

UNICE / UEAPME Ecolabel Information Day

**Eco-Labeling:
Chances, Limitations and
Alternatives**

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World Wide Eco Label w/o EU



Environmental Choice Canada



Nordic Swan Iceland



Croatia



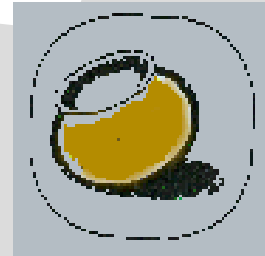
China Certification Committee for Environmental Labelling Products (CCEL)



Green Seal USA



Israel



India



Eco Mark Japan



Korea



Brasil



Indonesia



Thai Green Label



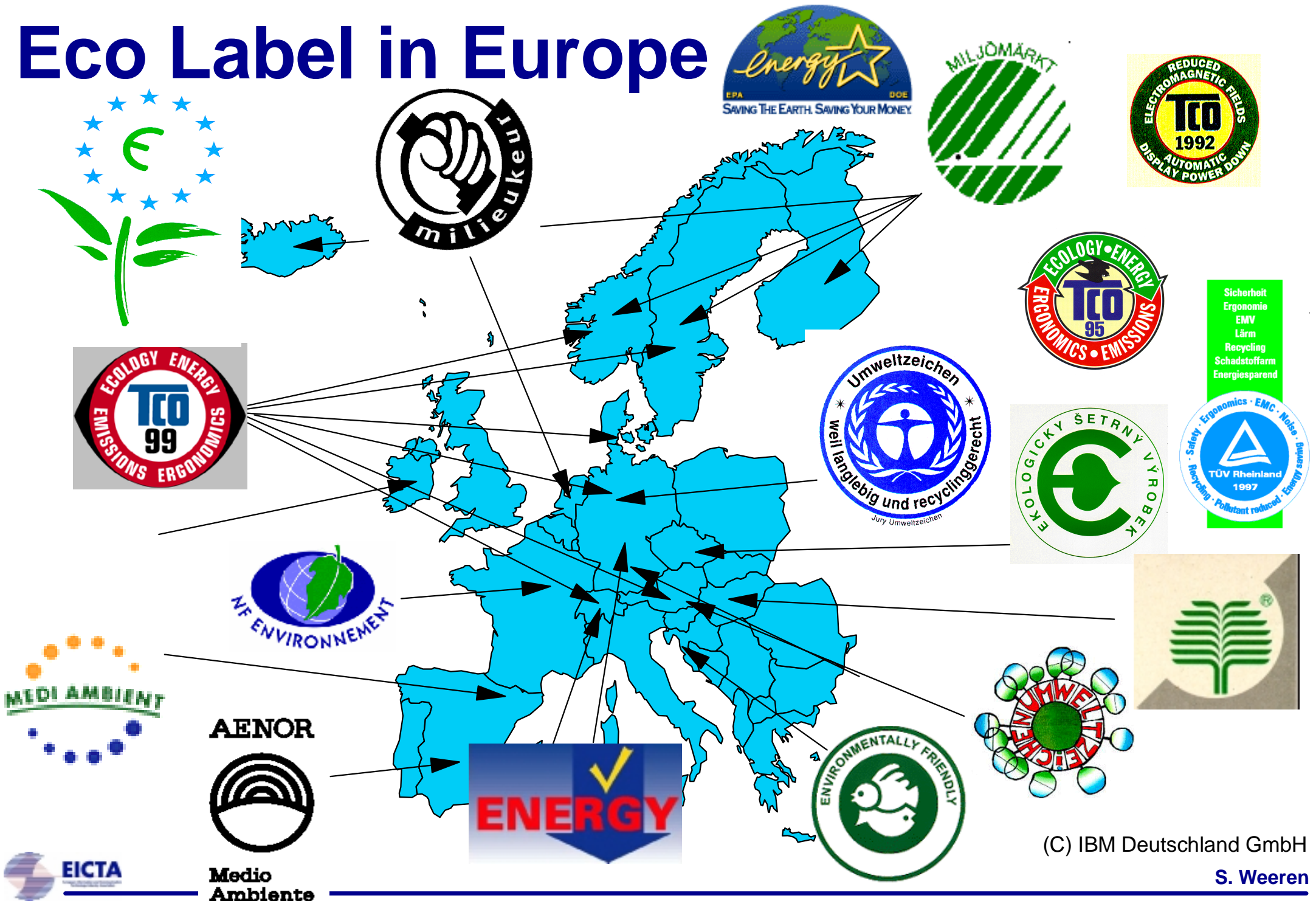
Green Mark Taiwan



S. Weeren

(C) IBM Deutschland GmbH

Eco Label in Europe



(C) IBM Deutschland GmbH

S. Weeren

Overview ICT+CE Eco Labels

- Flood of eco labels -
 WWW / EU / national / privat
- BUT: worldwide product developement
- Need for HARMONISATION
- Newest: Blue Angel for mobil phones 0206
- Market relevance in EU (very general):
 - ▶ lower on consumers, higher on GPP
 - ▶ only few producers / few products

