

1ST STEERING COMMITTEE MEETING
16 JUNE 2011

MEETING MINUTES

VOLUNTARY INDUSTRY AGREEMENT
TO IMPROVE THE ENERGY CONSUMPTION OF IMAGING EQUIPMENT
UNDER THE EUP DIRECTIVE

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MEETING DETAILS

Agenda

1. Introduction
2. Status and next steps towards official endorsement
 - a. Status of industry signatures
3. Electing of a Chair and Secretary of the Steering Committee
4. Organization of VA operations
5. Legal entity
 - a. Selection of an Independent Inspector
6. Publication of an FAQ for clarifications on VA commitments and operations
7. Next Steps – Steering Committee Meeting
8. Q&A session
9. Conclusions

Date and Venue

June 16, 2011
DIGITALEUROPE
Rue Joseph II, 20
B-1000, Brussels
Belgium

AGREEMENT OF THE AGENDA

The agenda was agreed.

STATUS AND NEXT STEPS TOWARDS OFFICIAL ENDORSEMENT

A background on how the VA was created and developed was given by Pierre Sicsic (HP). On the basis of the Commission's final report published in May 2009, the Consultation Forum decided in October 2009 that a VA would be the appropriate tool to address this product category already covered by ENERGY STAR. It was felt that the new VA would provide more visibility to the ENERGY STAR in Europe and reduce free riding. It was estimated that this VA would reduce the annual energy consumption of imaging equipment in the EU from ca. 11 TWh to between 5 and 6 TWh in 2020.

Following intense consultation with stakeholders, a final version of the VA was presented in February 2011 after which the Commission recommended industry to start the implementation.

Overall, the 17 companies signing up to this VA represent more than 96% of the European market.

Mr. Truszczynski reported that the European Commission is fully supportive of industry's proposed VA as it represents a valid alternative to regulation, having a quasi legal status. To this end, a message from DG ENER Head of Unit was sent to the members of the Consultation Forum in March 2011, informing that the Commission would refrain from regulating this specific product group and inviting industry to implement the VA.

Mr. Truszczynski informed that the impact assessment is due to be finalized in the coming months and that the inter-service consultation would follow in autumn 2011. On this basis, Mr. Truszczynski further added that the Commission's formal endorsement could be expected by the end of the year. The VA signatories expressed their hope that the VA would have the same legal ground of a regulation in the framework of the Ecodesign directive.

Mr. Arditi from EEB expressed satisfaction with industry's proposed VA as it integrates recommendations from NGOs and Member States, and ensures good market coverage.

FORMAL COMMITMENT

Participants were made aware that implementation has already started, with signatures from the different companies being collected.

An overview of industry's commitments in sales unit in the EU27 between 01/10/2011 and 31/03/2012 was provided. Regarding requirements for cartridges, a question was raised as to whether it would be possible to clarify these in a FAQ.

LEGAL ENTITY AND MANAGEMENT

Mr. Sicsic provided an overview of the operational structure of the VA.

As regards the Steering Committee, it was clarified that each signatory to the Agreement, as well as the European Commission, shall have the right to nominate one person to represent it at the Steering Committee. Also, the Steering Committee shall elect, amongst its members, a Chair. Meetings of the Steering Committee shall be open to:

- Any person representing a Signatory or potential signatory to agreement,
- Any representatives of the European Commission or Member States, as well as member states of the EEA or EFTA, and
- Organizations that have a permanent seat on the Consultation Forum

It was pointed out that companies not able to attend the meetings could be represented with a proxy.

A legal entity (Newco) would be established as a not-for-profit association under the Belgian Law. Newco would represent the VA Signatories and have a seat at the Steering Committee. Possible names for Newco are currently being evaluated. A launch event is planned after the summer.

INVITATION TO TENDER

Participants were informed that an invitation to tender was sent on 18 May 2011 with a request for proposals to be submitted by 10 June. It was noted that so far three proposals have been received (Fraunhofer IZM, ERA and BIO Intelligence Service). Mr. Sicsic further informed that tenders' evaluation would be finalized by end of June and followed by a recommendation to the Signatories.

