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Standardization and implementation of the Ecodesign Directive (EuP) – Concrete case Household Appliances

Electra Workshop,
Doing Business with Energy Efficiency,
Sofia, 7 April 2009

Dr. Herbert Mrotzek

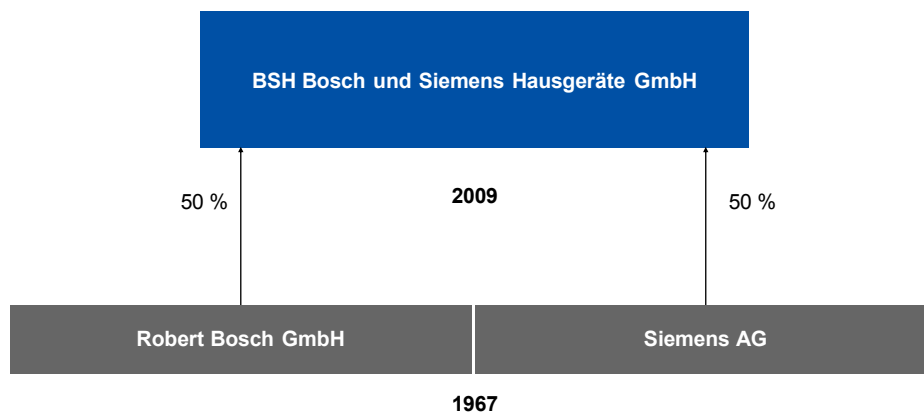
Chairman of CENELEC TC 111X, Environment
Director Corporate Department for Environmental Protection,
Health and Safety,
BSH Bosch und Siemens Hausgeräte GmbH



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Making Use of Shared Strengths



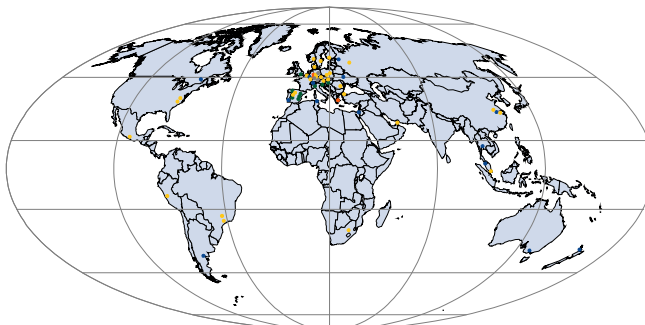
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BSH – Successful Worldwide

- Number of brands: 14
- Number of employees: 39,000 worldwide
- Sales in 2007 > 8.8 billion EUR
- Number of companies: 70 in > 40 countries
- Number of factories: 43 in Europe, the USA, Latin America and Asia
ca. 40 Millions of produced home appliances
- A global sales and customer service network



As of Dec. 31, 2007

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Brand Portfolio

Main brands



Special brands



Regional brands



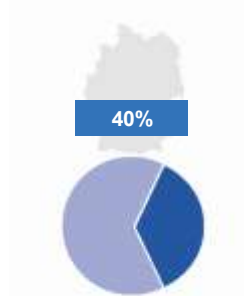
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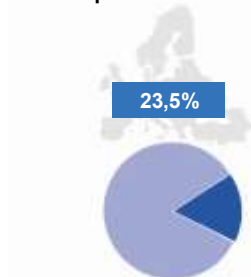
A Strong Position in the Home Appliances Industry

Market leader Germany



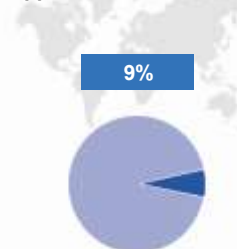
Market share, large appliances,
based on 2007 sales

Market leader Western Europe



Market share, large appliances,
based on 2007 sales

Third-largest manufacturer of home appliances worldwide



Market share, home appliances,
based on 2007 sales

As of May 2008

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Environmental protection – integrated into all areas

“For us, developing energy-efficient and environmentally friendly home appliances is an issue of central importance. In doing so, we not only secure our competitiveness and safeguard the jobs of our employees, but also make a telling contribution to conserving resources and protecting the environment.”

