

# e-labelling for Europe

## 14%

reduction on the cost of indicating compliance

## €112 M

Saving per year in Europe

## Cost of compliance in the EU



EU companies in the computing, multimedia & telephony sectors pay €3.99 billion for **compliance** every year

## €3.99 bn

**Indicating compliance information** represents 20% of the total cost

## €797 M



## e-labelling in the world

**56%** of the global economy has already adopted e-labelling. This is about **50%** of the world's population, including countries such as:



USA



China



India



Ghana



Australia



Singapore



Japan



Malaysia

## 78%

with the EU, 78% of the global economy would be covered by e-labelling

## 50%

of the market surveillance authorities surveyed believe that **e-labelling** would reduce their costs

## What do Market Surveillance Authorities think?



75% of Market Surveillance Authorities believe that e-labelling would have a significant **positive environmental impact**

## 75%

50% believe that e-labelling would **improve the traceability & transparency of products**

## 50%

42% believe that e-labelling would **make it easier to demonstrate compliance**

## 42%



## What do companies think?

## 75%

of companies believe that e-labelling would **improve the current situation**

## 71%

believe that e-labelling would have a **positive environmental impact**

## 76%

of companies surveyed **would use e-labelling** if the EU was to adopt it



## What is e-labelling?

e-labelling (or electronic labelling) is an alternative for indicating market compliance. Many countries – together representing over 56% of the world's economy and 46% of the world's population – have already adopted e-labelling schemes. The European Union, on the other hand, still relies exclusively on physical marking on devices.

### Example of electronic labelling:



A label **embedded in the software of devices with built-in screen or devices without a built-in screen but that can be connected to a screen**. This label can be accessed in maximum three steps, for instance by entering a specific code into the device, even when locked.



A **QR code** or other **machine-readable code** (surface labelling) for **equipment without an in-built screen and that cannot be connected to a screen**. This code links to a web page, which can be updated and may include additional information.

## What is the next step?

The European Union is the last major economic power that does not allow the electronic display of market compliance. If the EU was to adopt e-labelling, European businesses could digitally indicate market compliance in over **78%** of the world's economy.

Providing the CE mark or other compliance information in an electronic format seems a more logical and cost-effective alternative than physically marking products.

It is time to bring labelling into the digital age by giving manufacturers the option to choose whether to electronically or physically mark their products – a truly low hanging digital fruit.



**€112 million** in saving per year in Europe or **14%** of the **cost of indicating compliance**



**76%** of European businesses surveyed would **adopt e-labelling** if available



**50%** of market surveillance authorities believe that e-labelling would result in **cost reduction** for them



**over 70%** of market surveillance authorities & businesses believe that e-labelling would have a **positive impact on the environment**

This is why DIGITALEUROPE **strongly supports amendment 241 on electronic labelling** to the proposed compliance & enforcement regulation. This amendment will ensure that the Single Market finally catches-up with the global practice of e-labelling by adding a simple electronic option and more flexibility for manufacturers when meeting their marking and information obligations.

If you have any suggestions or comments, please contact:

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