

**By us, by you,
for better lifestyles
in Europe**

Manifesto & a clear vision on how
the 2019-2024 EU term could make
a true difference to Europeans

APPLiA
Home Appliance Europe





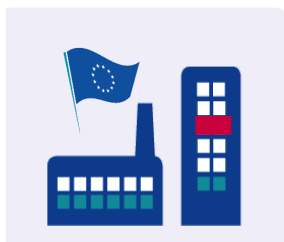
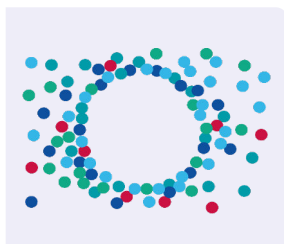
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#BetterLifestyles



A Circular Culture embracing all actors, a smart energy market matching demand with supply and high-quality job opportunities for Europeans could make a true difference.



#EuropeansWantToKnow

Dear European Parliament candidate,

We have known each other for years, indirectly.

Having a full-of-taste cup of coffee in the morning, keeping your food fresh for longer, making sure the fabric of your clothes is still just as new, setting up the perfect temperature at your home and creating a maximum of comfort for 500 million Europeans while being gentle to the environment is the greatest inspiration of home appliance manufacturers in Europe. In 21st century, however, our society deserves even more.

We develop cutting-edge technology to further enable sustainable consumption and contribute to the climate goals of the Paris Agreement, simplifying the everyday tasks of consumers. Innovative functionalities, such as remote services and control or health check features are here to advance Europeans' busy lives and provide solutions to essential issues as for example food waste or consumer maintenance of products. Manufacturers are truly dedicated to circularity from the outset, reducing the use of virgin, water and energy resources right at the start of the engineering process. Home appliances are shaping the Industry 4.0. era, and strengthening job opportunities in Europe.

People's dreams are a few steps away of becoming a reality.

In times when the European Union will not only have the mission to meet the high expectations of Europeans, policy makers will also have the chance to revolutionise people's daily lives.

Embracing all actors to improve circularity, establishing a smart energy market matching demand with supply, resulting in CO2 emission reduction and energy optimisation, as well as offering high-quality job opportunities to Europeans could make a true difference.

A five-year mandate could pass unnoted or could be a walk taking the most important steps that will complete these ambitious goals.

Are better lifestyles in Europe, an improved circularity, connected homes, ensuring job opportunities in the EU and the global competitiveness of the European industry a journey you would like to take on as from 2019?

It would be our pleasure to meet you, this time directly.

*Paolo Falcioni
Director General, APPLiA*

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Circularity is a key target for EU policy makers, the industry and many citizens for a reason.



10 times less

water used with a dishwasher compared to washing by hand



Bringing small appliances

to a collection point ensures materials can be recycled



Diagnostic maintenance & Repair

are easier with connected, smart appliances

Europeans want to know.

Better lifestyles for Europeans thanks to a Circular Culture

Circularity is a key target for EU policy makers, the industry and many citizens for a reason.

Who could oppose the basics that valuable products, materials and resources have to be maintained in the economy for as long as possible, that the generation of waste needs to be minimised, and that long lasting products, sharing, digitisation, as well as resource recovery must be created? The "Circular Economy Action plan", the mindset of home appliance manufacturers and other sectors to improve **circularity from the outset** and the notion of Europeans that a throw-away society is hurting the environment are the solid shoulders on which you would be able to step on.

Today, **90% of the materials coming from the officially collected appliances, when they have reached their end of life, are recovered** and ready to enter again into the manufacturing circles not only of the home appliance industry, but also for use in other products and loops. The officially collected large appliances, such as fridges, washing machines and air conditioners are recycled to a very high degree and industry-driven recycling schemes succeed in recycling substantial amounts. To further improve circularity all waste needs to be handled by the correct recycling operations. Achieving this would mean that all waste needs to be effectively tracked and reported.

In reality, however, **two-thirds of precious resources remains undocumented and is not coming back into material loops** as secondary raw material, making it **unclear how this waste is collected and thereafter treated**.

To close this gap, we must ensure proper collection and waste treatment, municipalities need to set up collection points where citizens as you and us can bring their old appliances. The separation of waste in wood-plastic-paper-electronic waste, requires active citizen participation combined with intervention by authorities. The treatment of electronic waste requires the direct involvement of producers. The guarantee that everything works regularly, in compliance with community environmental rules, requires supervision by market surveillance authorities.

