CIRCULAR ECONOMY SUMMIT

European Policy to Deliver a Circular and Green Transition

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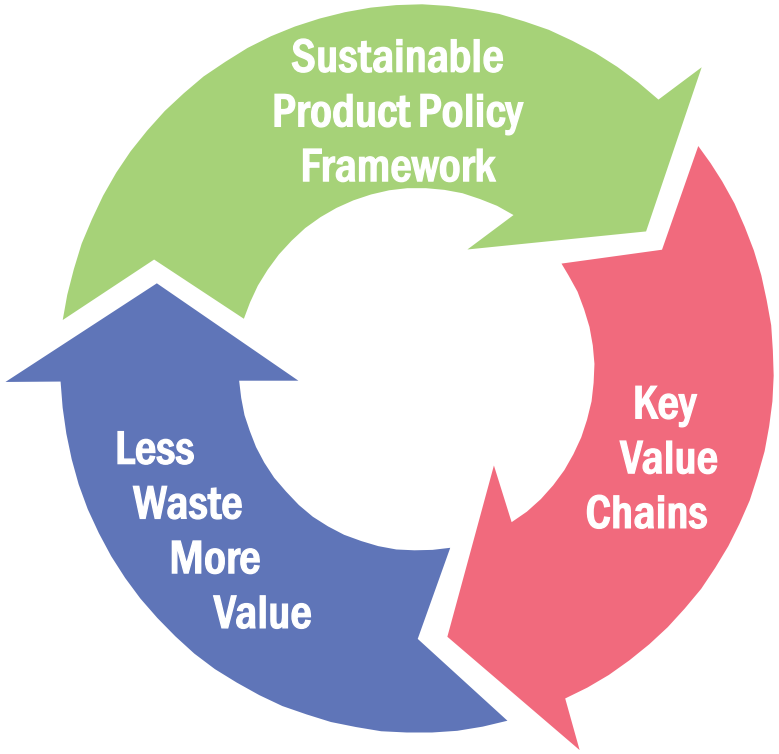
European Green Deal

European Commission

New Circular Economy Action Plan(2020)