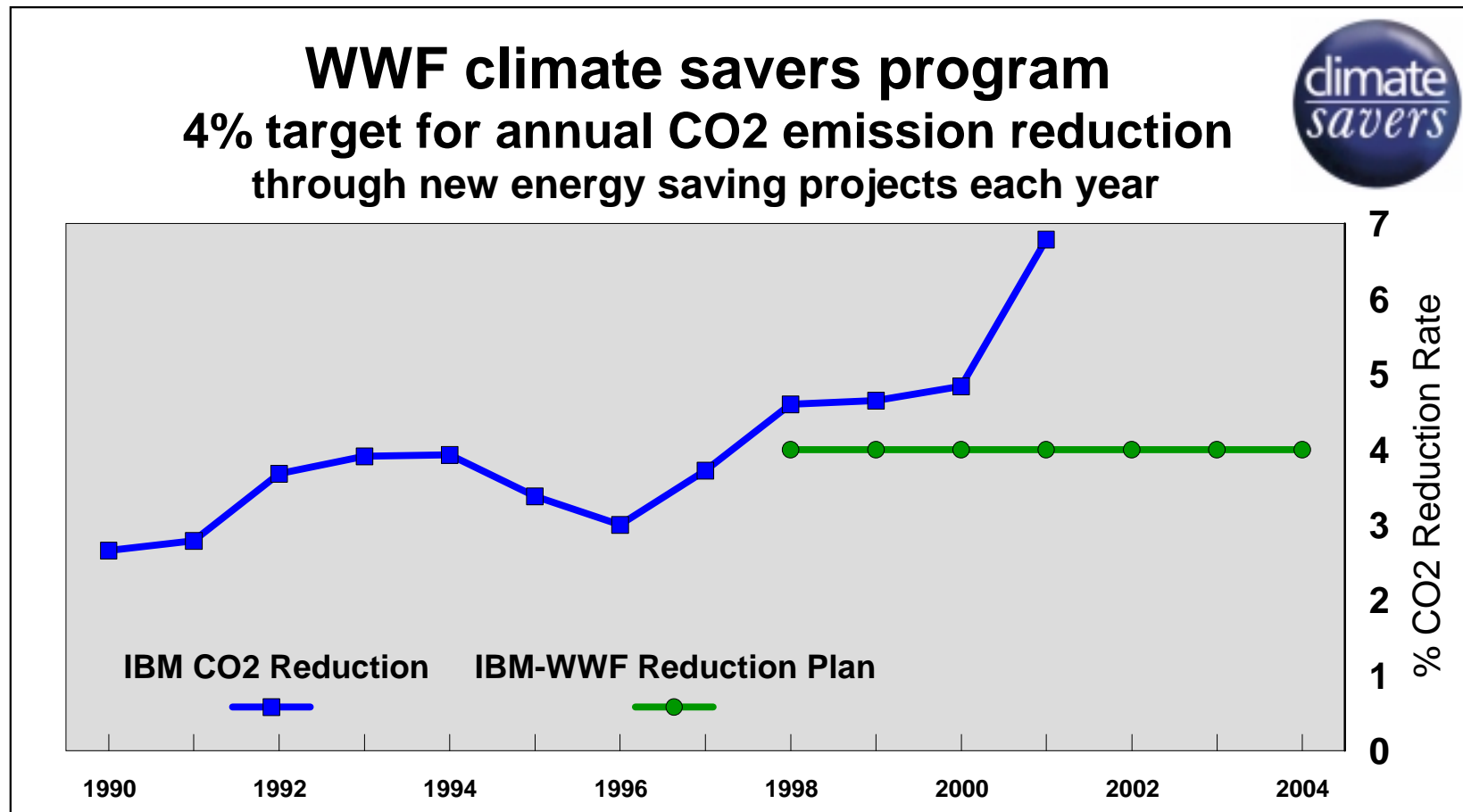
Benefits and Chances

- Interaction with Design for Environment (DfE)
 - ▶ many (large) companies (global players)
 - partly (far) ahead of eco labels / legislation
 - eco label limited to some product attributes and not focused on usage of products or solutions
 - general environmental protection not covered e.g. ISO 14001 / EMAS certification
- Green (Public) Procurement may be efficient
 - ▶ Consolidated criteria catalog for product groups
 - ▶ Harmonized in EU (or worldwide)
 - ▶ Improved market demand for green products

IBM Climate Protection Program



- IBM worldwide leadership
- Benefits for environment and IBM



Experience EU Ecolabel



- Concentration on major impacts factors
- "Harmonisation" supported by industry
- Revision 2001 for PC / notebooks (initial 1999)
