

Multi-criteria policy instruments addressing noise

By MScEng Denis POHL

Head of Product Policy Unit

Directorate-general Environment

Federal Public Service

Public Health, Food Chain Security and Environment

With the kind contribution of Marina Lukovnikova



IPP for noisy products?

- **Integrated Product Policy (IPP) = Life-Cycle Thinking**

Seeks to minimize environmental degradation during

- manufacturing
- use or
- disposal

- **EU IPP strategy (EC Communication, 2003):**

1. Set focus on priority products (and priority impacts)
2. Establishing policy measures toolbox (applicable for all products)



EU IPP strategy: setting focus(1)

Fase 1: Identify product groups with greatest environmental impact

Environmental impacts considered in studies:

- abiotic depletion,
- acidification,
- ecotoxicity,
- global warming...

Noise is occasionally taken into account. Example of Nijdam, Wilting - 2003:
transport (work/professional and leisure)= +/- 70% (31% + 39%) of noise impacts in NL

Conclusion on priority products groups: food & drink, housing, private transportation (70 - 80 % of the environmental impacts)



EU IPP strategy: setting focus (2)

Fase 2: Choose priority products, comparing impact and considering improvement potential (socio-economic analysis, technically feasibility)

Fase 3: address policy measures for the products with the greatest potential for environmental improvement at least socio-economic cost



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EU IPP strategy: developing IPP toolbox

Establishing legal framework

- Taxes and subsidies
- Standardisation
- Other legislation such as ecodesign

Promoting application of life-cycle thinking

- LCA-tools available
- EMAS

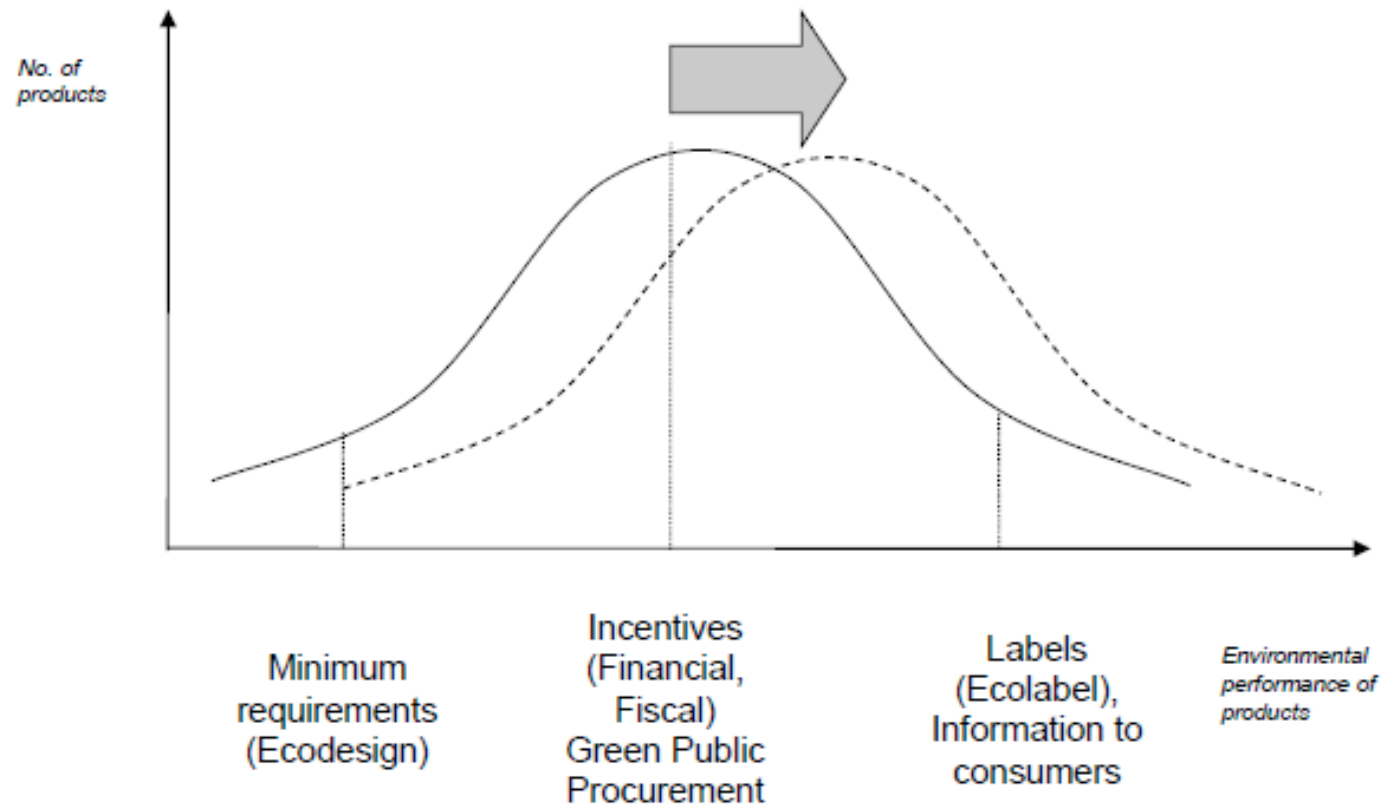
Giving the consumer information to decide

