

REPORT ON COLLECTIVE PURCHASE CAMPAIGNS DEVELOPED IN SLOVENIA, THE SUCCESSES AND THE LEARNINGS

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ABOUT CLEAR-X

Consumers Leading the EU's Energy Ambition Response, Expansion (CLEAR-X) is an ambitious extension of a tried-and-tested methodology, designed and developed to address consumers' needs thus **enabling consumers to lead the energy transition by investing in renewable energy sources (RES) and energy efficient (EE) technologies**.

The project covers some of the [countries](#) where financial, administrative/regulatory and technical barriers were most often perceived by the consumers during their journey to RES technologies.

These countries, Bulgaria, Cyprus, Lithuania, North Macedonia, Slovakia & Slovenia, were therefore selected for the potential impact of introducing collective purchase schemes, geographic diversity compared with similar past projects, and the presence of suitable consumer organisations.



There are four specific objectives:

- Reliable information on RES and EE technologies suitable for consumer's homes is available
- Consumers collectively invest in suitable RES technologies through trusted schemes
- Consumers receive relevant information and advice on RES and EE technologies
- Regulatory frameworks facilitate consumers' adoption of RES and EE technologies and relevant market offers

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TABLE OF CONTENTS

Campaign specification.....	3
Campaign 1: HPTD	4
Market research analysis.....	4
Product Test Results	4
Negotiation	5
Campaign content & promotion.....	7
Conclusion	9
Campaign 2: Alr-CO	11
Market research analysis.....	11
Product Test Results	11
Negotiation	12
Campaign content & promotion.....	14
Conclusion	16



CAMPAIGN SPECIFICATION

CAMPAIGN #1:

Product	Heat Pump Tumble Dryers (HPTD)
Campaign Calendar	Registration: September 6 th , 2023 Offer: October 11 th , 2023 Campaign closed: October 28 th , 2023
Campaign Landing Page Link	www.SKUPINSKIakupZPS.si

CAMPAIGN #2:

Product	Heat pump for heating and cooling (Air Co)
Campaign Calendar	Registration: December 6 th , 2023 Offer: February 7 th , 2023 Campaign closed: March 30 th , 2023
Campaign Landing Page Link	www.SKUPINSKIakupZPS.si

ZPS organised two Collective Purchase Campaigns (CPC) with the aim of securing RES and EE investment at better prices and purchase conditions, quality installations for all consumers, who'd sign up to participate in the CPC.

Being a part of a CPC, the consumers can gain the following benefits:

- **Better prices:** collective purchasing allows for greater bargaining power of the CPC organiser and can result in better prices for CPC participants. In both CPC of ZPS in the CLEAR-X project attractive prices were secured in the negotiation process for both campaigns.
- **Product quality:** ZPS deals with reliable dealers and suppliers who provide high quality devices for CPC. This ensures that consumers get a product that meets their needs as only ICRT-tested products are offered in the CPCs, organized by ZPS. This was also the case within the CLEAR-X CPCs'.
- **Expert support:** ZPS provides expert advice and support to consumers when choosing a device within a CPS and if they have any problems or questions about their purchase. This was also executed with the CLEAR-X collective campaigns, as expert advice was available for consumers via the dedicated ZPS e-mail helpline and the support for participating and making a successful purchase via a telephone helpline.
- **Ease of the process:** Participating in a group purchase organized by ZPS can make the process of buying easier, as ZPS takes over some of the administrative tasks. The terms and conditions that a consumer would have to oblige to were carefully and meticulously inspected by ZPS's legal office, prior to the supplier making the winning offer available to CPC participants.

CAMPAIGN 1: HPTD

MARKET RESEARCH ANALYSIS

The Energy Efficiency Survey of Slovenia – REUS 2019¹, which involved 1,015 surveyed Slovenian households, revealed that 33% of households have a dryer. Among these, 48% own dryers that are less than 5 years old (compared to 39% in 2015), while 33% have dryers that are between 5 and 9 years old. During the summer, the majority (76%) use the dryer twice a week, while in winter, this percentage decreases to 44%, as consumers often opt to dry their laundry on radiators.

All major brands of tumble dryers are widely available on the Slovenian market, including products from the local manufacturer Gorenje. Despite the availability, there is a prevalent belief among consumers that having a dryer in the household is unnecessary and particularly energy consuming. Through the group purchase of Heat Pump Tumble Dryers (HPTD), the aim was to highlight that modern appliances are energy-efficient and, more importantly, that they can enhance the quality of living. Drying laundry on a rack inside the living space can lead to the release of moisture, potentially causing mold accumulation and posing health risks to those inhabiting the room.

