



Ecodesign for Resources Efficiency

CFDD

31/03/2011 Brussels

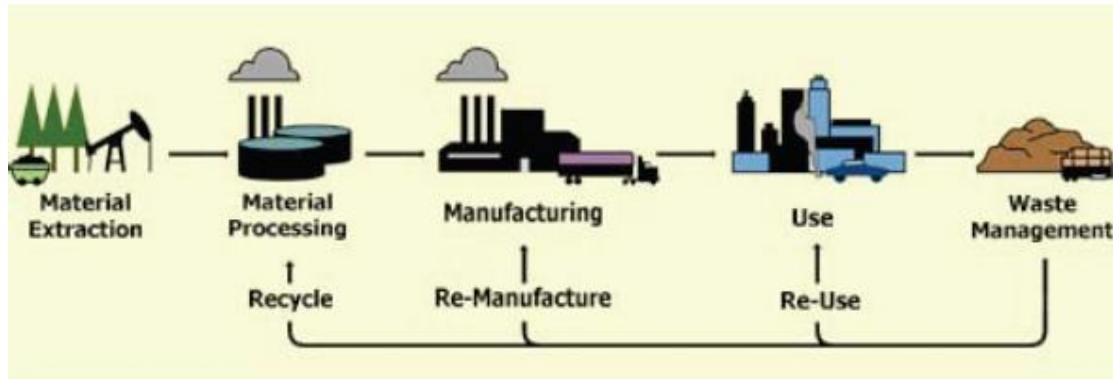


Definition

Ecodesign means simply ***to integrate environmental concerns as soon as the design stage of the product...***

It is also the short name of a Directive: The ***DIRECTIVE 2009/125/EC OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 21 October 2009 establishing a framework for the setting of ecodesign requirements for energy-related products (recast)***

Life Cycle thinking



Material Choices

- Dematerialization – « Product-Service »
- Renewable energy/materials **BUT ILUC!!!**
- Recyclable materials
- No noxious substances





Make it « alive »



- Longevity
- Integrate – Modular/Multi functionality
- Make it « evolvable » - Biomimicry
- Reuse – Upgrade

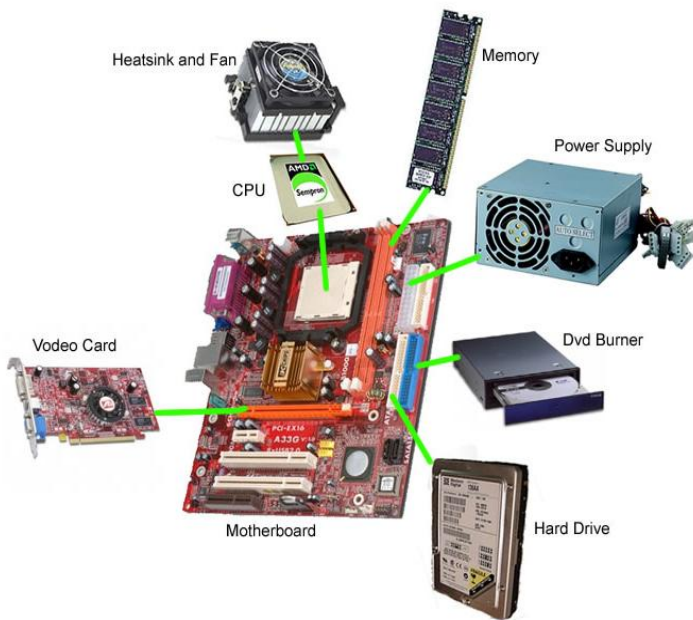
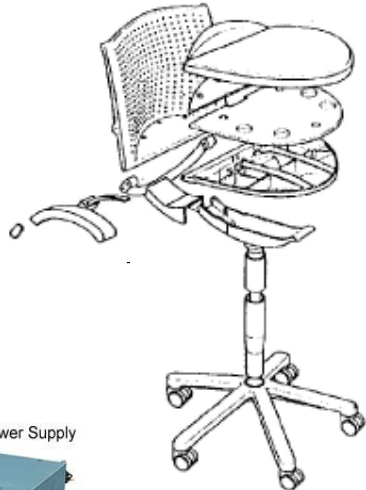




