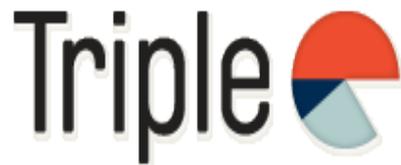
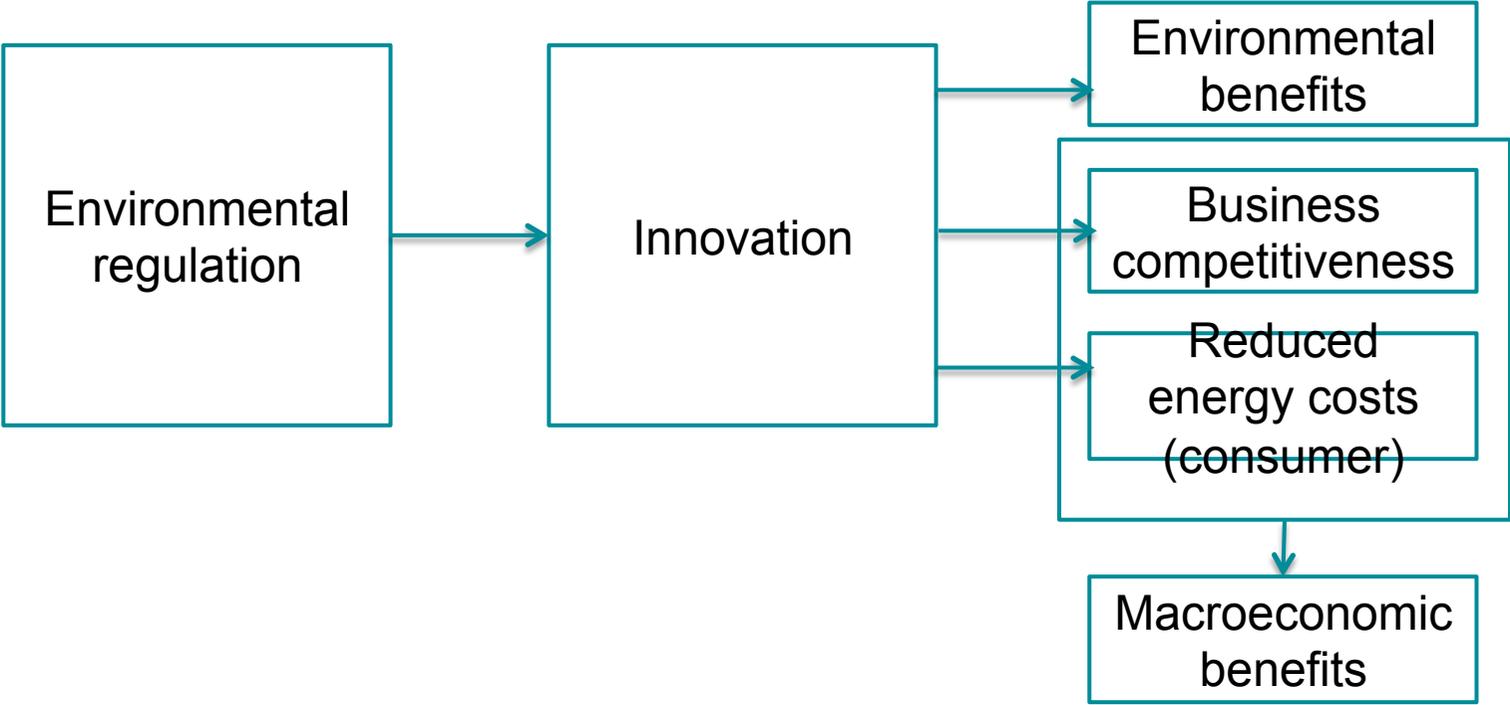

INNOVATION IMPACT OF THE ECODESIGN AND ENERGY LABELLING DIRECTIVES

Sibylle Braungardt
Arnhem 05/06/2014

Study for the European Commission (DG Energy)