Based on tests results, a heat pump dryer with a good scoring can be acquired for approximately 500 €, but, on average, a good-quality one typically costs between 800 and 1,000 €. The prices of the most high-end models can go up to 1,600 €. The target audience for this initiative included consumers who may feel overwhelmed by the extensive array of devices available in the market or lack the time or inclination to navigate through it. They place trust in independent tests conducted by consumer organisations and may not possess adequate knowledge or confidence in retailers as much as they rely on the consumer organisation's selection.

PRODUCT TEST RESULTS

ZPS sent two devices for testing to the laboratories:

The manufacturers/brands of the devices, that ZPS sent as part of the CLEAR-X products to be tested, were:

1. Gorenje DE83/GID
2. Gorenje DE82/GD

After a careful review of the Slovenian market and after checking the overlap with the models proposed by other consumer organisations, we decided to send two dryers from a Slovenian manufacturer - Gorenje, which is very well known and quite popular among Slovenian consumers. The manufacturer confirmed to us that both models will be available during our group purchase campaign. Both models performed well in the test:

¹ <https://porocila.reus.si/porocila-raziskave-reus-gos/>

1. Gorenje DE83/GID (**good - 67**)
2. Gorenje DE82/GD (**good - 60**)

However, in the tender for offers, none of the suppliers, nor the producer made an offer of the Gorenje products.

The comparative test results were published in [ZPStest magazine 9/2022](#). The article and the test results were (and still are) free and accessible to all consumers.

NEGOTIATION

ZPS decided to engage with a wide array of potential suppliers in the HPTD sector with the goal of obtaining multiple offers. This approach aimed to provide a diverse selection of well-tested devices for consideration, ultimately ensuring a range of options and securing favourable pricing agreements for Slovenian consumers.

Following the identification of potential suppliers (retailers) in the Market research (WP2), ZPS sent out individual letters of introduction of the CLEAR-X project, the envisaged CPC timeline and invitation to participate in the 1st meeting of the potential suppliers, where they were to be informed about:

- the **objectives** of the CLEAR-X project and the **goals** of the CPC
- the **eligible products/models** (that scored good or very good in the ICRT testing) of the CPC tender
- the envisaged **mechanics** of the CPC (who, what, when, where, how)
- the **negotiation process** of all suppliers vs. ZPS for obtaining the best offer for the consumers
- the **timeline** of submitting the offer(s), the selection process of the selected supplier(s)
- the **minimum standards** of the offer (legal obligations, extras for consumers, payment options, how to improve your offer ...)

The direct invitation letter was sent to 20 different companies/retailers.


In addition to having potential CPC suppliers invited for the 1st informative meetings, **ZPS also published a public call** for eligible suppliers to get in touch with ZPS and arrange for the informative meeting to be held.



The public call was published in the **two biggest daily newspapers** Delo and Dnevnik in mid-May 2022. The public call was released well in advance, aligning with ZPS's established practice in previous collectives, ensuring ample time for engagement and participation. This decision rested upon the situation of **post-COVID supply chain uncertainties**. In the end, the decision to invite, publish, and hold the 1st informative supplier meetings **more than 3 months ahead of the Campaign's official launch proved to be very smart** as the suppliers

Javno povabilo podjetjem,
ki lahko sušilne stroje s tehnologijo toplotne črpalke
prodajajo končnim kupcem – potrošnikom

**Zveza potrošnikov Slovenije načrtuje organizacijo
in izvedbo skupinskega nakupa sušilnih strojev
s tehnologijo toplotne črpalke.**

Podjetja, ki lahko slovenskim potrošnikom prodajajo sušilne stroje s tehnologijo toplotne črpalke in lahko zagotovijo več naprav po pogojih skupinskega nakupa, vabimo na informativni sestanek. Na njem bomo predstavili časovnico izvedbe in pogoje, da postanete izbrani dobavitelj skupinskega nakupa sušilnih strojev s TC. Pokličite na tel. številko 01/474 06 10 (pon.–pet. med 9. in 15. uro) ali pišite na zps@zps.si, najpozneje 7 dni od objave povabila.



Narčni oglaš.: ZPS, Trška 2, Ljubljana



confirmed their concerns not being able to influence freight, production, quantities delivered, etc.

In the time frame of May 23rd to May 25th, **nine individual meetings** with potential suppliers were held in person in the premises of ZPS. In the later weeks, 3 additional video-call presentations were held with interested suppliers, retailers or web shops. The initial presentation was delivered in all meetings, live or virtual.

