

Eco-eficiência como vector de competitividade

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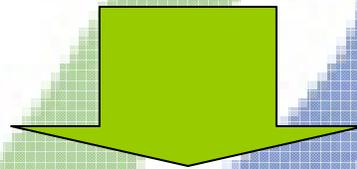
Lisboa, 10 de Março de 2009

Eco-Eficiência

Conceito de eco-eficiência

Definição do *World Business Council for Sustainable Development*

Conferência das Nações Unidas sobre Ambiente e Desenvolvimento - Rio de Janeiro 1992



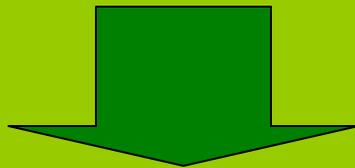
A Eco-eficiência atinge-se através da oferta de bens e serviços, que satisfazem as necessidades humanas e aumentam a qualidade de vida, a preços competitivos, reduzindo progressivamente os impactes ecológicos e a intensidade de utilização de recursos no seu ciclo de vida, até um nível compatível com a capacidade de sustentação estimada da Terra.



Eco-eficiência, o que significa



Produzir mais e criar mais valor



Com menos recursos e resíduos



» Critérios da Eco-eficiência

- Reduzir a intensidade de materiais dos bens e serviços ;
- Reduzir a intensidade energética de bens e serviços;
- Reduzir a dispersão de substâncias tóxicas;
- Fomentar a reciclabilidade dos materiais;
- Maximizar a utilização sustentável de recursos renováveis;
- Aumentar a durabilidade dos produtos;
- Aumentar a intensidade de serviço dos bens e serviços.



Como ser eco-eficiente



- Investigação e desenvolvimento tecnológico;
- Sistemas de Gestão Ambiental;
- Rótulo ecológico;
- Avaliação do ciclo de vida do produto;
- Contabilidade Ambiental;
- Diagnósticos Ambientais;
- Planos de emissão de resíduos e emissões gasosas;
- Planos de racionalização dos consumos de água;
- Planos de racionalização dos consumos de energia;
- Política de compras.



Simple criatividade



**Turbina a vento : pode
reduzir em 30 % o
consumo de energia**



» A legislação ao serviço da eco-eficiência

(Experiência europeia)

CTE – Código Técnico de la Edificación

Espanha entre os
países líderes europeus

30 a 70% do aquecimento da água doméstica das construções novas ou recuperadas: proveniente de energia térmica solar

» A legislação ao serviço da eco-eficiência

(Experiência portuguesa)

Projecto de Código de Contratação Pública

em elaboração

critérios ecológicos nos contratos públicos



» A legislação ao serviço da eco-eficiência

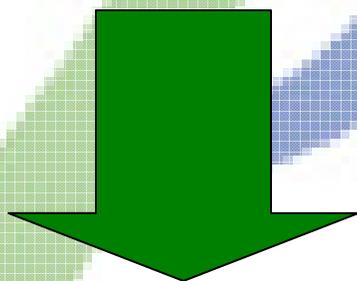
(Experiência portuguesa)

Projecto de Plano Nacional de Acção de Compras Públicas Ecológicas CPEco



» **A informação ao serviço da eco-eficiência** (Experiência europeia)

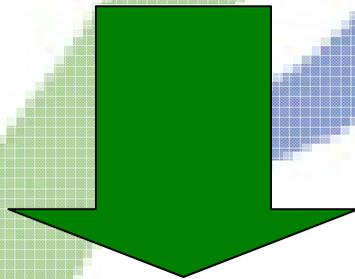
**Guia de produtos biológicos
para compras ambientalmente orientadas
(ADEME, França)**



Auxilia organizações públicas a incluir produtos biológicos nas suas compras

» **A informação ao serviço da eco-eficiência** (Experiência europeia)

