



Consumers views on receiver performance of mobile phones

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has been
centralised at the
European level
since 1995



***'The European Association for the
Co-ordination of Consumer
Representation in Standardisation'***

(or 'The European consumer voice in standardisation')

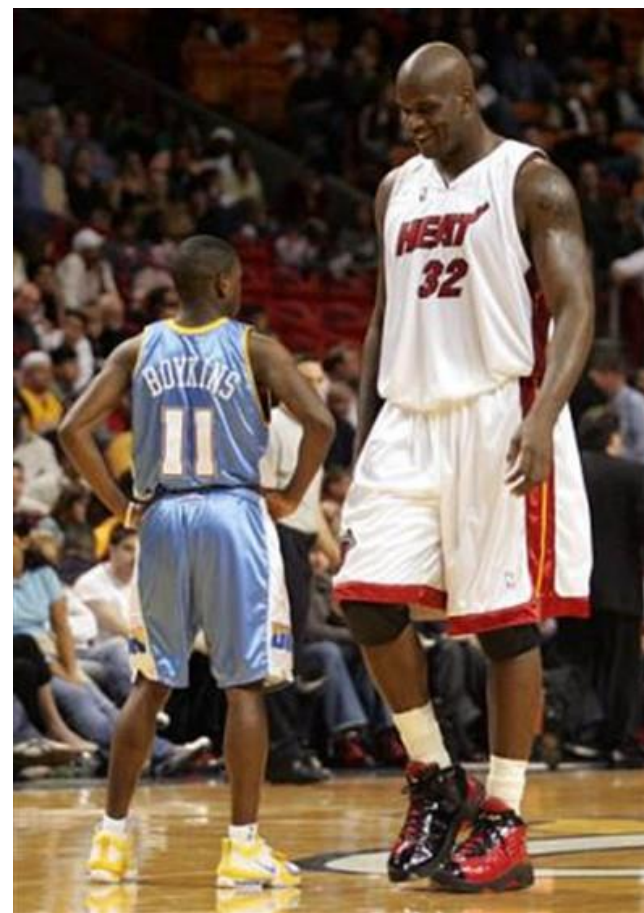




60.000+
experts
from business



50 experts in
CEN committees
on behalf of consumers



Consumers and mobile phones



-
- «Technical feasibility» instead of overall feasibility? Are there any other potential obstacles towards implementing the technical requirements?**
 - Concerns about SAR: precautionary principle to be applied!**
 - Labelling scheme: as good as the requirements it is based upon**

Having sufficient and adequate information about the performance of mobile phones consumers intend to buy, is an essential consumer need. Information should be reliable, understandable and transparent.

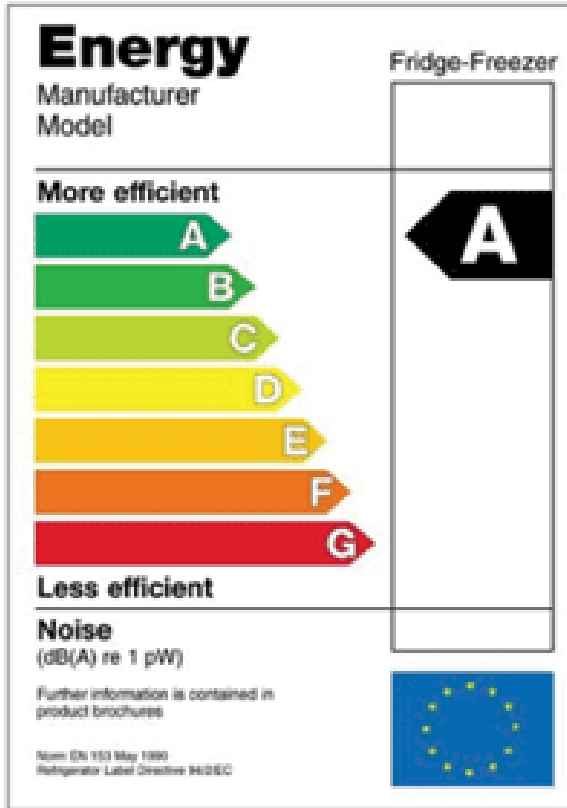
However, labels should only be complementary to high performance requirements and should not exonerate manufacturers from ensuring the respect of these requirements.

Enhancing knowledge is one of the four pillars of the EU Consumer Agenda.

The 2011 Consumer empowerment Eurobarometer survey has demonstrated that EU-wide logos present on product packaging, are either unknown to a number of consumers (eg: Ecolabel) or are known but often misunderstood by consumers (eg: CE marking).

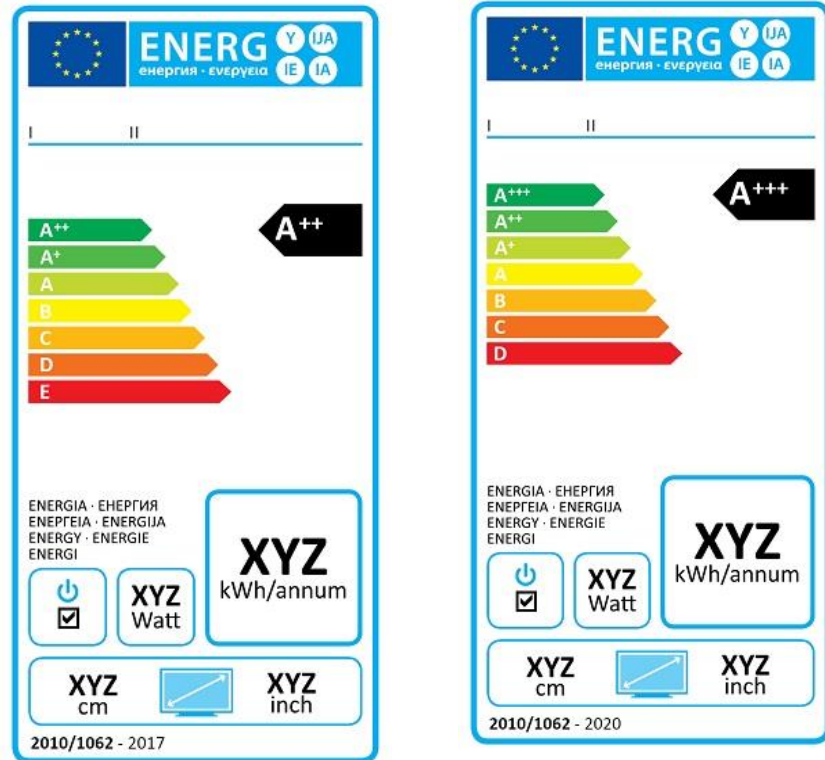
Energy Label

The « old » Energy Label



« Buy A » : simple message

The « new » Energy Label



No full evaluation of consumers' understanding of the labels or their usability

Higher Performance antennas requirements (B2B)

-Need to ensure it will not increase SAR exposure (vulnerable consumers)

-Revision of Harmonised Standards to provide presumption of conformity with R&TTE to ensure level-playing field

Consumer Information (B2C)

- Provision of reliable, understandable and transparent information to consumers**
- As good as requirements it is based upon**
- Overload of information can be confusing: need for a full policy toolbox (eg: enforcement)**

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Raising Standards for Consumers