In the weeks following the 1st potential suppliers' meetings, they were given the opportunity to reach out to us for additional information or clarification. In case some new information was shared with them, the response has been sent to all potential suppliers that have participated in the 1st supplier meetings, with the same objective of **fair treatment of suppliers and transparency of the process**.

The results of the Tumble Dryers CPC (HPTD) validate our strategy, emphasizing the early engagement with suppliers, initiating the introduction of the CPC, procuring devices, and conducting the offer/negotiation process. Some suppliers communicated their inability to participate and provide an initial offer due to challenges in their supply chain originating from southeast Asia. The prevailing conditions in Chinese factories, influenced by Covid restrictions and disruptions in supply and freight, hindered them from ensuring a sufficient quantity of devices for delivery to Slovenian consumers by mid-October 2022, a prerequisite for participating as a dependable supplier in the HPTD CPC.

On August 17th 2022, the deadline for the submission of the initial offers was set. ZPS received offers, reviewed them, and informed the suppliers of the next steps. **By the end of August ZPS has confirmed that it wishes to conclude a contract for the delivery of HPTD for the purpose of the CPC with two suppliers.** The contract, which was an obligation-based contract, not a commercial one, was in the end negotiated and signed with both suppliers of ZPSs' Collective purchase of Heat Pump Tumble Dryers, an activity of the Clear-X project.

Ponudba skupinskega nakupa Zveze potrošnikov Slovenije sušilnih strojev s toplotno črpalko

BOSCH	BOSCH	SAMSUNG
		
BOSCH WTH85291BY 829,00 € 599,90 €	BOSCH WQG233D0BY 979,90 € 749,90 €	SAMSUNG DV80TA020DE/LE 648,99 € 537,69 €
Zmogljivost polnjenja: 8 kg Energijski razred: A++ Dimenzije (Š x V x G): 598 x 842 x 599 mm Glasnost: 65 dB Preprosto upravljanje z LED zaslonom na dotik	Zmogljivost polnjenja: 8 kg Energijski razred: A++ Dimenzije (Š x V x G): 598 x 842 x 613 mm Glasnost: 64 dB Tehnologija, ki samodejno prepozna, kdaj je perilo suho.	Zmogljivost polnjenja: 8 kg Energijski razred: A++ Dimenzije (Š x V x G): 600 x 850 x 600 mm Glasnost: 65 dB OptimalDry spremlja vlažnost in prilagodi čas sušenja.

ZPS ZVEZA POTROŠNIKOV SLOVENIJE **CLEAR-X** 

Projekti CLEAR-X in financirani iz programa Evropske unije za raziskave in inovacije (Horizon 2020) podpirajo B. CINEA in ZPS ne prevzemata odgovornosti za vsebino tega dokumenta. Evropska komisija in Evropska agencija za okolje (CINEA) ne prevzemata odgovornosti za vsebino tega dokumenta. Evropska komisija in Evropska agencija za okolje (CINEA) ne prevzemata odgovornosti za vsebino tega dokumenta. Evropska komisija in Evropska agencija za okolje (CINEA) ne prevzemata odgovornosti za vsebino tega dokumenta.

From the CPC web page, excerpt of the offer of the CPC



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The offers presented to the consumers participating in the CLEAR-X CPC, were very competitive for the Slovenian market situation (and thus for consumers) in several aspects:

- **Palpable price discount:** in comparison to regular market prices, our final (selected) offer secured a noteworthy discount, ranging between 20-30%, as a result of effective negotiation with the suppliers.
- **Reliable Delivery Times:** consumers greatly valued the commitment to delivering within the contractually agreed timeframes, particularly given reports of challenges faced by retail stores in delivering their standard products (attributed to factors such as the situation in Ukraine, ongoing post-Covid measures, and supply chain disruptions in China).
- **Energy Crisis Context:** the prevailing energy crisis in Europe during the winter of 2022 heightened the appeal of "heat pumps" for consumers. The potential for substantial energy savings compared to conventional, non-energy-efficient devices became a compelling argument.
- **Special Financing Option:** the primary supplier for the majority of devices sold in the CLEAR-X HPTD CPC (over 95%) introduced an **instalment payment option** in collaboration with an online loan provider. This special offer featured an **effective interest rate of 0.00%**, exclusively available to consumers participating in the CLEAR-X campaign.
- **Free "to your door" delivery:** regardless of whether the consumer resided in a multi-apartment building, a special arrangement allowed for free delivery to the entrance door of the consumer's home, even in multi-story apartments. This went beyond the usual delivery services' regulations.

