

	<b>Directive (EU) 2024/825 – Harmonised notice and harmonised label</b>
	<b>SECOND STAKEHOLDER SURVEY</b> Gathering insights from stakeholders via a validation design survey

**LANGUAGE**

**L1.** [Single response] Please select the language in which you would like to complete the survey:

1. English
2. German
3. French
4. Polish

[provide correct language variant depending on answer on L1]

## INTRODUCTION

Dear Participant,

Thank you for taking the time to participate in this **second survey**. This survey is part of a study commissioned by the **European Commission (DG JUST)** and **European Innovation Council and SMEs Executive Agency (EISMEA)**. Compared to the first survey, this second survey aims to gather stakeholders' feedback on **preliminary designs** of an EU harmonised label for commercial guarantees of durability and an EU harmonised notice for the legal guarantee of conformity. More information about the study is available [here](#). DG JUST and EISMEA have mandated Ipsos NV, as part of a consortium consisting of LE Europe, Ipsos NV and EY, to carry out this survey on its behalf.

The main aim of the harmonised label is to make it easier for consumers to choose sustainable consumption options, and to stimulate demand for, and supply of, consumer goods with a longer lifespan.

The main aim of the harmonised notice is to remind consumers about the existence and the main elements of the legal guarantee of conformity, and to prevent confusion with the information on the commercial guarantee of durability.

The Directive (EU) 2024/825 on empowering consumers for the green transition, which is the legal mandate for the development of this label and notice, can be accessed [here](#).

This survey will take approximately **20 minutes** to complete. You can take the survey on a desktop, laptop, tablet or smartphone. Participation in the survey is voluntary. Your answers throughout this survey will be kept confidential and only be used for the purpose of the study and to produce anonymous research findings and insights. Ipsos will share personal data with the consortium members LE Europe and EY, and with the client EISMEA and DG JUST. No identifiable data will be shared with third parties. For more information on how we are processing and protecting your personal data, please read the [Privacy Notice](#) (Scripter: insert hyperlink to [https://survey.ipsos.be/privacynotice\\_EISMEA.pdf](https://survey.ipsos.be/privacynotice_EISMEA.pdf)).

Do you agree to participate given the above conditions?

1. Yes – I have read the information above and Privacy Notice (Scripter: insert hyperlink to [https://survey.ipsos.be/privacynotice\\_EISMEA.pdf](https://survey.ipsos.be/privacynotice_EISMEA.pdf)) and agree to take part in the survey.
2. No – I do not agree to take part in this survey. [screen out]

At Ipsos we protect our research and our clients' confidential and intellectual property information. By participating in this survey, you agree to:

- Not share any information included in this survey.
- Not photograph, record, publish on the internet, copy, or reproduce in any way the information included in this survey.
- Not use our client's confidential information for your own benefit, the benefit of a third party or in any way that may negatively affect our client or its image.

Do you acknowledge that you have read and agree to the above points?

1. Yes - I have read the information above and agree to take part in this survey.
2. No - I do not agree to take part in this survey. [screen out]

## SCREENERS

**S1. [All. Single response. Mandatory]** Please indicate which stakeholder group you are part of.

1. Organisation representing consumers
2. Organisation representing businesses
3. Private business
4. Member State authority
5. Other, please specify: [OPEN BOX]

**S2. [All. Open response. Mandatory]** What is the name of the organisation, business, or authority that you represent?  
[OPEN BOX]

**S5. [All. Open response. Mandatory]** In which country is the organisation, business, or authority that you represent active?