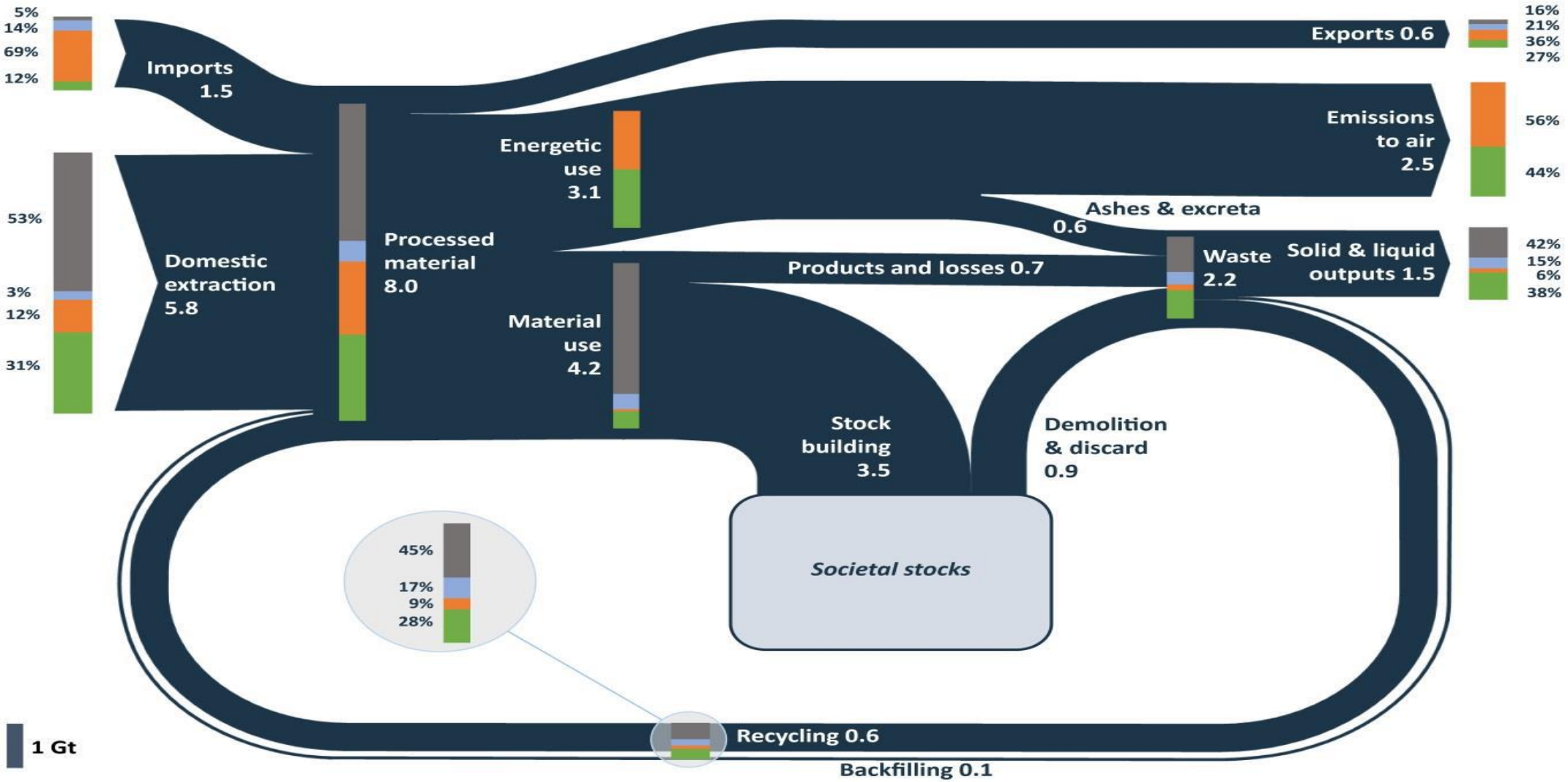
35 actions

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

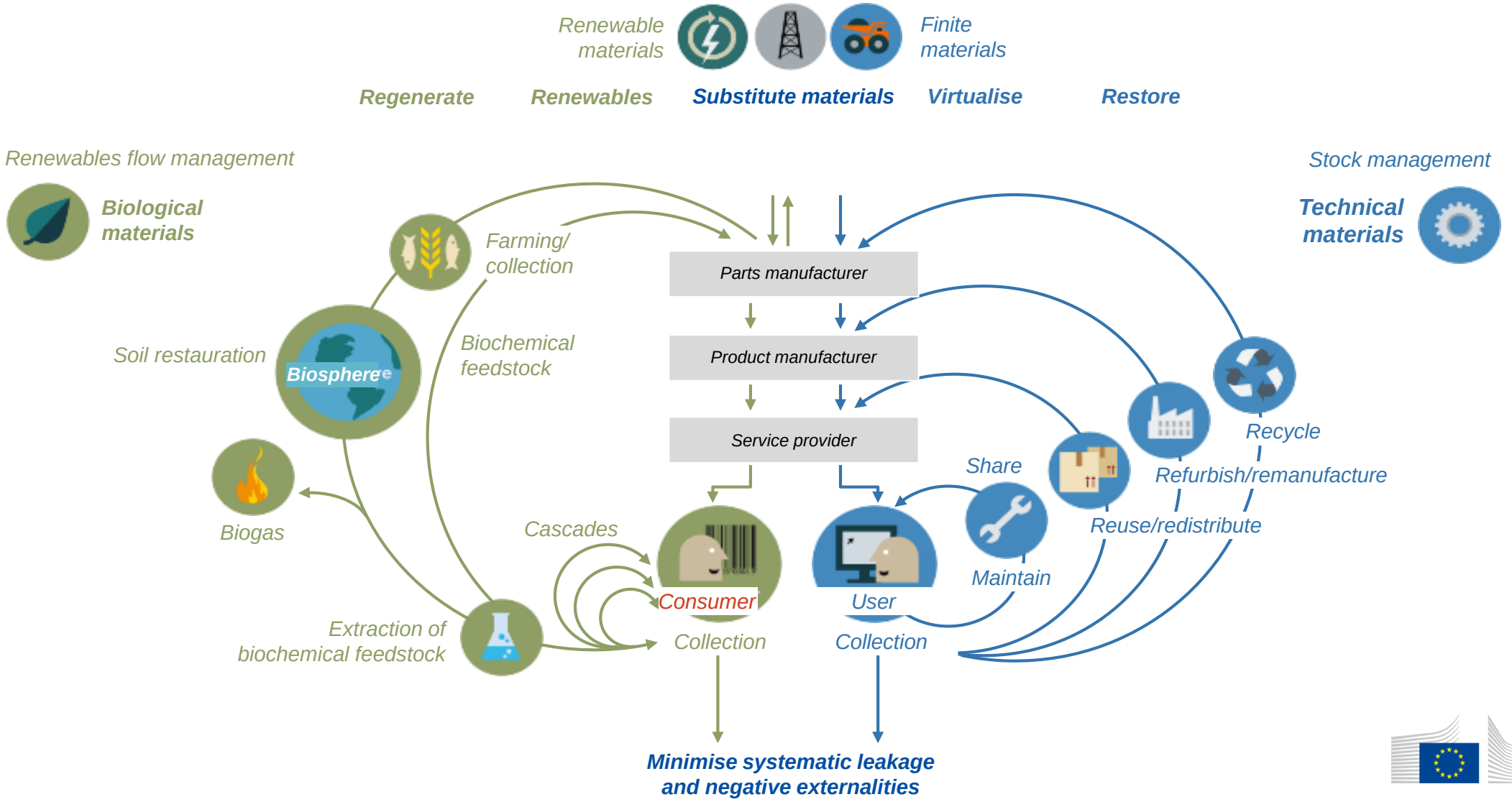
MACRO LEVEL… Keep Value In



Material flows true to scale in Gt/year (billion tons/year) in 2014 Non-metallic minerals Metal ores Fossil energy materials/carriers Biomass

Note: Numbers may not sum up to total due to rounding.