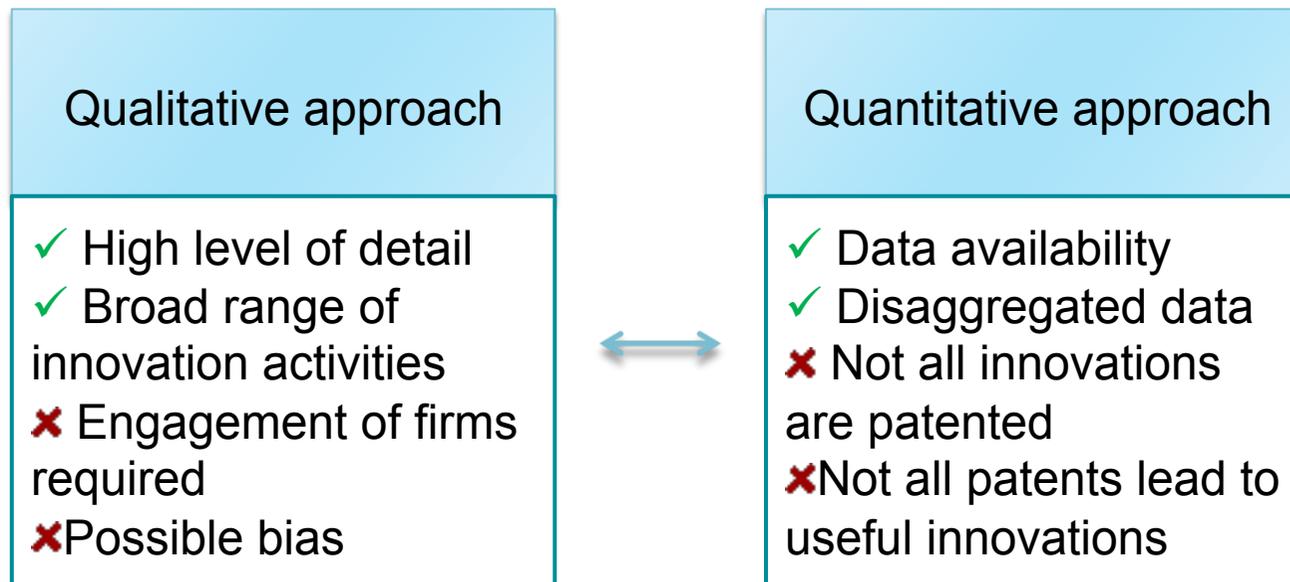
Multiple benefits perspective



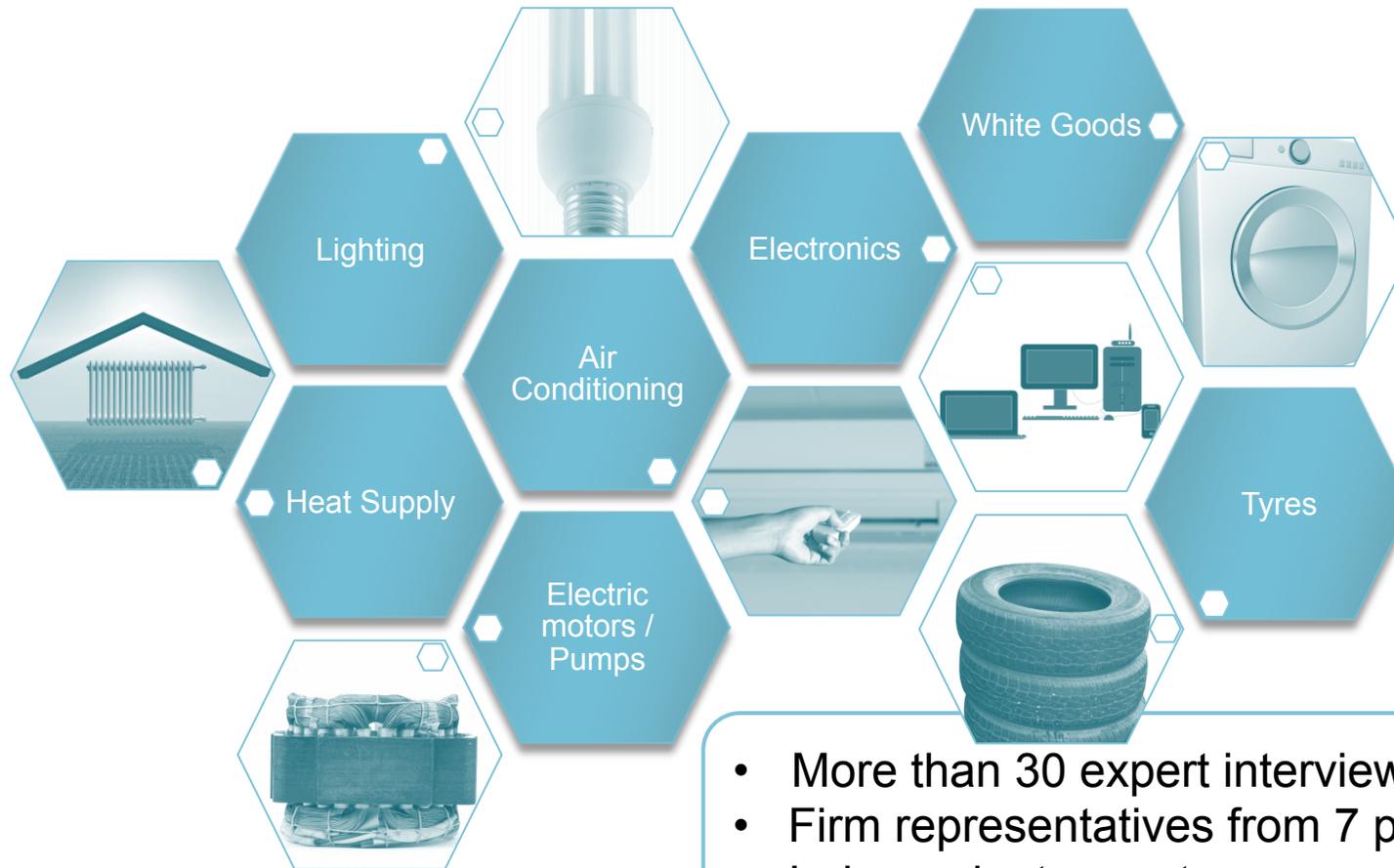
Outline

- Methodological approach
- Innovation impact of Ecodesign and Labelling
- Summary and recommendations

