

# How could Ecodesign policies better take *innovation* into account?

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# **The innovation argument**:
*threat or opportunity*
for ambitious Ecodesign policies?

***The proposal will seriously hinder innovation…***
(Oil boiler industry)

***Such an approach is unduly restrictive and would cripple innovation…***
(Game console manufacturers)

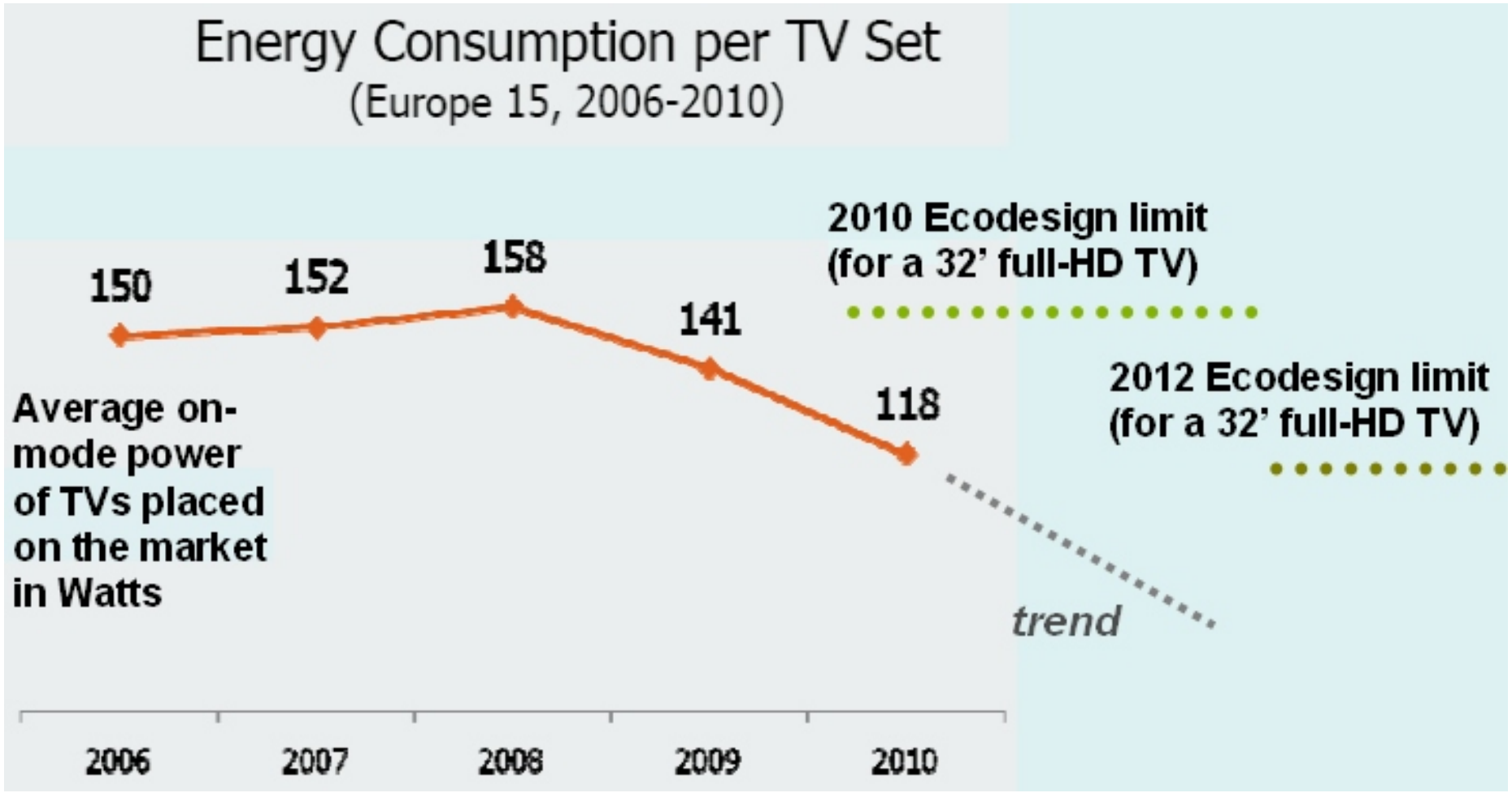
***The proposals would prohibit the possibility to introduce new technologies onto the market…***
(Digital Europe on TVs)