Almost every week, we see fryers, grills, coffee machines, toasters and other small appliances being left on the street or ending up in the household bin. In numbers, **17% or almost one-fifth of the small appliances are disposed with unsorted municipal waste and do not reach the established recycling process for electronic waste** where materials can be recycled.

The choices we make in life are based on our knowledge and emotions.

Europeans want to know they could use 10 times less water by using a dishwasher instead of doing the dishes by hand, freeing up a lot of time, and to be able to choose the more rational and sustainable way of doing the daily chores. Besides keeping people's food cool, fridges also prevent the waste of tonnes of food, saving a significant bit of people's monthly budget.

Europeans want to know that by bringing their small appliances to an authorised collection point for electronic waste, they do a favour to the environment and to themselves.

Europeans want to know that connected, smart appliances can facilitate reparability and maintenance, thanks to remote diagnostics, maintenance advice and failure detection and that as a result, they can keep their existing appliances longer instead of buying a newer model.

Being informed that every single action counts and is interlinked is the first crucial step that has to be made. Engaging citizens in a cause is the second.

Europeans deserve to be provided with the right incentives to join the Circular Culture family.



A five-year mandate could be memorable if Europeans are able to enjoy a better lifestyle thanks to a well-established Circular Culture.

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Today, almost 80% of Europeans find the idea of living in a smart home appealing.



Citizens' security

is a main priority for the industry



Smart appliances

can lower bills by using energy when it is cheapest



Appliances bring comfort

& smart functions save a household up to 100 hours a year

Europeans want to know.

Better lifestyles for Europeans thanks to a Smart Energy Market and Connected Homes

Today, almost 80% of Europeans find the idea of living in a smart home appealing.

Who could oppose a technology that allows a smarter management of the electricity we use, in real time and plenty of comfort? **The potential financial savings generated through the use of smart appliances, such as space heating and cooling appliances, can be significant, not just for the user but also for the environment and the electricity system.** The "Clean Energy for All Europeans" package, the legislation on data protection and cybersecurity, the home appliance industry's innovative solutions and the readiness of citizens to embrace cutting-edge technologies are an encouraging starting point.

Today, an air conditioner can automatically adjust when it receives a signal from the grid that energy cost is at its lowest level. Energy consumption can be optimised when renewable energy becomes available, thereby increasing the penetration of renewable energy sources, lowering CO2 emissions and bringing us closer to the target of the Paris Agreement. A heater can get a signal from the electric grid that there is a peak in demand. In response, the appliance can delay its cycle slightly, to adapt to the needs of the grid. This can be arranged so the user does not notice a change in the home temperature.

The **potential to reap all benefits** could become real **if European national governments support the development of responsive energy use** and new time-varying electricity pricing models, such as offering considerably lower tariffs at low peak to the citizens who are prepared to use flexible smart appliances.

Besides savings in resources and energy consumption, citizens in 21st century also feel the need of creating more comfort at home, having more time to spend with their loved ones and doing their favourite hobbies.

By being able to connect to the Internet to retrieve relevant information, **connected appliances could save a typical household up to 100 hours a year**, the equivalent of more than four complete days and nights, or two-and-a-half 40-hour work weeks. **Fridges and ovens could track expiration dates of food**, automatically adjust cooling levels to the type of food that is stored, create shopping lists, order groceries and show the inside of the refrigerator or oven via a mobile device, to check the content or track the progress of the meal being prepared.

As the forecasts show that **connected devices will be in nearly every home by 2020, reaching around 50 billion globally**, data ownership and protection, as well as cybersecurity is a crucial issue for home appliance manufacturers in Europe.

The choices we make in life are based on our beliefs and the capability to be in control.

Europeans want to know that their security is a main priority for the industry.

Europeans want to know that smart homes are not science fiction and that future-oriented reforms of the energy system could lower their energy bills, making appliances use energy when it is cheapest and best from an environmental perspective.

Europeans want to know that the existing smart technology would bring them and their families to another level of comfort, saving them a lot of time.



And what if you set our smart oven, the one we just bought?



A five-year mandate could be memorable if Europeans are able to enjoy a better lifestyle thanks to a Smart Energy Market and Connected Homes.



The sector and its supply chain employ nearly 1 million people in Europe and offer top-quality products globally.



People want

high-quality job opportunities here in Europe



More innovative products

finding a sustainable solution to everyday needs



Strong Europe

& a proud competitor globally

Europeans want to know.

Better lifestyles for Europeans thanks to high-quality job opportunities

European home appliance manufacturers employ nearly 1 million people and offer to the world top-quality products.

