Title of the measure: EU45 EICTA Self-Commitment to improve the energy performance of CRT and flat LCD televisions and stand by mode for DVD players

General description

The SAVE programme established by the European Council decision 91/556/EEC in 1991, set about to reduce the power consumption of Consumer Electronics products. In response to this EACEM (the European Association for Consumer Electronics Manufacturers; which has since merged to become part of EICTA) agreed with DG Transport and Energy (DG TREN) a negotiated agreement that set limits for the standby power consumption of TVs, VCRs in 1997. In the year 2003 a new agreement for TVs and DVDs was concluded. The scope of this Commitment is: analogue Cathode Ray Tube based television receivers (CRTTV), analogue Non-CRT based television receivers and stand alone Digital Versatile Disc (DVD) players.

Three different Commitments were arranged:

1-Commitment on analogue Cathode Ray Tube based television receivers (CRTTV)

It was supported by 12 Companies:
- Bang & Olufsen
- Hitachi Home Electronics Europe Ltd.
- LG Electronics Inc.
- Loewe Opta GmbH
- Metz-Werke GmbH & Co KG (non EICTA member)
- Panasonic Europe Ltd.
- Philips Consumer Electronics
- Sanyo
- Sharp Corporation
- Sony Europe GmbH
- Thomson Multimedia
- Toshiba

The commitments taken up:
- a sales weighted average of 3.0W, for power consumption in standby passive by 2005
- set maximum power consumption in standby passive to 1W by 2007
- improvement in energy efficiency by 2007 with a sales-weighted energy efficiency index by a target of 10%, with a minimum of 5%, and in 2010 by a target of 15%, with a minimum of 10%
- for all new models introduced after the 1st of June 2004, providing information on the Power consumption of the equipment in the ON, standby modes and an estimated annual energy consumption (kWh) to potential purchasers on, or alongside, the product at the point of sale.

2-Commitment on analogue Non-CRT based television receivers

It was supported by 7 Companies:
- Bang & Olufsen
- Metz-Werke GmbH & Co KG
- Panasonic Europe Ltd.
- Pioneer Europe NV
- Samsung Europe Headquarters
- Sanyo
- Sharp Corporation

The commitments taken up:
- a sales weighted average of 3.0W, for power consumption in standby passive by 2005;
- set maximum power consumption in standby passive to 1.0W by 2007
-there is at the moment no Energy Efficiency Index for these devices, manufacturers are actively collaborating to develop a formula to calculate it.

- for all new models introduced after the 1st of June 2004, providing information on the Power consumption of the equipment in the ON, standby modes and an estimated annual energy consumption (kWh) to potential purchasers on, or alongside, the product at the point of sale.

**3- Commitment on stand alone Digital Versatile Disc (DVD) players**

It was supported by 7 Companies:

- Bang & Olufsen
- Metz-Werke GmbH & Co KG
- Philips Consumer Electronics
- Pioneer Electronic Europe NV
- Samsung Europe Headquarters
- Sharp Corporation
- Sony Europe GmbH

The commitments taken up were:

- 1W target for power consumption in standby passive by 2005;
- yearly reporting the market shares of DVD players, and the standby power consumption.

The manufacturers of the three types of devices considered must from February 2004 provide EICTA with information about the power use of each device with the number of units of each type sold.

A Steering Committee has been established to verify the results of the Commitment.

There have been no new signers in 2004.

**Impact evaluation**

The EICTA prepares one per calendar year a report to EU Commission DG Energy & Transport and Steering Committee containing the following information:

- Indication of how many manufacturers have not supplied data;
- Standby power consumption for Analogue CRT based TV, non-CRT based TV and DVD provided by every company;
- The total sales weighted average standby power consumption for Analogue CRT based TV, non-CRT based TV and DVD;
- Energy Efficiency index for Analogue CRT based TV provided by every company;
- The total sales weighted average Energy Efficiency index for Analogue CRT based TV provided by every company.

**Results(2004)**

1-Commitment on analogue Cathode Ray Tube based television receivers (CRT-TV):

-All the 12 participating manufactures have provided the data which represents approximately 51% of the EU (15+ Switzerland and Norway) CRT TV market (that means a 14% decrease of the market share)
-Many chassis delivered as of the 31st December 2004 are equipped with a label to provide information to potential purchasers on, or alongside, the product at the point of sale.
- The sales weighted average stand-by consumption: (target of 3 W)
  -the value in 2003 was 1.75 W and 1.87 W in 2004
  -the lowest value was 0.3W and the highest value was 10.0W
  -in 2003 and 2004, 10companies (of the 12 supporting companies) have kept their average stand- by power consumption under 3 Watt.
Figure 1: Sales weighted stand-by power consumption, (analogue CRT TV receivers) average per company 2002-2004) (target 3W)

Figure 2: Stand-by power consumption variation, (analogue CRT TV receivers), 2004 data (target: 3W)
Figure 3: Energy Efficiency Index sales, (analogue CRT TV receivers) weighted average per company (2002-2004) (target of 10%)

Figure 4: Average Stand-by power consumption and Energy Efficiency Index (Analogue CRT TV receivers)

2- Commitment for Non-CRT based television receivers:
- All the 7 participating manufactures have provided the data, representing an estimated EU (15+ Switzerland and Norway) market share of 39%.
- There has been a marked shift away from CRT TV in favour of flat screen display: in 2004 flat screen display accounted for 13.8% (10.4% LCD, 3.4% Plasma) as compared to 3.6% in 2003 (2.8% LCD, 8% Plasma).
Figure 5: Total Number of TV sold in the EU (15 + Switzerland and Norway) Member States

- Most of the manufacturers have confirmed that all their new chassis models delivered as of the 31st December 2004 are equipped with a label to provide information to potential purchasers on, or alongside, the product at the point of sale.
- The sales weighted average stand-by consumption: (target of 3 W)
  - the value in 2003 was 1.54 W and 2.66 W in 2004
  - the lowest value was 0.5W and the highest value was 5 W

Figure 6: Stand-by Power consumption of Non-CRT TV receivers (2003)
3. **Commitment on Stand alone DVD players:**
- All the 7 participating manufactures have provided the data, representing approximately 40% of the EU market.
- The sales weighted average stand-by consumption (target 1W):
  - the value in 2003 was 1.27 W and 1.3 W in 2004
  - the lowest value was 0.1W and the highest value was 6W (rather large variance)
The DVD receiver market has since 1990 strongly increased.

References

- Industry Self-Commitment to improve the energy performance of household consumer electronic products sold in the European Union (Final Report based on calendar year 2004 data)