Methodological approach

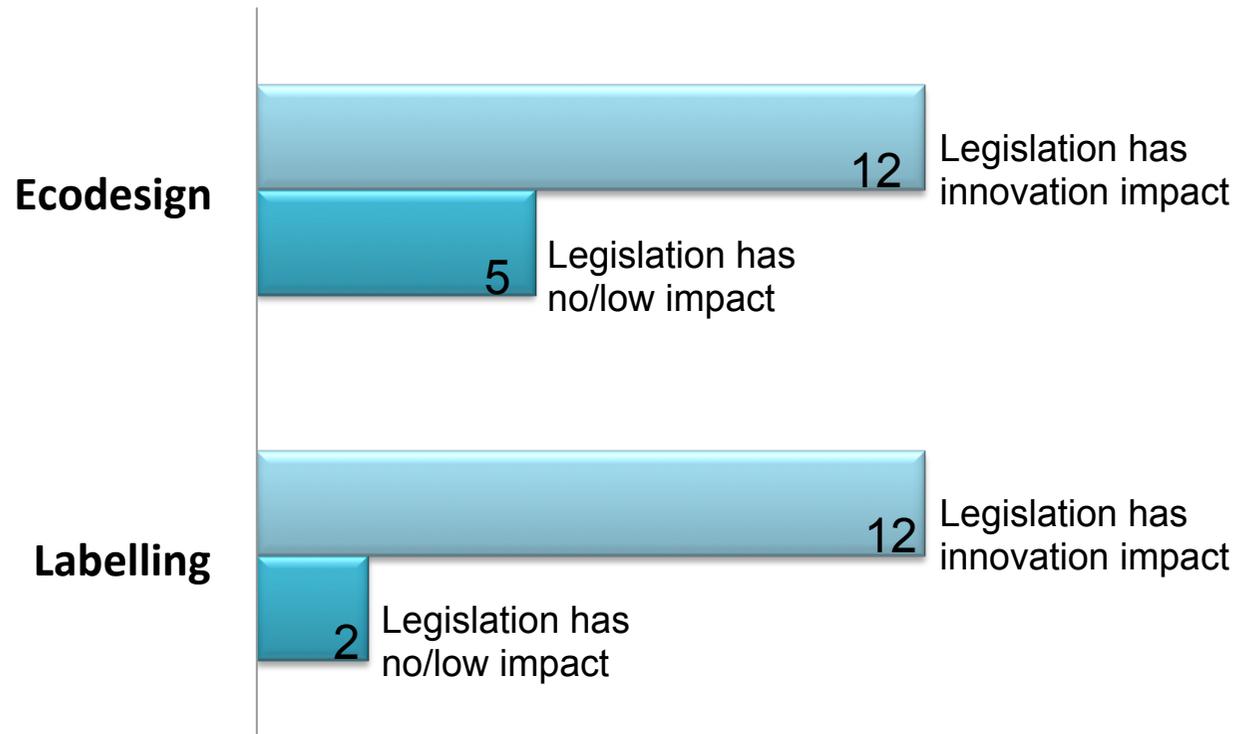


Case study interviews covering a variety of regulated products



