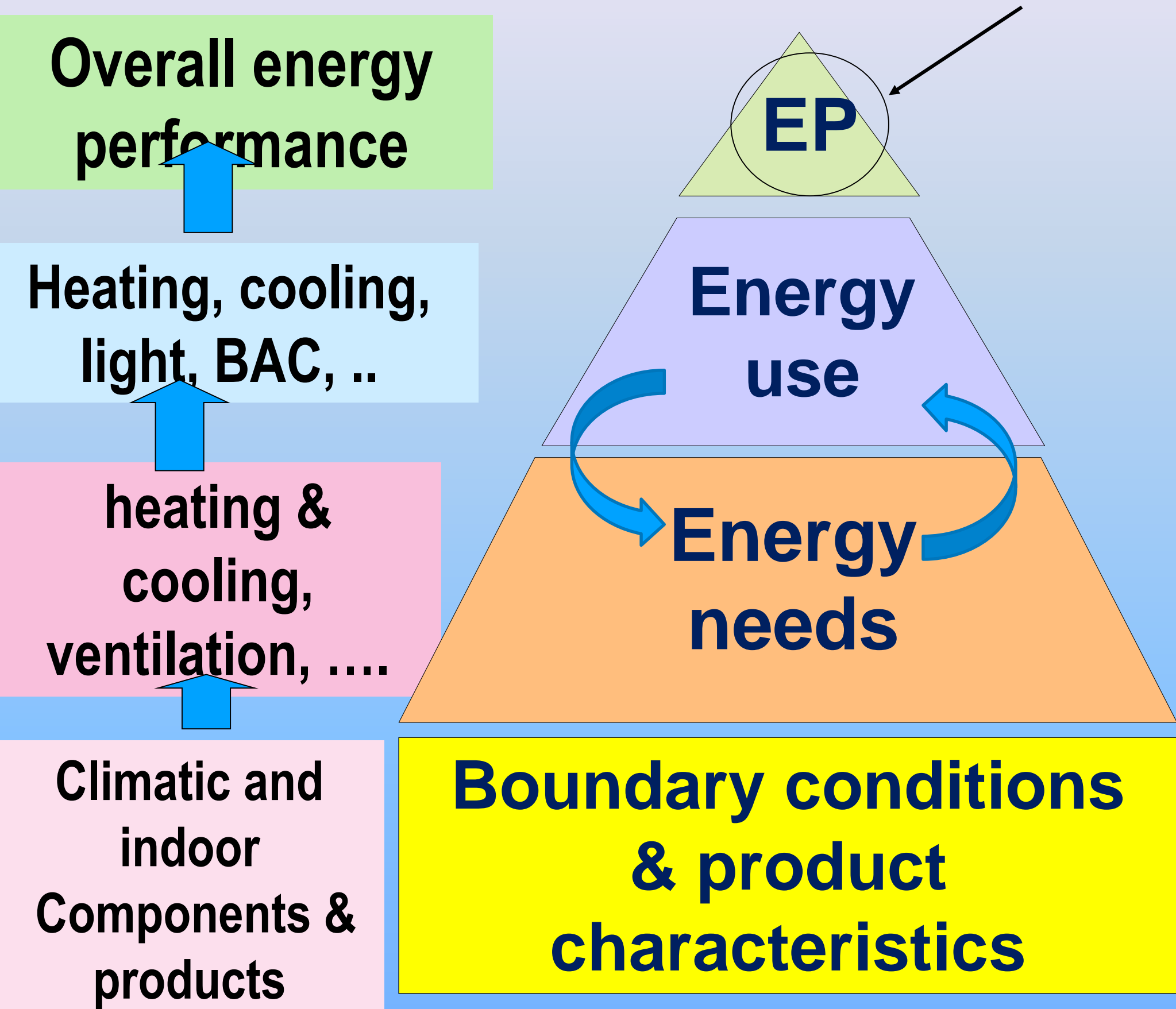


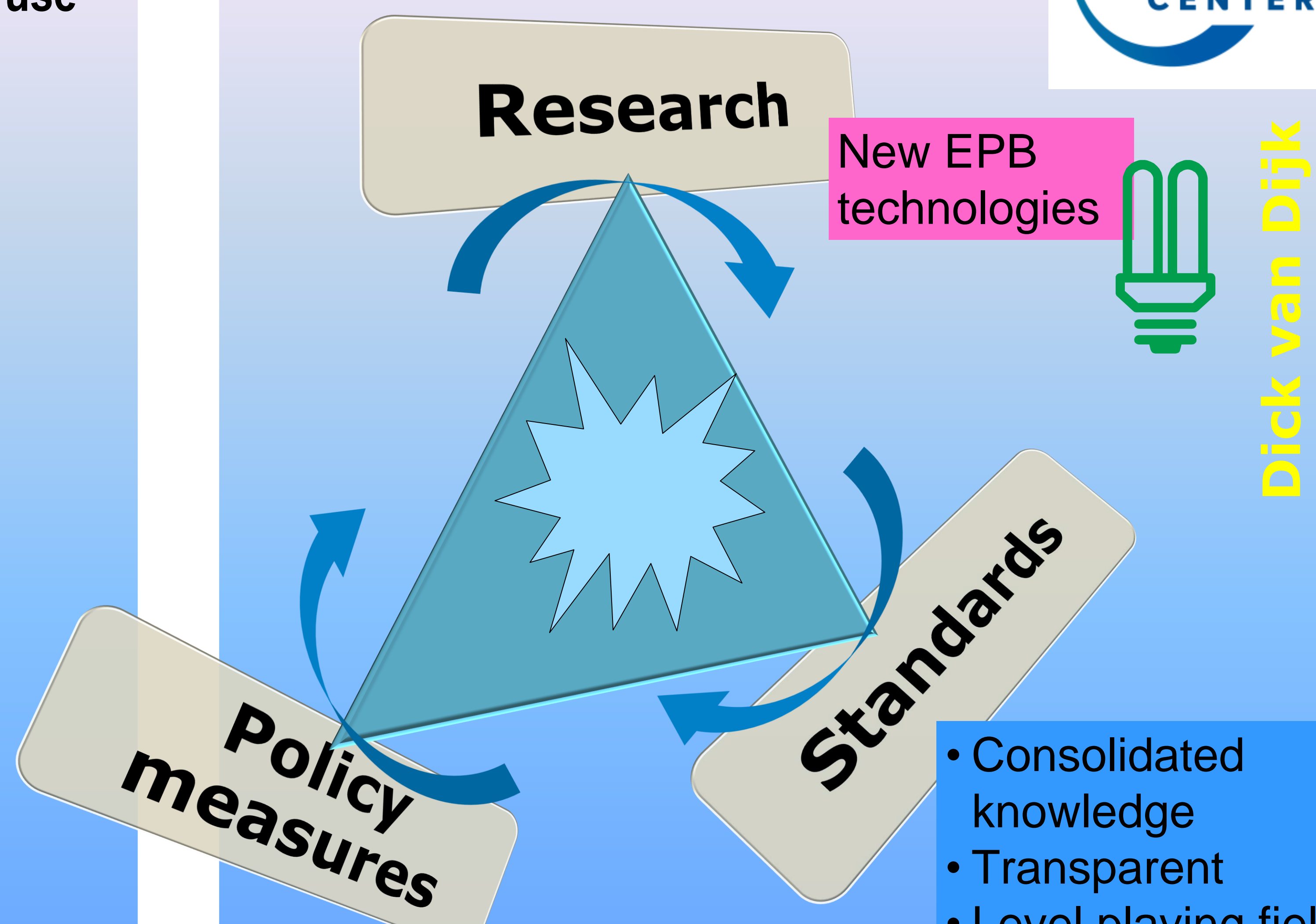
# A holistic approach..... driving innovation!



From *product* standards to *overall* energy use



**! Free choice → most cost-effective measures**  
**! Products as part of systems → realistic prediction of EP**



- Stricter min. EP requirements
- (Financial) incentives
- Awareness campaigns

- Consolidated knowledge
- Transparent
- Level playing field

