

For The New Energy Labels

Context

City / Country: North Macedonia

Structure : Flyer

Area of activity : Energy

Identified needs

To adapt this flyer using clear language, the text should be simplified by reducing technical jargon and using more straightforward wording. Long and complex sentences need to be broken down into shorter, clearer statements to improve readability. The structure and flow of the information should be organized logically with clear headings and well-defined sections to guide the reader smoothly.

Key changes should be clearly highlighted, ensuring that the most important points stand out without overwhelming the audience with excessive background details. The FAQ section should provide direct and simple answers that are easy to understand without unnecessary complexity.

Using real-world examples can help illustrate changes in a way that makes sense to consumers. Visual elements such as tables, bold text, and icons would enhance clarity and allow readers to quickly find relevant information. Acronyms and abbreviations should be defined so that consumers are not left guessing their meaning.

The overall tone of the flyer should be friendly and reassuring, helping consumers feel comfortable with the transition to the new energy labels. The focus should be on making the information easy to digest while ensuring that all key details remain clear and accessible.



Objectives

The objectives of adapting the flyer are:

- **Enhancing clarity** – Simplify technical language and break down complex sentences to make the information easier to understand.
- **Improving accessibility** – Ensure the content is clear and readable for consumers with varying levels of knowledge about energy labels.
- **Organizing information effectively** – Structure the flyer logically so that readers can quickly find key details without feeling overwhelmed.
- **Highlighting essential changes** – Clearly present the most important updates to energy labeling without unnecessary complexity.
- **Providing direct answers** – Ensure the FAQ section contains straightforward, easy-to-understand responses to common concerns.
- **Using real-world examples** – Illustrate changes with practical examples to help consumers relate to and understand the impact.
- **Enhancing engagement with visuals** – Utilize tables, bold text, and icons to make key information stand out and improve readability.
- **Defining acronyms and abbreviations** – Spell out and explain terms like EPREL to prevent confusion.
- **Adopting a consumer-friendly tone** – Use a reassuring and informative style to help consumers feel comfortable with the transition to new energy labels.

Target groups

The target groups for the adapted flyer include consumers, who need clear and simple information to understand the new energy labels and make informed purchasing decisions. Retailers and sales staff also form a key audience, as they must explain the new labeling system to customers in appliance and electronics stores. Manufacturers and distributors are another important group since they are responsible for producing and selling energy-using products that must comply with the new regulations.

Government and regulatory bodies play a crucial role in overseeing the implementation of energy labeling regulations, making them a relevant audience for this information. Energy and environmental organizations, which promote energy efficiency and sustainability, may use the flyer for educational purposes to inform the public about the benefits of the new system. Media and consumer



advocacy groups, including journalists, bloggers, and organizations that focus on consumer rights, are also an important target audience as they help communicate these changes to a wider public.

Existing Proposal

The proposal discusses changes to energy labeling regulations based on EU updates, emphasizing a shift from the previous A+, A++, and A+++ system to a simpler scale from A to G. The new system aims to prevent confusion for consumers and accommodate technological advancements in energy efficiency. It also highlights the introduction of QR codes on labels for easier access to device information. While the new regulations aren't mandatory yet in North Macedonia, they are expected to be implemented soon. You can read more about the proposal here https://opm.org.mk/wp-content/uploads/2021/12/Energ_Etiketi_mk.pdf

Adaptation process

The adaptation of the flyer involves simplifying the language and structure to make it more accessible to a wider audience. The focus is on making technical terms clear, breaking down complex sentences, and organizing the content logically. Key changes are highlighted to ensure that readers understand the new energy labeling system. The use of visuals and definitions for acronyms will help clarify the information further, while a more consumer-friendly tone aims to reduce confusion and improve understanding. The overall goal is to communicate the updates effectively, ensuring all audiences can easily navigate the changes.

Returns

The expected returns of adapting this flyer using clear language are improved understanding and engagement from a wider audience. Consumers, retailers, and



manufacturers will be better able to navigate the new energy labeling system, leading to more informed purchasing decisions and smoother compliance with regulations. By reducing confusion and presenting information in a straightforward manner, the flyer will also help build trust in the new system and ensure consumers feel confident in their choices, ultimately driving better energy efficiency and environmental benefits.

General comment from Milo, Logopsycom: it's hard to assess the documents just from the summary note, and I'm a bit lost as for which documents in the folder are the ones I should check. I hope my comments make sense but if there are any doubts, don't hesitate to message me to get an explanation.

<p>Length and conciseness</p> <ul style="list-style-type: none"> Is the material appropriately concise while retaining essential content? Has excessive density or information overload been avoided? 	<p><i>f.e. Yes, as the initial document was 6 pages long, I think making it 4 pages long is a definite improvement (Les Apprimeurs)</i></p> <p>The document is appropriately concise. (Logopsycom)</p> <p>The text is quite concise (LAPP)</p>
<p>Language complexity and clarity</p> <ul style="list-style-type: none"> Is the language clear, accessible, and free from unnecessary technical terms, jargon, or overly complex structures (e.g., passive voice, long sentences)? Does the text align with relevant linguistic criteria (e.g., CEFR levels A1, A2, etc.)? 	<p><i>f.e. Yes, we can clearly see a simplification on a jargon-level - difficult words have been replaced by simpler ones without infantilising the reader. However, I still see some difficult words - is not replacing them with simpler ones had a particular goal? (Les Apprimeurs)</i></p> <p>Yes, looking at the ENG version, the language used in the leaflet is easy to understand and it's not administrative (LAPP)</p>
<p>Purpose and effectiveness</p> <ul style="list-style-type: none"> Is the goal of the material (e.g., to inform, instruct, persuade) clearly conveyed and maintained in the adaptation? 	<p>Yes, it's clear that the document informs consumers about new EU energy labeling regulations. (Logopsycom)</p>

	Yes (LAPP)
Audience suitability <ul style="list-style-type: none"> Is the material appropriate for the intended audience in terms of reading level, language, and needs? 	
Structure and readability <ul style="list-style-type: none"> Is the content well-organised, with logical flow, clear headings, bullet points, and other structural elements that enhance comprehension? 	<p>Well-organized with clear headings and bullet points that enhance comprehension. (Logopsycom)</p> <p>Not sure if i am looking at the right version (I am looking at the one with "edited" in the title as it seems logical to me), but the adaptation seems to have less structure than the original, therefore i am not sure if i am finally looking at the right one. I appreciated the colored headers in the originals that i don't see anymore in the adaptation, which makes the text appear as one block to which it's hard to access. (LAPP)</p>
Visual elements <ul style="list-style-type: none"> Are visuals (charts, diagrams, etc.) clear, relevant, and effectively aligned with the text? Have visual adjustments improved clarity and usability? 	<p>In some places the text overlaps with the visuals and it makes it more difficult to read. (Logopsycom)</p> <p>The images overlap with the text in 3 places, which is a definite obstacle. Also, maybe such a big break between the text is not necessary where there's</p>

text it **EASY**

	the question “where does the qr code lead....” - it doesn’t really look natural, it breaks the structure and the flow. (LAPP)
Educational and practical value <ul style="list-style-type: none">• Does the material maintain its usefulness and accuracy despite any simplifications or modifications?	
Accessibility and usability <ul style="list-style-type: none">• Is the format user-friendly, avoiding design issues (e.g., small fonts, poor layout) that could hinder accessibility?• Is the material easy to understand and implement for the target audience?	User-friendly layout, but some dense text blocks could be further broken down for easier reading. (Logopsycom) Not really user-friendly – i think the document could easily be simplified further 😊 (LAPP)

