



EKOTEHNO Zagreb

18/09/2016

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The role of product policy in a circular economy



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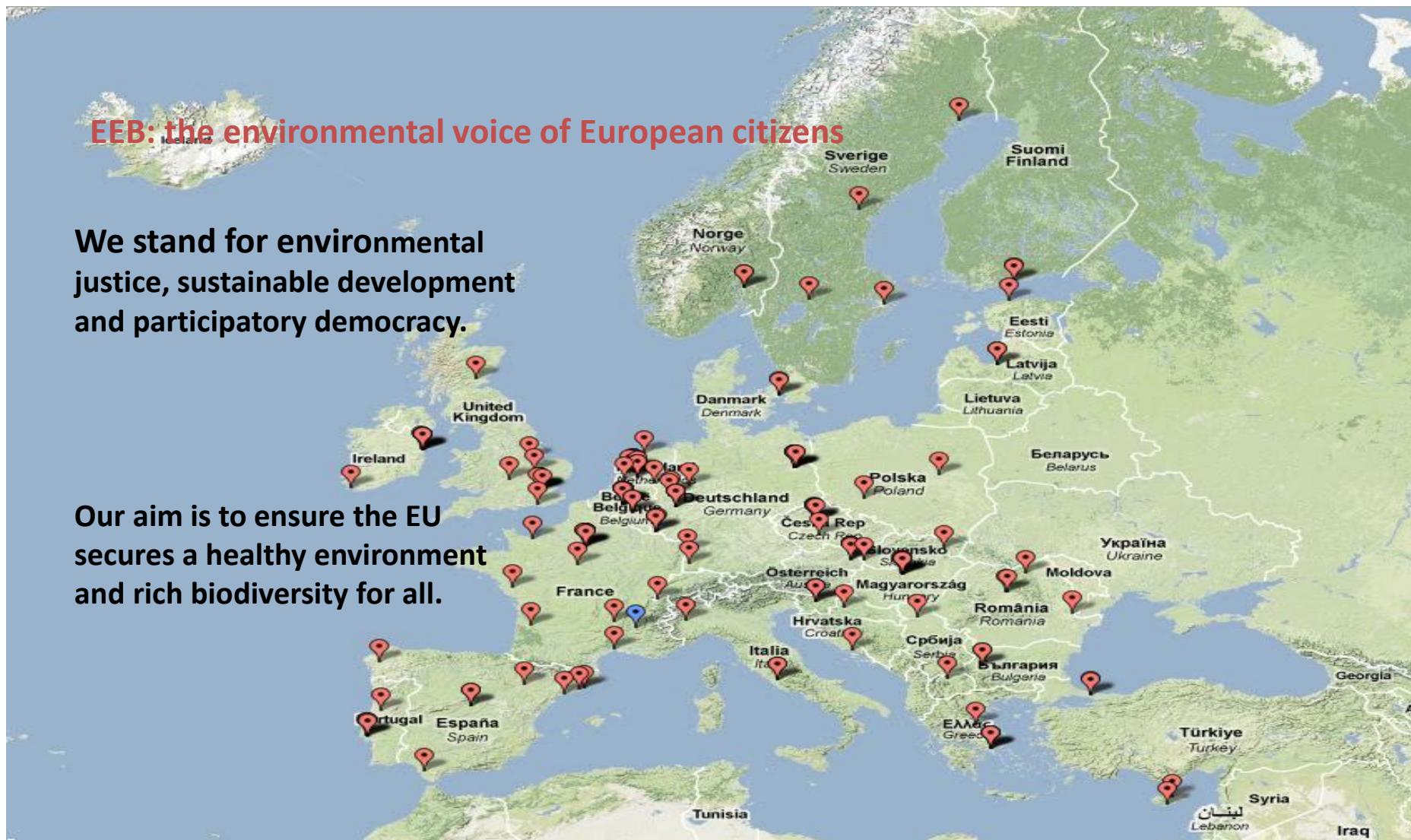
*Stephane Arditi,
Product & Waste Policy Manager*

Who are we?

EEB: the environmental voice of European citizens

We stand for environmental justice, sustainable development and participatory democracy.

Our aim is to ensure the EU secures a healthy environment and rich biodiversity for all.



