companies of the Association of Home Appliance Manufacturers and Creative Response and their relatives up to the first degree of consanguinity and affinity are disqualified from joining the raffle promotion.

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Raffle Coupon

Name: ____________________________
Address: ____________________________
Tel. No.: ____________________________

Brand of Aircon: ____________________________
Model. No.: ____________________________
Power Consumption: ____________________________ W
Rated Power Demand: ____________________________ kW
No. of hrs. you operate aircon in a month: 200 hours
Power Rate: P 3.20/kW/hour
Monthly Operating Cost: P ____________________________

Signature: ____________________________

For further information, you may contact the following:

Product Certification Group
Bureau of Product Standards
Tel. Nos. 817-5309, 817-9602
Fax No. 817-9870

Fuels and Appliance Testing Laboratory
Department of Energy
Tel. Nos. 97-54-43, 97-54-74, 98-72-01
Fax No. 97-54-74

Association of Home Appliance Manufacturers (AHAM)
Tel. No. 87-60-81 loc. 271