

# A Product Policy Framework boosting the Circular Economy?



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# Circular Economy Action Plan

Actions	Timetable
<b>Production</b>	
Emphasis on circular economy aspects in future product requirements under the Eco-design directive	2016 onwards
Eco-design work plan 2015-2017 and request to European standardisation organisations to develop standards on material efficiency for setting future Eco-design requirements on durability, reparability and recyclability of products	December 2015
Proposal for an implementing regulation on televisions and displays	End 2015 or beginning 2016
Examine options and actions for a more coherent policy framework of the different strands of work of EU product policy in their contribution to the circular economy	2016
Include guidance on circular economy into Best Available Techniques reference documents (BREFs) for several industrial sectors	2016 onwards
Guidance and promotion of best practices in the mining waste management plans	2016
Establishing an open, pan-European network of technological infrastructures for SMEs to integrate advanced manufacturing technologies into their production processes	2016/ongoing
Examine how to improve the efficiency and uptake of the EU Eco-Management and Audit Scheme (EMAS) and the pilot programme on environmental technology verification (ETV)	2017
Develop an improved knowledge base and support to SMEs for the substitution of hazardous substances of very high concern	2016

<b>Consumption</b>	
Better enforcement of existing guarantees on tangible products, accompanied by a reflection on improvements (upcoming Commission proposal for online sales of goods, and Fitness Check of consumer legislation)	2015-2017
Action on false green claims, including updated guidance on unfair commercial practices	2016
Analysis of the possibility to propose horizontal requirements on repair information provision in the context of Eco-design	2016
REFIT of Ecolabel, to be followed by actions to enhance its effectiveness	2016
Assessment of the possibility of an independent testing programme on planned obsolescence	2016
Subject to evaluation of the current ongoing pilots, explore the possible uses of the Product Environmental Footprint to measure and communicate environmental information	2016 onwards
Action on Green Public Procurement: enhanced integration of circular economy requirements, support to higher uptake including through training schemes, reinforcing its use in Commission procurement and EU funds	2016 onwards

<b>Waste management</b>	
Revised legislative proposal on waste	Dec 2015
Improved cooperation with Member States for better implementation of EU waste legislation, and combat illicit shipment of end of life vehicles	2015 onwards
Stepping up enforcement of revised Waste Shipment regulation	2016 onwards
Promotion of industry-led voluntary certification of treatment facilities for key waste recyle streams	2016 onwards
Initiative on waste to energy in the framework of the Energy Union	2016
Identification and dissemination of good practices in waste collection systems	2016 onwards

<b>Market for secondary raw materials</b>	
Development of quality standards for secondary raw materials (in particular for plastics)	2016 onwards
Proposal for a revised fertilisers regulation	Early 2016
Proposed legislation setting minimum requirements for reused water for irrigation and groundwater recharge	2017
Promotion of safe and cost-effective water reuse, including guidance on the integration of water reuse in water planning and management, inclusion of best practices in relevant BREFs, and support to innovation (through the European Innovation Partnership and Horizon 2020) and investments	2016-2017

Analysis and policy options to address the interface between chemicals, products and waste legislation, including how to reduce the presence and improve the tracking of chemicals of concern in products	2017
Measures to facilitate waste shipment across the EU, including electronic data exchange (and possibly other measures)	2016 onwards
Further development of the EU raw materials information system	2016 onwards

<b>Sectoral action</b>	
<b>Plastics</b>	
Strategy on plastics in the circular economy	2017
Specific action to reduce marine litter implementing the 2030 Sustainable Development Goals	2015 onwards

<b>Food waste</b>	
Development of a common methodology and indicators to measure food waste	2016
Stakeholders platform to examine how to achieve SDGs goals on food waste, share best practice and evaluate progress	2016
Clarify relevant EU legislation related to waste, food and feed in order to facilitate food donation and utilisation of former foodstuffs for animal feed	2016
Explore options for more effective use and understanding of date marking on food	2017

<b>Critical raw materials</b>	
Report on critical raw materials and the circular economy	2017
Improve exchange of information between manufacturers and recyclers on electronic products	2016 onwards
European standards for material-efficient recycling of electronic waste, waste batteries and other relevant complex end-of-life products	2016 onwards
Sharing of best practice for the recovery of critical raw materials from mining waste and landfills	2017

