



Mobile & Wireless Forum

Media Release

e-Labelling: Moving compliance into the digital age

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BRUSSELS: Two new studies investigating the introduction of an e-labelling scheme in Europe were presented at an event hosted by MEP Anneleen van Bossuyt in the European Parliament today. The studies, undertaken by economic and policy consultancy firm Valdani Vicari & Associati (VVA) demonstrated that there are many benefits to allowing electronic labels in Europe.

“Wireless communication devices such as mobile phones and tablets, like many other electronic products need to comply with a large range of European regulations before they can be sold and require a range of markings to show compliance”, said Michael Milligan, Secretary General of the Mobile & Wireless Forum.

“However, the traditional requirements for physical labels affixed to the device are at odds with the potential offered by electronic products with screens as these physical labels result in logistical burdens for manufacturers as well as an unnecessary environmental cost” he added.

To date, at least 11 countries in the world, representing 56% of the global economy and 50% of the world population, already allow the indication of regulatory compliance through an electronic label. In their studies, VVA analysed the introduction of e-labelling in three highly digital aware markets: Australia, Singapore and the US.

Their conclusions were:

- the introduction of e-labelling helps to respond to technological developments
- it already covers most electronic products in these countries without any adverse impact on market surveillance authorities, customs agencies or consumers.
- it reduces environmental impacts by lowering waste and preventing the need for printing the physical mark on the product, and
- e-labelling improves traceability and transparency, as compliance information is more easily available and remains within the product.

“The international case studies all showed that e-labels offer greater security, accessibility and longevity of the compliance information while streamlining and simplifying its delivery. This benefits consumers, market surveillance authorities and industry.” Mr. Milligan said.

A second study presented by VVA showed that the introduction of e-labelling would reduce the overall cost of indicating compliance by 15% for companies active in the EU, that three out of four companies questioned would opt for e-labelling if it was allowed and that they see a possible positive impact on innovation.

Read the full studies at *Cost-Benefits analysis on the introduction of an e-labelling scheme in Europe*: <https://tinyurl.com/y7w6uphu> and *Research into e-labelling schemes outside the EU*: <https://tinyurl.com/yckqex38>

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Note for Editors:

The Mobile & Wireless Forum is an international association of companies with an interest in mobile and wireless communications including the evolution to 5G and the Internet of Things. The MWF focuses on a range of issues concerning mobile and wireless devices including RF health and safety, certification testing standards and requirements, counterfeit issues and accessibility. Further information on the MWF can be found on our website at www.mwfai.org