



Conference on Product Policy

International Trends in Ecodesign & Energy Labelling



Brussels,
20-21 February 2014

PROGRAMME

THURSDAY 20 FEBRUARY 2014

DAY 1

■ 10:00 REGISTRATION AND WELCOME COFFEE

■ 11:00 - 13:00 CONFERENCE OPENING: ECODSIGN AND PRODUCT LABELLING –
EU AND INTERNATIONAL EXPERIENCES AND CHALLENGES
ALCIDE DE GASPERI ROOM

The European Union's Ecodesign and Energy Labelling directives contribute to its 2020 targets for energy-efficiency and greenhouse gas reductions, through more than 30 implementing regulations covering individual product groups. Energy labels encourage consumers to purchase more energy-efficient products, which also contributes to lower household energy bills. In parallel, Ecodesign creates a regulatory level playing field for industry by setting harmonised minimum efficiency and performance requirements for products, thus also contributing to dynamic technological innovations.

At the same time, governments around the world are implementing similar product-related «race to the top» measures. This opening session examines what has motivated the adoption of such policies and compares existing and planned programmes for energy-efficient products from several international jurisdictions.

Keynote speakers:

Dominique Ristori, Director-General, European Commission, Directorate-General for Energy

Antti Ilmari Peltomäki, Deputy Director-General, European Commission, Directorate-General for Enterprise and Industry

Speakers:

Stephen Russell, Secretary General, European Association for the Co-ordination of Consumer Representation in Standardisation (ANEC)

Viktor Sundberg, Vice President, Electrolux

Tetsuro Fukunaga, Executive Director, Japan Machinery Centre

Gabrielle Dreyfus, Policy Analyst, Office of Policy and International Affairs, U.S. Department of Energy

Marcos A. Borges, Coordinator, Brazilian Labelling Programme, National Institute of Metrology, Quality and Technology (INMETRO)

Moderator:

Paul Hodson, Head of Unit, European Commission, Directorate-General for Energy

■ 13:00 - 14:30 LUNCH

14:30 - 17:30 Parallel workshops

■ 14:30 - 16:00

WORKSHOP 1 - Alcide de Gasperi Room

THE FUTURE OF THE ENERGY LABELLING AND ECODESIGN DIRECTIVES

Energy labelling is coming to a turning point, partly due to its sustained market transformation success, in combination with Ecodesign measures. This same success raises the issue of where both directives should go next. Topics to be presented and discussed include the revision of the labelling scale, the choice of information to be presented, the relation between labelling and ecodesign and how best to convey information to consumers in an increasingly digital era. The session will also address how to stimulate businesses to take advantage of opportunities from ecodesign and energy labelling, and optimising the implementation of these dynamic policy measures.

Speakers:

Lloyd Harrington, Principal, Energy Efficient Strategies (EES)

René Kemna, Director, Van Holsteijn en Kemna (VHK)

Hans-Paul Siderius, Energy Efficiency Expert, Netherlands Enterprise Agency (RVO)

Andras Toth, Policy Officer, European Commission, Directorate-General for Energy

Moderator:

Paul Waide, Director, Waide Strategic Efficiency

Panel discussion including **Paolo Falcioni** (CECED), **Sigrid Linher** (Orgalime), **Angeliki Malizou** (ANEC & BEUC) and **Stamatis Sivitos** (ECOS)

WORKSHOP 2 - Lord Jenkins Room

RESOURCE EFFICIENCY AND PRODUCT POLICY – THE WAY FORWARD

Resource efficiency is one of the most important challenges of our society, and is one of the EU's Flagship initiatives for a smart, sustainable and inclusive economy. This session will sound out expectations and potentials of how EU product policies should encourage better environmental performance, and whether the legal framework is adequate. Ecodesign removes the least resource efficient products from the market, and labelling provides citizens with incentives to choose the best performing products. This session will examine potential «resource efficiency» measures, and explore limitations, taking into account the mandatory legal framework of ecodesign and energy labelling, and market surveillance feasibilities.