**Catálogo de produtos recicláveis
(Bélgica)**

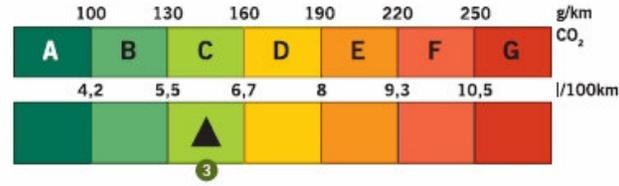


Auxilia o consumidor na identificação de produtos recicláveis

» A informação ao serviço da eco-eficiência

Exemplo

Fuel Economy		Supermini Special
CO ₂ emission figure (g/km)		 B 117 g/km
 <100 A		
 101-120 B		
 121-150 C		
 151-165 D		
 166-185 E		
 186+ F		
Fuel cost (estimated) for 12,000 miles <small>A fuel cost figure indicates to the consumer a guide fuel price for comparison purposes. This figure is calculated by using the combined drive cycle (town centre and motorway) and average fuel price. Re-calculated annually, the current cost per litre is as follows – petrol 79p, diesel 78p and LPG 39p (VCA May 2004).</small>		£662
VED for 12 months <small>Vehicle excise duty (VED) or road tax varies according to the CO₂ emissions and fuel type of the vehicle.</small>		£85
Environmental Information A guide on fuel economy and CO ₂ emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO ₂ emissions. CO ₂ is the main greenhouse gas responsible for global warming.		
Make/Model: Supermini Special Fuel type: Diesel		Engine Capacity (cc): 1399 Transmission: 5 speed manual
Fuel Consumption:		
Drive cycle	Litres/100km	Mpg
Urban	5.4	52.3
Extra-urban	3.8	74.3
Combined	4.4	64.2
Carbon dioxide emissions (g/km): 117g/km Important note: Some specifications of this make/model may have lower CO ₂ emissions than this. Check with your dealer.		
   		

Consommation de carburant et émissions de CO ₂ des voitures particulières		Place réservée au logo de la marque
Marque Modèle Version Carburant Boîte de vitesses	X Y 1.4 essence manuelle	
Consommation de carburant mesurée suivant le cycle d'essai officiel	6,2 litres/100km ¹	
Emissions de CO ₂ mesurées suivant le cycle d'essai officiel Le CO ₂ est le principal gaz à effet de serre responsable du réchauffement planétaire.	148 g/km ²	
Consommation de carburant et émissions de CO₂ comparées avec la moyenne de tous les modèles de voitures à essence (avec comme moyenne 7,4 l/100 km et 175 g/km CO ₂)		
		
Un guide de la consommation de carburant et des émissions de CO ₂ contenant des données pour tous les modèles de voitures particulières neuves peut être obtenu gratuitement dans tous les points de vente. La consommation de carburant et les émissions de CO ₂ d'un véhicule sont fonction non seulement de son rendement énergétique, mais également du comportement au volant et d'autres facteurs non techniques. Un entretien régulier et bien exécuté de la voiture selon les prescriptions du constructeur favorise aussi une diminution de la consommation de carburant et des émissions de CO ₂ .		

10 ways to reduce your fuel use and cut CO₂ emissions

1. Avoid unnecessary car journeys
2. Plan your journey
3. Consider using public transport
4. Keep your car regularly serviced
5. Check your tyre pressure regularly
6. Drive smoothly
7. Moderate your speed
8. Reduce weight in the car by removing heavy items
9. Avoid travelling during peak hours
10. Use air conditioning appropriately, switch off other electrical items when not needed

For up-to-date traffic information contact:

The Highways Agency
www.highways.gov.uk/trafficinfo
BBC
www.bbc.co.uk/travelnews
RAC

www.rac.co.uk/travelservices/traffic

AA web site

www.theaa.com/travelwatch/travel-news.jsp



Further Information

Data on the CO₂ emissions for all new cars sold in the United Kingdom:

The Vehicle Certification Agency
www.vcacarfueldata.org.uk

For car tax, including company cars:

Inland Revenue
www.inlandrevenue.gov.uk/cars

The Society of Motor Manufacturers and Traders
www.smmt.co.uk/CO2

The Low Carbon Vehicle Partnership
www.lowcvp.org.uk

The Department of Transport
www.dft.gov.uk

Your local dealer showrooms:

Retail Motor Industry Federation
www.rmif.co.uk

Many car magazines also have information on CO₂ emissions

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More information on emissions from car engines?

