

## Green Check – what's in it and what will be left<sup>1</sup>

The vast experience from the past decades and the research in the field of energy consumption in everyday life suggests that the amount of energy required in the near future is only going to increase. A survey conducted among the people of age 25 – 40 years suggests that today's consumers do not have



enough information regarding the energy requirements of electronic products. They are aware of the various possibilities that could be considered to save or reduce energy consumption but are too comfortable to act on perhaps out of the missing farsightedness. With this in mind and with an aim to enable energy reduction we propose an innovation that informs consumers well and ensures that they will not be pulled outside their comfort zone (while basing their shopping decisions).

We limit our vision for now to consumers of electronic products. In the current market the consumers can judge a given product for its energy requirements based on the Energy Efficiency class, which is a standard norm practiced within the EU and enables the user to identify how energy efficient the product functions. However if we consider the entire life cycle of a product, in addition to the functioning, there are several other aspects that contribute to the energy requirement. For example, like the efficiency of the production process - conversion from raw material to the shipped product, the cost to recycle the product and finally the amount of energy that could be harvested following the recycling. It is fact that consumers are not aware of and are much too tedious to consider at the time of shopping data regarding production and recycling. (Unmentioned the lack of availability of exact data.)

To provide the consumer complete information that can be accessed On-the-Go and allows quick evaluation of the product in the decision making process during shopping, we propose the Web/App portal *Green Check* with the following features:

1. The *Green Check* logo: Each product in the portal has its Green Check logo that would be assigned after the evaluation of production, functioning and recycling energy costs. This evaluation would be based on sound judgment from industry experts or on the actual data shared by the manufacturing companies. The overall energy efficiency could be inferred based on the color code of the logo where red indicates a bad performance, yellow better and green the best. This simplifies the consumer's job considerably and yet gives complete information.
2. Comparison: The consumer can compare multiple products of interest in time for price, the Green Check logo, Energy Efficiency class, etc. to make better choices.

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<sup>1</sup> Der Bericht wurde auf Englisch eingereicht und nicht übersetzt, um einen möglichst hohen Grad an Authentizität zu erhalten.

3. Money-Back calculator: It is an observed fact that during shopping consumers are willing to pay more for an energy efficient product if it pays back in a longer run due to lesser energy costs. However, at times this is not clear and too complicated to quantify in the moment. Therefore we propose a calculator with which the customer can compare two different products and see after what period the price difference will be recovered due to savings on energy consumption if he/she chooses the costlier product.
4. QR scans: For quick and convenient On-the-Go results, the user can also scan the QR code on the product to see the various details.

*Green Check* is an outstanding innovation. It outperforms its predecessors, for example by the EU, because of its wider perspective on energy consumption. There is no other product available, which supports customers in the decision making process of buying technical products<sup>2</sup>. Furthermore, it is absolutely comfortable and usable for all owning a smartphone.

Organizations like the Verbraucherzentrale, Green Peace, NABU, BUND and others that work in the field of nature and consumer protection might build a task force to develop the App *Green Check*. That is considerable because they have the independent experts to conduct without lobbying for one manufacturer.



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<sup>2</sup> The ToxFox App by BUND for example is only about components of cosmetics (URL: <http://www.bund.net/toxfox> Stand: 01.08.2014)