- Greener public procurement
- Greener corporate purchasing
- Environmental labeling (eco-label, energy labeling)



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IPP Pull-Push approach



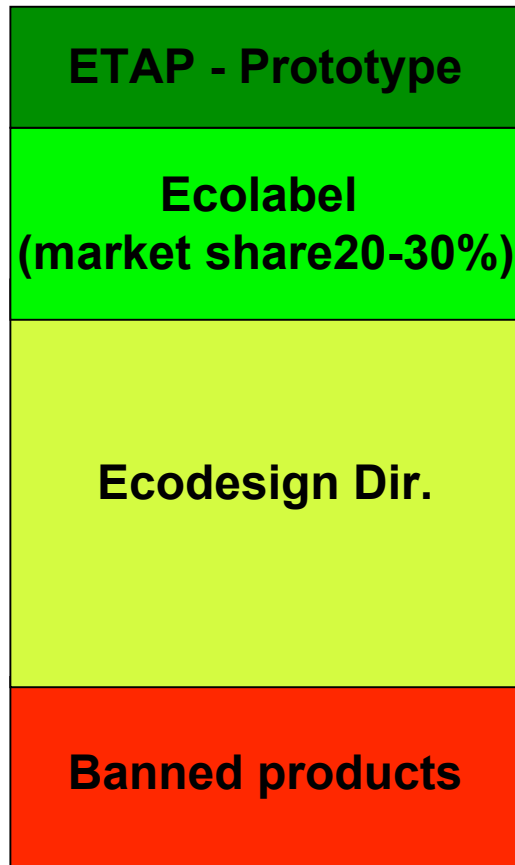
Source: EU Commission



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IPP view on Green products hierarchy

= realistic
Green products
at industrial scale



= products with the best
technologies (not available on
the market)

= products complying
with the (minimum)
legal requirements

How to discriminate
them?

Bad products



From a product performance records to a product ranking

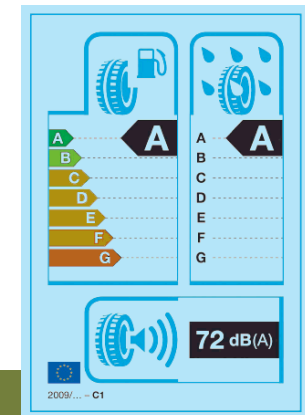
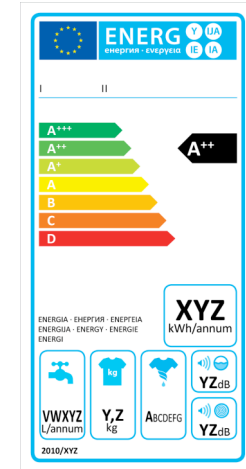
Difficult key point for IPP: good knowledge of product performances

- Useful to “know the market”: distribution of the performances for a defined used/function
 - => benchmarks identification
- Look for an adequacy between performances and health/safety recommendation
- Base for a product ranking
 - Absolute?
 - By product category and uses?
- DB's exist at EU level: Quality of DB's? Which statistical analyse (already done and to do)? For which objective(s)? Considering which (sub-)categories?



IPP Toolbox

- Legal requirements (eco-design legislation)
- Performance labelling (like energy labelling)
- Global labelling (like EU Ecolabel)
- Green public procurement (GPP)
- Fiscalilty: Ecotaxes - Ecoboni
- Voluntary initiatives
- Information/awareness/communication



IPP toolbox: Legislation

- **Legislation:** set minimal requirements for placing a product on the market

- **Powerful tool, quick effect**

- **Must be realist**

- Technological, industrial and social feasibility.

- **Difficult to take into:**

- Good choice (and use) for the good application

- account market dynamics and users individual comportment/behaviour

⇒ what about the multiplication and/or concentration of sources?



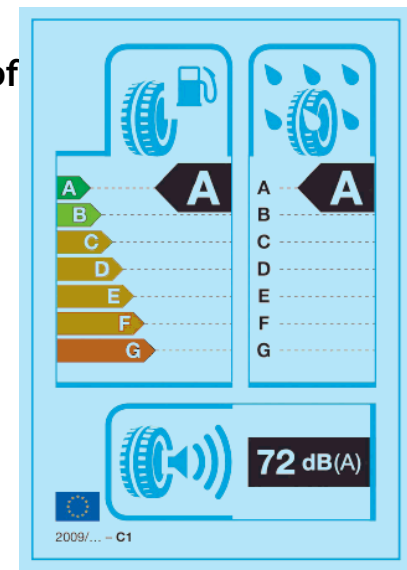
IPP toolbox: Legislation (2)

Examples:

-Directive 2000/14/EC: noise emission in the environment by equipment for use outdoors