ZPS's campaign on HPTD was very successful. In fact, it was so successful that on day 18 of the offer phase, **all 760 devices**, negotiated by ZPS to the guaranteed conditions, **were sold out** and the **campaign was closed**. The campaign engaged 4,115 consumers and resulted in 761 purchases (more than 50% above the target foreseen for this product).

CAMPAIGN CONTENT & PROMOTION

A full-fledged marketing campaign was executed for the promotion of the CPC of HPTD and the support of securing a high-volume signup to the campaign, which is one of the pre-requisites of running a successful CPC.

The smart-marketing mix included:

- Radio and TV advertisements
 - TV and SM [advert clip](#)
- Print and online advertorials and advertisements
- Digital promotion (social media content marketing + Ad placement in paid banners network, [video production for social media](#))
- Interviews and field-work (TV and Radio interviews and a specialised fair attendance)
- External customer support: telephone help-line and expert advice via e-mail





**Zakaj sodelovati v kampanji
SKUPINSKEGA NAKUPA SUŠILNIH
STROJEV S TOPLLOTNO ČRPALKO?**

- Prijava k sodelovanju je **preprosta, nezavezujoča in brezplačna** za vse potrošnike.
- Vsem potrošnikom omogočamo možnost ugodnega nakupa **kakovostnega in energijsko učinkovitega sušilnega stroja s toplotno črpalko**.
- Nakup aparata vključuje **brezplačno dostavo** do vhodnih vrat stanovanja in **možnost odvoza*** starega aparata s pooblaščenimi izvajalci.
- ZPS nudi vsem sodelujočim **strokovne nasvete o uporabi in vzdrževanju** v skupinskem nakupu ponujenih aparatov za doseganje **energijske učinkovitosti in daljše življenjske dobe aparata**.

* Cena odvoza po ponudbi izbranega dobavitelja.

Ugoden nakup na testu ZPS dobro ocenjenih sušilnih strojev s toplotno črpalko.

Za prejem nezavezujoče ponudbe izpolnite prijavo v skupinski nakup ZPS.

Brezplačna in nezavezujoča prijava na:
www.SKUPINSKInakupZPS.si

ZPS ZVEZA POTROŠNIKOV SLOVENIJE  Projekt CLEAR-X financira program Evropske Unije za raziskave in razvoj Obzorje 2020 s pogodbo o financiranju št. 101033682.  Informacije in pomoč pri prijavi: **01/432-12-97** (vsak delavnik med 9. in 17. uro)

Zveza potrošnikov Slovenije
September 24, 2022

👉 Zakaj je sušilni stroj boljša izbira od sušenja perila v zaprtih prostorih?
👉 Zakaj je smiselno kupiti sušilni stroj s toplotno črpalko?
👉 Zakaj se vam, če bi ga kupili, najbolj splača oddati prijavo na skupinski nakup ZPS?

Oglejte si prispevek v oddaji **KODA** na RTV Slovenija



2. SUŠILNA STROJA
(met trojke v stroj)

TEST SUŠILNIH STROJEV
KONDENZACIJSKI STROJI SO PREVEČ POTRATNI

Zveza potrošnikov Slovenije
October 2, 2022

👉 Ste se že prijavili za ugoden nakup kakovostnega sušilnega stroja s toplotno črpalko? Ne odlašajte, storite to čimprej. 📄 Prijava je brezplačna in nezavezujoča. 📄 Delite to objavo, da obvestite tudi prijatelje in znance. Oddajte prijavo zdaj! <https://bit.ly/3L9YPu0>



**Zakaj sodelovati v kampanji
SKUPINSKEGA NAKUPA SUŠILNIH
STROJEV S TOPLLOTNO ČRPALKO?**

- Prijava k sodelovanju je **preprosta, nezavezujoča in brezplačna** za vse potrošnike.
- Vsem potrošnikom omogočamo možnost ugodnega nakupa **kakovostnega in energijsko učinkovitega sušilnega stroja s toplotno črpalko**.
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ZPS ZVEZA POTROŠNIKOV SLOVENIJE  Projekt CLEAR-X financira program Evropske Unije za raziskave in razvoj Obzorje 2020 s pogodbo o financiranju št. 101033682.  Informacije in pomoč pri prijavi: **01/432-12-97** (vsak delavnik med 9. in 17. uro)

Content of the CPC page

The registration page for participation in the HPTD CPC was designed as an informative portal about HPTD technology and CPC participation. While traditional tumble dryers were commonplace in Slovenian households, those equipped with heat pumps were considered a novel but rapidly growing solution, especially in light of the energy price crisis in Europe in 2022.