Design for EoL

Dismantling – Material separation

Closed loop

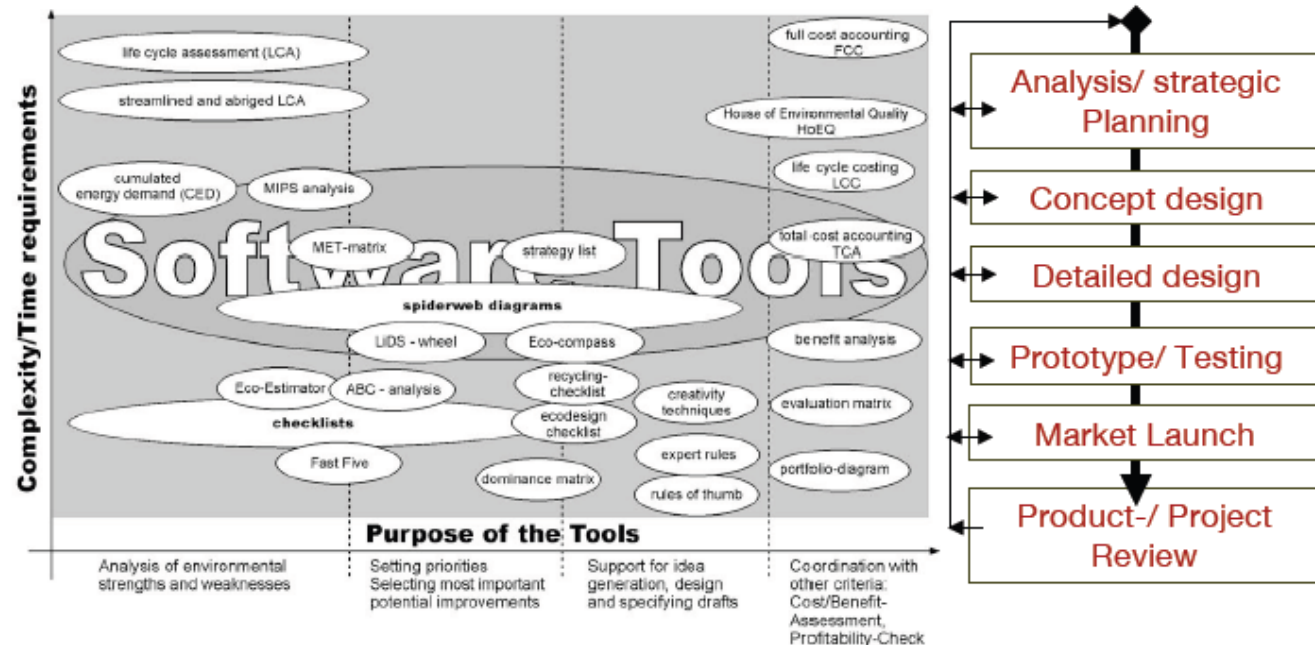




Practical tools

- CEN Guide 4 : **Guide for addressing environmental issues in product Standards Nov 2008**
- **Tool box**

Methods and Tools



- « **Ecolizer** »



Make it attractive

- **Eco-*DESIGN***



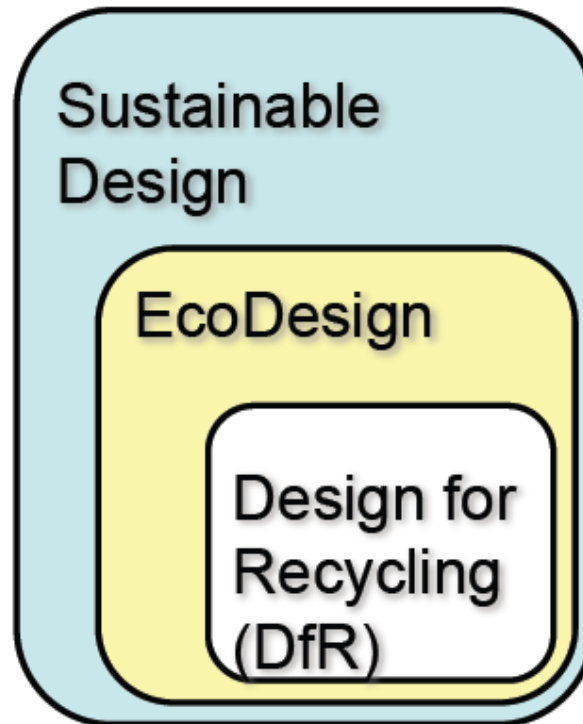
- **Change user behavior**





Going for sustainable design?