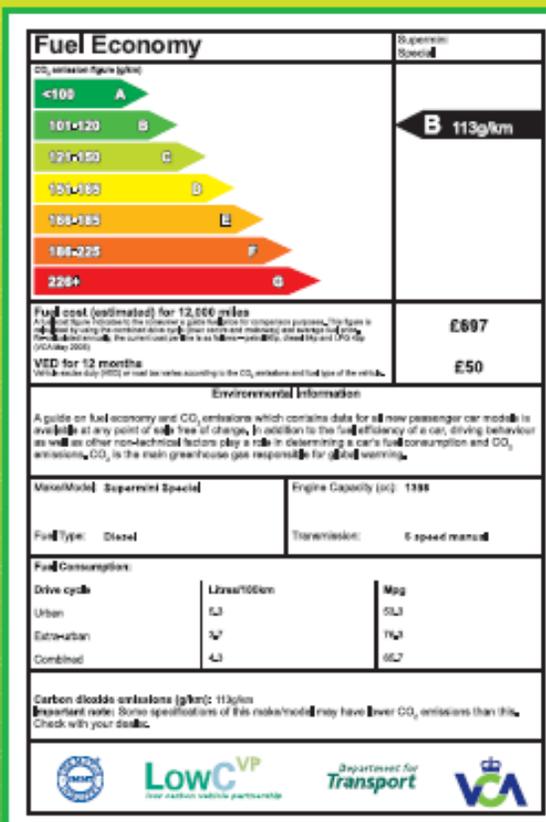
Other emissions from petrol, diesel and alternative fuel engines include Carbon Monoxide, Oxides of Nitrogen, Un-burnt Hydrocarbons and fine particles. Unlike CO₂, emissions these pollutants are not directly linked to fuel consumption, passenger cars must meet minimum EU standards. For more information on this subject visit:

www.vcacarfueldata.org.uk/information/air.asp

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IMPROVED ENVIRONMENT

Lower Costs



The Environment

The new label shows car CO₂ emissions as *grammes per kilometre (g/km)*.

CO₂ emissions for each car fall within one of six colour-coded bands graded from green to red.

The bands are directly aligned to the equivalent bands for Vehicle Excise Duty (VED), road tax.

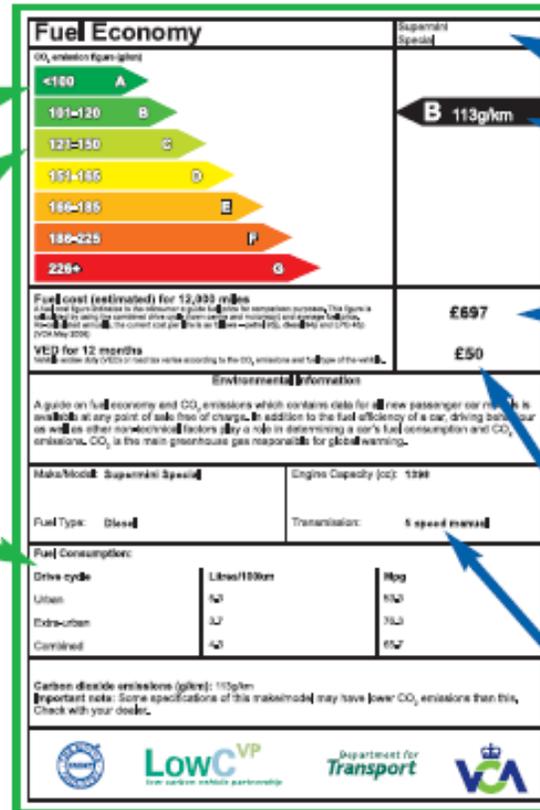
Simulated tests provide a guide to the relative fuel economy of the car in different driving conditions:

Urban: in town

Extra-urban: non 'stop start' constant driving

Combined cycle: both types

Note: Factors such as driving style, vehicle loading, tyre pressures, road and weather conditions affect real-world fuel consumption.