The circular economy: a vision for Europe

Resource efficiency

Raw material Initiative



Low carbon economy
Reduced dependency

Recycling society
Zero Waste

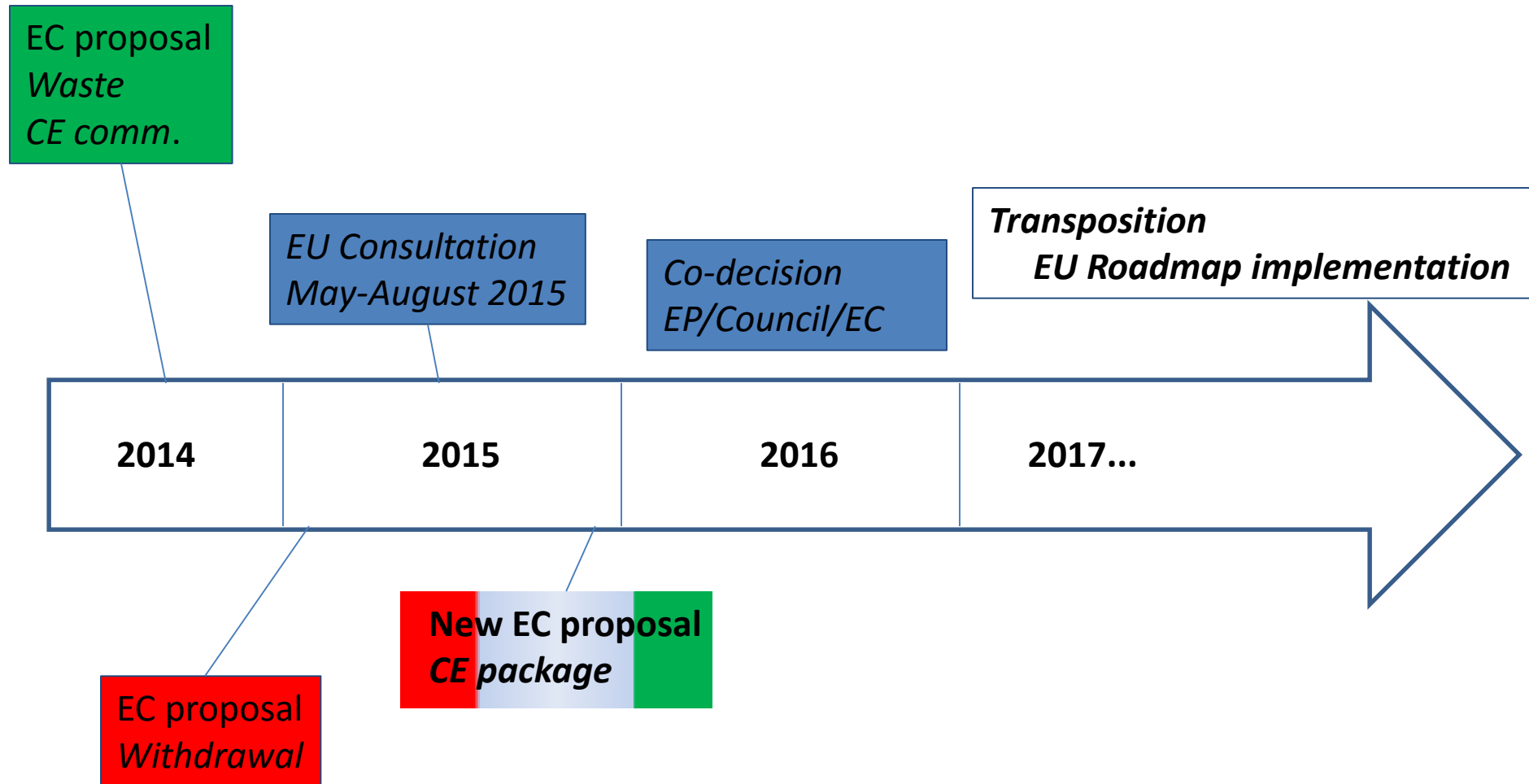
Circular Economy



