

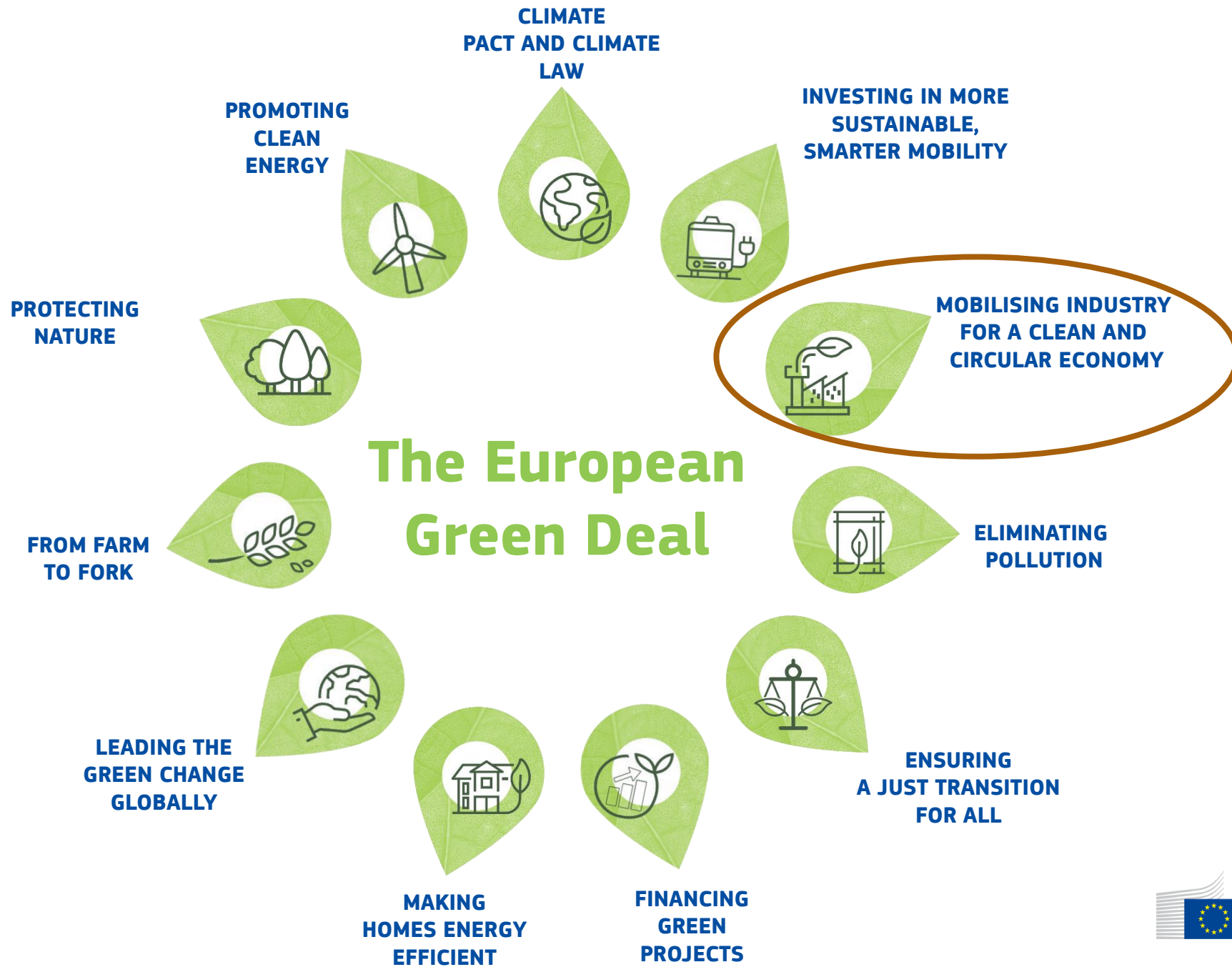


# **EU:s cirkulära ekonomi och gränssnittet till kemikaliestrategin 16 April 2021**

## **Circular Economy Action Plan**

For a cleaner and  
more competitive  
Europe

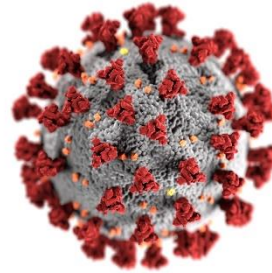
**Eva Dalenstam**  
Policy Officer Circular Economy  
**DG Environment**  
**European Commission**