 - ▶ good cooperation: Nicola Breier / Jim Poll
 - ▶ concern: political vs technical requirements
e.g. noise, mercury content, EM emissions
 - ▶ Current version practically unusable (EM)
- Industry acceptance low (one application)
 - ▶ low public awareness -> low sales benefit
 - ▶ unpractical reqs, costs (vs. margin dealers)
- Market relevance: very low but increasing (GPP)

Experience Blue Angel



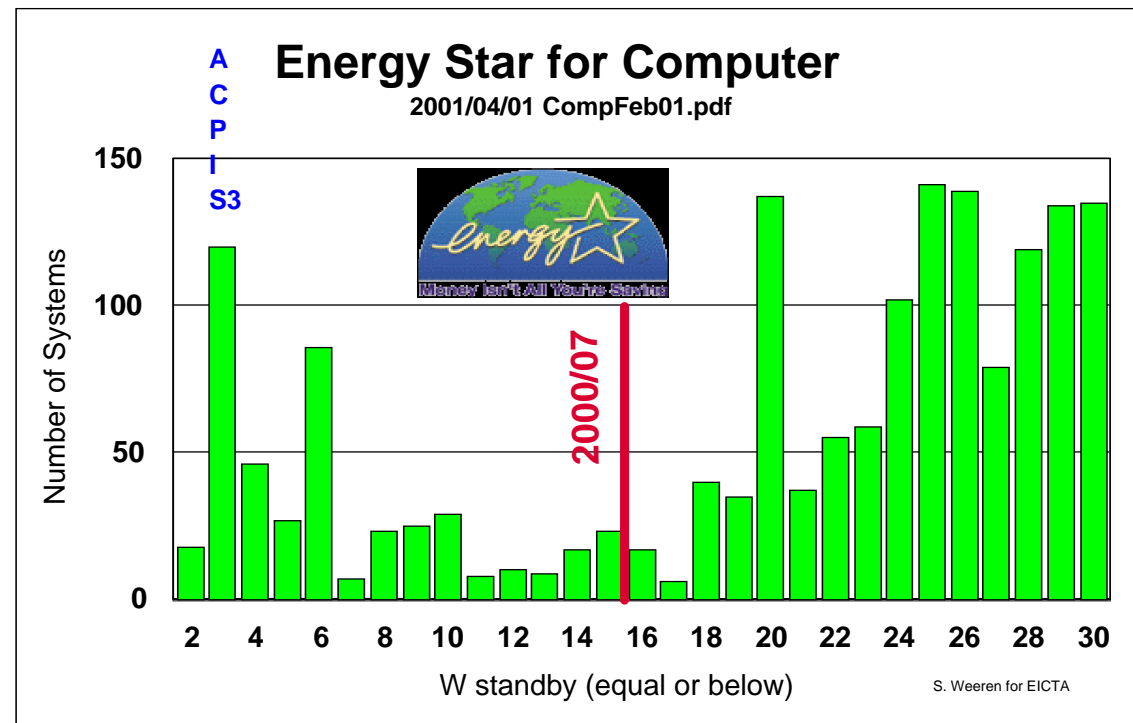
- Eco label pioneer (25th anniv. in 2003)
- 87 product groups (21 without applications)
 - ▶ simple products vs complex products
 - ▶ active companies: PC 7 / notebook 1
- New mobil phone label
 - ▶ political label, weak tech. reqs (SAR)
- Technical expertise partly very different - balance with other reqs (economics/safety)
- Unwillingness to delete / change old criteria