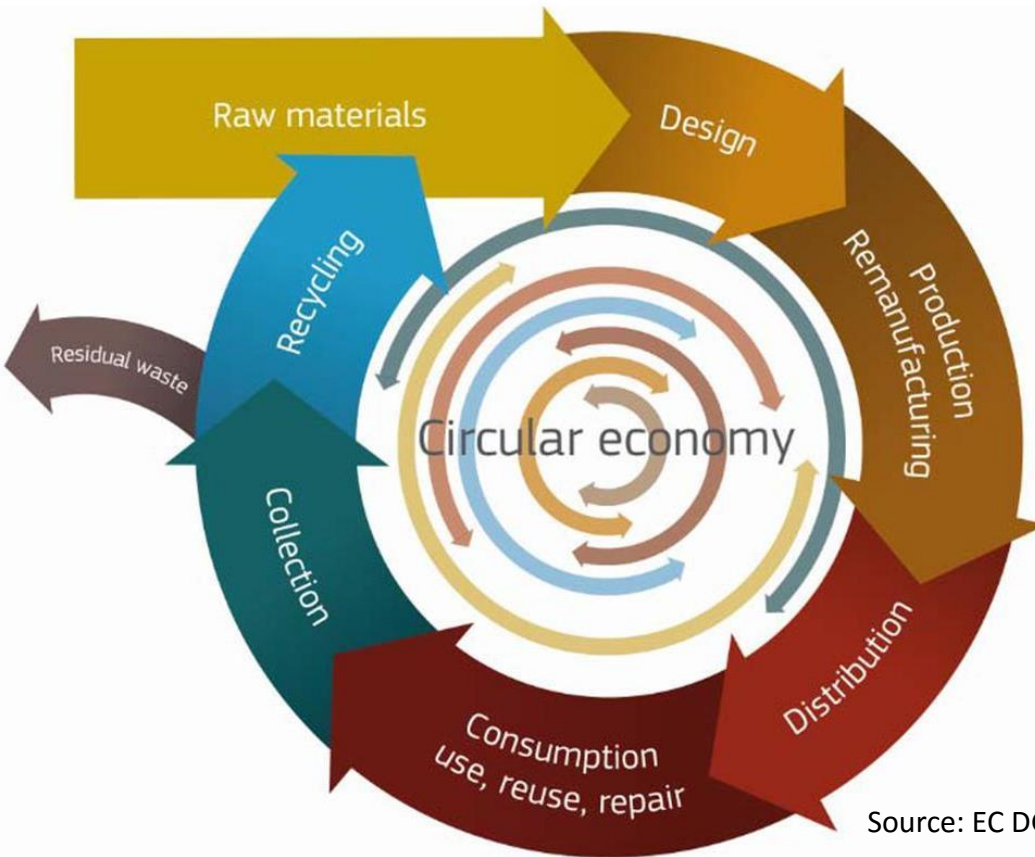
A unique competitive advantage for EU?
...or just a buzz word?



Timelines



The perspective on the new package



New Circular Economy Proposal

New more ambitious

Going beyond waste

Looking at the whole 'Circle'