Your Costs

The manufacturer's model description.

CO₂ emissions for this vehicle in *grammes per kilometre (g/km)* in combined cycle driving conditions.

The average driver travels around 12,000 miles per year.

Estimated annual fuel costs are based on the fuel consumption for the combined cycle driving conditions and an average fuel cost per litre; established by government and reviewed each year.

Note: This is a guide and should not be taken as an accurate measure of annual costs. It is best used as a comparison against the running costs of other vehicles.

The annual road tax - VED - for this vehicle. Lower CO₂ means lower tax.

The specification of the car can affect CO₂ output. Please ask your dealer.

Why choose a low carbon car?

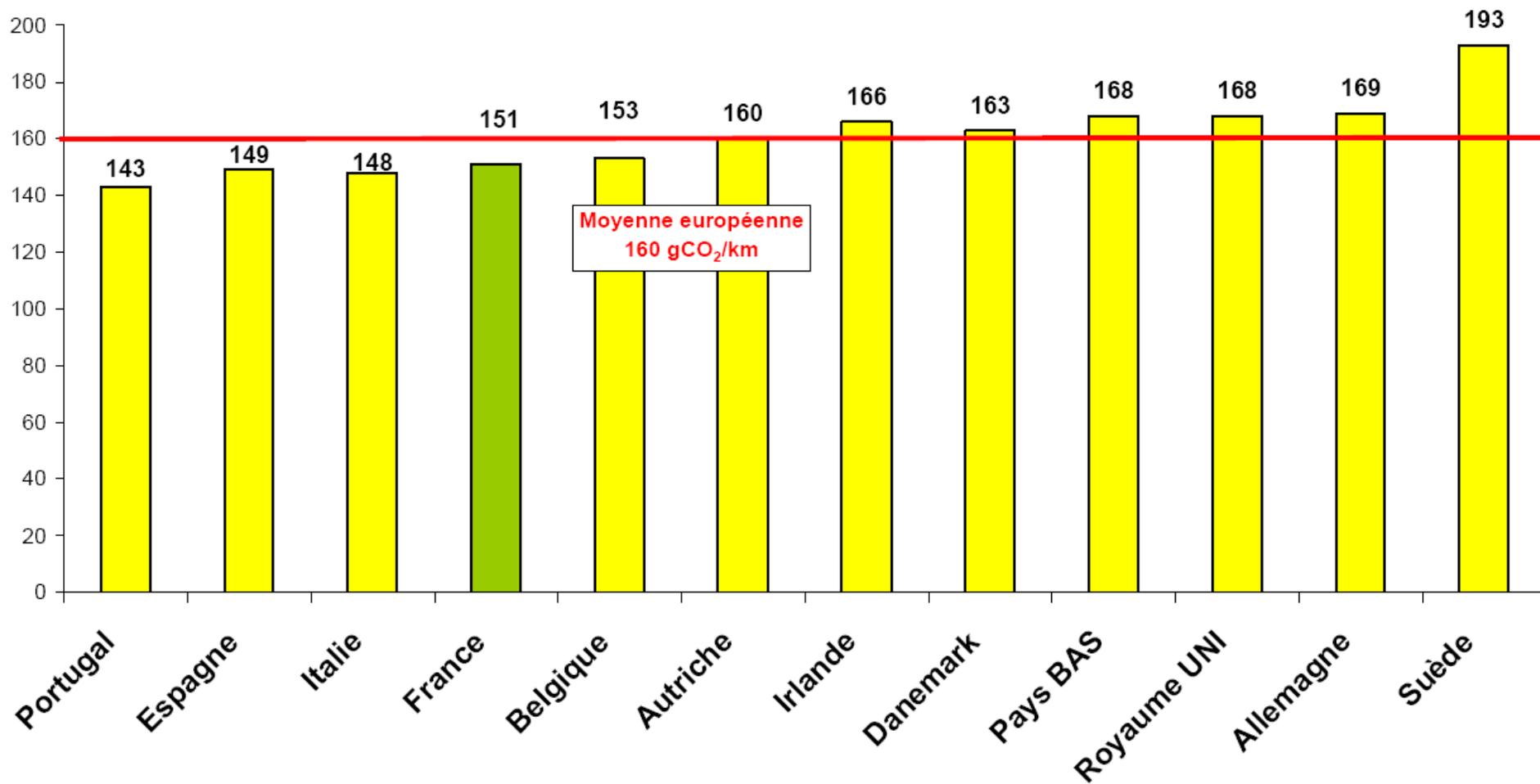
Choosing a lower CO₂ model will save you money • Low CO₂ cars use less fuel • Lower CO₂ cars contribute less to global warming • Whatever your needs there is a lower carbon choice – in all segments • Lower CO₂ emitting cars enjoy tax benefits •