Privat Labels (TCO, GEEA, TÜV, ...)

- Competition of eco labels
 - ▶ increase reqs without harmonisation
- Partly weak cooperation with industry
 - ▶ partly no good scientific arguments
 - ▶ resistant against industry consulting
 - ▶ partly no participation in standards work
- Business interests "sold" as customer interests / environmental benefits
 - ▶ design of unique proprietary standards against industry tend to open/interoperable systems

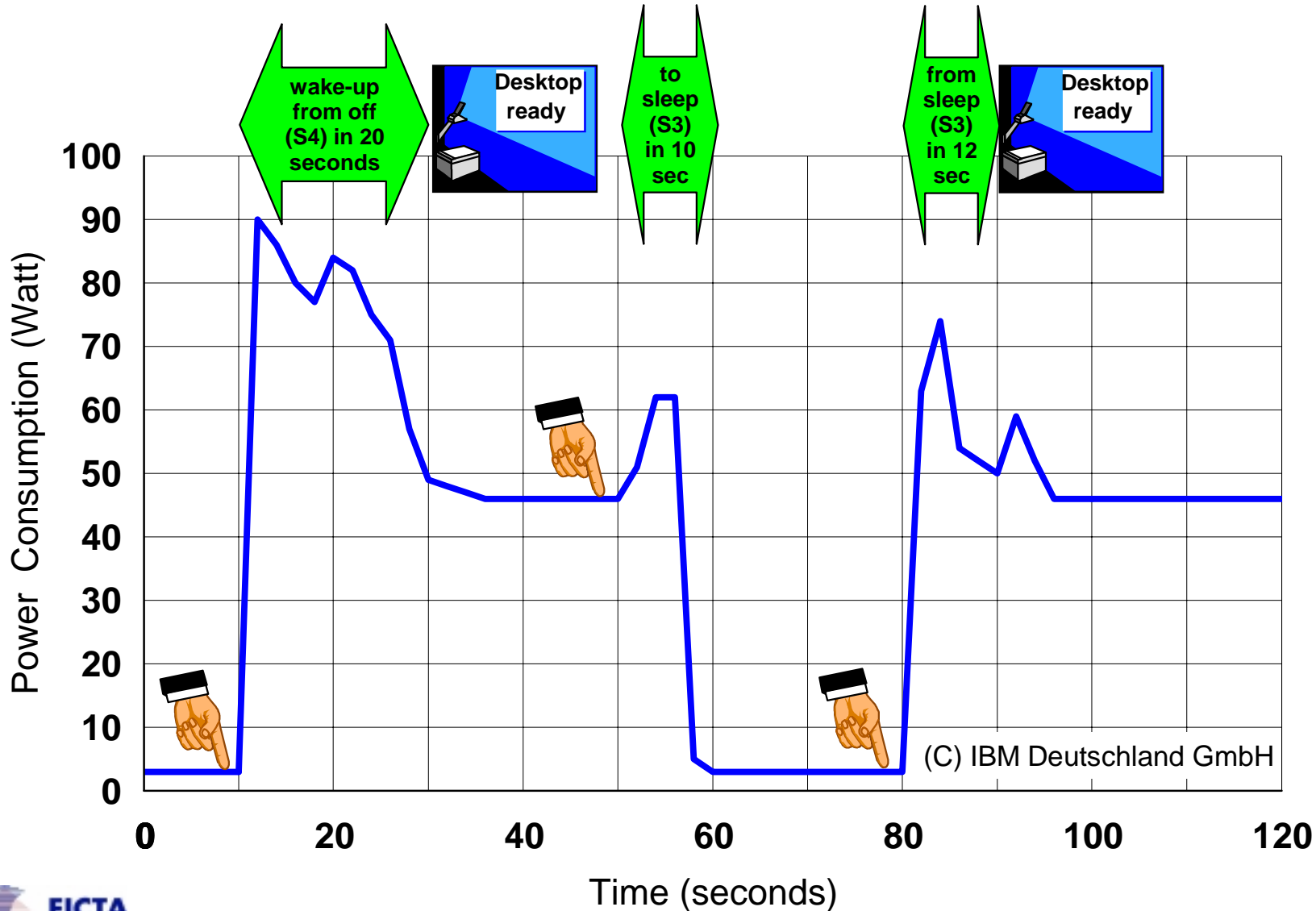
"The most successful Eco Label"