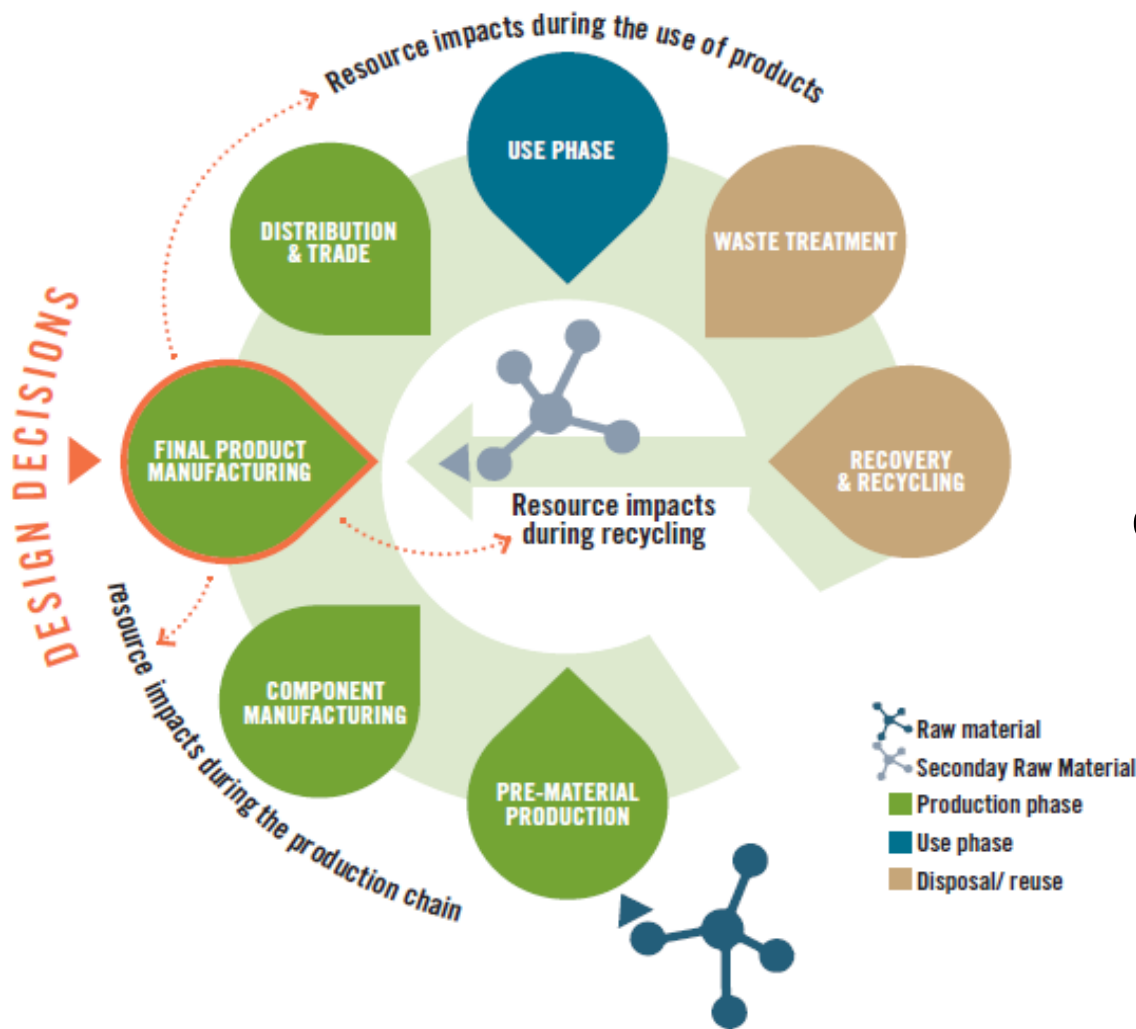
Interdependence across the Value Chain

“Europe should be a frontrunner on the circular economy. I believe passionately in this because the future of the European economy is not in competing on low wages; the future of the European economy is not in competing on wasting finite resources. The future of the European economy is in the circular economy, in reusing, in putting things back into the economic cycle. This means rethinking the way we design, produce, consume and dispose of products.” Frans Timmermans – Vice President EC

