

## Electrolux and Sony win EU sustainable energy award

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**The European Commission has given its Sustainable Energy Award in the category of Corporate Commitment to the Electrolux Group and Sony Deutschland. The award recognizes the two companies for their ongoing efforts to reduce energy consumption from products, factories and services.**

“Electrolux has a long-standing environmental commitment and clearly demonstrates its skill in integrating environmental and energy-related concerns into the design and marketing of its appliances,” comments Matthias Ruete, Director-General of the European Commission’s Directorate General for Energy and Transport.

“Through its communication platform ‘Thinking of you,’ it demonstrates its concern for the environment and the well-being of citizens and future generations. By focusing on environmental issues in all stages of production and product design, Electrolux goes far beyond what is required by law and has a long list of voluntary commitments to its name.”

The award is part of the Commission’s Sustainable Energy Europe 2005-2008 initiative, which aims to increase public awareness of renewable energy, energy efficiency, clean transport and alternative fuels.

“I am very proud to receive this award as recognition of our efforts,” said Major Appliances Europe CEO Magnus Yngen, who accepted the award on behalf of Electrolux. “A proactive approach to sustainability issues is a cornerstone of our efforts to build a strong company.”

### Replacing old appliances would have big impact

Yngen cited the Electrolux Group’s development of such highly high energy-efficient appliances as the Sensidry heat pump tumble dryer, the Spiral Flame burner built-in gas hob and numerous energy-class A++ fridges. He pointed out that energy efficiency has improved by about 40 % in the last decade for Major Appliances Europe’s products and that incentive programs to stimulate the replacement of older appliances with new, energy-efficient ones could significantly impact CO2 emissions.

“We estimate that there are about 200 million appliances that are more than 10 years old currently in use in European households,” he said. “By replacing these, we could cut CO2 emissions by some 22 million tonnes per year, corresponding to 6% of the EU’s Kyoto target.”



Logo for EU Sustainability Award winners.



Magnus Yngen (right) receives EU Sustainability Award from Matthias Ruete.

# Environmental and Sustainability Affairs



## **Active engagement in energy issues**

Besides developing more energy-efficient products Electrolux is engaged in other programs contributing to the sustainable use of energy. For example:

Electrolux has taken part in a project in North America which uses Electrolux products to show the potential of substantial savings in energy and water. Since 1982, Electrolux has been working on reducing the energy consumption of the production facilities. Within the Energy Management System, an energy tool was developed to enable energy savings. As a member of the European Committee of Domestic Equipment Manufacturers (CECED), Electrolux is actively promoting replacement of outdated and energy inefficient appliances in Europe.

As a result of these efforts, Electrolux has won a number of awards. In 2004, it won four of five product classes in the European Commissions Energy+ program.

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