# Evaluation study on the Ecodesign Directive (CSES, 2012)

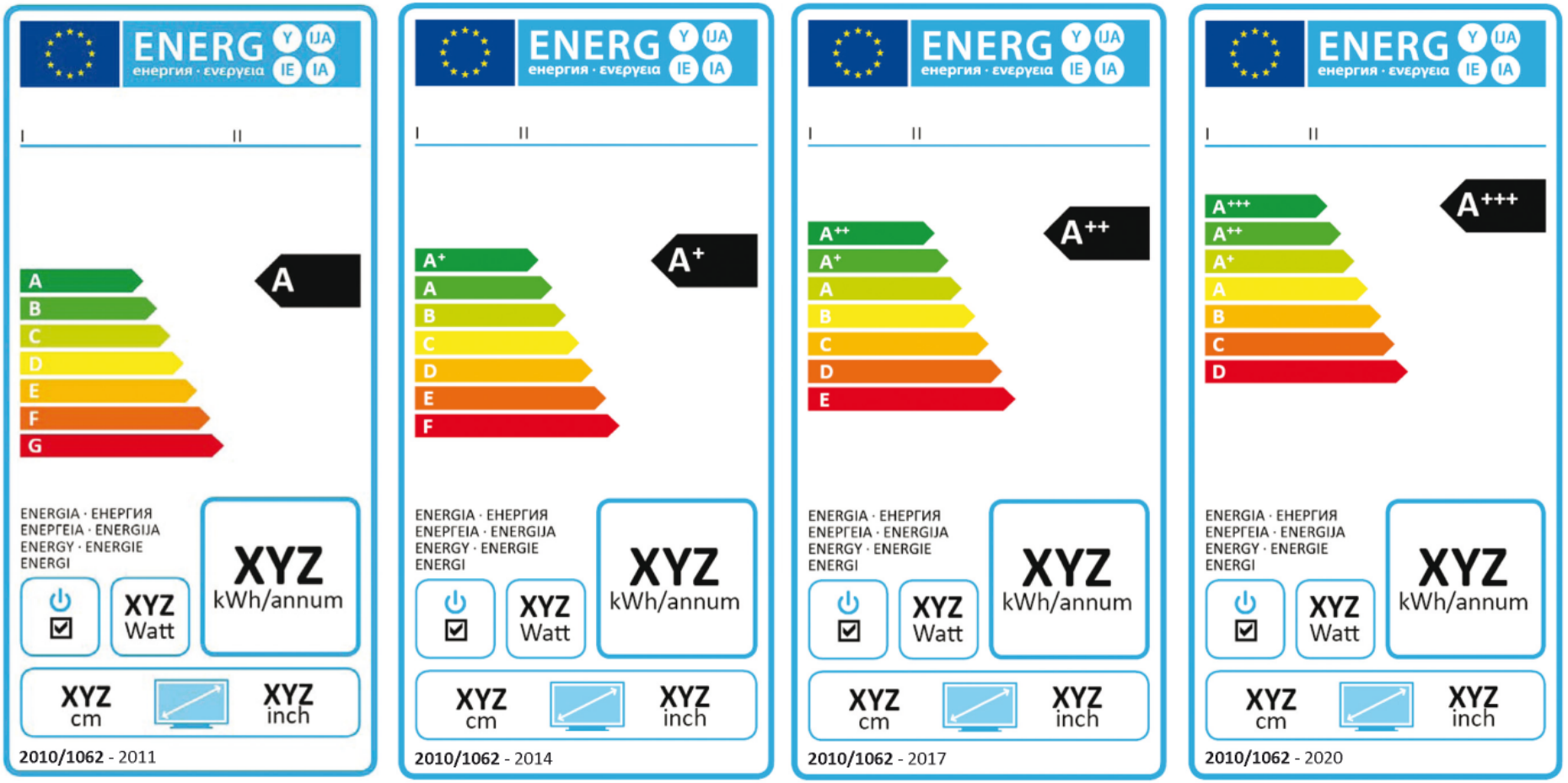
- A **positive**, even though indirect, role for the Directive in the development of innovation. It provides a good environment for the development of innovation.
- Implementing Measures have had a challenging role for **some sectors** and led to the adoption of existing or new technologies.
- However, **opportunities are missed.** In some cases regulatory requirements may not properly reflect market trends and technological developments.