Making the best of any input of material/resources



Why product design matters



***Good design has always
been ecodesign, 1990***
Günther Horntrich,
designer, Yellow, Cologne

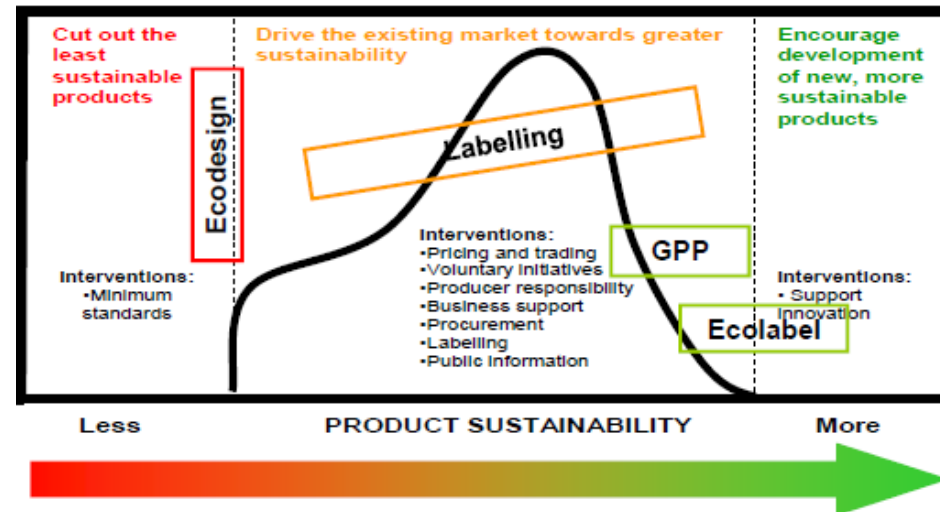
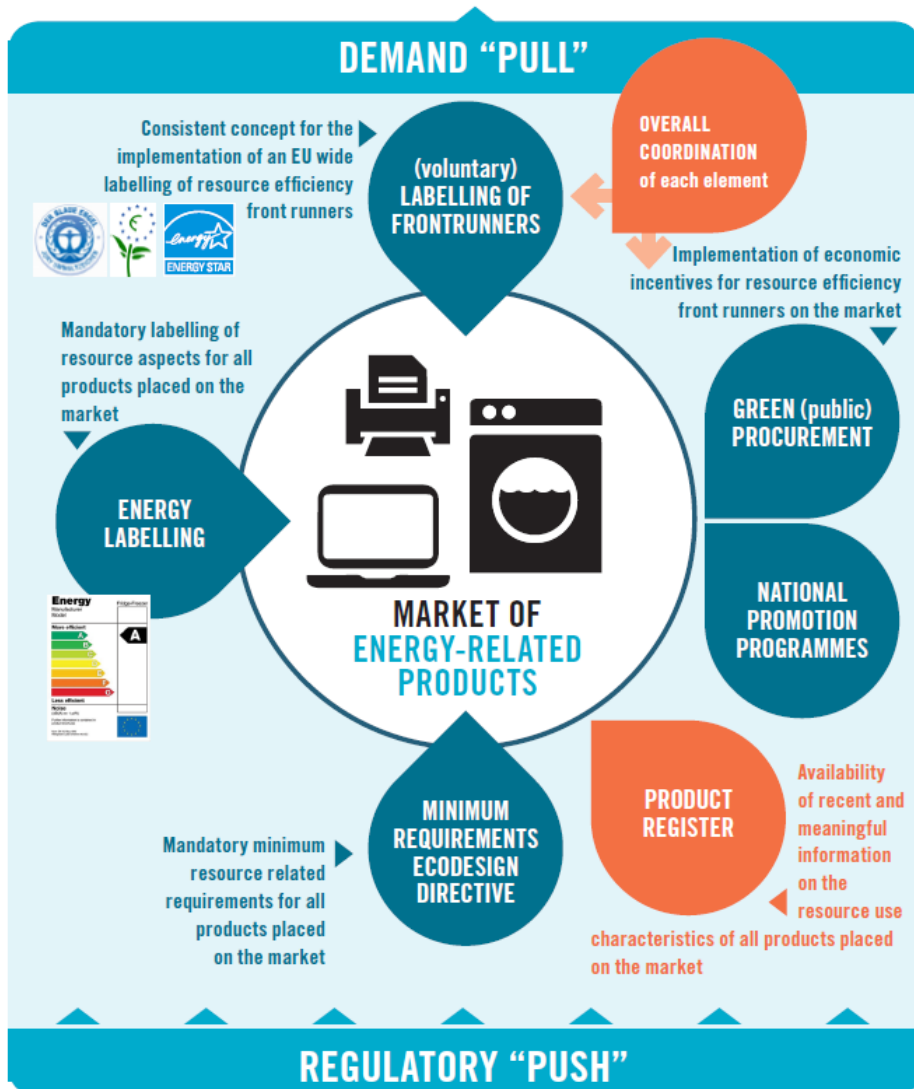
80% of environmental impacts are determined at design stage

Product policy a unique European added value

- Product policy is a matter of single market
- Creating the mass market incentives (scaling up pioneering initiatives and sustain transition)
- Creating the legal and economic framework conditions (set new mainstream rules)