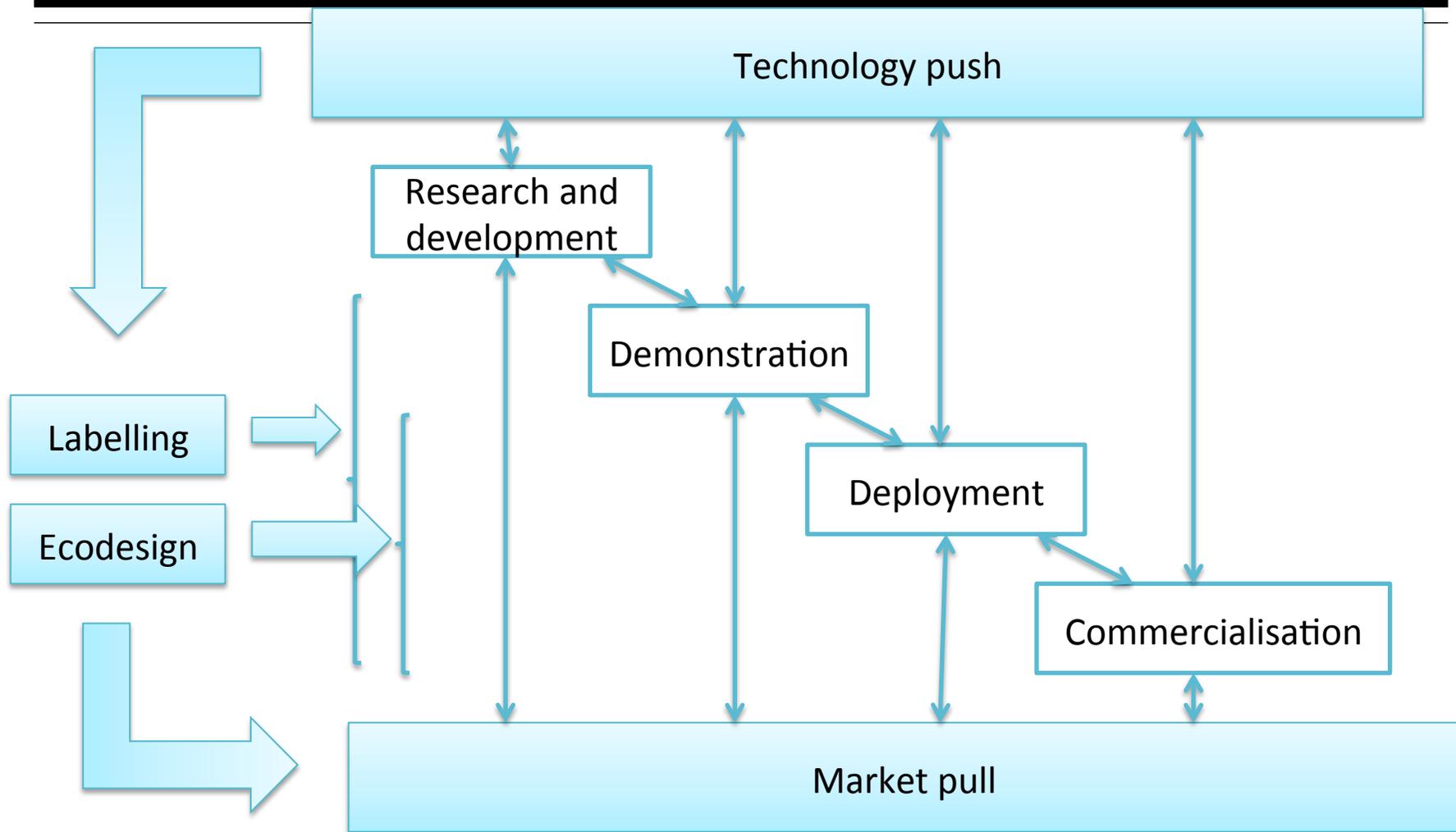
- More than 30 expert interviews
- Firm representatives from 7 product groups
- Independent experts