Therefore, the majority of our communication efforts, apart from basic CPC advertisements, were focused on promoting CPC participation through content, particularly in PR articles. The content on the CPC page featured independent consumer articles:

- 5 reasons to choose a HPTD
- 10 advices for an energy efficient use of a TD
- Why it is better to dry your laundry in a TD instead of a drying rack





The ICRT independent test results, initially published in the ZPStest magazine 9/2022, were downloaded nearly 5,000 times. The article and test results were made freely accessible to all consumers.



CONCLUSION

After the internal evaluation meeting of the CPC, ZPS identified the executed campaign of HPTD CPC as a success. The target (KPI) for the number of devices sold was exceeded. The media coverage, not only on the CPC participation but also the PR info campaign on HPTD, provided strong support to our efforts and contributed to the ultimate success of the CPC. The delivery process was completed within the anticipated timeline communicated to the consumers. No delays were recorded, despite the additional stock made available beyond the contractually agreed volumes.

KPIs | goal vs result

HPTC CPC	Goal	Achieved
Number of direct installations	500	761



Average cost per installation	750€ ²	671,12€ *
Total investments (Million €)	1.13	1.53
Engagement (registered consumers)	5,000	4,154
Page Visits	-	36,000
Page Views	-	112,000

*Average investment = ((model sold * price) + (model sold * price) + (model sold * price) / total number of devices sold)

Lessons learnt

Adapting to the market situation, demonstrating flexibility and innovation in one's approach, along with a comprehensive marketing strategy and consumer engagement through a trusted consumer organization, form a winning formula for the success of a Collective Purchase Campaign. Despite the uncertainties of the post-COVID era and supply chain disruptions, implementing precautionary measures, particularly in dealings with suppliers and securing guarantees, proved crucial for the benefits and success of the CPC.

Consumer Satisfaction Feedback

Results of consumer satisfaction are based on **845 responses from consumers** to the **Satisfaction Survey** sent in December 2022 to the campaign database:

Campaign communication channels with more awareness - TOP 3:

- » **ZPS platforms** - 446 responses (53%)
- » **Social networks** - 96 responses (11%)
- » **Advertisement on the radio** - 87 responses (10%)

46% of the consumers who responded to the survey took advantage of the offer and purchased the product.

Main reasons that led the remaining 54% not to do it:

- » **Other reasons** - 162 responses (36%) | Examples:
 - "Our machine is still working well enough for now."
 - "Everyone had only right-opening, I needed left-opening."
- » **The product was no longer available** - 137 responses (30%)
- » **The price was still too high** - 136 responses (30%)

Regarding the answers, 89% of consumers who bought a tumble dryer were very satisfied.

Only 2% of consumers were not satisfied. Some of the reasons:

- "Because the price would have been lower in Hungary."
- "The labels for the program selection were only in three foreign unknown languages, which they could not replace with Slovenian at my request. Program selection is the most important for the correct setting of the machine's operation."

94% of consumers agreed that the website's information was very useful in helping them make a decision.

Only 6% didn't agree. Some of the reasons:

- "A more detailed comparison with other machines on the market. I then looked at the prices in different online stores and compared the quality of all three offered machines."
- "Other brands. Electrolux, Miele. We don't choose Bosch appliances anymore, because their service is very unreliable and bad in our area."

The satisfaction level with the campaigns was very high, with 430 consumers (51%) giving the maximum rating of 10 out of 10. When asked if they would recommend the campaign to other consumers, 595 (70%) said "definitely yes". The global net promoter score was very good.

Some testimonials from consumers who participated:

- "ZPS campaigns are always well-organized. I collaborated with your organization in the past (group electricity purchase and acquisition of the cheapest service providers). All the data in the campaigns is presented perfectly and provides all the necessary help in selecting items."
- "A very interesting experience, helping me to buy a quality machine. I think it is great to buy in groups, because it is possible to get a better price."

² This average cost was determined based on national data available at the time of writing the project proposal in 2020.

CAMPAIGN 2: AIR-CO MARKET RESEARCH ANALYSIS

ZPS had previously conducted a CPC on Air Conditioners (during the EU-funded project CLEAR 2.0), providing the organization with a comprehensive understanding of the market, key suppliers, and retailers. Nonetheless, ZPS aimed to engage as many suppliers and retailers as possible to gather numerous offers, ensuring a diverse selection of well-tested devices. The goal was to secure competitive pricing for consumers, coupled with reliable and expert installation services.

During the Market research analysis conducted under Work Package (WP) 2, ZPS identified new suppliers on top of the list of already known suppliers from the previous CPC. Additionally, specific considerations were made regarding the product. The most suitable air conditioners for household use in Slovenia are those with capacities of 2.5 kW and 3.5 kW. Typically, consumers prefer a setup with one indoor unit and one outdoor unit. In the past, individuals residing in houses would choose split systems with two or more indoor units. However, with the recent trend of energy renovations in many houses, ventilation and air-conditioning systems are often installed simultaneously with the renovation process.