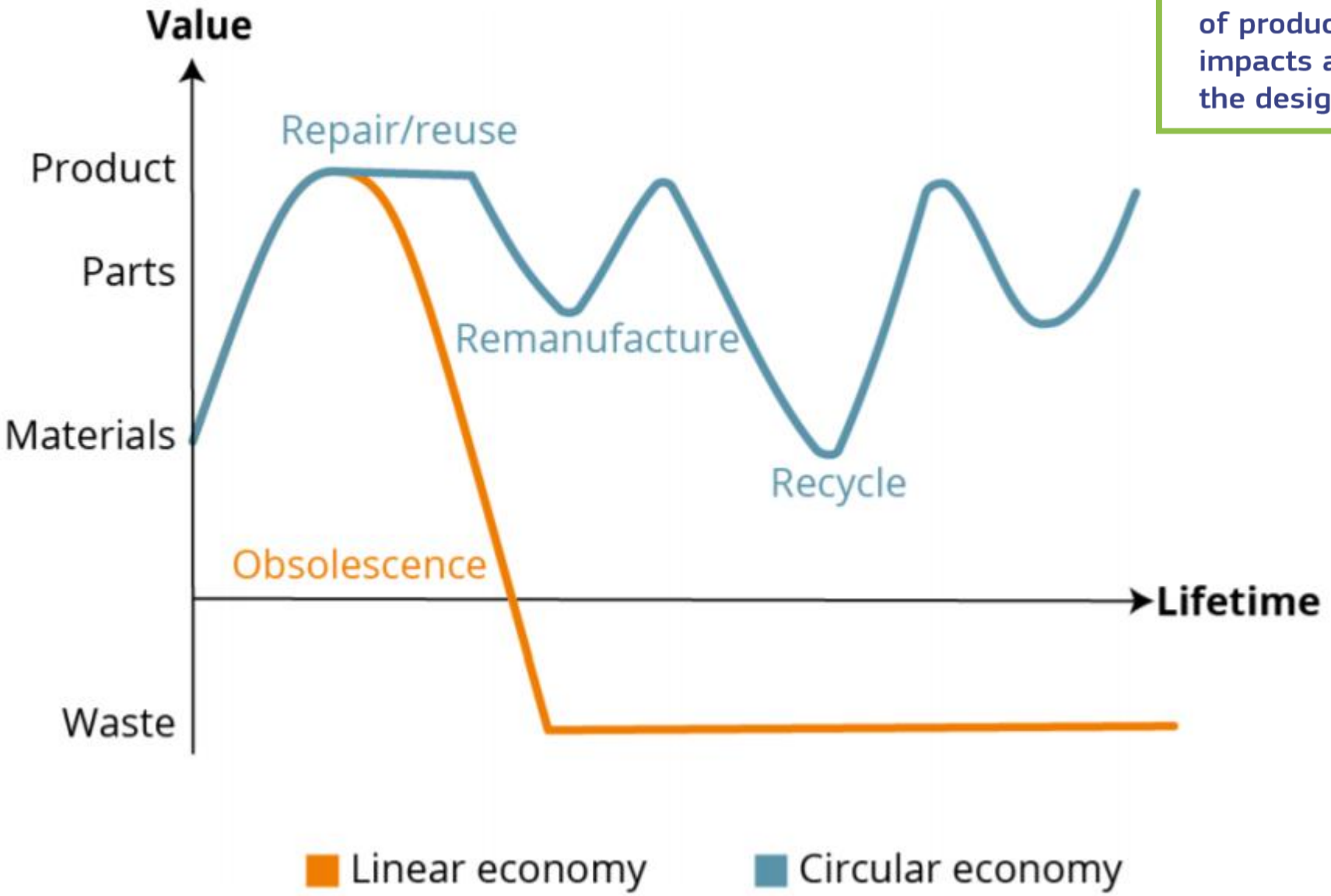
MESO LEVEL… Feedback Loops



European Commission

THE PRODUCT LEVEL… Capture the Value

Up to
80%
of products' environmental impacts are determined at the design phase



European Commission

Sustainable Products Initiative

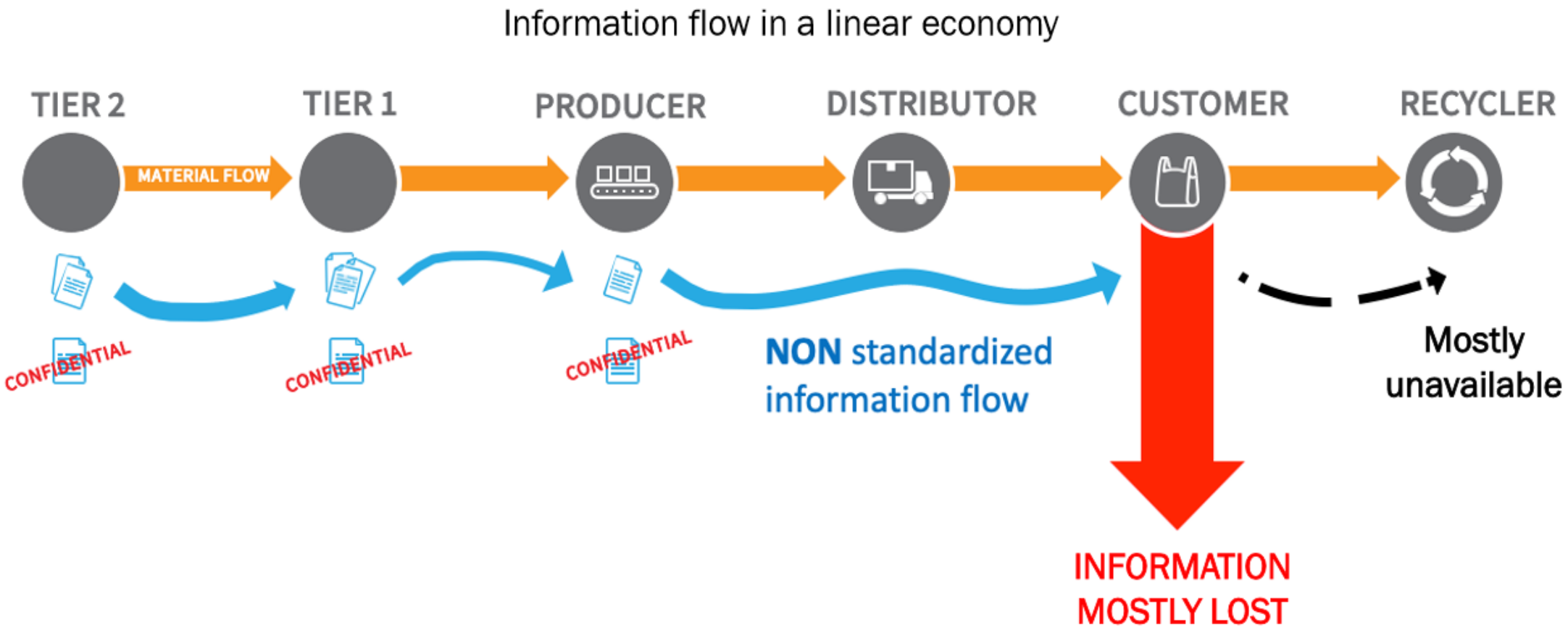
'Sustainable products should be the norm, not the exception' (CEAP)

- Ecodesign Directive scope expanded beyond energy-related products
- Application of wider sustainability principles to:
  - Improve durability, reusability, upgradability and reparability
  - Reduce environmental & carbon footprints
  - Address hazardous chemicals
  - Increase recycled content
  - Challenge single-use and premature obsolescence
- Ban on the destruction of unsold goods,
- Public procurement and incentives
- Reinforced enforcement by market surveillance:customs authorities

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

European Commission

Digital Product Passport



Empowering Consumers and Public Buyers

- Revision of **consumer law:** trustworthy and relevant information on products at the point of sale
- Establishing a new **"Right to repair"**
- Systematic inclusion of durability, recyclability and recycled content criteria in EU Ecolabel
- Legislative proposal on **green claims** (July) - companies to substantiate claims using Footprinting methods

Public authorities' purchasing power represents

14%

of EU GDP

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

Thank-You

#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

Share your own good practices, knowledge, strategies and voluntary commitments!

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

European Commission