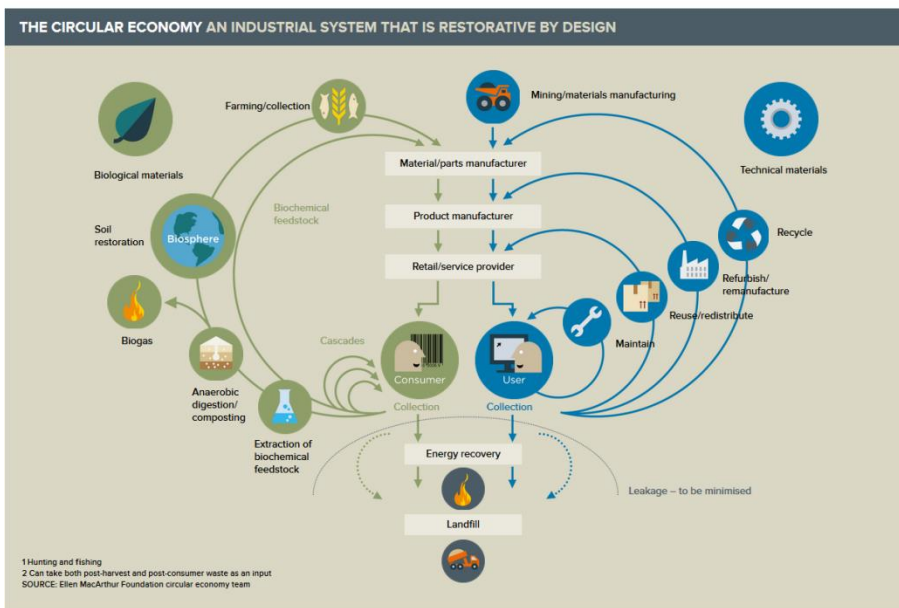


Instruments of product policy



Focus on Ecodesign: the core of product policy

Ecodesign means *to integrate environmental concerns as soon as the design stage of the product...*



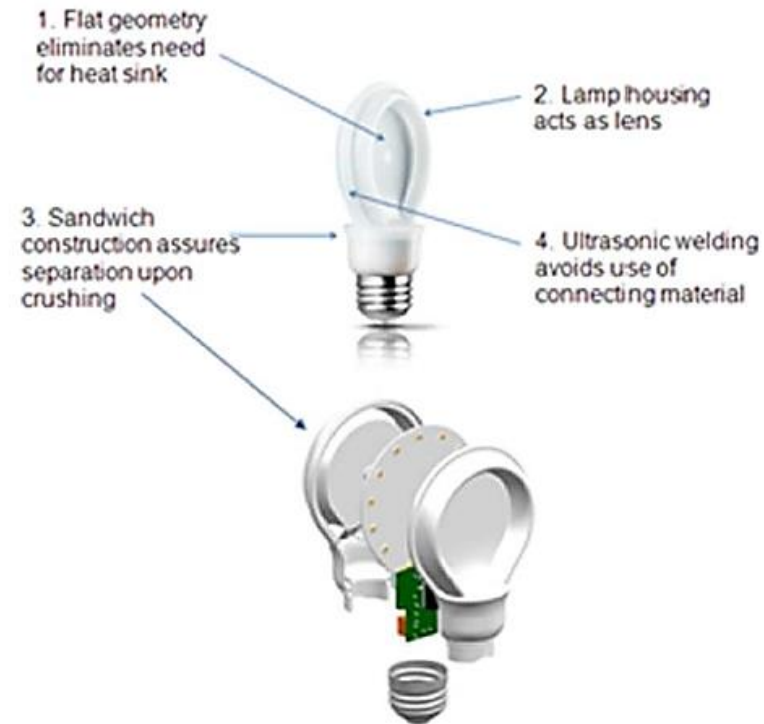
It is also the short name of a Directive: The ***DIRECTIVE 2009/125/EC OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 21 October 2009 establishing a framework for the setting of ecodesign requirements for energy-related products (recast)***

Make Ecodesign a lever for circular economy

Ecodesign has delivered on energy (*48% of our 2020 target on energy efficiency officially stated by EC*):

Make it deliver on resources

- ✓ The case for critical raw materials
- ✓ The case for embedded energy and CO2
- ✓ “*Shit in shit out*” (forgive my French): it all starts at design stage
- ✓ What’s for non energy related products
- ✓ What support: GPP, investment plans, taxes rebate, ...
- ✓ AND IT IS CERTAINLY GOOD FOR JOBS & INNOVATION



Source: Philips –GreenElec FP7 project 2014

A practical approach forward

HOW TO CUT RESOURCE USE WITH ECODESIGN



**BETTER
REPAIRABILITY
AND DURABILITY**

of products

+



**HIGHER
RECYCLABILITY**

of materials

+



**REMOVAL
OF HAZARDOUS
SUBSTANCES**

Set of EU wide rules to promote the repair sector



- Oblige manufacturers to provide independent re-use and repair organizations with all means to ensure the full functioning and serviceability of their products
- Spare parts must be widely available and affordable for a minimum number of years following the last product batch depending on the product's average expected lifetime
- They must be available at non-discriminatory pricing to third parties. Re-use of used and remanufactured product components must also be allowed
- Develop a system to rate the durability and reparability of products and establish standards to measure these aspects for products placed on the European market
- Lower taxes on repair service activities or use of refurbished components, e.g. by defining an exemption in the EU VAT Directive