While distributors and suppliers have been cooperative and provided ZPS with the necessary information to review the market, obtaining official market share data from them is practically impossible. The organization does not possess official information on the market share of individual brands. The information available is based on what potential suppliers shared during the first group purchase of air conditioners (during CLEAR 2.0), indicating that approximately 5,000 to 6,000 air conditioners are installed in Slovenian households annually. The most recognizable brands, with the largest market share, include Daikin, Mitsubishi Electric, Toshiba, LG, and air conditioners from the Slovenian manufacturer Gorenje.

PRODUCT TEST RESULTS

ZPS sent four devices for testing to the laboratories. The selected segments were split 2.5 kW and 3.5 kW air conditioners. The chosen manufacturers/brands were:

- Toshiba RAS-13PKVPG-E /RAS-13PAVPGG-E Daiseikai 9
- Gorenje SET KLIMA TITAN 35 TR
- Toshiba RAS-B13E2KVG-E / RAS-13E2AVG-E Seiya (bought by DECO for ZPS and ZPS's expense)
- Vivax ACP-12CH35AERI+ R32



After a thorough market analysis, we selected a few air conditioner models that were either new to the market or were selling well and available from various providers. For these chosen models, we confirmed their availability with suppliers in time for the collective purchase of air conditioners. Simultaneously, we coordinated with partner organizations to ensure that the selected models were also accessible to them. Three models from two manufacturers—Gorenje (a local manufacturer) and Toshiba—were shortlisted for testing. During the purchasing phase, it was discovered that one Toshiba model could not be delivered on time to the laboratory due to market conditions, so DECOPROTeste purchased it. The Vivax air conditioner was added later, following an agreement with the Macedonian consumer organization OPM. Although the Vivax brand is well-established in North Macedonia, it had recently entered the Slovenian market, presenting an opportune collaboration.

The comparative test results were published in [ZPStest magazine 2/2023](#). The article and the test results were (and still are) free and accessible to all consumers.

NEGOTIATION

ZPS reached out to newly identified market players, as discovered in the Market Research (WP2), by sending individual letters introducing the CLEAR-X project. These letters outlined the CPC timeline and extended an invitation to participate in the first meeting of potential suppliers. During this meeting, they were briefed on:

- the **objectives** of the CLEAR-X project and the **goals** of the CPC
- the **eligible products/models** (that scored good or very good in the ICRT testing) of the CPC tender
- the envisaged **mechanics** of the CPC (who, what, when, where, how)
- the **negotiation process** of all suppliers vs. ZPS for obtaining the best offer for the consumers
- the **timeline** of submitting the offer(s), the selection process of the selected supplier(s)
- the **minimum standards** of the offer (legal obligations, extras for consumers, payment options, how to improve your offer...)

Meanwhile, the previously identified market supply actors were notified of the launch parameters and timeline for their potential participation in the CPC's tender for the best offers. Individual meetings were also offered to suppliers who wished to have one.

The direct invitation letter was sent to 25 different companies/retailers/importers.

In addition to having potential CPC suppliers invited for the 1st informative meetings, **ZPS also published on its web page a public call** for eligible suppliers to get in touch with ZPS and arrange for the informative meeting to be held. Based on this public call, no additional suppliers were identified.

In the time frame of September 30th to October 11th, 2022, **seven individual meetings** with potential suppliers were held in person in the premises of ZPS. In the later weeks, additional video-call presentations were held with interested suppliers, retailers or web shops, those, who were already acquainted with the mechanics of



participation, as they had delivered the initial meeting presentation on the CPC participation already in 2017/18 within CLEAR 2.0. Mainly the deadlines for submitting initial offers, negotiations and eligible models' identification were discussed.

Following the first supplier meetings (or the updates to suppliers who were already acquainted with the CPC tendering process, ZPS supplied the suppliers with the list of well rated models in the ICRT testing, that they could source and offer as a bid in our CPC. As the testing results were released from the laboratory, they received an updated list so they could even source internationally for enough and make their volume related price offerings/calculations, in preparation to submit the bid.

ZPS received bids from 4 different suppliers for a total of 14 products. Only two suppliers were invited into the negotiation process. Both, eventually, made the cut and were presented as the selected supplier, eligible to make the offer to Slovenian consumers in sufficient quantities with a lucrative price offering, incl. a trustworthy installation network, covering the total territory of Slovenia.

