

EU BATTERY REGULATION: THE CARBON FOOTPRINT

The EU has officially had *enough* of sustainability fluff, darling. The sweet little PR chat is finished! We are moving straight into rock-hard, brutal product legislation. Your battery model is either going to be declared, top-rated, and completely dominate the market—or it will be simply, brutally *banned* from the entire Union. True and utterly savage, sweetie.

1. The Timeline: When Does the Axe Fall?

The Commission's paperwork is delayed, of course—shock, horror!—which means the dates are slipping. BUT! This is just a little champagne break, darling, not a get-out-of-jail-free card. Data collection takes an absolute lifetime. Anyone who sits around waiting will find themselves chasing cell data in a total *panic* while their gorgeous competitors are already rolling in luxury contracts.

Here is the order you must be utterly obsessed with:

- **Electric Vehicle Batteries:** First up to the gallows, sweetie.
- **Rechargeable Industrial Batteries (> 2 kWh):** Next in line for the chop.
- **LMT (Light Means of Transport) Batteries:** Hot on their heels!
- **Industrial Batteries with External Storage:** Right at the back of the queue.

G&M's Verdict: Lock down your category TODAY! Not knowing the exact start date for your specific product is just... oh, it's so incredibly *unfashionable*, darling. It's like wearing last season's knock-offs.

2. The Formula: What on Earth Needs to be Declared?

Forget about "climate compensation" and all that dreadfully boring eco-waffle—that is completely over, sweetie! No fluffing up the numbers. Only the actual, cold, hard emissions count now. We are talking about kilograms of CO2 equivalents per 1 kWh over the battery's entire, exhausting life cycle.

The whole life cycle has to be completely stripped bare, darling:

- Raw material extraction *[so gritty!]*
- Manufacturing and factory energy mix
- Distribution and End-of-life *[how depressing...]*

[Exception: You get to skip the actual usage phase—thank God, too much effort!]

All of this tedious data must eventually marry together into a **Digital Battery Passport**. Magical, darling. Absolutely divine.

3. The Strategy: How to Curate Your Millions

Trying to do a Life Cycle Assessment (LCA) backwards without any data is an *extremely* expensive piece of detective work. It smells of pure, tragic amateur hour. Do this instead to secure your fabulous status:

- **Whip your suppliers:** Immediately write into your supplier contracts that primary data (cell chemistry, where the bloody materials came from) must be delivered to you on a gorgeous silver platter!
- **Invest in expertise:** Buy or hire LCA experts *right now*, sweetie. Just throw money at them!
- **Classify to crush:** Calculate your value early, compare it to the market, and let that fabulous eco-label do all the heavy lifting in your client meetings.

Are you still feeling a bit wobbly about whether your cell chemistry is chic enough for an A-rating, darling? Just fling an email over to crew@georgiamolly.com. Describe your tragic little situation, and we will fix all that nasty regulatory precision for you.

Mwah!