Find out about door to door travel by other means of transport, national information on travel times, visit www.transportdirect.info.

transport
direct.info

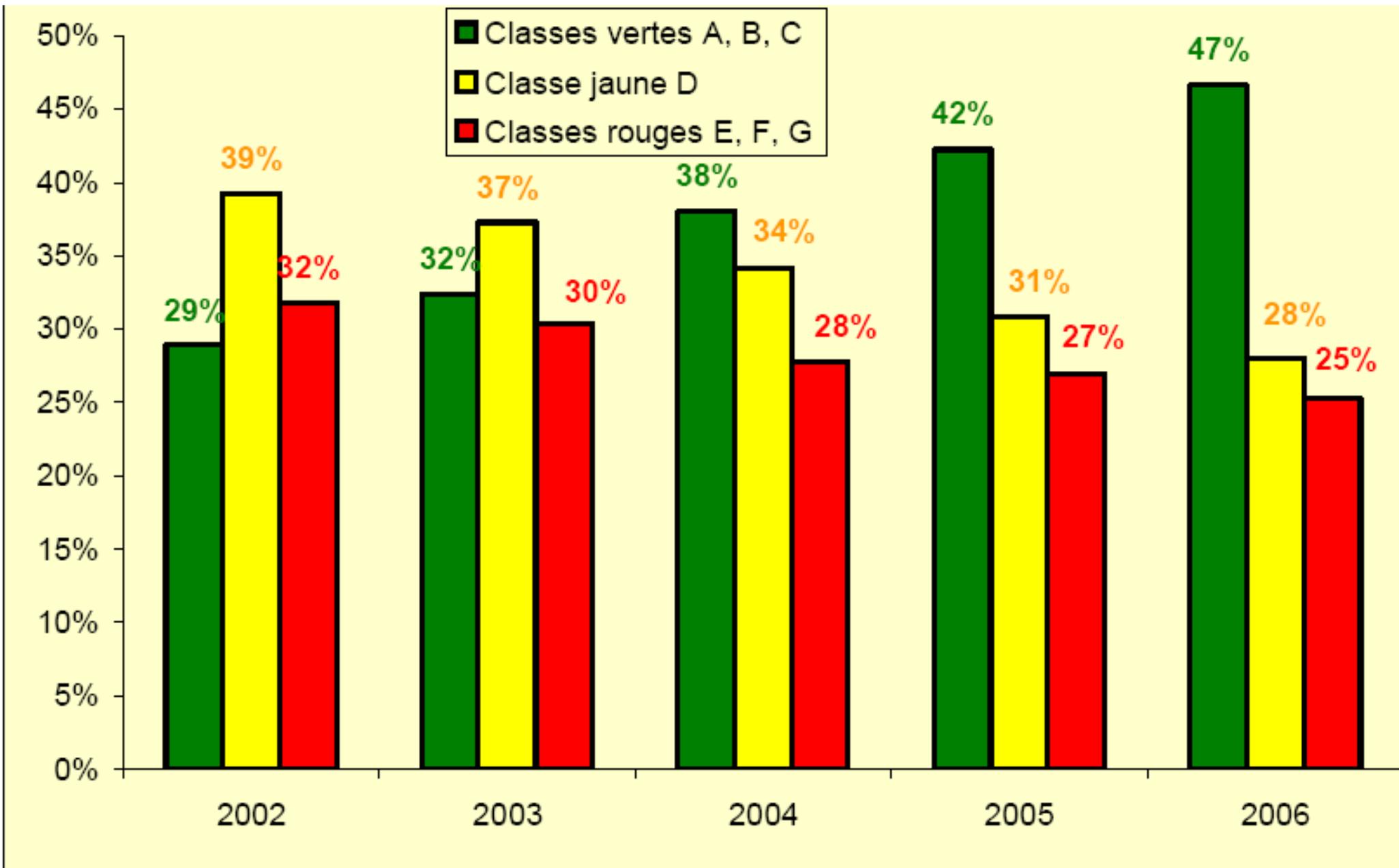


transport
direct.info



	1995	1996	1997	1998	1999	2000	2001	2002	2003	2005
Portugal	171	168	164	162	159	156	154	150	148	143
Espagne	175	174	170	169	165	162	157	153	153	149
Italie	179	177	169	168	165	159	153	154	150	148
France	176	175	175	171	166	162	156	155	155	152
Belgique	181	179	176	172	168	163	157	158	155	153
Autriche	184	180	175	171	166	162	157	160	160	160
Irlande	180	179	173	175	168	165	165	162	164	166
Danemark	190	188	189	186	182	178	173	169	168	163
Pays BAS	189	188	186	182	177	174	171	172	172	168
Royaume UNI	190	188	188	188	184	179	174	172	170	168
Allemagne	194	191	189	185	181	178	173	175	174	169
Suède	224	219	213	206	203	200	199	198	198	193
Moyenne UE	185	183	180	178	174	169	164	164	163	160





Des particuliers à informer

Aujourd'hui, l'émission de CO₂ n'est pas un critère de choix dans l'achat d'une voiture neuve. Cependant, la consommation en carburant, qui a un impact direct sur les émissions de gaz à effet de serre, est citée spontanément comme un critère pour 22 % des acheteurs (un axe budgétaire).

Les particuliers connaissent la plupart du temps la consommation moyenne en carburant de leur véhicule (78%) mais rarement le niveau d'émission de CO₂ (11 %).

