



Getting Green

Growing Demand in Overseas Markets



香港貿易發展局
Hong Kong Trade Development Council

Hong Kong Trade Development Council

19 January 2005



Increasing Awareness of Environmental Protection

- ✖ Dioxin contamination of dairy products
- ✖ Outbreaks of epidemic diseases : SARS, H5N1



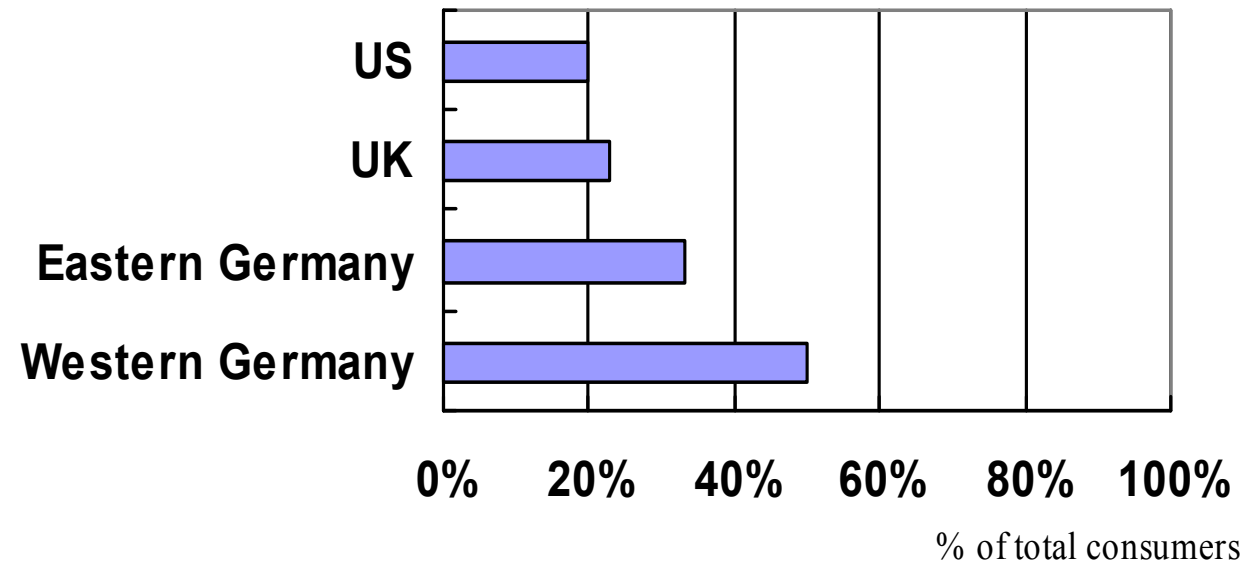
Green Consumerism



Promotion of Environment Protection

Green Consumerism

Proportion of Consumers Looking for Green Products





Green Consumerism

- ✦ Increases in awareness of environmental issues
- ✦ Increasing availability of green product information
- ✦ Changes in demographics
- ✦ Green lifestyle considered fashionable
- ✦ Increases in the voice of consumers



Promotion of Environmental Protection

- ✂ Mandatory product specifications
 - ✓ Legislative requirements
- ✂ Voluntary standards
 - ✓ Labelling schemes
- ✂ Eco-design tools
 - ✓ LCA or life cycle assessment



Selected US Green Product Legislation

| Legislation | Affected Product Categories |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| Federal Energy Efficiency Laws – specific minimum energy efficiency and require certain appliances to fulfill certain minimum energy efficiency standards and to display energy efficiency information. | Electrical appliances |
| Battery Act – bans mercury batteries; requires labelling and recycling of rechargeable batteries. | Rechargeable batteries |
| State electronic waste legislation and mandatory electronics take-back programme – require manufacturers to pay an advanced recovery fee for financing state recovery programmes, and/or to set up systems for take-back and disposal of end-of-life products. | Consumer electronics |
| Federation Trade Commission Act (FTC Act) – prohibits unfair or deceptive acts or practices to environmental marketing claims. | All products |

Selected US Common Environmental Labels




Green Seal



Energy Star



**Single-Attribute Claims Certification
(or Certified Environmental Claims)**



US Environmental Labels Applicable to Consumer Electrical & Electronic Equipment

| | |
|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| Electrical appliances (e.g. clothes, washers, refrigerators, dehumidifiers, dishwashers) | ➤ Energy Star |
| Home electronics (e.g. audio-visual equipment, cordless phones) | ➤ Energy Star ➤ Single Attribute Claims Certification |
| Air conditioning systems (e.g. residential central air-conditioning systems and heat pumps, room air conditioning units, fans, furnaces) | ➤ Green Seal ➤ Energy Star |
| Compact fluorescent lamps | ➤ Green Seal ➤ Energy Star |



Selected EU Directives in Relation to Consumer Electronics & Electrical Appliances