<b>Construction and demolition</b>	
Pre-demolition assessment guidelines for the construction sector	2017
Voluntary industry-wide recycling protocol for construction and demolition waste	2016
Core indicators for the assessment of the lifecycle environmental performance of a building, and incentives for their use	2017 onwards

<b>Biomass and bio-based materials</b>	
Guidance and dissemination of best practice on the cascading use of biomass and support to innovation in this domain through Horizon 2020	2018-2019
Ensuring coherence and synergies with the circular economy when examining the sustainability of bioenergy under the Energy Union	2016
Assessment of the contribution of the 2012 Bio-economy Strategy to the circular economy and possible review	2016

<b>Innovation and investments</b>	
Initiative "Industry 2020 and the circular economy" under Horizon 2020	October 2015
Pilot project for "innovation deals" to address possible regulatory obstacles for innovators	2016
Targeted outreach to encourage applications for funding under EFSI, and support the development of projects and investment platforms relevant to the circular economy	2016 onwards
Targeted outreach and communication activities to assist Member States and regions for the uptake of Cohesion Policy funds for the circular economy	2016 onwards
Support to Member States and regions to strengthen innovation for the circular economy through smart specialisation	2016 onwards
Assessment of the possibility of launching a platform together with the EIB and national banks to support the financing of the circular economy	2016
Engagement with stakeholders in the implementation of this action plan through existing fora in key sectors	2016 onwards
Support to a range of stakeholders through actions on public-private partnerships, cooperation platforms, support to voluntary business approaches, and exchanges of best practices	2015 onwards

<b>Monitoring</b>	
Development of a monitoring framework for the circular economy	2017



**54 actions covering the whole cycle**



# Report on the implementation of the Circular Economy Action Plan

- Explains action taken by Commission (54 actions)

e.g.

- Revision of Waste Legislation
  - Plastics Strategy and Single-use Plastics
  - More than 10 billion euro's invested in CE transition
- 
- Presents key milestones and sketches open challenges

# Milestone: recycling rates going up



**BUT!** Still only 12% of material resources used were recycled materials  
That means 88% virgin materials! - **Vast room for improvement**

# Key to success

**Systemic approach along entire value chains**

**In some cases, material-wide approach:  
plastics strategy**

**Strong Stakeholder Engagement**

**EU Circular Economy Stakeholder Platform  
EU Platform on Food Losses and Food Waste  
Circular Economy Finance Support Platform**



**European  
Circular Economy  
Stakeholder Platform**

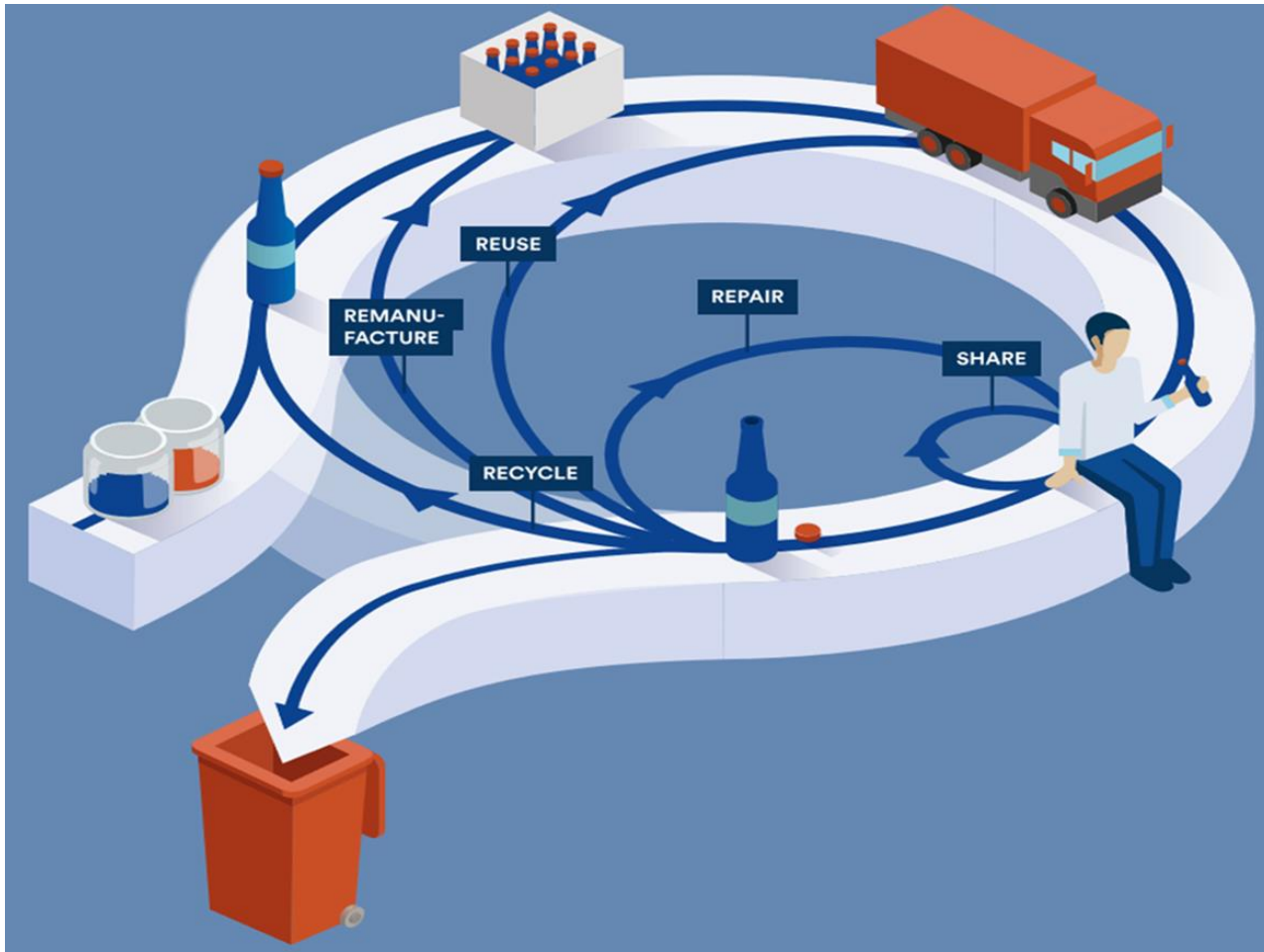
# **Sustainable Products in a Circular Economy**