Case study results: Distribution of companies

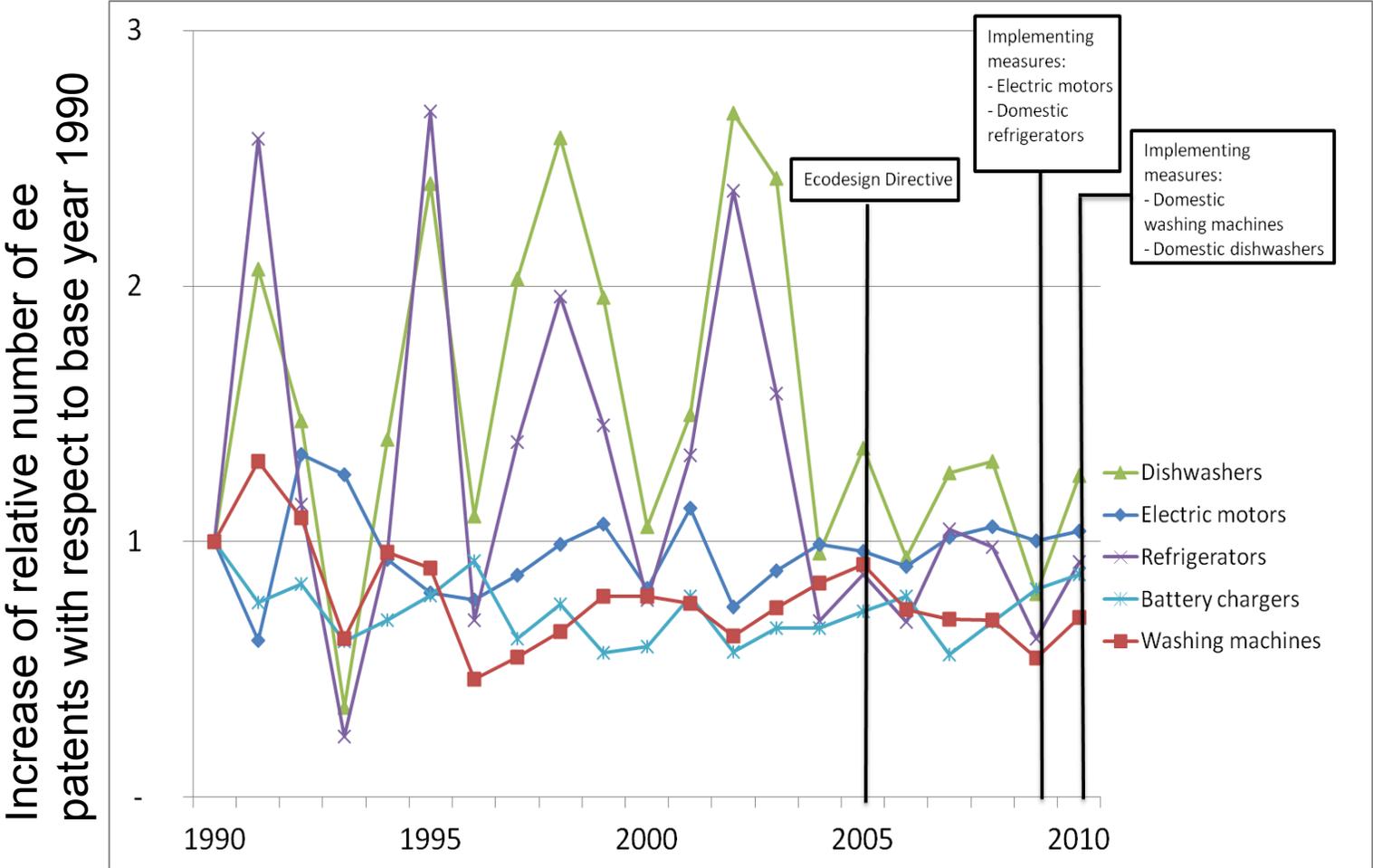


- No statistical sample: distribution depends on case selection