- Energy Star in European program (2001)
- Widest participation worldwide
- Criteria continuously enhanced
 - ▶ in early and fair co-operation with industry
- Low administration and application costs
- Draft proposal 2002: tough requirements!



ACPI Powermanagement

Advanced Configuration and Powermanagement Interface



Typical PC Power Consumptions
(e.g. IBM NetVista M41, 1.8GHz P4, 256MB, 40GB, Windows 2000)

power supply	160W
max power	129W
normal power	62W
idle power	46W
standby (S2)= Video+HD off	36W
sleep (S3)	3-4W
off (S4)	2-3W

Alternatives

- Industry Supplier Declarations
 - ▶ mandatory for CE marking (safety, EMC)
 - ▶ provide not b/w on limited attributes but detailed information with complete scope
 - ▶ ECMA TR/70 (example IBM T22)
 - ▶ NITO/SITO - for the Nordics
- Green Procurement Guidelines
 - ▶ e.g. BITKOM: complete and updated
 - ▶ to avoid reference to outdated standards, unreasonable reqs, labelling costs for customers

Green Policy Aspects

- Pro-active vs conservative behaviours
 - ▶ ICT cooperation punished by legislation?
EU: RoHS, EEE, EER, Labeling directive
- Life cycle knowledge vs. env. dogmatism
 - ▶ Nordic Swan: no mercury in notebooks -> overall negative effect on the environment
- Trustworthyness of industry claims
 - ▶ 3% vs 35% for independant orgs (e.g. Stiftung Warentest / eco test magazine)
 - ▶ different in institutional vs consumer market

Conclusions

- Less Theory - **Better Practices**
 - ▶ e.g. no Typ III eco labels (life cycle based)
 - ▶ e.g. EMS in administrations (incl. GPP)
- Customer / user involvement is the KEY
 - ▶ mind the driving forces (**market**, policy, legislation)
 - ▶ eco label itself does not create new sales
 - ▶ enhance awareness e.g. Energy Star Campaigns
 - ▶ improve education
 - ▶ provide information on environmental attributes
- Be the change you want to see in the world --
Mahatma Gandhi