# A key to recovery



Disruption of  
global supply  
chains



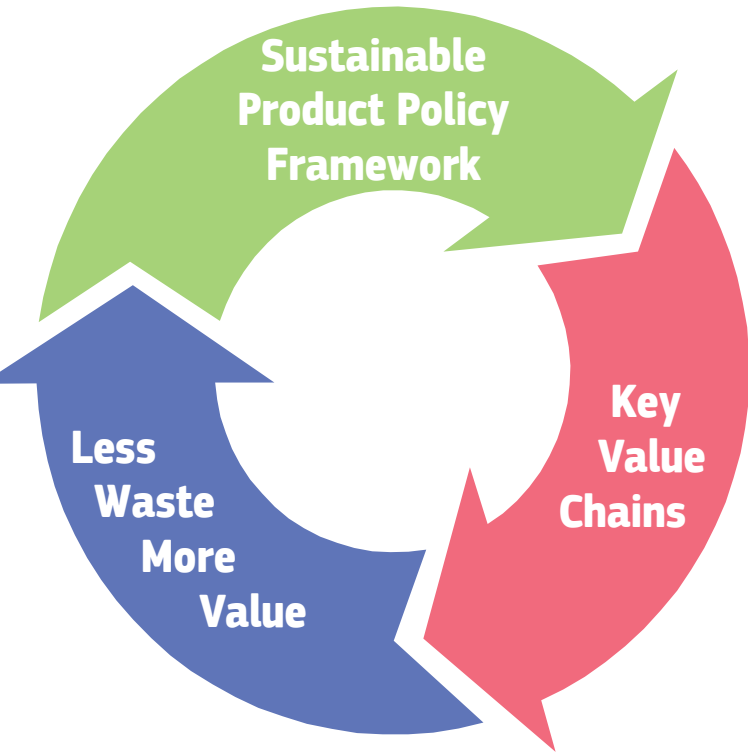
Job insecurity

Circular economy is expected to:

Impacts



# Changing the way Europe consumes and produces



35 actions, annex with deadlines

Make sustainable products the norm in the EU  
Empower consumers and public buyers  
Sustainable production processes

Electronics and ICT  
Batteries and vehicles  
Packaging  
Plastics  
Textiles  
Construction and buildings  
Food, water and nutrients

Reduce Waste  
Reduce Waste Exports  
Boost market for high quality and safe secondary raw materials

**Making circular economy work for people, regions and cities**

**Circular economy as a requisite for climate neutrality**

**Getting the Economics Right**

**Financial Markets**

**Investments and R&I**

**Global Level Playing Field**

**Monitoring**

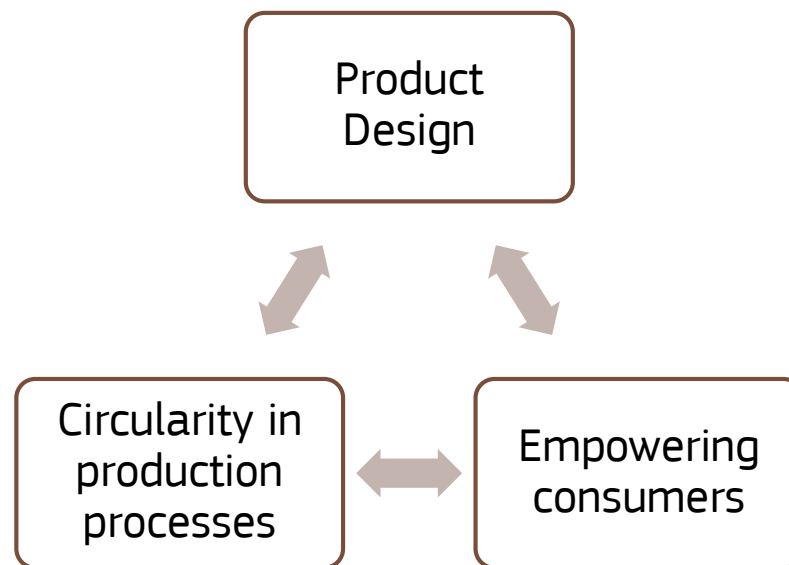


# What to expect in 2021: highlights

- Start roll-out of the **Sustainable Product Policy Framework**:
  - Sustainable Products Initiative
  - Legislative proposal on substantiating **green claims** & Legislative proposal **empowering consumers** in the green transition
- Apply the framework to:
  - EU **Textiles** Strategy
  - Circular **Electronics** Initiative
- Revision of the rules on **waste shipments**
- Kick-start the negotiations on the **international agreement for plastics** & launch of the **Global Alliance** on Circular Economy and Resource Efficiency



# Towards a Sustainable Product Policy Framework



A new **overarching framework** addressing all products placed on the EU market, supporting more sustainable patterns of consumption and cutting waste by e.g. promoting better design

# Sustainable products initiative

**"To make products fit for a climate, resource-efficient and circular economy, reduce waste, make high sustainability performance become the norm in the EU"**

## **SPI will aim to:**

- Widen the scope of the **Ecodesign Directive** to the broadest possible range of products
- Establish sustainability principles and other appropriate ways to regulate the following:
  - Improving product **durability, reusability, upgradability and reparability**
  - addressing the presence of **hazardous chemicals in products**, and increasing their **energy and resource efficiency**;
  - Increasing **recycled content** in products and facilitating **remanufacturing**, including possible measures on **production processes**
  - Restricting **single-use**, countering **premature obsolescence**, banning the destruction of **unsold durable goods**
  - Incentivising **product-as-a-service**
  - **Reducing carbon and environmental footprints**
  - Mobilising the potential of **digitalisation** of product information, including solutions such as **digital passports, tagging and watermarks**
  - **Rewarding** sustainable products by linking incentives to sustainability performance levels; minimum sustainability requirements on **public procurement** of products
  - Addressing **social aspects** throughout the lifecycle of products where feasible