- Essential questions: How and why does the legislation affect the innovation activities

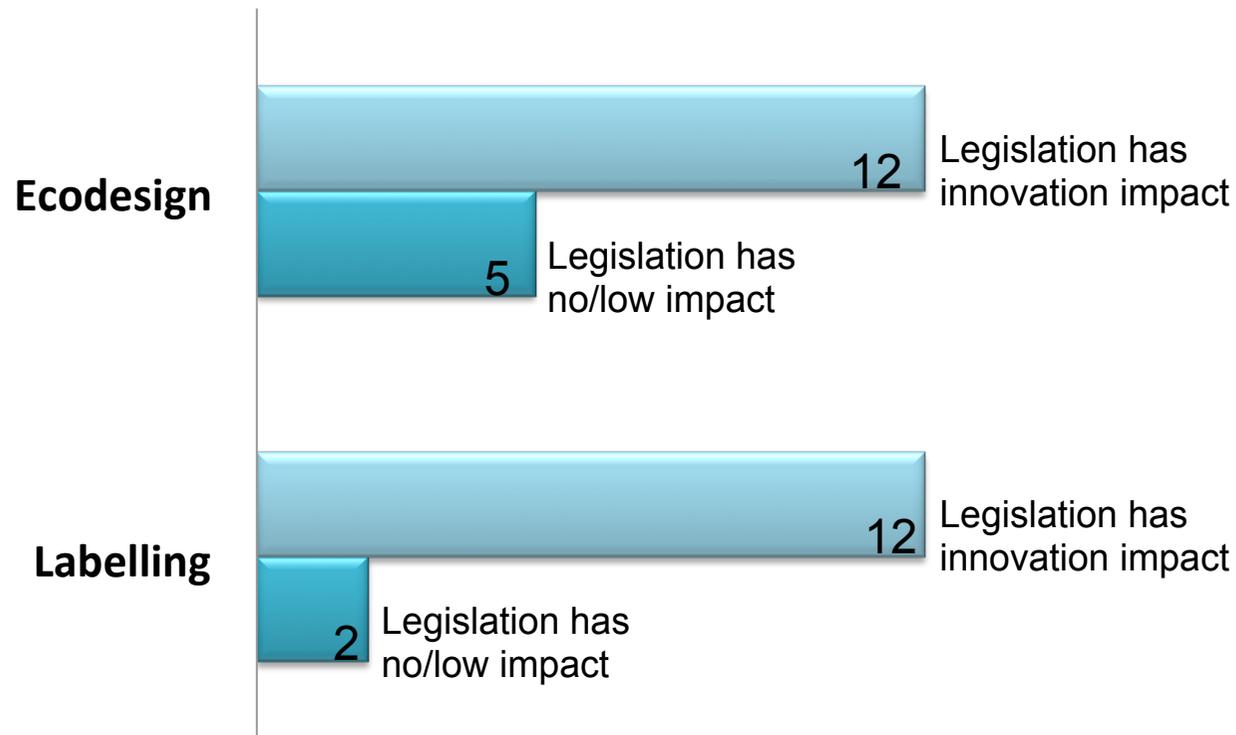
Impacts mainly on the later stages of the innovation process