Speakers:

Salla Ahonen, Director, Sustainability & Environmental Policy, Nokia

Stephane Arditi, Senior Policy Officer Products & Waste, European Environmental Bureau (EEB)

Juergen Giegrich, Executive Director, Institute for Energy and Environmental Research (IFEU)

Bernhard Schwager, Head of Sustainability Office, Bosch

Moderator:

Sonja van Renssen, Journalist, Energy Post

Panel discussion including the speakers, **Jonas Dreger** (Orgalime), **Constantin Ciupagea** (European Commission - JRC) and **Cesar Santos Gil** (European Commission – DG Enterprise)

WORKSHOP 3 - Sicco Mansholt Room

IMPACT OF PRODUCT POLICY MEASURES ON REGULATORY DEVELOPMENTS IN OTHER COUNTRIES

This session will discuss to which extent the European Union's ecodesign, energy and tyre labelling regulations and processes are having an impact on other economies around the world, and reciprocally. Via case studies, the type of influence that EU policy settings and standards have had on economies outside of the European Union will be explored, together with options for greater international harmonisation of product energy efficiency, ecodesign standards, regulations as well as related processes. Stakeholders' different perspectives and experiences should guarantee a fruitful discussion!

Speakers:

Gabrielle Dreyfus, Office of Policy and International Affairs, U.S. Department of Energy

Ruben Kubiak, Policy Officer, European Commission, Directorate-General for Energy

Kawther Lihidheb, Key Expert, Energy Efficiency in the Construction Sector in the Mediterranean (MED-ENEC)

Joseph M. McGuire, President, Association of Home Appliance Manufacturers (AHAM)

Mike Walker, UK Department for Environment, Food and Rural Affairs

Moderator:

Pernille Schiellerup, Director, European Programs at CLASP

Panel discussion with the speakers.

■ 16:00 - 16:30 **COFFEE BREAK**

■ 16:30 - 17:30

Workshops to be continued

■ 17:30 - 18:00 **DEBRIEFING FROM WORKSHOPS 1, 2 AND 3**
ALCIDE DE GASPERI ROOM

■ 18:00 - 19:30 **NETWORKING COCKTAIL**

FRIDAY 21 FEBRUARY 2014

DAY 2

■ 08:30 - 09:00 REGISTRATION

09:00-12:00 Parallel workshops

■ 09:00 - 10:30

WORKSHOP 4 - Lord Jenkins Room

MARKET SURVEILLANCE: THE KEY TO COMPLIANCE

Industry has to make sure products comply with the requirements, and sellers of products need to display labels. Governments must monitor the market so that policy objectives are met, consumers are protected and a level playing field for industry is ensured. This means that appliances must be tested, labels must be checked and appropriate penalties imposed where there is non-compliance. Activities in this field as well as market surveillance tools vary from country to country. With more and more products being regulated, there is a need to make market surveillance not only effective, but also efficient. International cooperation is essential. This session will explore current best practices and discuss how they can be successfully disseminated.

Speakers:

Chris Evans, Consumer Research Associates Ltd

Richard Frewin, Director of Enforcement, National Measurement Office (UK)

Andrea Voigt, Director-General, European Partnership for Energy and Environment (EPEE)

Moderator:

Torben Rahbek, Innovation, Analysis and Consulting

Panel discussion with **Chris Evans**, **Andrea Voigt**, **Nicolaas Olie** (PROSAFE) and **Ewout Deurwaarder** (European Commission – DG Energy)

WORKSHOP 5 - Sicco Mansholt Room

STANDARDISATION: THE WORKHORSE OF PRODUCT POLICY

This discussion panel session will discuss the role and the importance of standardisation regarding international product policy. It will also address means of promoting the convergence of standards at global level, and discuss the possible impacts on costs and competitiveness of having different measurement standards globally. Where measurement standards are already available in other jurisdictions, their potential use elsewhere seems - on the face of it - very attractive. Whether such 'transferable use of standards' is feasible or not, and whether it is desirable, will be discussed.