Who could oppose a legislation that supports creativity, quality jobs for Europeans and a competitive industry? Smart regulations, such as the New Legislative Framework have set a frame for the industry. **The home appliance industry's yearly investment of EUR 1.4 billion in R&D**, and the citizens' willingness to be part of Europe's manufacturing force, are a powerful start to the new EU constellation.

For a long time, home appliance manufacturers' innovative solutions and significant resources have ensured that the industry is first-in-class in delivering energy efficiency improvements, **contributing almost to half of the EU's 20% energy efficiency target for 2020**. In light of EU's 2030 energy and climate policy, producers re-confirm their support to the EU's objectives.

Today, **the sector also creates jobs linked to repair activities, directly and indirectly**, and counts for almost 3 500 home appliance enterprises across the continent. Every year, more and more patents are deposited, to protect the results of fruitful R&D activities. Back in 2017, the home appliance sector filed 11 000 patent applications with the European Patent Office.

The potential to bring the numbers up, thanks to the rapidly growing digitalisation and modernisation of the products, can be real **if multiple layers of rules and administrative burden are avoided**. Investment decisions are always made with the legal obligations in mind. **The home appliance industry has its "yes" ready to legislation that is based on facts** and that brings real value to Europeans.

Looking at Europe in a geopolitical manner, we see that **other parts of the world**, such as the United States, China and India **are carefully analysing and drafting the future of their industry sectors, to ensure they become competitive globally**. So, the European Union would need to do the same.

The choices we make in life are based on facts and the opportunities we see in front of us.

Europeans want to know that the generations ahead of them will have the chance to grasp high-quality work opportunities here, in Europe.

Europeans want to know that their homes will be becoming more and more sustainable relying on innovative products.

Europeans want to know that their industry is and will be a strong competitor globally.

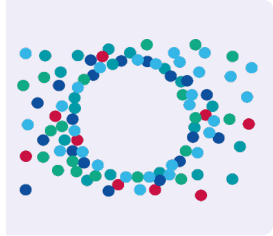


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A five-year mandate could be memorable if Europeans are able to enjoy a better lifestyle thanks to high-quality job opportunities.

Are better lifestyles in Europe a journey you would like to take on as from 2019?

To arrive to destination "Circular Culture"



Capture the missing two-thirds of electrical waste, WEEE through effective monitoring of waste flows and treatment.

Support actions on further harmonisation towards a Single Market for Waste and EU-wide implementation.

Enforce recycling treatment standards so that market dynamics are not diverting flows from legal systems towards illegal activities.

Introduce engaging communication campaigns making Europeans aware that they have an important role to ensure small appliances reach the collection points in their country.

Design a successful EU Plastics Strategy by requiring action from all players in the plastic value chain, from plastic producers and designers, through brands and retailers, to recyclers.

Invest efforts to ensure the growth of the secondary raw materials market and chemicals legislation can work together.

To arrive to destination "Smart Energy Market" & "Connected Homes"



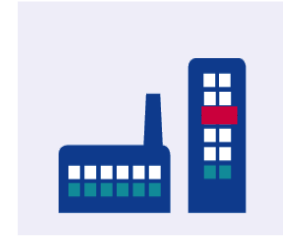
Unlock the potential of a Demand Response system in Europe by providing control signals and financial incentives to Europeans.

Make the European cybersecurity framework beneficial by enabling specific, voluntary, dynamic, industry-relevant and affordable certification schemes.

Guarantee consistency between E-Privacy and the GDPR rules to secure a high level of privacy protection and legal clarity for businesses.

Address interoperability among appliances and other products in the home for the implementation of Demand Side Flexibility at residential level.

To arrive to destination "High-quality job opportunities"



Consider the competitiveness of the EU industry in the global context.

Assure a burden-free European Union where manufacturers can continue producing and offering quality jobs to citizens.

Create legislation that is evidence-based, and regulating measurable, verifiable and relevant parameters, avoiding overlapping double regulation of products and parts.

Grant industry the necessary freedom to design innovative products, while keeping a good balance with progressive legislation.

Keep standardisation as the prerequisite to specify technical methods, such as measurement and product safety, and maintain the New Legislative Framework principle by listing standards under the respective legislation.

Make Europe a leading research and development area by fostering the right conditions to establish innovation centres and creating a startup friendly environment.

**There are a few stepping stones
on the journey to better lifestyles
and a memorable five-year mandate.**

We are with you, are you with us?

Watch the series.



**#BetterLifestyles
#EuropeansWantToKnow**



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**Watch the series
and
meet our memorable family.**

