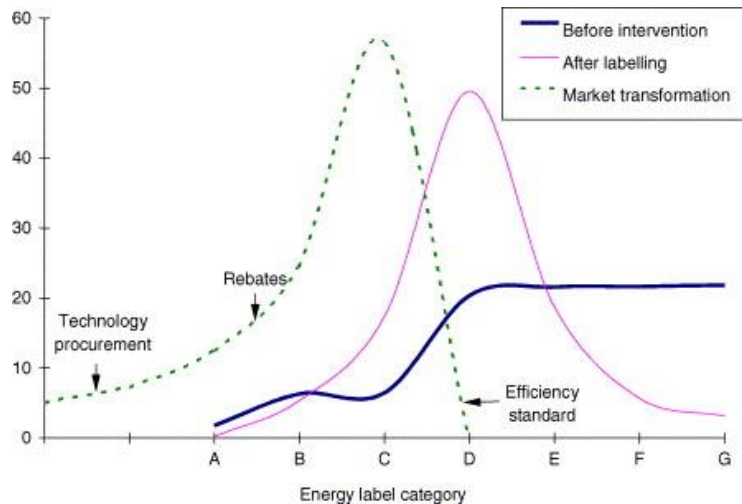




NL Agency
Ministry of Economic Affairs



Quicker market transformation through a more integrated framework policy

Seminar on
Stronger Ecodesign & Energy Labelling
27 June 2013
Brussels, EUSEW'13
by Hans-Paul Siderius
Dutch Agency for Sustainability & Innovation

The event was organised by INFORSE-Europe (Contact: Gunnar Boye Olesen) and Coolproducts Campaign with EEB (Contact: Stephane Arditi, Simon Nazer), and others in cooperation with European Commission, DG Energy, Ecodesign Team.
Proceedings: http://www.inforse.org/europe/conf_EUSEW13_27_06.htm

>> Focus on energy and climate change



This is the process (and the result) nobody wants ...

The Label - Part XXVII





So what do we want?

- (5) The provision of accurate, relevant and comparable information on the specific energy consumption of energy-related products should influence the end-user's choice in favour of those products which consume or indirectly result in consuming less energy and other essential resources during use, thus prompting manufacturers to take steps to reduce the consumption of energy and other essential resources of the products which they manufacture. It should also, indirectly, encourage the efficient use of these products in order to contribute to the EU's 20 % energy efficiency target. In the absence of this information, the operation of market forces alone will fail to promote the rational use of energy and other essential resources for these products.

Energy labelling directive recital 5

Energy Label and
Product Information



Influence consumer choice
in favour of less energy
using products



Stimulating manufacturers to
reduce energy consumption
of their products



Consumer perception

OK products



not OK products



Therefore the energy label triggers ...

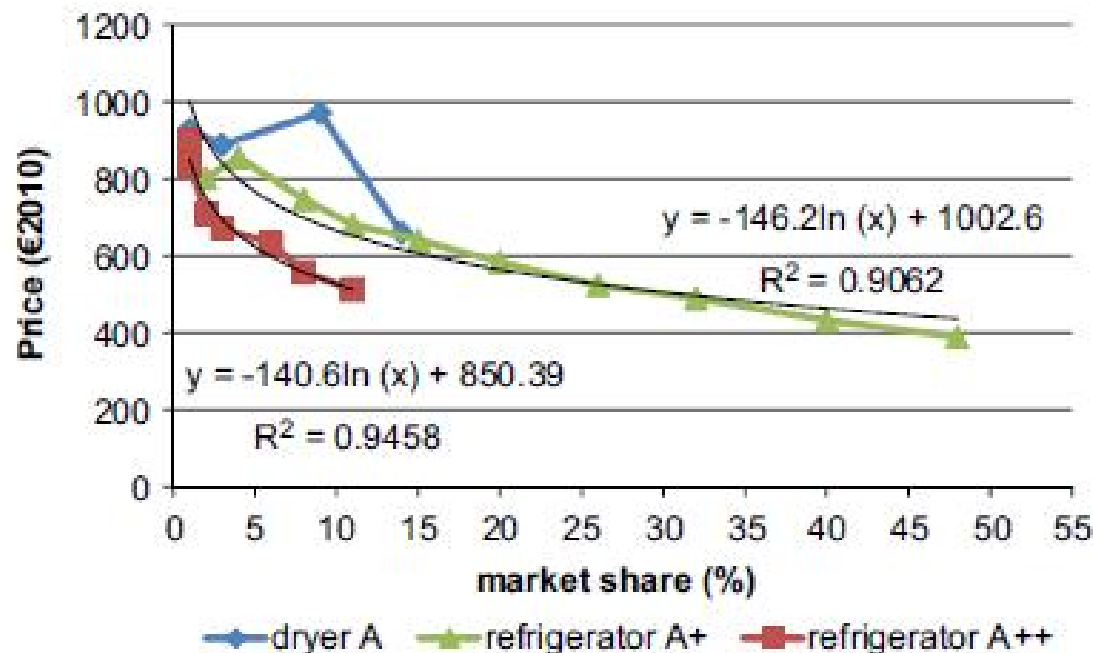
- yes, the development of more efficient appliances, but also:
 - extra attention for more efficient appliances in shops and through advertising
 - other instruments that result in attention for more efficient appliances:
 - subsidies, information campaigns (government)
 - bonus, sales training (commercial)

So, also consumers that do not use the energy label profit from the effect of the energy label.