1. Active in one country: [OPEN BOX]
2. Active in multiple countries: [OPEN BOX]
3. Active at EU level
4. Active at a global level

**S4. [IF S1 = 2 or 3] [Multiple response. Mandatory]** In which sector are you active?  
*Multiple answers possible.*

1. Umbrella organisation representing all/numerous sectors
2. Automobiles and transportation (e.g., cars, bicycles, motorcycles).
3. Baby and child products (e.g., strollers, baby monitors).
4. Electronics and appliances (e.g., smartphones, laptops, tv).
5. Fashion and luxury goods (e.g., designer handbags, watches).
6. Home and garden (e.g., furniture, mattresses, gardening tools).
7. Household goods (e.g., vacuum cleaners, washing machine, refrigerators)
8. HVAC (Heating, Ventilation, and Air Conditioning) (e.g., ventilation systems, air conditioners).
9. Musical instruments and equipment (e.g., guitars, amplifiers).
10. Office supplies and equipment (e.g., printers, office furniture).
11. Personal and health care (e.g., fitness equipment, blood pressure monitors, hair dryers).
12. Pet products (e.g., automatic feeders, baskets).
13. Renewable energy products: (e.g., solar panels, battery storage systems).
14. Security and surveillance (e.g., alarm systems).
15. Smart home and automation (e.g., smart lighting systems).
16. Sports and outdoor (e.g., sport equipment, camping gear)
17. Supermarket (e.g., kitchenware, baby and child products)
18. Toys and games (e.g., electronic toys, gaming consoles).
19. Travel and leisure (e.g., luggage boats or camper vans).
20. Other, please specify: [OPEN BOX]

**S3. [IF S1 = 2 or 3. Single response. Mandatory]** Which type of activities do you or the businesses that you represent perform?

1. I produce goods - or represent companies producing goods
2. I sell goods directly to the consumer - or represent companies selling goods directly to consumers
3. I both produce and sell goods – or represent companies that both produce and sell goods
98. Other, please specify: **[OPEN BOX]**

## HARMONISED LABEL ON THE COMMERCIAL GUARANTEE OF DURABILITY

**[INTRO Q1. SHOW TO ALL]**

The harmonised label on the commercial guarantee of durability (further referred to as “harmonised label”) will be provided in a prominent manner on goods (e.g., on the packaging of goods), or next to the goods (e.g., on the shelves, or next to the picture of the good for sale in the case of online sale), to allow consumers to easily identify which particular good benefits from a commercial guarantee of durability offered by the producer at no additional cost, covering the entire good, and with a duration of more than two years. In addition, the harmonised label will also include a reminder of the existence of the legal guarantee of conformity (of two years) to avoid consumer confusion.

**[Page break]**

Now we will show you 6 versions of the harmonised label. These designs were developed based on the results from the first survey undertaken in August/early September in which different groups of stakeholders shared their views on the preferred design of the harmonised label. For each version, we will ask you to provide feedback by completing a few questions.

These 6 designs are provided in black and white. This is because we mainly want to gather your feedback on the basic design elements. Yet, since we are currently still considering whether we will keep these designs in black and white, or whether we will further design them in colour, we also provided a few examples of what the design could look like in colour. That way, you get an idea of how colour would impact the design.

Furthermore, as you will see, the designs for the labels contain the official EU languages. This means that the same label could be used by producers that are active in all EU Member States. However, producers would also have the possibility to adjust the label and keep only the languages relevant for specific countries only.

**[Show questions Q2-Q5&Q15 for each one of the 6 labels individually. Randomise order in which these labels are shown + capture order. Show label on top of page or on the side of the page for each question. Name questions Q2\_1 till Q2\_6, Q3\_1 till Q3\_6, Q4\_1 till Q4\_6, Q5\_1 till Q5\_6, Q15\_1 till Q15\_6]**

**[Show Q2-Q5 together on one page]**

**Q2 [All. Progressive grid. Mandatory]** Please indicate to which extent you agree with the following statements about this design of the harmonised label:

Rows (randomise):

1. The overall design is **attractive**.
2. The design is **understandable**, it conveys in a clear way information about the commercial guarantee of durability
3. The information is **structured** well, it is easy to see which part of the information is most important.
4. The **language** that is used is easy to understand.
5. The design has the **right amount of text**.
6. The design is **recognisable**, it can be applied to all relevant products
7. The design **reminds** consumers about the **existence of the legal guarantee of conformity** in a clear way.
8. The design is suitable to be placed on the **products' package or on the good itself**.
9. The design is suitable to be placed in **an offline brick-and-mortar store** (e.g., on the shelf next to the product).
10. The design is suitable to be placed in **an online e-commerce store** (e.g., next to the product description or picture of the good).