Beyond recycling: new opportunities

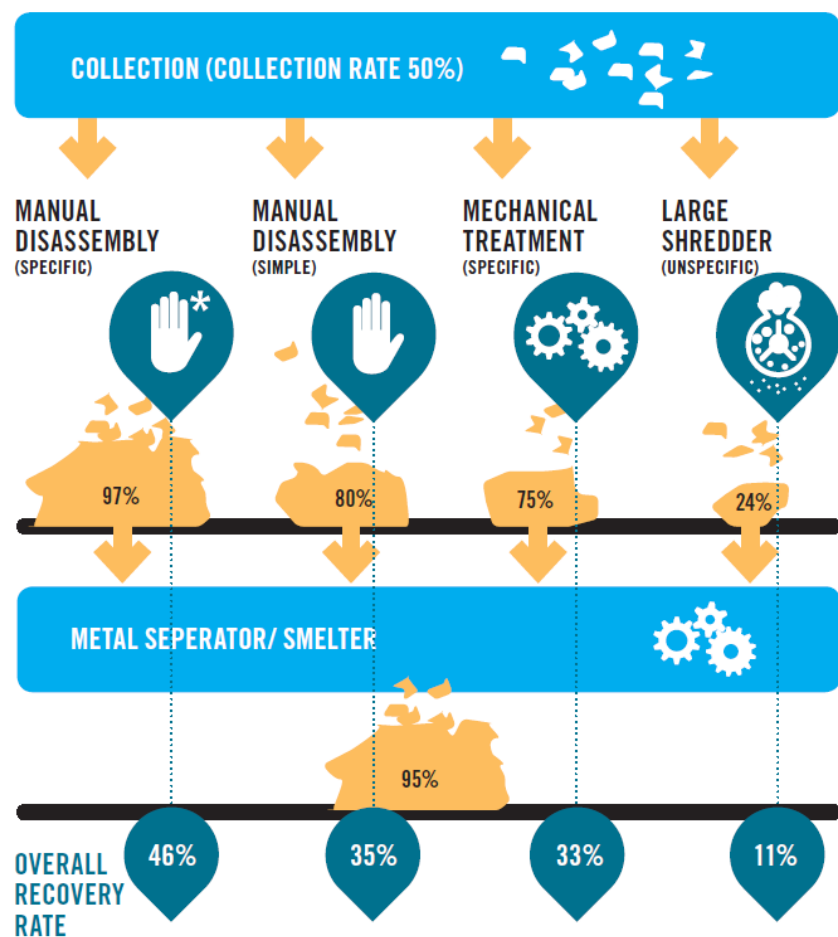


Source: Green Alliance 2013

Finished products are worth much more than the raw materials inside them

Value is lost by breaking products back down into components and materials

Better alignment of product design with waste treatment processes

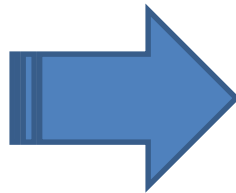


Influence of different pre-treatment steps on the overall recovery of gold from circuit boards (Sander 2012)

Do not re-inject toxic material in the loop



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CHEMTrust
Protecting humans and wildlife
from harmful chemicals



Friends of
the Earth
Europe



The Circular Economy and REACH – an essential partnership

Introduction

The interaction between product, waste and chemicals legislation is a key aspect of the circular economy. It is an important part of a successful transition to sound material loops, and to our protection from hazardous substances.

- ⇒ Require disclosure of contents (BOM) and extraction/separation requirements
- ⇒ Avoid trading off hazardous in recycled versus increased recycling (*or this is a no end process...*)

