

## The European success story of the imaging equipment industry

*How the imaging equipment industry is showing a new way for effective policy making in the EU by achieving concrete environmental and cost-savings results*

### What did we achieve?

By implementing the Voluntary Agreement on Ecodesign, the **imaging equipment industry achieved a reduction of 13.2% in the energy consumption of its products in the EU within only ten months<sup>1</sup>**. The commitment made in 2011 by 16 leading companies to substantially improve the energy efficiency of their printers, copiers and multifunctionals has brought concrete results by guaranteeing optimal energy consumption and CO2 emission reduction while saving European tax payers' money and removing administrative burdens.

The self-regulation model is a success not only for the imaging equipment industry but also for the EU: the Voluntary Agreement brought to life by the industry stakeholders and endorsed by the European Commission has proven to be more efficient than a binding regulation in terms of savings and costs according to the [impact assessment](#) conducted by the European Commission. The Voluntary Agreement has lower administrative burdens and higher environmental and energy savings when compared to a Regulation.

### Benefits for the EU and its citizens

Some of the concrete benefits of the Voluntary Agreement are already visible today (e.g. the reduction of energy consumption by 13.2% per unit) but the EU and its citizens will win more within the coming years with self-regulation. As shown in the impact assessment of the European Commission, the Voluntary Agreement is better than a Regulation because:

- **It will generate more than double the energy consumption savings** as compared to an EU Regulation scenario over the period 2011-2020
- **It will achieve triple the CO2 emissions reductions** as compared to an EU Regulation scenario over the period 2011-2020
- **It will help to save 1 Million ton of office paper over the 1990-2020 period in the EU** (15-17% of the estimated total EU office paper consumption) causing an indirect primary energy saving equivalent to 4TWh electricity and 0.6 Mt CO<sub>2</sub>.
- **It has significant lower administrative burdens.** An estimate of €2-2.5 million and the compulsory involvement of all national authorities of Member States is required on an annual basis in the case of a Regulation. The administrative burden under the Voluntary Agreement is a lower cost which affects manufacturers and not the tax payer.
- **It is more flexible and adjusted to the current needs** of the society as it can be reviewed and updated on a more frequent basis than a Regulation (every three years).
- **It doesn't conflict or affect other successful international agreements** (e.g. Energy Star with the USA)

In the last EU Summit in May, the European Commission President José Manuel Barroso presented to EU leaders with a “No regrets” scenario with actions in five areas, including the “commitment to greater energy efficiency”. The imaging equipment industry is one of the first industries to take the initiative for self-regulation towards greater energy efficiency and is setting an example of good policy making in the

<sup>1</sup> For products covered by the Voluntary Agreement and sold between June 2011 and March 2012 – Figure provided by independent inspector.



EU: measures that are timely, efficient, cost-efficient and, most importantly, that bring optimal results. The Voluntary Agreement is an extra guarantee for an ambitious continuation of the past and current trend.

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**About the Voluntary Agreement:** The Voluntary Agreement signed on 16 February 2011 established a set of targets to be met by Jan. 1, 2012, for all products sold on the EU market. Requirements for energy-efficiency and duplexing availability must be met by at least 90% of products sold. The agreement aims to reduce the environmental footprint of imaging equipment – both by design and by helping customers make informed choices during purchase and usage of the equipment. The Voluntary Agreement was officially backed by the European Commission in January 2013.

**About EuroVAprint:** EuroVAprint represents Europe's leading manufacturers of imaging equipment, accounting together for over 95% of the EU market for personal and office equipment. It is committed to environmental sustainability and improvement, as set out in the 2011 Voluntary Agreement in the context of the 2009 Energy-Related Products Directive. Its members are Brother, Canon, Dell, Epson Europe, Hewlett Packard, Konica Minolta, Kyocera Document Solutions, Lexmark, Murata Machinery, Oki, Panasonic, Ricoh, Samsung, Sharp, Toshiba and Xerox. Further information is available at [www.eurovaprint.eu](http://www.eurovaprint.eu).

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