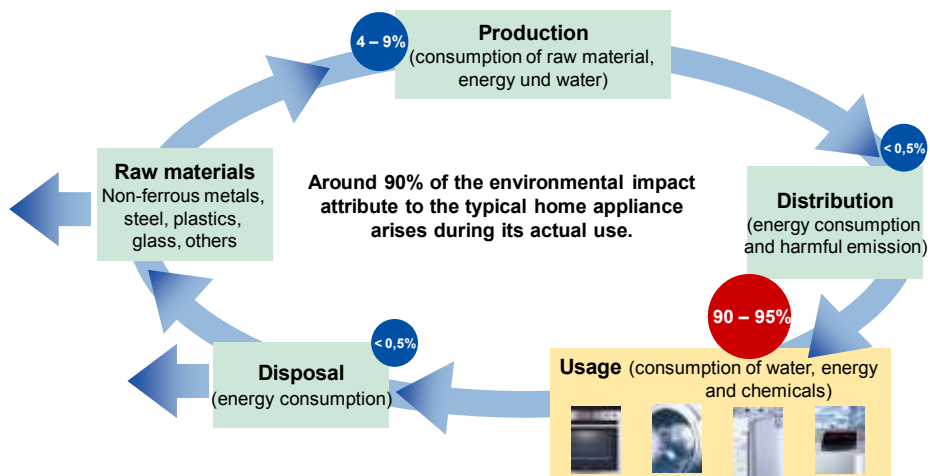
Dr. Kurt-Ludwig Gutberlet

Chairman of the BSH Board of Management

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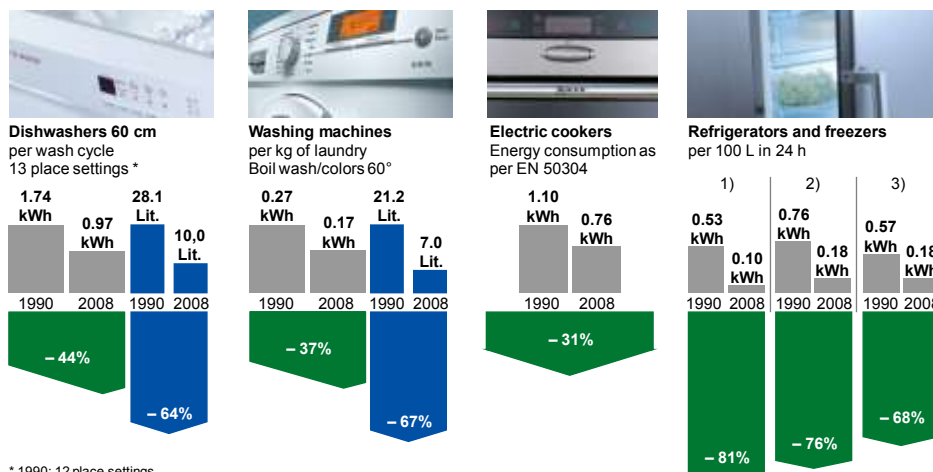
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Environmental impact during the product lifecycle of home appliances*



* depending on to product and consumer behavior

Potential Savings, Energy and Water Consumption



* 1990: 12 place settings
 1) Refrigerator 2) Freezer 3) Fridge-freezer

Source: BSH; as of April 2008

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Ecodesign Framework Directive for energy-using products (EuP) (2005/32/EC) - a brief introduction

The EuP-Directive defines ecodesign requirements for energy using Products

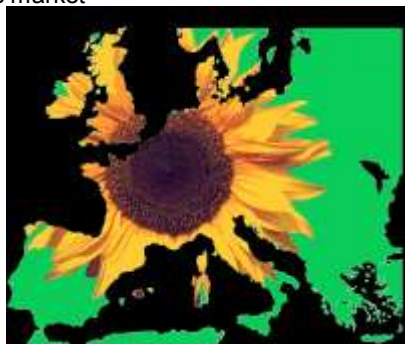
A framework for setting ecodesign requirements for energy-using products (EuPs)
(except transport) before they can be placed on the market

which aims to...