- Social design
- No trade off between eco and social!



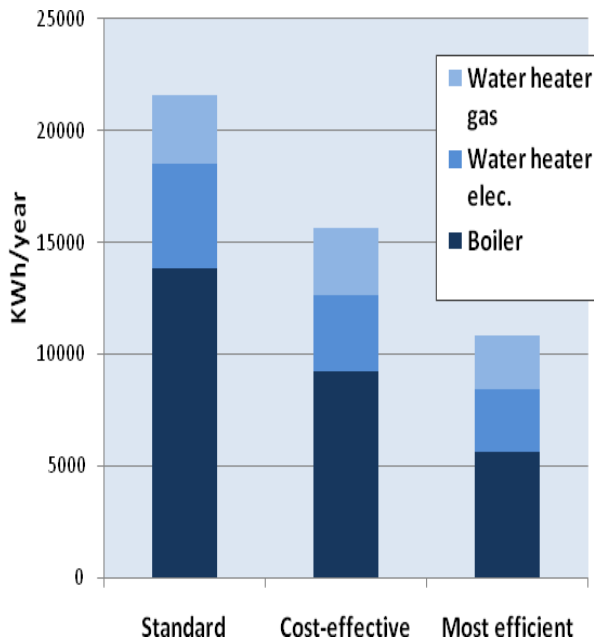


The Ecodesign policy

- Powerful instrument
- From energy in use stage towards RE

=> *Taking decisions on EE NOW as the key condition*

Boilers and Water heaters:



- discussed from 2008
 - a potential saving of **200 to 390TWh** by 2020 (between 6 and 12% of total EU CO₂e)
 - clear savings for citizens
 (even with most efficient case for boilers)

An urgent need for DECISION!

Going beyond energy in use stage

- Integrating policy (IPP) and/or
- Ensuring more consistency (Product&Waste)
- +
- **It is possible NOW:**
 - Hg information for monitors,
 - bonus scheme for Air co for low GWP refrigerants
 - Water consumption for washing machine ...and

**POSSIBLE RESOURCES
REQUIREMENTS FOR
COMPUTING SECTOR**

ANALYSIS OF THE EUP, ROHS AND WEEE DIRECTIVES

DESIGNING GREENER ELECTRONIC PRODUCTS:
BUILDING SYNERGIES BETWEEN
EU PRODUCT POLICY INSTRUMENTS
OR SIMPLY PASSING THE BUCK?

INTERNATIONAL INSTITUTE FOR INDUSTRIAL ENVIRONMENTAL ECONOMICS (IIIE) AT LUND UNIVERSITY
REPORT FOR EUROPEAN ENVIRONMENT BUREAU (EEB)

EUROPEAN
ENVIRONMENTAL
BUREAU

ICT sector case

The opportunity of ICT implementation measures

Energy efficiency
(graphic adders, energy requirements for high end products)

Hazardous contents
(Br FR, Plasticisers)

Critical Resources
(scarce & precious metals)



Reparability-Upgradeability
(spare parts, software upgrade)

(CSTB, Printers, Computers, Audio&video devices...)



Towards Resources efficiency

Some key conditions:

- ✓ Headline target (Resources use; Energy savings...)
- ✓ Smart criteria (acceptability, relevance)
- ✓ Horizontal considerations (Measurement methodology)
- ✓ Political pressure (RE Roadmap, RM Initiative)
- ✓ Requirements for prep. studies (robust data)

✓ Integration of other instruments *within* regulation (bonus/malus, VA's, « EPEAT patterns »...)



The coolproduct campaign



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for a cool planet

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**Join the Coolproducts conference
on Energy savings in practice 13/04/2011
European Parliament
(part of the European sustainable energy week)**