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THE
QUINTESSENCE

of Ecodesign

The Knowledge Magazine from EBV Elektronik

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Ecodesign affects us all!

The conservation of available resources is not merely a technical matter. Rather, it is a responsibility incumbent upon all of us, for the sake of the environment, our own futures and those of our children.

A study on energy efficiency in Germany conducted by the Association for Electrical, Electronic and Information Technologies VDE is broadly applicable to all industrialised nations. It reveals that, if all the energy-saving potential offered by technology is utilised to the full, electricity consumption will fall by around 40 percent by the year 2025, based on the same number of electrical appliances. Conversely, a “carry on regardless” attitude (employing no energy-saving measures) would increase demand for electrical energy by 60 percent. Realistic forecasts predict a 30 percent increase in energy consumption. This scenario foresees more applications and more appliances, but also greatly improved energy efficiency. As a leading European semiconductor specialist, EBV Elektronik is in a position to play a pivotal role. We act as design consultants to over 14,000 customers in the EMEA region, providing our customers with advice and support in all areas, including on the issue of ecodesign. Our application specialists, who are continu-



ally being confronted by the demands posed by this issue, in turn provide regular feedback to component manufacturers based on the experience, ideas and requirements of our broad customer base. In this way, we are in a position continually to drive forward the pace of technological progress. What is also required, however, is an ongoing process of consciousness-raising and education, to influence attitudes and change behaviour – beginning in the home, and affecting choices made with regard to every purchase, every business decision and every development undertaken, all over the world.

That is something to which we all have to commit. And EBV is proud to be playing its part.

Best regards,

Slobodan Puljarevic
President & CEO, EBV Elektronik



Editorial

Dear Reader,

The author T. C. Boyle once said that his personal contribution to the protection of the environment is that one day he will die – even though he is, by his own account, a fanatical recycler! It would seem preferable to make use of the benefits of modern technology whilst still alive, and take the initiative oneself. Our approach ought to be a proactive one, rather than reacting to pressure from above. That applies to individuals, and most especially to industries. Protecting the environment by employing ecodesign is not merely a means of showing ecological responsibility, it also offers competitive advantages.

That is why we are devoting this second issue of our Knowledge Magazine, featuring articles by specialist journalists and leading experts in the field, to the subject of ecodesign. The magazine provides manufacturers and end-users with detailed information on the widely-varying aspects of the Ecodesign Directive as well as offering ideas and incentives for independent action.

The highlights of this issue include interviews with Greenpeace and the European Commission regarding their ideas on how to handle the issue, as well as management reports from exemplary companies in the field.

The articles covering our Round Table discussions with high-ranking experts provide an insight into the status quo in the field of power management and set out the prospects for the future of ecodesign.

I would like to take this opportunity once again to thank everyone who responded to the first issue of our Knowledge Magazine on the subject of LED technology and to express my appreciation for the large amount of positive feedback received. It seems we were indeed able to offer a very “illuminating” insight into the subject, reflected in the fact that many of our competitors’ employees ordered copies of the magazine online.

And here’s the key: “The Quintessence” is of course intended for you - our readers and customers!

Please continue to help shape the magazine, and send any queries or suggestions for future issues you may have to me at: bernd.schlemmer@ebv.com.

I look forward to receiving your feedback!

Best regards,

Bernd Schlemmer

Director Communications, EBV Elektronik

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»People are increasingly realizing that saving energy is a significant and important factor.«



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