# Examples of missed opportunities… and their causes




Energy Consumption per TV Set
(Europe 15, 2006-2010)
2010 Ecodesign limit
(for a 32' full-HD TV)
2012 Ecodesign limit
(for a 32' full-HD TV)
150
152
158
141
118
Average on-mode power of TVs placed on the market in Watts
trend
2006
2007
2008
2009
2010

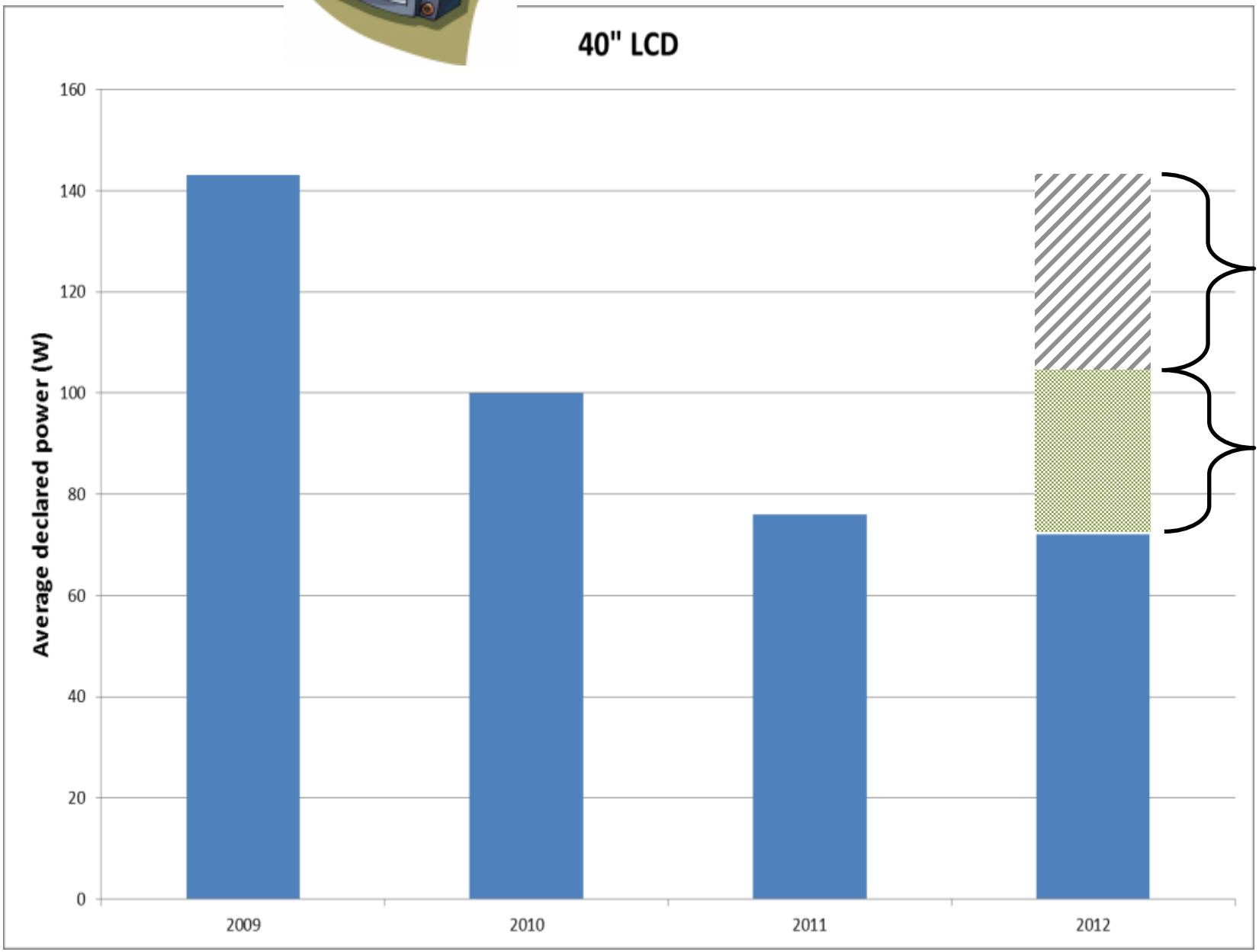





2011 2014 2017 2020

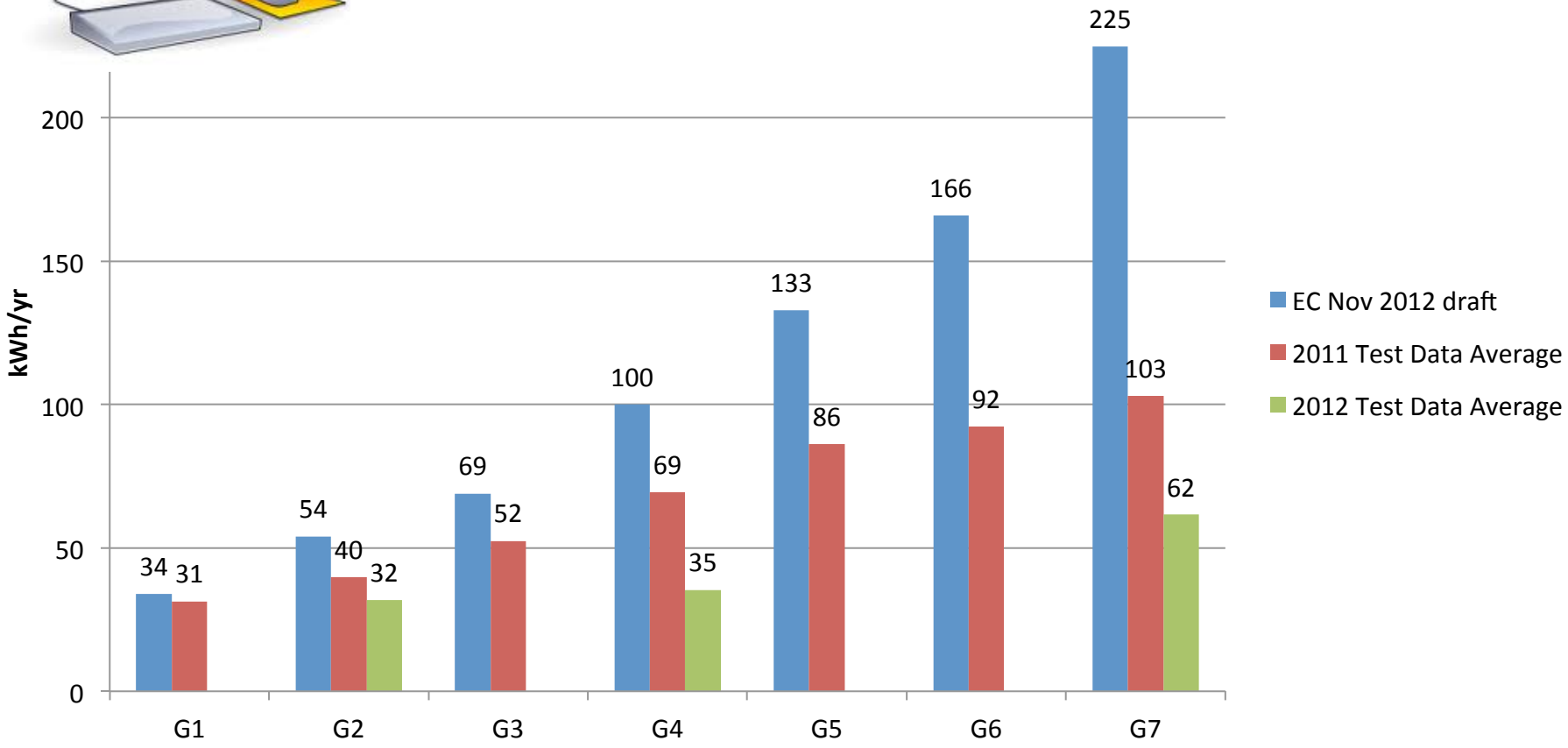

A+++




40" LCD
Average declared power (W)
160
140
120
100
80
60
40
20
0
2009
2010
2011
2012
Change to testing conditions
Faster innovation than estimated