Among the tasks of the Independent Inspector would be to aggregate the information from the Signatories, make it anonymous and report about companies' compliance rate to the Steering Committee. Additionally, the Independent Inspector would issue a report in October 2011 which would represent the reference baseline for the Signatories. The report will cover aggregated sales figures of the first six months of 2011.

PUBLICATION OF AN FAQ

A guideline document would cover the following subjects and questions:

- Legal basis of the VA
- Market context
- Product scope, definitions
- Objectives, targets, timeline
- Automatic duplex implementation
- Environmental information
- Demonstration of compliance

It was pointed that the FAQ guideline would be a living document to be published on DIGITALEUROPE's website until the launch of a dedicated website.

Q&A SESSION

A question as to whether a dedicated email reflector for the Lot 4 VA would be created was raised. Mr. Sicsic replied that the main documents would be uploaded to the CIRCA website.

Regarding non-compliant models, it was asked whether they would be communicated so as to orient consumers' choice. Mr. Sicsic replied that ENERGY STAR requirements already allow distinguishing among products and that EPEAT would be implemented as well.

Regarding section 9, it was asked whether the only obligations to refer to are those mentioned in section 4.1.

Clarification was provided with regard to non-compliant companies and the reasoning behind the fact that, in case of non-compliance, these companies would be given the chance to first achieve the basic requirements and then to step up. Mr. Arditi mentioned that this scenario should not become an industry strategy.

It was mentioned that new versions of the ENERGY STAR should not be disregarded. However, it was pointed out that there will be a delay between ENERGY STAR and the upgrade of the VA. The aim of ENERGY STAR is to trigger innovation to improve products. This frontrunner approach is to be respected, thus the upgraded ENERGY STAR versions cannot be applied to all products immediately.

It was further mentioned that it would be appreciated if clear requirements for dismantling the equipment would be provided.

Regarding the use of recycled parts, the wish was expressed that the next version of product declaration might contain the percentage of recycled parts in order to show the dynamic of the VA.

The chair drew the attention to the fact that there have been and there will be direct and indirect discussion with all stakeholders about their expectations. Mr. Sicsic mentioned that so far a standard for the recycled contents does not yet exist. Should there be one, industry would be ready for discussion.

The role of the Independent Inspector was questioned with regard to the data verification process. It was clarified that information is provided by default in annex C, and that for the purpose of clarification and upon request, industry is prepared to provide information as per annex B. It was requested by some stakeholders that the Independent Inspector should have the power to undertake random audits. It was clarified that the Independent Inspector only performs an audit when there is obvious non-compliance. The chair pointed out that there is a good basis for market surveillance since there are verified ENERGY STAR products being certified by third parties. There was one claim that third party certification may not always be reliable. Signatories underlined that the US verification requirements are very strict and that laboratories are all accredited.

NEXT STEPS

It was agreed that the next Steering Committee meeting would be convened on 7 December 2011 (at 14.30 – 17.00 CET).

LIST OF PARTICIPANTS

Stephane Ardit / EEB
Valentina Bolognesi / DIGITALEUROPE
Wolfram Buchroth / Konica Minolta Europe
Tracey Rawling Church / Kyocera Mita
William Dazy / Canon
Marie-Hélène Dubray / Panasonic
Sylvie Feindt / DIGITALEUROPE
Maxime Furkel / Lexmark
Detlef Hagemann / German Machine Tool Builders' Association
Wolfgang Hahn / DIGITALEUROPE
Hiromitsu Hatano / Ricoh Europe PLC
Yasuhiro Jingu / Toshiba Tec
Nicole Kearney / Defra
Stephen Kimber / Brother
Karsten Lindloff / German Energy Agency
Sara Rodriguez Martinez / HP
Peter McGregor / OKI
Pascale Moreau / Epson
Tom Moriarty / Dell
Jonathan Murray / DIGITALEUROPE
Milena Presutto / ENEA
Claire Schonbach / Xerox
Pierre Sicsic / HP
Bram Soenen / Belgian Federal Government
Laura Spengler / Okopol
Jacek Truszczynski / European Commission
Dierk Ulken / Toshiba Tec

1st Steering Committee Meeting Lot 4 VA
16 June 2011
Meeting Minutes

Frank Weyler / Muratec

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