

ACHIEVEMENTS IN ITALY



1) We visited Supermarkets, Electronic Stores, DIY, Furnitures showrooms.

1) We focused mainly on airconditioners, wine cantines, fridges, ovens.

1) We focused mostly on online stores of franchise retail chains

64 SHOPS VISITED (20,20,24)

**12723 PRODUCTS VERIFIED
(4533+3069+5121)**

**10 TO 15 LETTERS TO RETAILERS
SENT PER ROUND**

Ikea Italy has announced that after our visits they have implemented a new internal policy that leads to full compliance of the shops in Italy. Indeed the situation has dramatically improved from the first visit, and the **website is now fully compliant**.

This is especially relevant because **Ikea is among the most relevant retailers in Italy for kitchen and kitchen appliances**.

Despite this commitment, though, there are still difficulties within the company to control the full deployment of the new policy, as the 3rd round visit in their Florence shop has demonstrated.

Leroy Merlin Italia was the company that reacted the best in our escalation procedure: they not only welcomed the information provided, but asked for a meeting to further analyse their performance and find possible solutions. They came up with a strategy to become compliant with the regulation in shop and in their website by 2016.

AIRES-Confcommercio and **ANCRA**-Confcommercio, representing franchise and independent specialized retail store, have welcome the retailer's guide as a useful tool for training and will disseminate it to competent managers within the thousands points of sales of their network.

A common press release will also be released.

Movimento Difesa del Cittadino, an important consumers' organization in Italy has joined the project as a supporter at national level and, among other actions taken in the frame of this cooperation, they pledged to organize a meeting with the network of **all Italian consumers' organizations** to disseminate the NGO shop visits guide produced by the project.

MW results positively contributed to the discussion behind the opinion given by the EESC on the European Commission's *Proposal for a Regulation of the European Parliament and of the Council setting a framework for energy efficiency labelling and repealing Directive 2010/30/EU* COM(2015) 341 final – 2015/0149 (COD)

We thanks Rapporteur Mr. Emilio Fatovic that was present at the workshop organized for the presentation of the 3rd round's results in Rome.