**SWD released 4 March 2019**

## **Analysis of EU product policies and their contribution to Circular Economy**

- **Horizontal analysis – how to support ‘circular behaviour’**
- **Vertical / sectoral analysis – 8 priority sectors**

# Horizontal Analysis – Circular behaviour



Materials should revolve around the consumer  
the closer the better



# Circular behaviour - examples

**Sharing:** Car-sharing: currently parked >90% of the time  
Digital platforms offer new possibilities

**Repair:** Ecodesign measures on spare parts and repair info  
EC developing 'scoring system' for reparability

**Reuse:** revised waste rules support reuse centres  
(e.g. access to sorting centres)  
MS: consider lower (or no) VAT on second-hand products

**Remanufacturing:** European Remanufacturing Network  
(under Horizon 2020)



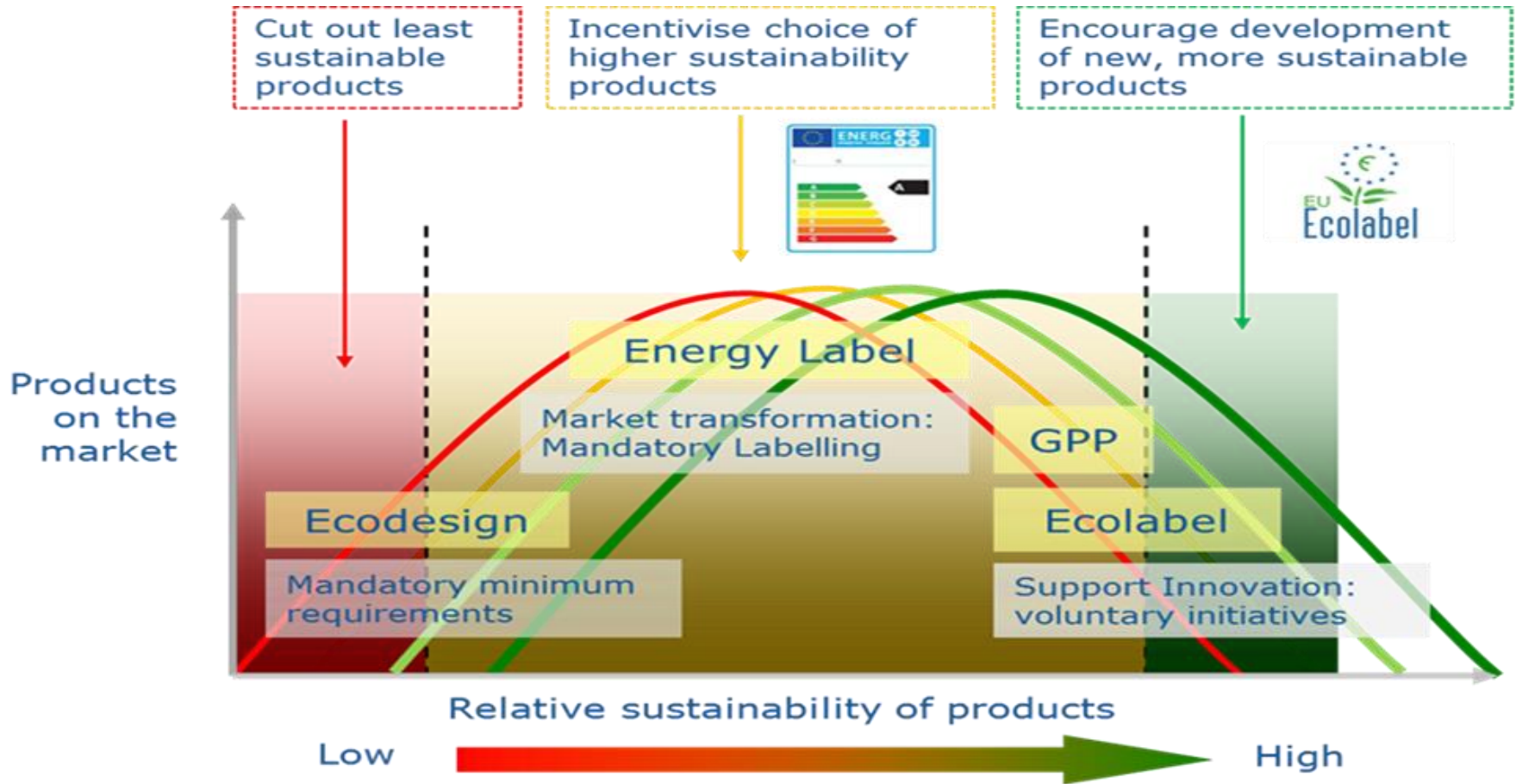


# Recycling



- Vital to keep materials in the loop
- Easier for some materials (metals) than others (plastics)
- EU Legislation in place – but not implemented everywhere
  - New targets since 2018 – 65% recycling of MW by 2035
- Measures to match supply and demand
  - Circular plastics alliance
- Possible Economic incentives:
  - 'tax' on virgin plastics (proposed by EC in MFF)
  - Shift tax burden from labour to materials (recommended by EC)
  - VAT reduction based on recycled content

# The EU Product Policy Framework



# Priority sectors for circular economy:

(based on high-impact materials used in products)

- Packaging
- Food
- Electronics (incl. batteries)