# Similar underestimation of innovation for computers on the way

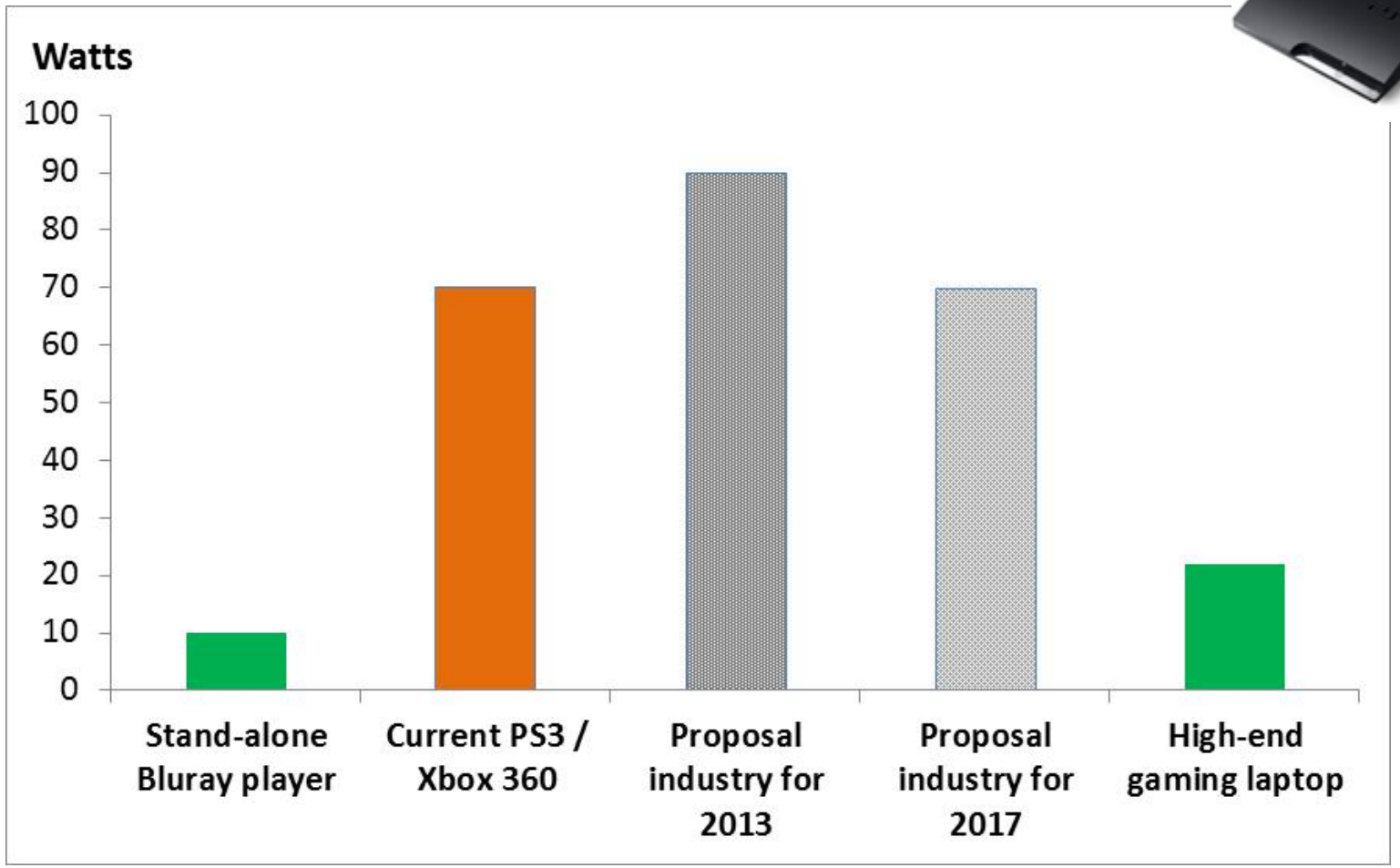




# Underestimation of *power scalability* innovations?

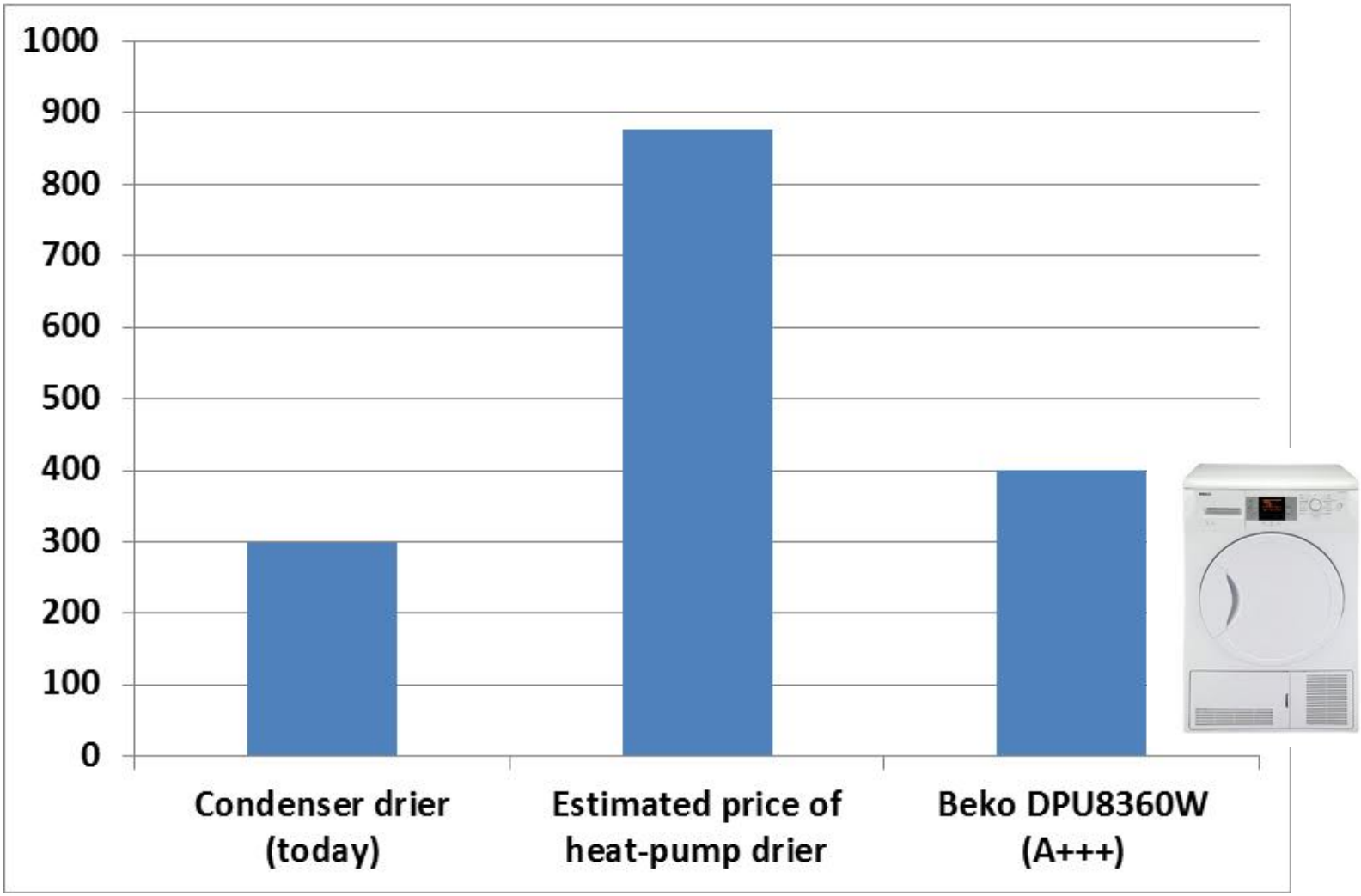
## Ecodesign proposal for playing a video





## *In other categories…*

# Heat pump dryers: still too expensive?



# Main lessons learned

**Two essential causes for missed opportunities**

- Technological and power management innovation goes fast in the electronics sector
- Costs and prices tend to go downward more quickly then usually estimated in the appliance sector

**Quality of data is a key condition for success** [*What is measured and how it is measured of course matters*]

**Innovation dynamics remain understudied** (technological impacts are modelled in preparatory & impact assessment studies, but no *post ante* evaluation from field)

# Evaluation study on the Ecodesign Directive (CSES, 2012) - Recommendations

- The introduction of **longer term requirements** than is currently the practice is considered to be desirable.
- **Benchmarks** have had a very limited role up to this point, and could be used for long-term requirements.
- **Equal life-cycle costs**: as the least life cycle cost objective often leads to obsolete or sub-optimal requirements, an alternative approach could be used.
- More dynamic requirements **tied to market development** could be considered; a prior condition is ensuring the availability of reliable market data.

# What's the EU doing…

- ✓ Considers setting more stringent requirements for a longer time period (e.g. BAT as 3rd Tier)
- ✓ 'Fast track' procedure for dynamic reviews and revisions
- ✓ Tender to start a market monitoring exercise (on a limited number of priority products)
- ✓ In the revised Ecodesign methodology, a short paragraph refers to the potential use of learning curves (thanks to CLASP…)
- ✓ (Sort of) Market-conditioned requirement used once