*Priority: electronics, ICT, textiles, furniture and intermediate products such as steel, cement, chemicals*

# Process and timeline

- Broad cooperation on SPI within Commission (co-lead by DG ENER, ENV and GROW)
- Roadmap published; 193 feedback replies received
- Open Public Consultation until 9 June 2021 on the 'Have Your Say' portal:  
<https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12567-Sustainable-Products-Initiative>
- Support study : targeted interviews and workshops planned in April-June 2021
- Impact Assessment to be prepared for Q3 2021 (to assess which combination of measures can best achieve the objectives)
- Legislative proposal planned for Q4 2021





# IA support study

1. Problem definition
2. Scoping of product coverage
3. Sustainability principles
4. Incentives, including green public procurement
5. New and existing circular business models
6. Product passport
7. Typology of Requirements
8. Methodology to prepare product requirements
9. Policy options and impacts assessment
10. Monitoring and evaluation of results
11. Enforcement
12. Stakeholder consultations





# Digital product passport

- A set of information about both the characteristics of the final product and information pertaining to its value chain.
- Unique identification is to be achieved through a single physical tag enabling the link between the product and DPP.
- In the context of SPI, regulatory requirements would set the information to be included and rules on e.g. access – differentiated between potential users of the information
- Information could for example include information on raw materials, environmental impacts, tracing of chemicals, information on repair, upgrade, recycling, but also possibly safety or compliance information, for use by businesses, consumers, authorities.
- **Included in the IA study and consultations on SPI**
- Call for Coordination and Support Action on PP in batteries, electronics and other sectors of CEAP under Digital Europe Programme in 2021. Pilots focusing on B2B sharing of information will be supported also under the Dataspace for manufacturing.

# Empowering consumers and public buyers

- Revision of the **consumer law**: consumers to receive trustworthy and relevant information on products at the point of sale
- Establishing a new “**Right to repair**”
- Legislative proposal to ensure companies substantiate their **green claims** using Product and Organisation Environmental Footprint methods (expected Q3 2021)
- Include more systematically durability, recyclability and recycled content in EU Ecolabel criteria



- Proposal for **mandatory Green Public Procurement** (GPP) criteria and targets in sectoral legislation
- Phasing-in **mandatory reporting** on GPP

# Circularity in production processes

- Options for further promoting circularity in industrial processes in the context of the review of the **Industrial Emissions Directive**
- **Industrial symbiosis:** reporting and certification system
- EU **Environmental Technology Verification** scheme as a new EU certification mark
- **SME Strategy** (circular industrial collaboration among SMEs)



# Key product value chains



**Food, water & nutrients**



**Electronics and ICT**



**Batteries & vehicles**



**Construction & buildings**

## Circular Economy Action Plan

For a cleaner and  
more competitive  
Europe



**Textiles**



**Plastics**



**Packaging**

# Less waste, more value



## Prevent waste in the first place

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- Specific waste reduction targets for more complex streams
- Enhance the implementation of the requirements for EPR schemes
- Continue modernising EU waste laws (packaging, end-of-life vehicles, hazardous substances in electronic equipment; batteries adopted Q4 2020)
- Propose to harmonise separate waste collection systems

## Address waste exports

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- Establish 'recycled in the EU' as a benchmark for quality secondary materials
- Thoroughly review EU rules on waste shipments, increasing the processing of materials
- Adopt multilateral, regional and bilateral measures to combat environmental crime





# Less waste, more value



- Enhancing circularity in a toxic-free environment
- Transform waste into high-quality and safe resources in markets for recycled materials

- Develop chemicals that are sustainable and **safe by design**
- Reduce the presence of hazardous substances detrimental to health and the environment
- Methodologies to track and **minimise the presence of substances of concern** in recycled materials and articles made thereof → study (2023)
- **Harmonised information systems** for the presence of substances of concern → SCIP database → development of product passports
- Assess the scope to develop further **EU-wide end-of-waste criteria** for certain waste streams → 2021, possible regulatory measures in 2022-23

# Investing in sorting and decontamination

Regulatory actions need to go **hand-in-hand** with increased **investments in innovative technologies** to address the presence of legacy substances in waste streams, which could in turn **allow to recycle more waste**. ...

Technologies such as **chemical recycling** could also have a role but only if they ensure an **overall positive environmental and climate performance**, from a full life cycle perspective. *(Chemical Strategy for Sustainability)*

The Commission will ...

support the development of **solutions for high-quality sorting and removing contaminants from waste**, including those resulting from incidental contamination.

*(A new Circular Economy Action Plan - For a cleaner and more competitive Europe)*



# Stakeholder engagement

#CEstakeholderEU

## European Circular Economy Stakeholder Platform

A joint initiative by the European Commission and the European Economic and Social Committee

- **Advancing the circular economy concept on the ground**
- **Strengthening cooperation among stakeholders' networks**

*representatives of networks of businesses, civil society and local, regional and national public authorities*



**Submit your own good practices, knowledge, strategies and voluntary commitments!**

Link to website: <http://circulareconomy.europa.eu/platform/>