- Transport
- Furniture
- Buildings/Construction
- Apparel/textiles
- Chemical products (paints, detergents, cosmetics)



# EU Policies for Priority Sectors: overview

	EU policy tools on safety, including sectoral legislation (non-exhaustive)	EU policy setting minimum requirements for circular design	EU policy tools promoting Sustainable production and/or consumption	EU policy tools on waste handling/recycling
<b>Packaging</b>	PPWD	PPWD <u>SuP Directive</u> <sup>199</sup>	EPR under WFD <u>EU Ecolabel</u>	PPWD
<b>Food</b>	Food safety policy (incl. information to consumers)		Organic Label WFD (measures to prevent food waste)	WFD
<b>EEE (including batteries)</b>	RoHS Directive Low Voltage Directive GPSD Batteries Directive	<u>Ecodesign Directive</u> RoHS Regulation	Energy Labelling EU Ecolabel GPP EPR (under WEEE and Batteries Directives)	WEEE Directive Batteries Directive
<b>Transport</b> <sup>200</sup>	Type approval requirements <sup>201</sup>		Tyre Labelling Regulation EPR (under ELV Directive and waste from ships)	WFD (for waste oils) ELV Directive PRF Directive <sup>202</sup>
<b>Furniture</b>	REACH Regulation GPSD		<u>EU Ecolabel</u> GPP <u>EU Timber Regulation</u>	WFD
<b>Buildings and Construction</b> <sup>203</sup>	CPR		EPBD EED Level(s)	WFD (Recovery target and selective demolition obligation)
<b>Textiles</b>	REACH Regulation GPSD		Textiles Regulation EU Ecolabel GPP	WFD (separate collection by 1/1/2025)
<b>Chemical products</b> <sup>204</sup>	REACH Regulation CLP Regulation		EU Ecolabel	WFD