Currently low impact of the regulation on patenting activities

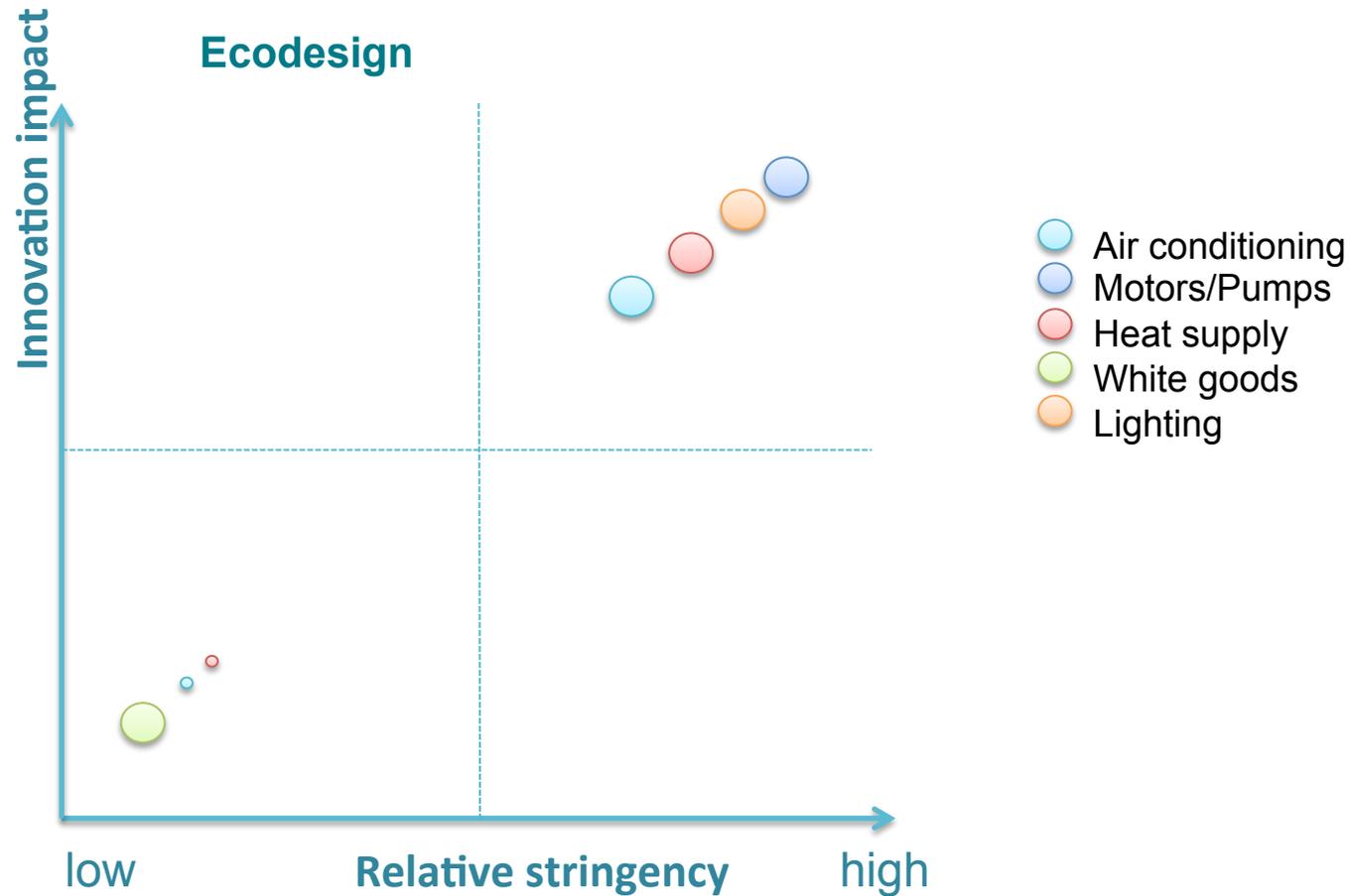


Case study results: Distribution of companies

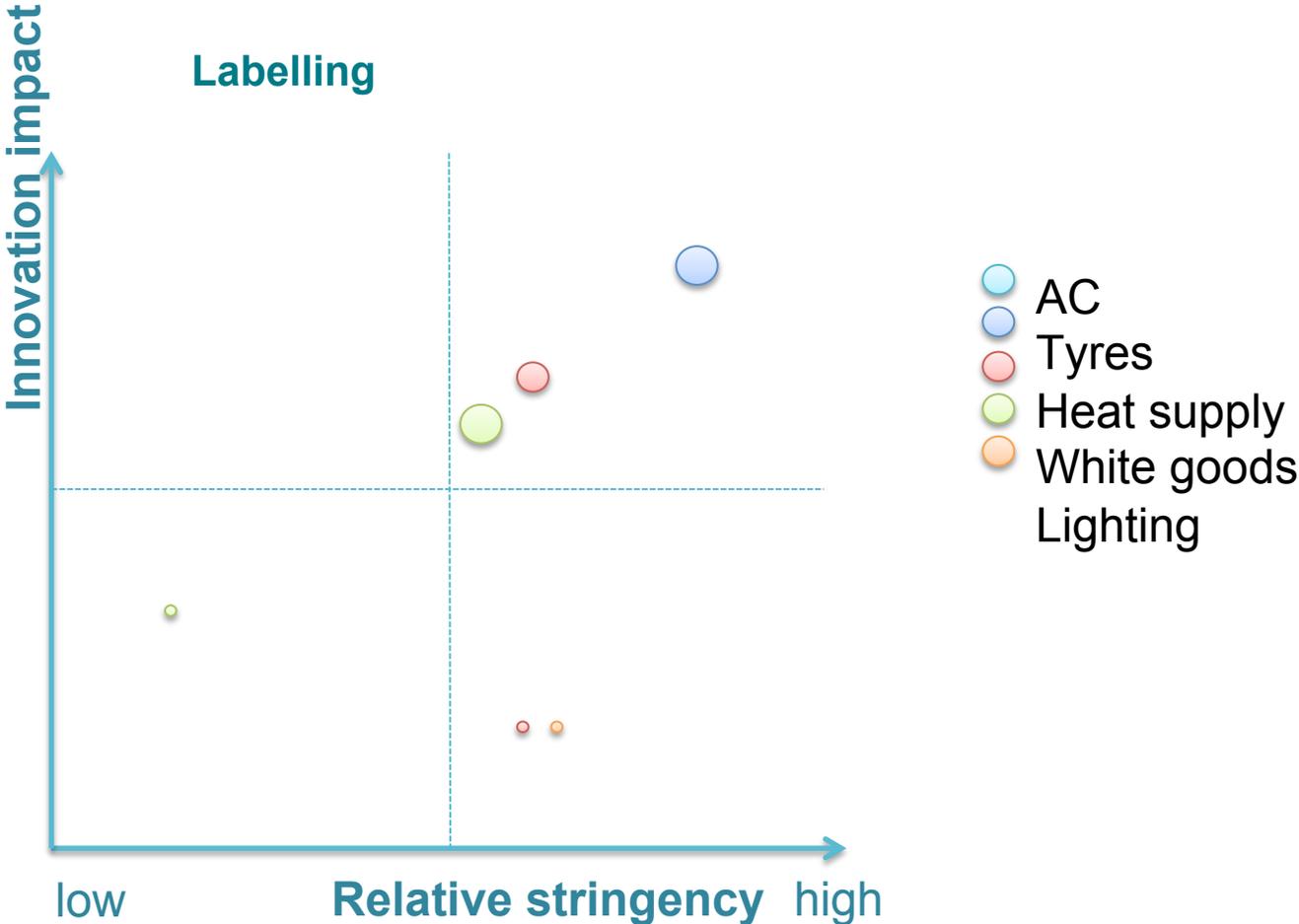


- No statistical sample: distribution depends on case selection
- Essential questions: why and how does the legislation affect the innovation activities

Stringency as the most important factor influencing the innovation impact



Stringency as the most important factor influencing the innovation impact



Summary and recommendations

Stringent implementation and market surveillance

Take into account sector specific innovation dynamics

Measures to increase consumer response to Labelling

Take into account innovation in the policy mix