- ✦ Waste Electrical and Electronic Equipment (WEEE) Directive (Directive 2002/96/EC)
- ✦ Restriction of Hazardous Substances Directive (RoHS) (Directive 2002/95/EC)
- ✦ Directive 2000/55/EC on energy efficiency requirements for ballast for fluorescent lighting
- ✦ Directive 96/57/EC on energy efficiency requirements for household electric refrigerators, freezers and combination thereof
- ✦ Packaging Directive (Directive 94/62/EC)
- ✦ Energy Labelling Directive (Directive 92/75/EEC)
- ✦ Batteries Directive (Directives 91/157/ECC and 98/101/EC) and Battery Marking Directive (Directive 93/86/EEC)
- ✦ Directive 86/594/ECC on airborne noise emitted by household appliances

EU Environmental Labels Applying to a Wide Variety of Products



EU Eco-label (“EU Flower”)



Blue Angel (Germany)



Nordic Swan (Denmark, Norway, Sweden, Finland, Iceland**)**



AENOR Medio Ambiente (Spain)

**** Non-EU countries**

EU Environmental Labels Applying to Consumer Electronics & Electrical Equipment



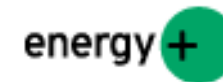
Group for Energy Efficient Appliance (GEEA) Energy Efficiency Label (Austria, Denmark, Finland, France, Germany, the Netherlands, Sweden, Switzerland)**



**TCO
(Sweden)**




**EU Energy Star
(EU-wide)**



**Energy+
(EU-wide)**

**** Non-EU countries**



EU Environmental Labels Applicable to Consumer Electrical & Electronic Equipment

| | |
|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Household appliances (e.g. white goods, air conditioners, cookers; except lighting equipment) | <ul style="list-style-type: none">➤ EU Eco-label➤ Blue Angel➤ Nordic Swan➤ Energy + |
| Household/consumer electronic equipment (e.g. TV sets, stereos, VCRs, mobile phones) | <ul style="list-style-type: none">➤ EU Eco-label➤ Blue Angel➤ TCO (mobile phone only)➤ Nordic Swan➤ AENOR Medio Ambiente➤ GEEA Energy Efficiency Label |

EU Environmental Labels Applicable to Consumer Electrical & Electronic Equipment





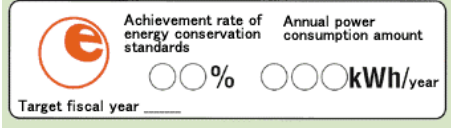
| | |
|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Computers and peripherals (e.g. personal/portable computers, system units, printers, display units) | <ul style="list-style-type: none">➤ EU Eco-label➤ Blue Angel➤ TCO➤ Nordic Swan➤ AENOR Medio Ambiente➤ EU Energy Star➤ GEEA Energy Efficiency Label |
| Lighting equipment (e.g. light bulbs, electronic ballasts for fluorescent lamps) | <ul style="list-style-type: none">➤ EU Eco-label➤ Blue Angel |
| Batteries (e.g. primary batteries, rechargeable batteries) | <ul style="list-style-type: none">➤ Blue Angel➤ Nordic Swan |




Japanese Selected Green Product Laws Applicable to Consumer Electronics & Electrical Appliances

- ✿ Revised Recycling Law (formally known as the Law for Promotion of Effective Utilisation of Resources)
- ✿ Containers and Packaging Recycling Law (formally known as Law for Promotion of Sorted Collection and Recycling of Containers and Packaging)
- ✿ Home Appliance Recycling Law (formally known as the Law for Recycling of Specified Kinds of Home Appliances)
- ✿ Energy Conservation Law (formally known as the Law Concerning the Rational Use of Energy)

Selected Japanese Environmental Labels

| | | |
|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
|  <p>Eco Mark</p> |  <p>Eco Leaf</p> |  <p>Energy Star</p> |
|  <p>PC Green Label</p> |  <p>Energy Conservation Label</p> | |



Japanese Environmental Labels Applicable to Consumer Electrical & Electronic Equipment

| | |
|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| Computers and peripherals (e.g. personal computers, notebook computers, printers, displays and scanners) | <ul style="list-style-type: none">➤ Eco Mark➤ Energy Star➤ PC Green Label➤ Eco Leaf |
| Household/consumer electronic equipment (e.g. TV sets, cameras) | <ul style="list-style-type: none">➤ Energy Saving Label➤ Eco Leaf |
| Communications equipment (e.g. fax machines, multi-functional devices and communication cables) | <ul style="list-style-type: none">➤ Energy Star➤ Eco Leaf |
| Household electrical appliances | <ul style="list-style-type: none">➤ Energy Saving Label |
| Lighting equipment | <ul style="list-style-type: none">➤ Energy Saving Label |



Recommendations

- ✂ Compliance with Mandatory Requirements
- ✂ Utilising Environmental Labels
- ✂ Tapping the Demand for Green Alternatives
 - ✓ Energy efficiency
 - ✓ Min.waste & hazardous substances
 - ✓ Supply chain environmental management



Getting Green

Thank You !!!