Speakers:

Paul Jarman, International Electrotechnical Commission (IEC)

Martial Patra, Chairman, Ecodesign Coordination Group CEN-CENELEC

Hannu Väänänen, Business Intelligence Manager, ABB

James K. Walters, Vice President, International Affairs, Air-Conditioning, Heating, and Refrigeration Institute

Moderator:

Conrad U. Brunner, Operating Agent, Electric Motor Systems Annex (EMSA)

Panel discussion including the speakers, **Laura Degallaix** (ECOS) and **Stefan Nonneman** (European Commission – DG Enterprise)

WORKSHOP 6 - Alcide de Gasperi Room

IMPACT OF PRODUCT POLICY MEASURES ON COMPETITIVENESS, INNOVATION AND TECHNOLOGY DEVELOPMENT

This session will discuss the extent to which product policy measures are known to have an impact on technological innovation within companies, as well as more widely on jobs, trade and economic growth. The interrelation of technical, economical, legal and environmental aspects will be critically reflected to see how legislation should be implemented to ensure a positive impact on innovation. Selected stakeholders will share their work in making the connection between ecodesign, energy labelling and competitiveness. Panellists will contribute to the discussion from their own experiences.

Speakers:

Jan Denneman, President of the Global Lighting Association & Vice-President of Philips

Paolo Falcioni, Director General, European Committee of Domestic Equipment Manufacturers (CECED)

Sharon Prendeville, Research Officer, Welsh Ecodesign Centre

Marcus Wagner, Chair for Entrepreneurship and Management, University of Würzburg

Moderator:

Sonja van Renssen, Journalist, Energy Post

Panel discussion including the speakers, **Jose María Fernández Alcalá** (Ihobe) and **Maria Kourti** (Steinbeis-Europa-Zentrum, Enterprise Europe Network)

■ 10:30 - 11:00 COFFEE BREAK

■ 11:00 - 12:00

Workshops to be continued

■ 12:00 - 13:00 CONCLUSIONS AND THE WAY AHEAD

ALCIDE DE GASPERI ROOM

Debriefing from Workshops 4, 5 and 6 by session moderators

Conclusions and the way ahead:

Kirsi Ekroth-Manssila, Deputy Head of Unit, Directorate-General for Enterprise and Industry, European Commission

Paul Hodson, Head of Unit for Energy Efficiency, Directorate-General for Energy, European Commission

CONFERENCE PROGRAMME AT A GLANCE

DAY 1 20 FEBRUARY 2014

- 10:00 Registration and welcome coffee
- 11:00** Opening session (Plenum 1) - GASP (*)
- 13:00 Lunch
- 14:30** Parallel workshops
- WS 1 – The Future of the Energy Labelling and Ecodesign Directives - GASP
- WS 2 – Resource efficiency & product policy – the way forward - JENK
- WS 3 – Impact of product policy measures on regulatory developments in other countries - MANS
- 16:00 Coffee Break
- 16:30** Parallel workshops
- WS 1 – The Future of the Energy Labelling and Ecodesign Directives - GASP
- WS 2 – Resource efficiency & product policy – the way forward - JENK
- WS 3 – Impact of product policy measures on regulatory developments in other countries - MANS
- 17:30 Debriefing from Workshops in Plenary - GASP
- 18:00 Networking cocktail

DAY 2 21 FEBRUARY 2014

- 08:30 Registration
- 09:00** Parallel workshops
- WS 4 – Market surveillance the key to compliance - JENK
- WS 5 – Standardisation: The Workhorse of Product Policy - MANS
- WS 6 – Impact of product policy measures on competitiveness, innovation and technology development - GASP
- 10:30 Coffee Break
- 11:00** Parallel workshops
- WS 4 – Market surveillance the key to compliance - JENK
- WS 5 – Standardisation: The Workhorse of Product Policy - MANS
- WS 6 – Impact of product policy measures on competitiveness, innovation and technology development - GASP
- 12:00 - 13:00** Conclusions and the way ahead (Plenum 2) - GASP

(*) GASP = Alcide de Gasperi room (second floor)
JENK = Lord Jenkins room (ground floor)
MANS = Sicco Mansholt room (ground floor)