# Coverage of sectors: some highlights

## Electrical and Electronic Equipment (EEE):

- many policy instruments are in place
  - Ecodesign, WEEE, RoHS, Energy label, LVD, EU Ecolabel, GPP, Batteries directive...
- But: still much value going to waste
  - (only ~35% going to recycling)
- And: digitalisation will cause increase in EEE
- Step up implementation and enforcement
  - Cover more products – Ecodesign work plan
  - Implementation / enforcement WEEE targets



# Coverage of sectors: some highlights

## Packaging, food, buildings/construction, transport

- Policies are being developed: much recent work
  - SuP, revised PPWD, greening CAP, food waste, Level(s), tyre label, etc
- Focus on
  - Ensuring implementation of recent work
  - Mainstreaming circular approaches (LCA assessments)

**High potential! (high volumes, large impacts)**

# Coverage of sectors: some highlights

## Textiles, furniture, chemical products

- Policies in place for safety aspects, but not much beyond safety
- Many initiatives by sector and national/regional authorities
  - Sustainable textiles initiatives, leasing models, chemical substitution beyond compliance, EPR systems in some MS, etc.
- Call from stakeholders for level playing field / harmonisation
- Scope for developing new policy tools, e.g.
  - Design of products (Ecodesign type approach)
  - Economic incentives (EPR)
  - Sectoral approach (as done for plastics)





# Consumer aspects

Essential: EU consumers spend > € 8 trillion / y !

Consumers want to 'go circular', but must be empowered with:

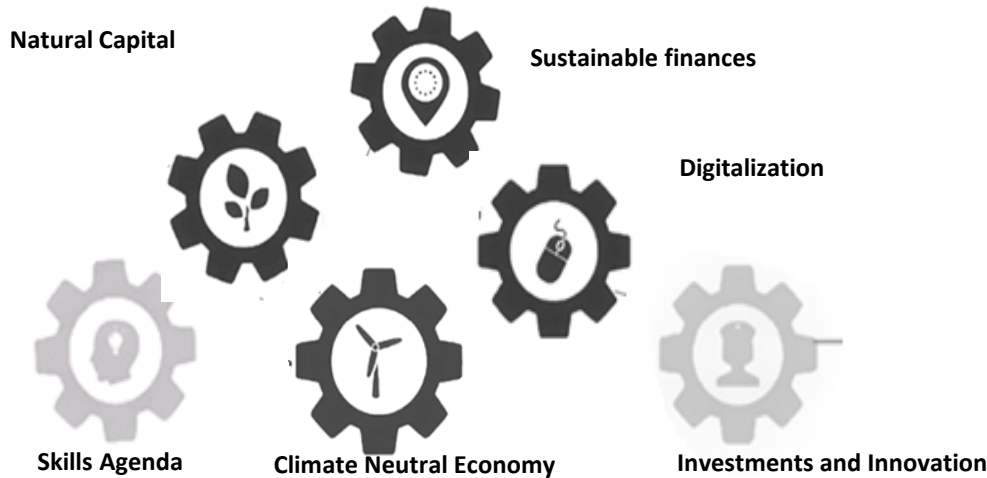
- Consumer rights
  - product guarantees, recourse, countering premature obsolescence, repair options, etc
- Product information
  - more, but more importantly:
  - better information. Counter false claims, more reliable information
- *Product Environmental Footprint (PEF)*



# Overall conclusions

- EU product policies provide a large contribution to circular economy
- But potential for improvement remains, e.g.:
  - Support 'higher' cycles: reuse, remanufacturing, repair
  - Focus on implementation and enforcement
  - Policy development for sectors such as textiles, furniture
  - Empower consumers with rights and better information

# Circular Economy 2.0



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 **Frans Timmermans**  @TimmermansEU · Jun 15  
We need to mainstream the **#CircularEconomy** in everything we do - energy, internal market, infrastructure, **#EFSI**, structural funds...



**Jyrki Katainen**  @jyrkikatainen · 18 mag

I believe that **#CircularEconomy** is one of the biggest global megatrends. You can compare it e.g. to digitalisation & globalisation. The more we can create new business models and recycle raw materials, the more added value stays in Europe.