Columns:

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neutral
5. Somewhat agree
6. Agree
7. Strongly agree

**Q15** [All. Closed response. Mandatory.] Which colour tones would you prefer for this design?

1. Black and white
2. Colours, no preference on which colours
3. Colours, preference to have the following colours: **[OPEN BOX]**
4. Both options need to be provided to the producer, producers then decide whether they use the black and white or the coloured version
5. I don't have a preference

**Q3** [IF S1 = 2, 3 or 4. Progressive grid. Mandatory] Please indicate to which extent you agree with the following statements about the usability of the design for producers and traders:

Rows (randomise):

1. The design is **easy to use, and reproduce**, for traders and producers, including for the ones active in more than one Member state.
2. Reproducing and multiplying the design will be **cost-effective** for traders and producers.

Columns:

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neutral
5. Somewhat agree
6. Agree
7. Strongly agree

**Q4.** [All. Open response. Not mandatory] Thinking now about all the things you stated that are working well or not with the design and usage of the label, can you explain in your own words what could be improved about this design? Please indicate and explain if there is any highly problematic element in your view.

**Q5** [All. Closed response. Mandatory] In your opinion, is there any important information about the commercial guarantee of durability missing in this design?

1. No, all important information is mentioned.
2. Yes, the following information is missing [OPEN BOX]

**Q6** [All. Closed response. Mandatory. Randomise items 1-5]. Which name would you find most suitable for the harmonised label on the commercial guarantee of durability? This name may be potentially integrated into the design of the label itself.

1. Guaranteed product durability
2. Guarantee
3. Producer Guarantee
4. Product guarantee
5. Additional product guarantee
6. The names above are acceptable, but I still prefer another name: [open box] (fixed position)
7. The names above are **not** acceptable, I would change it to: [OPEN BOX] (fixed position)
8. I prefer a label without name (fixed position)

**Q7** [All. IF Q6 = 6 or 7. Open response. Not mandatory.] Please explain why you believe another name would be more suitable.  
[OPEN BOX]

**Q8** [All. Closed response. Mandatory] The harmonised label might provide producers with the option to add their name, reference to the product's model and/or a digital item, like a QR code. This digital item could then guide consumers to the commercial guarantee statement, providing more detailed information about the exact terms and conditions of the commercial guarantee of durability for that specific good. These pieces of information would be provided by the **producer** of the good themselves. Can you indicate which of these pieces of information (i.e., producer's name, product reference, digital item) you would find useful to add to the harmonised label?

1. Producer's name, product reference and digital item

2. Only producer's name and product reference, **no** digital item
3. Only the digital item
4. None of these three information pieces, because [OPEN BOX]
5. Other [Open Box]

## HARMONISED NOTICE ON THE LEGAL GUARANTEE OF CONFORMITY

[INTRO Q9. **SHOW TO ALL**] As introduced, in addition to the harmonised label, a harmonised notice on the legal guarantee of conformity (further referred to as "harmonised notice") will be developed.

The harmonised notice will be a compulsory notice for shops selling consumer goods to remind consumers about the existence and the main elements of the legal guarantee, including its minimum duration of two years as provided in [Directive \(EU\) 2019/771](#) as well as a general reference to the possibility that the duration of the legal guarantee of conformity is longer under national law.

[Page break]

Next, we will show you 5 versions of the harmonised notice. These designs were developed based on the results from the first survey undertaken in August/early September in which different groups of stakeholders shared their insights and views on the preferred design of the harmonised notice. For each version, we will ask you to provide feedback by completing a few questions.

Similar to the harmonised label, each design is provided in black and white to gather your feedback on the basic design elements. Yet, since we are currently still considering whether we will keep these designs in black and white, or whether we will further design them in colour, some of the black and white designs are accompanied with versions in colour to give you an idea of how colour would impact the design.

Unlike the harmonised label (which is a multiple-language label), the designs for the harmonised notice are displayed during this survey only in one language. The final harmonised notice will be translated and available in all EU official languages.

