

## Briefing for Mr Cozigou

Meeting with [REDACTED]  
ANOVO

*27<sup>th</sup> June 2014 – 15.00*

### Unit F5 - Engineering Industries

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### Briefing Content

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## 1 Scene Setter / Context

- *ANOVO provides after sales support and supply chain management services to high-tech industries. They help their customers to extend the lifecycle of products by (information coming from Anovo's website):*
  - *“avoiding product returns and therefore increasing profit margins”;*
  - *supporting “global recycling by adding value and giving electronic products a second life”;*
  - *ensuring customer service by providing “outstanding, multi-lingual customer service and support”;*
  - *providing “technical repair services and expertise”;*
  - *providing logistics support.*
- *ANOVO appears to be particularly involved “to achieve excellent corporate environmental standards” to support customers to have ISO accreditations, and claims that “we are increasing our environmental management responsibilities across all of our activities”.*
- *The company is active in France, the United Kingdom, Belgium, Switzerland, Germany, Poland, Spain, China, Chile, Colombia and Peru.*
- *Given the company's involvement in recycling and e-waste support activities, particular emphasis should be given to the beneficial effects of the harmonisation of chargers for the environment and for extending the lifecycle of chargers.*

## **2 Line to Take**

- *We have received a very good feedback from citizens concerning the effects of the Memorandum of Understanding (“MoU”). According to the mobile phone industry, about 95% of mobile phones actually sold implement the micro-USB common charger solution;*
- *The Commission would like to continue the collaboration with the industry and we would welcome a voluntary agreement. There are signals from the mobile phone industry that new voluntary agreements could be feasible provided that no major boundaries are put to innovation;*
- *A study is being concluded for monitoring the results obtained with MoU and for assessing the possibility to extend the common charger solution to other electronic portable devices;*
- *The new Radio Equipment Directive 2014/53/EU, specifically art. 3(3)(a), gives the possibility to legally require that mobile phones and other portable devices are compatible with a common charger.*

### **3 Background**

- *Beginning of 2009, mobile phone chargers largely differed between them according to the manufacturers and models. More than 30 different types of charger existed at that time in the market, resulting in an inconvenient situation for consumers.*

*In addition that situation had negative consequences for the environment, as every time a mobile phone was changed a new charger was needed, leading to unnecessary charger waste. It was calculated that in 2009 chargers generated more than 51,000 tonnes of electronic waste per year in the EU.*

*Such situation led the European Commission to go towards harmonisation for mobile phones' chargers.*

- *Following a request from the European Commission, major producers of mobile telephones agreed in June 2009 to sign a Memorandum of Understanding ("MoU") to harmonise chargers for data-enabled mobile telephones sold in the EU. The voluntary industry commitment was endorsed by Commission Vice-President Verheugen at a press conference on 29 June 2009.*

*The European Standardisation Bodies CEN-CENELEC and ETSI, following mandate given by the European Commission, adopted at the end of 2010 the technical standards that ensured the compatibility of data-enabled mobile telephones with the new common charger as of 2011. These were the international and European standard IEC/CENELEC EN 62684, covering interoperability issues and the harmonised standard ETSI EN 301489-34, providing presumption of conformity of common chargers compliant with the EMC Directive. The common charger solution was based on the Micro-USB connector technology.*

- *On 8 February 2011, Vice-President Tajani gave a press conference together with mobile telephone manufacturers, announcing that the common charger would be introduced progressively in the market during 2011, once the harmonised standards were implemented and the subsequent design and testing changes for chargers and compatible telephones were introduced. An accompanying Press Release on this issue was also published on the same day.*

*The MoU, that was been signed 14 main mobile telephone producers (Apple, Atmel, RIM/BlackBerry, Emblaze Mobile, Huawei, LGE, Motorola, NEC, Nokia, Qualcomm, Samsung, Sony/Ericsson, TCT Mobile, Texas Instruments), representing more than 95% of the EU market, was agreed to expire at the end of 2012.*

- *On November 2012 DigitalEurope (the EU industrial association including mobile telephone producers) sent a position paper in which it was stated that the MoU had eliminated the many different designs of mains-powered chargers over the last 3 years, "giving both benefits and convenience to consumers and enabling waste reduction".*

*In the same paper it was stated that “[...] it is important that the mobile phone industry follows up on the huge success of the common charging standard and continues to drive where possible a harmonised charging solution covering the needs of the future generation of mobile phones”.*

- *On 2012 a progress report provided by the MoU signatories showed that they have met their obligations under the MoU. The estimation that some 95% of the new devices put on the market by the MoU signatories and other manufacturers by the end of 2012 supported the common charging capability was provided.*
- *On 12 April 2013 a letter of intent ("LoI") was sent by major producers of mobile telephones (Apple, BlackBerry, Huawei, LGE, NEC, Nokia, Samsung, Sony), resuming DigitalEurope's position paper of November 2012, and that represented a written agreement from the signatories to continue on the spirit of the MoU until end of 2013.*
- *On 6 March 2014, Apple, BlackBerry, Huawei, Samsung and Sony Mobile, representing about 85% of the European market, sent a new LoI in which agreed to supply the EU market in 2014 with chargers that met the existing European standards for products within the scope of the MoU.*

#### **Assessment of the results obtained with the MoU**

- *As Vice President Tajani said on February 2013: "The Commission is convinced that manufactures and consumers can benefit from an extension of our initiative on charger harmonisation. Until now, the voluntary approach we used has worked well, but if it is rejected by industry the Commission is prepared to propose legislation in this area."*
- *In order to evaluate the results achieved with the MoU and analyse how the stated objectives to delivering benefits for consumers and for industry, and to reducing electronic waste were achieved, and provide all the elements in view of considering options for appropriate follow-up, a study has been launched in July 2013.*
- *The study comprehends 3 main parts. The evaluation part (Part I and II) of the study shall evaluate the results achieved with the MoU and deliver more detailed figures on the market of mobile phones and their chargers but also on small portable electronic devices that could be part of future policy actions. Part III, to be built on the results of the analysis of the two previous parts and on the state of play of the technology -i.e. the charging capacity required by the next generation of mobile telephones- shall provide an evidence-based (ex-ante) assessment of the expected impacts of different policy options in view of harmonising the charging capability for small portable electronic devices up to and including laptops to be placed on the market in the coming years.*
- *The study is expected to be finalised by June 2014.*

