

TEN

LEADING PRINCIPLES

for environmental policies in the digital technology industry sector

DIGITALEUROPE encourages policy makers and regulators to adhere to the following principles when developing environmental policies for the digital technology industry sector:

01

THE LIFE CYCLE THINKING PRINCIPLE

Integrate environmental considerations at the stage of product design with the aim of reducing all relevant potential environmental impacts over its entire life cycle.

02

THE BALANCING OF DIFFERENT ASPECTS PRINCIPLE

Balance environmental aspects, such as emission, resource, and potential toxicity aspects, between themselves as well as with other aspects, such as economic, technical and safety aspects.

03

THE SCIENTIFIC METHODOLOGY PRINCIPLE

Ensure that measures and targets are justified by proper scientific assessment of the issue and potential solutions.

04

THE RESPONSIBILITY PRINCIPLE

Attribute responsibilities to those actors in the product life cycle that can be held accountable for the results.

05

THE RESOURCE EFFICIENCY PRINCIPLE

Promote a trade-friendly circular economy using also ewaste as a resource, with increased efficiency in the use of materials and energy while giving due considerations to the associated economic implications

06

THE COMPETITION PRINCIPLE

Allow market forces to drive competition in a technology neutral, level playing field, avoid the creation of monopolies.

07

THE GLOBAL HARMONISATION PRINCIPLE

Foster global harmonisation of environmental policies for products as far as possible in order to avoid barriers to trade.

08**THE STAKEHOLDER INVOLVEMENT PRINCIPLE**

Ensure transparency in the process by inviting all relevant stakeholders to be actively involved.

09**THE CLEAR COMMUNICATION PRINCIPLE**

Provide accurate and verifiable information to the consumer or other stakeholders. The means in which information will be communicated must remain flexible and adaptable to the needs of the audience.

10**THE CONSISTENCY PRINCIPLE**

Ensure that environmental policies globally rely on the same non-bureaucratic administrative procedures used for compliance with other product-related legislation for the digital technology industry sector.

ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies.

DIGITALEUROPE ensures industry participation in the development and implementation of EU policies. DIGITALEUROPE's members include 61 corporate members and 37 national trade associations from across Europe. Our website provides further information on our recent news and activities: <http://www.digitaleurope.org>

DIGITALEUROPE MEMBERSHIP

Corporate Members

AMD, Apple, Airbus, BlackBerry, Bose, Brother, CA Technologies, Canon, Cisco, Dell, Epson, Ericsson, Fujitsu, Google, Hitachi, Hewlett Packard, Huawei, IBM, Ingram Micro, Intel, iQor, JVC Kenwood Group, Konica Minolta, Kyocera, Lenovo, Lexmark, LG Electronics, Loewe, Microsoft, Mitsubishi Electric Europe, Motorola Solutions, NEC, Nokia, Nvidia Ltd., Océ, Oki, Oracle, Panasonic Europe, Philips, Pioneer, Qualcomm, Ricoh Europe PLC, Samsung, SAP, SAS, Schneider Electric IT Corporation, Sharp Electronics, Siemens, Sony, Swatch Group, Technicolor, Texas Instruments, Toshiba, TP Vision, VMware, Western Digital, Xerox, Zebra Technologies, ZTE Corporation.

National Trade Associations

Austria: IOÖ**Belarus:** INFOPARK**Belgium:** AGORIA**Bulgaria:** BAIT**Cyprus:** CITEA**Denmark:** DI ITEK, IT-BRANCHEN**Estonia:** ITL**Finland:** FFTI**France:** AFDEL, AFNUM, Force Numérique**Germany:** BITKOM, ZVEI**Greece:** SEPE**Hungary:** IVSZ**Ireland:** ICT IRELAND**Italy:** ANITEC**Lithuania:** INFOBALT**Netherlands:** Nederland ICT, FIAR**Poland:** KIGEIT, PIIT, Zipsee**Portugal:** AGEFE**Romania:** ANIS, APDETIC**Slovakia:** ITAS**Slovenia:** GZS**Spain:** AMETIC**Sweden:** Foreningen Teknikföretagen i Sverige, IT&Telekomföretagen**Switzerland:** SWICO**Turkey:** Digital Turkey Platform, ECID**Ukraine:** IT UKRAINE**United Kingdom:** techUK