No wonder manufacturers are not in favour of rescaling, but ...



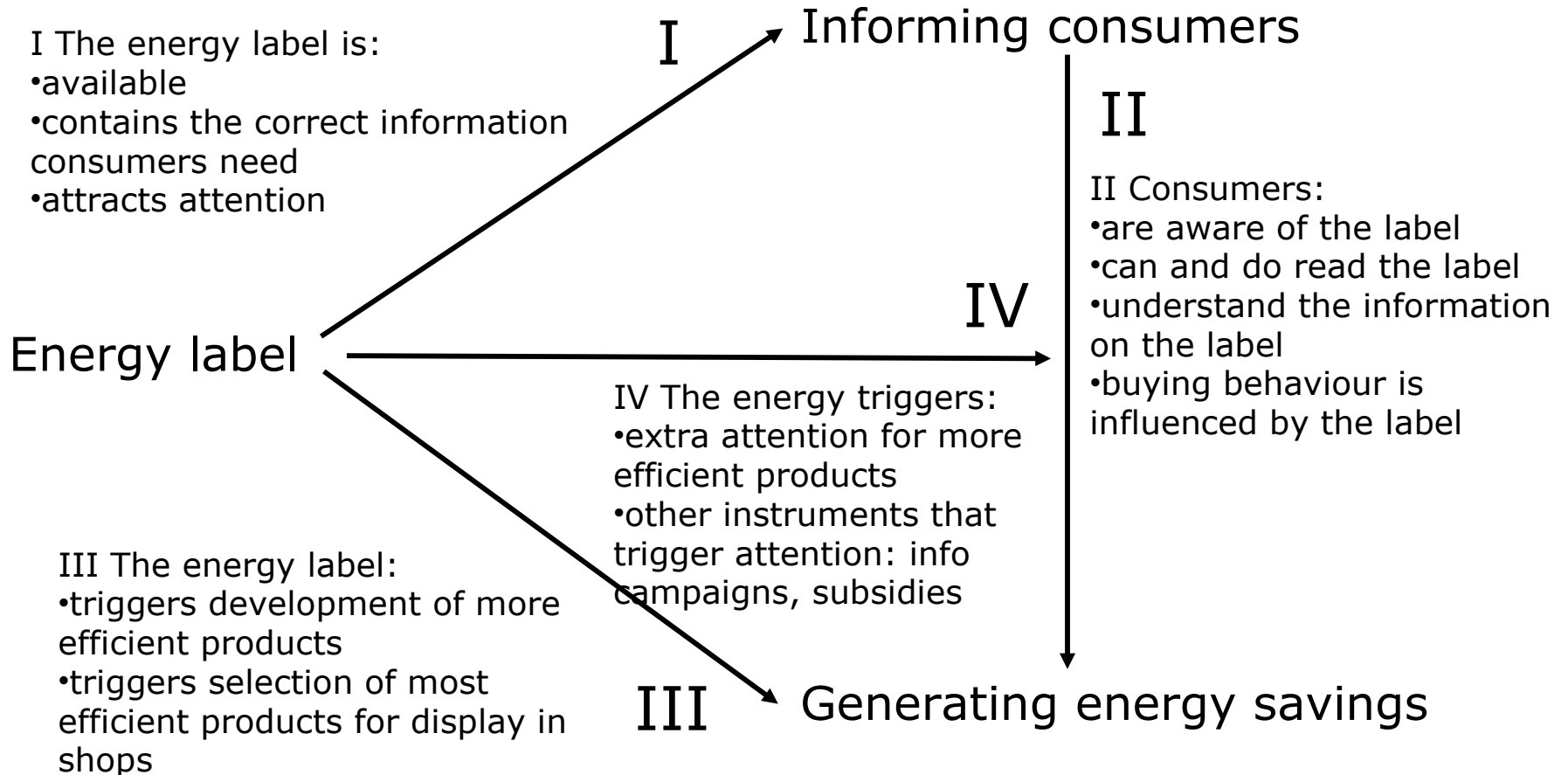
A+, A++, A+++: manufacturers earn less?



Source: Siderius (2013). The role of experience curves for setting MEPS for appliances. Energy Policy 59, p. 762-772



Important aspects for an efficient and effective energy label





An integrated framework: integrated measures

An integrated measure: one regulation for both ecodesign and energy labelling measures for a product:

- Definitions
- Measurement methods
- Technical documentation
- Verification procedures
- Requirements:
 - Energy label
 - Product information
 - Minimum efficiency requirements
 - Other requirements



An integrated framework: integrated process

An integrated process: one procedure for both ecodesign and energy labelling measures for a product

- with a clear timetable and deadlines,
- adapted to the complexity (technical, political) of the product
- with comitology for both ecodesign and energy labelling
- Using a standardized format for recurring parts of the regulation



Thank you for your attention!

hans-paul.siderius@agentschapnl.nl