In the case of one supplier (web shop), we were informed that they wanted to make an offer of a very well rated device model, but were discouraged or more specifically, not allowed (by the importer) to lower the price for more than 3% of the regular retail price. We informed about the situation the regional office of the brand, informing them about the mechanics of collective purchases, the efforts and promotion the consumer organization does by securing orders for them to execute ... With the expectation of reaching an attractive price, that reflects also the economy of scale and the expenses of promotion and consumer activation, carried by the CPC organizer. Nonetheless, the regional Head of the brand confirmed the "sovereignty" of the Slovenian importer resulting in an offer that was discounted by 3% regarding regular market price. The offer did thus not pass our evaluation criteria to be included in the CPC as one of the selected suppliers.

The offers, that ZPS confirmed to be presented to consumers participating in the CLEAR-X CPC, were competitive - in price for the Slovenian market situation (and thus for consumers) in several aspects:

- **Price discount:** in the negotiation process with the suppliers, ZPS obtained up to a 17% discount when comparing our final (selected) offer to regular market prices.
- **Quality installation assurance was guaranteed.**
- While no special payment plans were offered, consumers expressed satisfaction with the **hassle-free installation process** and the quality of the installed devices.
- **Various models** and brands were available in both standard strengths (2.5 kW and 3.5 kW), ensuring freedom of choice for consumers.

ZPS's campaign on Air Co's was (again) very successful. The **campaign closed as envisaged** by the end of March 2023, with an additional month allowing the installations throughout Slovenia. The campaign engaged 4,064 consumers and resulted in 510 purchases, surpassing our goal.



CAMPAIGN CONTENT & PROMOTION

A comprehensive marketing campaign was implemented to promote the Air Co's CPC and support the acquisition of a high volume of sign-ups, a crucial factor for the success of the campaign. **The smart-marketing mix included:**

- Radio and TV advertisements
 - TV and SM advert clip
- Print and online advertorials and advertisements
- Digital promotion (social media content marketing + Ad placement in paid banners network, [video production for social media](#))
- Interviews and proactive media-work (TV and Radio interviews, explaining the EE and the rationale of selecting an EE device)
- External customer support: telephone help-line and expert advice via e-mail

**PONUDBA SKUPINSKEGA NAKUPA
KLIMATSKIH NAPRAV
ZVEZE POTROŠNIKOV SLOVENIJE
www.SKUPINSKInakupZPS.si**

2,5 kW

 Klimatska naprava z montažo: Mitsubishi Electric MSZ-AP25VGK wifi 1.124,38 € Ocena na testu ZPS: dobro (71)	 Klimatska naprava z montažo: Mitsubishi Heavy Industries SRC/SRK 25 ZS-WF 1.299,86 € Ocena na testu ZPS: dobro (57)
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3,5 kW

 Klimatska naprava z montažo: Mitsubishi Electric MSZ-HR35VFK 929,93 € Ocena na testu ZPS: dobro (53)	 Klimatska naprava z montažo: Mitsubishi Electric MSZ-AP35VGK wifi 1.250,22 € Ocena na testu ZPS: dobro (57)	 Klimatska naprava z montažo: Mitsubishi Heavy Industries SRC/SRK 35 ZS-WF 1.448,86 € Ocena na testu ZPS: dobro (59)
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ZPS ZVEZA POTROŠNIKOV SLOVENIJE **CLEAR-X**     

Offer presented in Press release to the media



**Ugoden nakup na testu
ZPS dobro ocenjenih
kakovostnih
klimatskih naprav.**

www.SKUPINSKInakupZPS.si

**IZPOLNI
PRIJAVO**

CLEAR-X  **ZPS ZVEZA POTROŠNIKOV SLOVENIJE**   

Web banner in display network





Content of the CPC page

The registration page to participate in the CPC of Air-Cos, was set up as an informative portal on the difference between quality and EE devices vs. energy inefficient devices and the CPC registration itself. Special attention was placed also on the regular maintenance of the devices to secure proper functioning and optimal energy use.

Therefore, most of our communication efforts (besides basic CPC adverts) for promoting the CPC participation based on content, mostly in PR articles. The content of the CPC page held independent consumer articles:

- What to know before buying an air conditioner
- 10 tips for using your air conditioner properly and economically
- Service and regular maintenance maintain the efficiency of the air conditioner

 <p>Kaj je dobro vedeti pred nakupom klimatske naprave?</p> <p>Zbrali smo najpomembnejše informacije in nasvete, ki vam bodo olajšali pot do pravilne nakupne odločitve.</p> <p>→</p>	 <p>10 nasvetov za pravilno in varčno rabo klimatske naprave</p> <p>Kako s klimatsko napravo hladiti ali po potrebi (d)ogrevati, da bo pri tem porabila čim manj električne energije?</p> <p>→</p>	 <p>Servis in redno vzdrževanje ohranjata učinkovitost klimatske naprave</p> <p>Z rednim servisom in vzdrževanjem zagotovimo optimalen izkoristek klimatske naprave.</p> <p>→</p>
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More than 5,200 downloads were recorded for the ICRT independent test results table, originally published in the ZPStest magazine 2/2023. The article and test results were made freely accessible to all consumers.



