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

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 do Market Surveillance Authorities think?

75% of Market Surveillance Authorities believe that e-labelling would have a significant positive environmental impact
50% believe that e-labelling would improve the traceability & transparency of products
42% believe that e-labelling would make it easier to demonstrate compliance

Cost of compliance in the EU

EU companies in the computing, multimedia & telephony sectors pay €3.99 billion for compliance every year
Indicating compliance information represents 20% of the total cost

14% reduction on the cost of indicating compliance
€112 M Saving per year in Europe

6% of companies surveyed would use e-labelling if the EU was to adopt it

Source: VVA, study for the introduction of an e-labelling scheme in the EU, Cost-Benefit Analysis, 22/06/2018
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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