L'étiquette CO₂ est un dispositif dont 55 % des acheteurs ont entendu parlé. Pour la moitié d'entre eux, elle est perçue comme un outil d'information et pour seulement 10 % comme un outil d'incitation à l'achat de véhicules peu émetteurs de CO₂.

Des vendeurs à mobiliser plus fortement

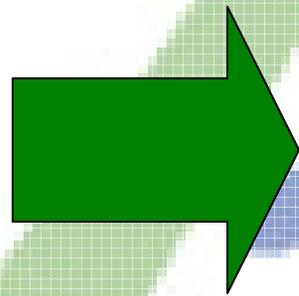
La perception des vendeurs est assez différente de celles des acheteurs : les vendeurs considèrent que le prix du véhicule étant le critère de choix primordial des particuliers (80 % d'entre eux), la consommation n'est un critère pour seulement 13 % des vendeurs.

89 % des vendeurs connaissent les émissions de CO₂ des véhicules vendus, mais plus souvent grâce à la fiche technique du véhicule (58 %) qu'à l'étiquette (27 %).

80 % des vendeurs évoquent la consommation d'énergie lors de la vente d'une voiture mais seulement 38 % abordent les émissions de CO₂.

93 % des vendeurs ont entendu parlé de l'étiquette énergie/CO₂ principalement par le biais d'une communication du siège social. Elle est perçue comme un outil d'information (78 %) plus qu'un outil d'incitation (7%). 9% des vendeurs ne savent pas qu'elle est obligatoire sur les lieux de vente.

» O capital humano ao serviço da eco-eficiência



**Peça chave no processo
de mudança**



» **Eco-eficiência responsabilidade de todos**

- Governo
- Administração Central e Local
- Bancos
- Seguradoras
- Empresas
- Consumidores