Rezultati neodvisnega primerjalnega testiranja klimatskih naprav

Razmišljate o nakupu kakovostne klimatske naprave? Bi radi izvedeli, v čem se razlikujejo modeli in kaj ponujajo najbolj kakovostni modeli?

Preverite rezultate NAJNOVEJŠEGA neodvisnega primerjalnega testa potrošniških organizacij (ZPStest 02/23). V okviru projekta CLEAR-X je potrošnikom dostop do rezultatov testa omogočen – brezplačno!

[VEČ](#)

CONCLUSION

The execution of the CPC and the sales/installation endeavours were in line with our project planning and objectives. No major obstacles were faced, or they were successfully resolved as they occurred. The average cost per installation was not reflecting the market situation (project proposal writing vs. execution in 2022/23) due to heavy price increases (various reasons). Therefore, in view of securing an attractive price performance offer of devices the total investment vastly surpassed the envisaged investment in million EUR. The installation process took the envisaged time and was successfully concluded by early May 2023.

AirCo CPC	Goal	Achieved
Number of direct installations	500	510
Average cost per installation	750€ ³	1,183€*
Total investments (Million €)	1.13	1.78
Engagement (registered consumers)	5,000	4,064
Page Visits	-	43,000
Page Views	-	166,000

* Average investment = ((model sold * price) + (model sold * price) + (model sold * price), etc... / Total number of devices sold)).

Lessons learnt

Acting in line with the market situation, being flexible and innovative in ones' approach, combined with a holistic approach to marketing and consumer activation with a trustworthy consumer organization is a recipe for success of running a successful Collective purchase Campaign. However, there are "market forces" at work that were beyond our area of influence (the initial non-submission of offer of the test winner).

³ This average cost was determined based on national data available at the time of writing the project proposal in 2020.

Consumer Satisfaction Feedback

Results for consumer satisfaction are based on **689 responses from consumers** to the **Satisfaction Survey** sent to the **"Heat Pumps Heat & Cold"** campaign database in May 2023.

Campaign communication channels with more awareness - TOP 3:

- » Slovenian Consumers' Association (ZPS website, ZPStest magazine, or ZPS e-newsletter) - 353 responses (51%)
- » Social media (Facebook, Instagram, LinkedIn...) - 79 responses (11%)
- » Online advertisement - 56 responses (8%)

62% of the consumers who responded to the survey did not purchase the product.

The main reasons for not purchasing were:

- » **The price was still too high.** - 211 responses (30%)
 - » **Other** - 158 responses (23%)
- Examples:
- "My apartment is large and the air conditioners you offered were not powerful enough for its size."
 - "The device did not come with a 5-year warranty."
 - "The price for the same air conditioners with installation was cheaper at other providers."

» **I didn't recognize any benefits in the group purchase offer.** - 117 responses (17%)

Out of the remaining 261 respondents who reported purchasing the product, 73% replied:

"The installation is complete. It was carried out within the planned deadlines and everything went well."

Only 7% were not satisfied with the installation.

90% of consumers agreed that the website's information was useful in helping them make a decision.

Only 10% disagreed. Some of the reasons given were:

- "Exact price for installation, inspection, and servicing."
- "A wide range of different device models."
- "Not enough information on which air conditioner is suitable for a house, apartment, etc."

The satisfaction level with the campaign was very high, with 344 consumers (50%) rating it 9 or 10. When asked if they would recommend the campaign to other consumers, 347 (50%) said yes. Campaign recommendation index (NPS) was very good.

Here are some testimonials from the participating consumers:

- "I learned about joint purchases from a friend. I had expected more choices of air conditioners and lower prices, but in the end, I still managed to select one. Negotiating the installation took over a month, but the installation itself was done quickly and kindly, taking only half a day. Though I have not used the air conditioner yet, I am happy to have it available."
- "Thanks to the group purchase facilitated by ZPS, I was able to make a more informed decision about buying an air conditioner. I trust the organizer of the purchase to provide the best quality-price ratio. Overall, the purchase and delivery process were positive experiences for me."