...ensure the free movement of products

...contribute to sustainable development by

- increasing energy efficiency
- improving the level of environmental protection
- securing energy supply



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Ecodesign Framework Directive (EuP)

“Article 9

Presumption of conformity

1. Member States shall regard an EuP bearing the **CE marking** ... as conforming to the relevant provisions of the applicable implementing measure.

2. Member States shall regard an EuP for which **harmonised standards** have been applied, the reference numbers of which have been **published in the Official Journal of the European Union**, as conforming to all the relevant requirements of the applicable implementing measure to which such standards relate. “



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Product groups under EuP investigation:

1. Boilers and combi-boilers (gas/oil/electric)
2. Water heaters (gas/oil/electric)
3. Personal Computers (desktops & laptops) and computer monitors
4. Imaging equipment: copiers, faxes, printers, scanners, multifunctional devices
5. Consumer electronics: televisions
6. Standby and off-mode losses of EuPs
7. Battery chargers and external power supplies
8. Office lighting
9. (Public) street lighting
10. Residential room conditioning appliances (airco and ventilation)
11. Electric motors 1-150 kW, water pumps, circulators in buildings, ventilation fans (nonresidential)
12. Commercial refrigerators and freezers, including chillers, display cabinets and vending machines
13. Domestic refrigerators and freezers
14. Domestic dishwashers and washing machines
15. Solid fuel small combustion installations
16. Laundry driers
17. Vacuum cleaners
18. Complex Set-top boxes for pay content
19. Domestic lighting
20. Local room heating products
21. Central heating products using hot air to distribute heat (other than CHP)
22. Domestic and commercial ovens (electric, gas, microwave), including when incorporated in cookers
23. Domestic and commercial hobs and grills, including when incorporated in cookers
24. Professional washing machines, dryers and dishwashers
25. Non-tertiary coffee machines
26. Networked standby losses of EuPs
27. Domestic uninterruptible power supplies (UPS)



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Approval of EU Ecodesign Implementing Measures – Household Appliances

2008 Standby and off-mode losses (horizontal - across all product fields)

2009 Water heaters, Boilers
Battery chargers and power supply units
Residential room air condition / Hoods
Dishwashers/Washers
Freezers and refrigerators

2010 Laundry dryer
Vacuum cleaner

2011 Ovens (electric, gas, microwave)
Hobs and grills,
Non-tertiary Coffee machines
Network standby

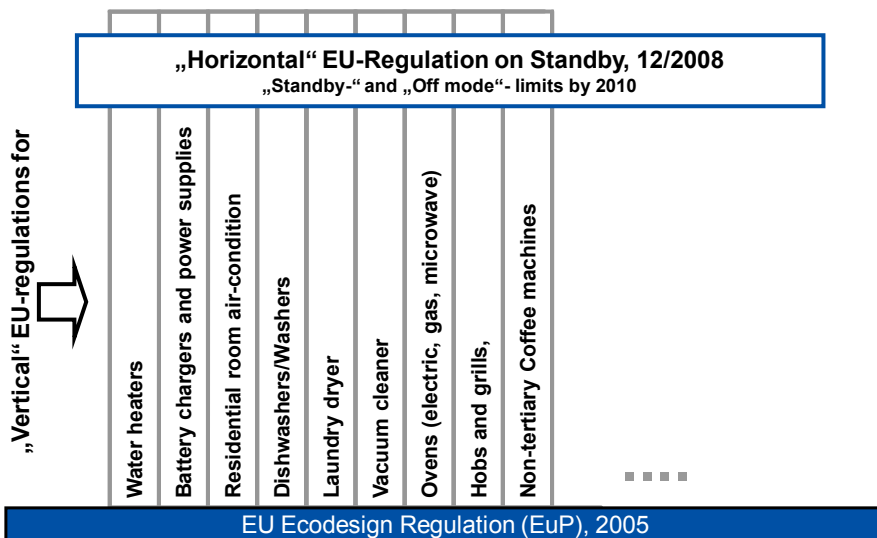


BSH is affected with its complete product portfolio

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EuP „Standby“ regulation No 1275/2008 of 17 December 2008

Power consumption measured according to “reliable, accurate and reproducible measurement methods”	Off mode	Standby mode(s)	
		“Only providing reactivation function or providing reactivation function and a mere indication of enabled reactivation function”	In case of additional status display/clock
January 2010	≤ 1,0 W	≤ 1,0 W	≤ 2,0 W
January 2013	≤ 0,5 W	≤ 0,5 W	≤ 1,0 W