-Directive 70/157: permissible sound level and the exhaust system of motor vehicles

-Regulation 1222/2009 on the labelling of tyres with respect to fuel efficiency and other essential parameters (labelling) and Regulation 661/2009 on type-approval (maximum sound level)



IPP toolbox: Legislation (3)

Examples (continuation):

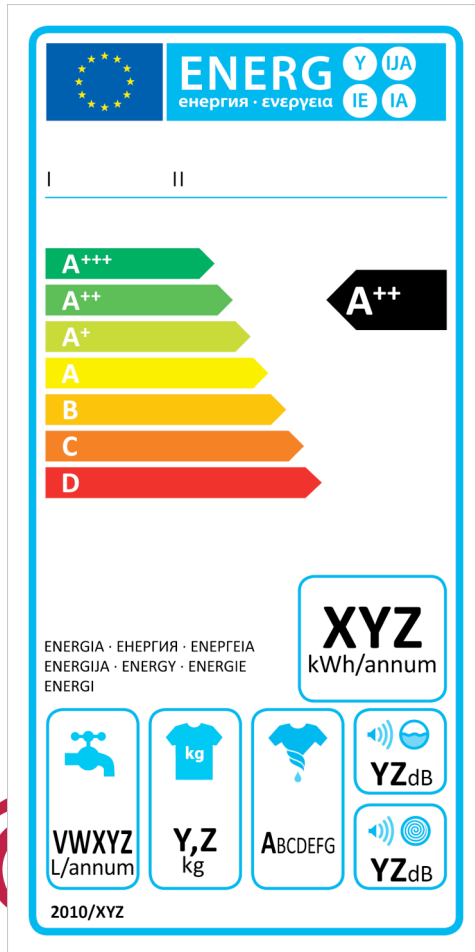
- Regulation 1016/2010 implementing Directive 2009/125/EC: ecodesign requirements for household dishwashers

- Technical contradiction: energy vs. noise
- Benchmark levels are defined for noise emissions
- Debate on noise ranking: risk of confusion for the consumer (?) if several rankings on label
=> priority for energy

=> Limit of multi-criteria approach? (vs. priority)



IPP Toolbox: Performance labelling



- Directive 2010/30/EU: labelling and standard product information of the consumption of energy and other resources by energy-related products

- Effect from 21 July 2011

- Clear ranking for energy (test methods and labelling)

- No ranking for noise (nor for the other impacts)

- Noise measurement: airborne acoustical noise emissions, during the washing and spinning phases, for the standard 60 °C cotton programme at full load, expressed in dB(A)

IPP Toolbox: Global labelling

- Typically : EU Ecolabel
- Voluntary system
- Global labelling: LCA based approach => look for the optimal balance between different types of impacts
- EU Ecolabel: 26 product categories
- Facilitate the choice of the consumers
- “Green” brand image for the producer



IPP Toolbox: Global labelling (2)

- EE equipments covered by EU Ecolabel: TVs, desktop, laptop and heat pumps
 - Noise limitation for Desktop and Laptop
 - Noise declaration for Heat pumps
- Examples of (supra)national eco-labels: Nordic Swan, Blue Angel, Milieukeur,...



IPP Toolbox: Green Public Procurement

- Principle: introduce green criteria as selection criteria for public tenders
- Potential impact: Public authorities (central, regional and local levels) spend approximately 17% of EU GDP
- Objective: should be 50% of GPP for 2010!



IPP Toolbox: Green Public Procurement (2)

Development of EU set of criteria:

=> noise can be one of the multiple criteria

Category with noise limit:

- ICT, transport (lower than law), gardening equipment (when exist, otherwise the lower)

Category with noise considerations:

- Construction, windows, combined Heat and Power, road construction (promoting materials and construction approaches that reduce noise)



IPP Toolbox: economic instruments

- Prerequisite: products ranking
- Tax system: VAT reform needs EU unanimity => difficult to reach
- Bonus-malus:
 - Bonus for the best ones
 - Malus for the worst ones
 - Need of a neutral point
 - Need of neutral fiscality? (sum bonus = sum malus?)

Attention! could be considered state aid



IPP Toolbox: economic instruments (2)

- Tax reduction/premium \Leftrightarrow budget availability
- Must be regularly adapted (technological evolution)
- Technological neutral: only based performances



IPP Toolbox: Voluntary initiatives

- Ecodesign Directive offers a legal basis
- Who participate vs. market share (representativeness)? What about the free riders? => Competitiveness risk?
- How to define clearly objectives? How to control them? Who will pay for the control?



Information/ awareness/ communication

- Communication = support for actions / solutions. It's not a "self-supporting objective".
- Key points:
 - Define clearly the pursued objectives:
 - Define clearly the targeted public: professional, citizens, consumers,...
 - Define clearly the message. Message must be understandable (no complex message).
 - Provide answer, solutions, actions.



Thank you for your attention
and your feedback

Denis.pohl@health.fgov.be

Tel: + 32 (0)2 524 95 51