[Show questions Q10-Q13&Q16 for each one of the five notices individually. Randomise order in which these notices are shown + capture order. Show notice on top of page or on the side of the page for each question. Name questions Q10\_1 till Q10\_5, Q11\_1 till Q11\_5, Q12\_1 till Q12\_5, Q13\_1 till Q13\_5, Q16\_1 till Q16\_5]

[Show Q10-Q13 together on one page]

**Q10** [All. Progressive grid. Mandatory] Please indicate to which extent you agree with the following statements about this design of the harmonised notice:

Rows (randomise):

1. The overall design is **attractive**.
2. The design is **understandable**, it conveys the information about the main elements of the legal guarantee of conformity in a clear way.

3. The information is **structured** well, it is easy to see which part of the information is most important.
4. The **language** that is used is easy to understand.
5. The design has the **right amount of text**.
6. The design is **recognisable** and suitable to be placed in **an offline brick-and-mortar store** (e.g., on the wall in the aisles, at the entrance/exit door, next to the check-out counter).
7. The design is **recognisable** and suitable to be placed in **an online e-commerce store** (e.g., on the homepage, on the page of the product, on the shopping cart page).

**Columns:**

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neutral
5. Somewhat agree
6. Agree
7. Strongly agree

**Q16** [All. Closed response. Mandatory.] Which colour tones would you prefer for this design?

1. Black and white
2. Colours, no preference on which colours
3. Colours, preference to have the following colours: **[OPEN BOX]**
4. Both options need to be provided to the trader, traders then decide whether they use the black and white or the coloured version
5. I don't have a preference

**Q11** [IF S1 = 2, 3 or 4. Progressive grid. Mandatory] Please indicate to which extent you agree with the following statements about the usability of the design for traders (knowing that the notice will be available in language versions for all EU Member States):

**Rows (randomise):**

1. The design is **easy to use, and reproduce** for traders, including traders active in more than one Member state.
2. Reproducing and multiplying the design will be **cost-effective** for traders.

**Columns:**

1. Strongly disagree
2. Disagree
3. Somewhat disagree
4. Neutral
5. Somewhat agree
6. Agree
7. Strongly agree

**Q12.** [All. Open response. Not mandatory] Thinking now about all the things you stated that are working well or not with the design and usage of the notice, can you explain in your own words what could be improved about this design? Please indicate and explain if there is any highly problematic element in your view.

**Q13** [All. Closed response. Mandatory.] In your opinion, is there any important information about the legal guarantee of conformity missing in this design?

1. No, all important information is mentioned.
2. Yes, the following information is missing [OPEN BOX]

**Q14** [All. Closed response. Mandatory.] The harmonised notice might provide the option to add a digital item, like a QR code. This digital item could lead consumers to more detailed information about the specific rules regarding the legal guarantee of conformity in their Member State (such as its exact duration). This information would be **made available by the Member State**. Do you think such a digital item would be useful?

1. Yes
2. No, because [OPEN BOX]

<b>CONCLUSION</b>
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**C1. [All. Open response. Not Mandatory]** Do you have any additional comments or suggestions regarding the design, use or information of the **harmonised label**?

[OPEN BOX]

**C2. [All. Open response. Not Mandatory.]** Do you have any additional comments or suggestions regarding the design, use or information of the **harmonised notice**?

[OPEN BOX]

**C3. [All. Single response. Not Mandatory.]** Did you also take part in our first survey?

1. Yes
2. No
98. I don't know

**C4. [All. Single response. Not Mandatory]** We will be organising an online stakeholder meeting near the end of October. In particular, we will then discuss the results of this survey with the stakeholders that are present and outline the future design directions for the harmonised label and the harmonised notice.

If you would like to attend this online stakeholder meeting, thank you for providing your email address below. Then we will send you the Teams invitation via email.

[OPEN BOX] [add validation e-mail address]

98. I do not want to participate in this online stakeholder meeting. (**exclusive**)

[OUTRO. All] Thank you for participating in this survey. Your feedback is very valuable for us.

If you have any further questions or would like to provide more detailed feedback through a dedicated interview, please contact us at [EULabelStudy@ipsos-online.com](mailto:EULabelStudy@ipsos-online.com)

[END OF SURVEY]