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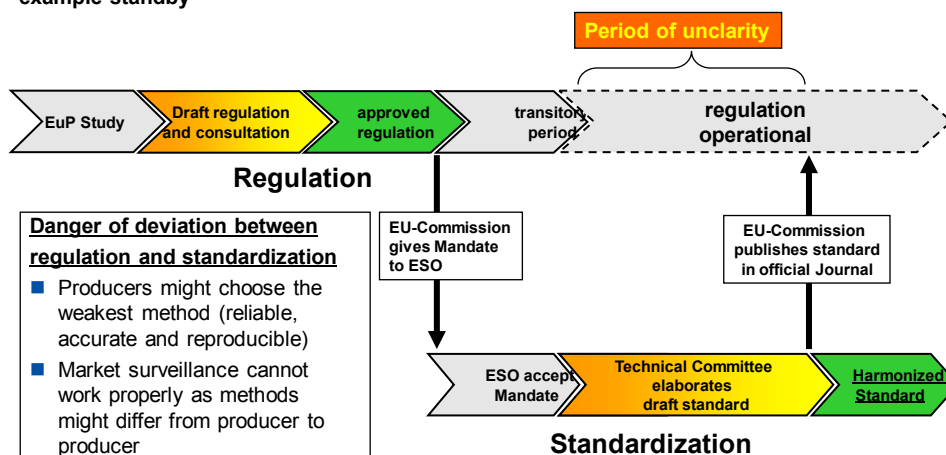
EuP: Regulation and Standardisation for “Standby”

- “Standby” regulation No 1275/2008 of 17 December 2008
 - first stage will enter into force in January 2010:
 - no reference taken to harmonized standards for power measurement
 - **measurement methods shall be “reliable, accurate and reproducible” and “take into account the generally recognized state of the art.”**
- Mandate for “standby” was sent to ESOs end of December 2008:
 - “procedures and methods for measuring power consumption in standby and off-modes, or low power operating conditions with similar characteristics, where the product is not fulfilling its main function”

The mandate will be taken by CENELEC by a special joint working group of experts from different product technical committees to develop a horizontal standard asap.

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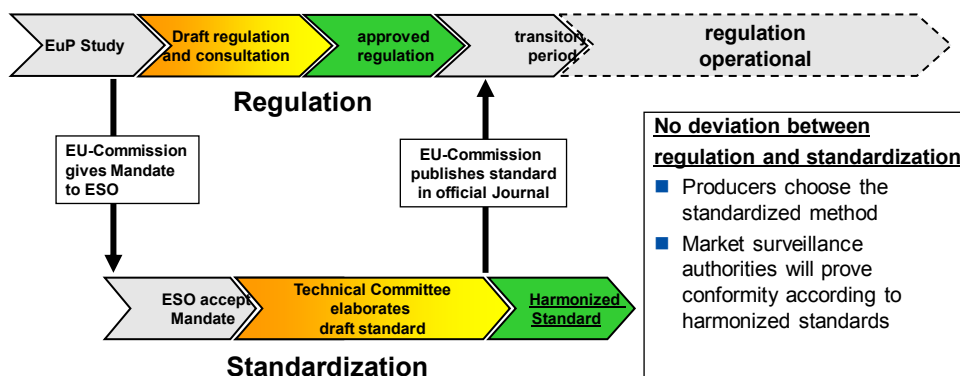
Standardization process in the context of EuP Implementing Measures: example standby



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Standardization process in the context of EuP Implementing Measures

ideal scenario for upcoming implementing measures:



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Statements of European Household Appliances Association (CECED)

1. Apply the New Approach / New Legislative Framework for EuP
2. Issue mandates for creation of Harmonized Standards in time
3. Producer self declaration (Module "A") as conformity assessment procedure
4. Fully rely on Harmonized Standards (which should be ready before implementing measures are in force)
5. Substitute and supersede all temporary specifications in annexes to EuP Implementing Measures, as soon as Harmonized Standards are available



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Thank you very much

Questions ?

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Protection, Health and Safety
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