Ecodesign not necessarily more expensive



Source: Barco –GreenElec FP7 project 2014

Towards a fine ID of our products:



labenergie-gdfsuez.com



freekaamal.net



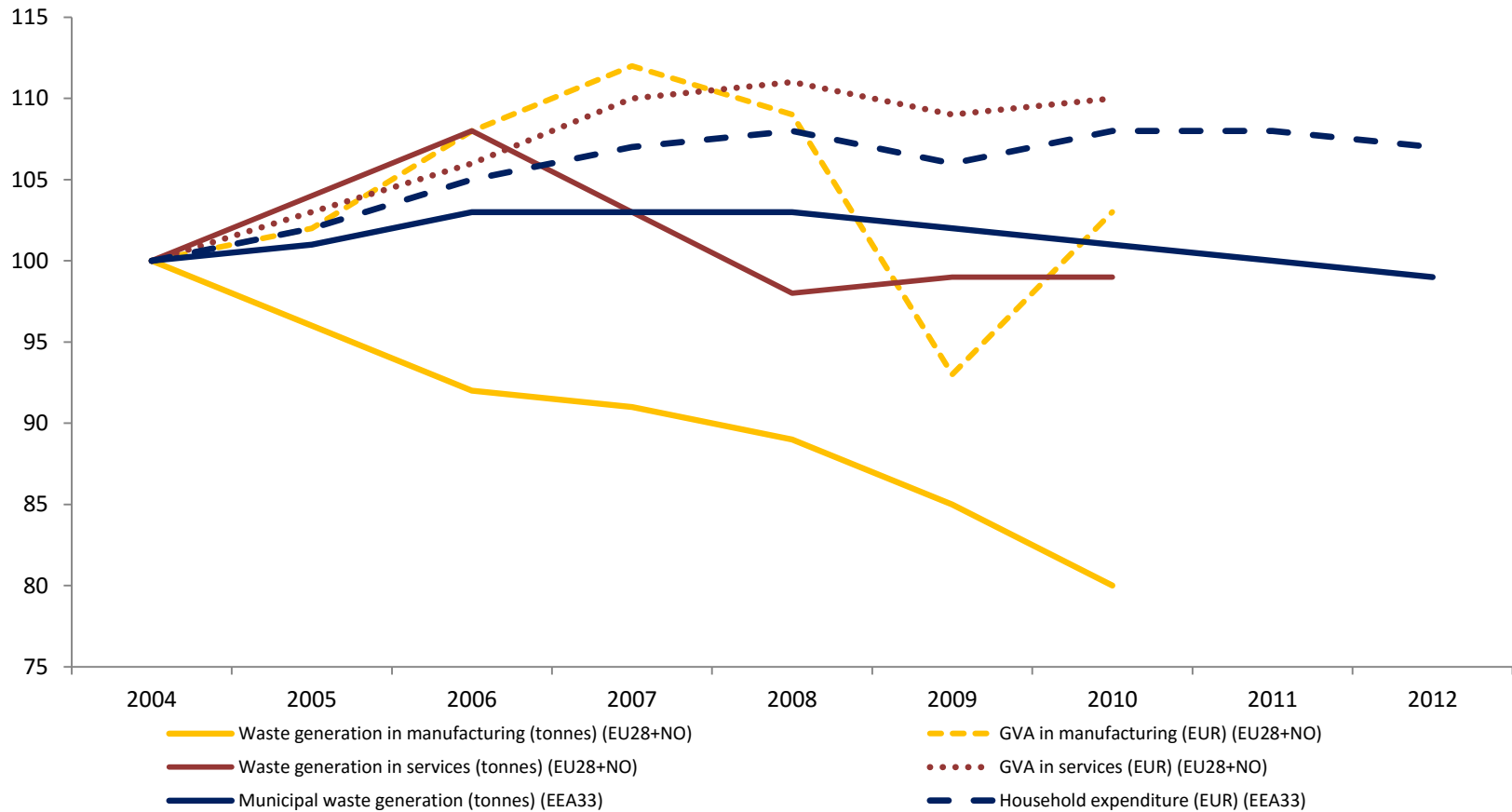
marevueweb.com

A product register with legally required information

(e.g: energy performance, hazardous contents, simple BOM, critical materials extraction, disassembly scheme, repair instructions....)

according to a normalised format

Address the *consumption* side



Source: [CRI in EEA 2015](#)

Changing the demand side

➤ **Use consumer legislation :**

- extend legal warranty
- foster commercial warranty competition (as in automotive)

➤ **Boost Public/Corporate procurement:**

- Make GPP targets more binding and set clear criteria
- Choice editing towards ecolabel products for retailers/EMAS scheme
- Set or acknowledge standards for sustainable sourcing (e.g: a mandatory monitoring system for minerals originating from conflict zones)

➤ **Deliver harmonised trustable environmental information:**

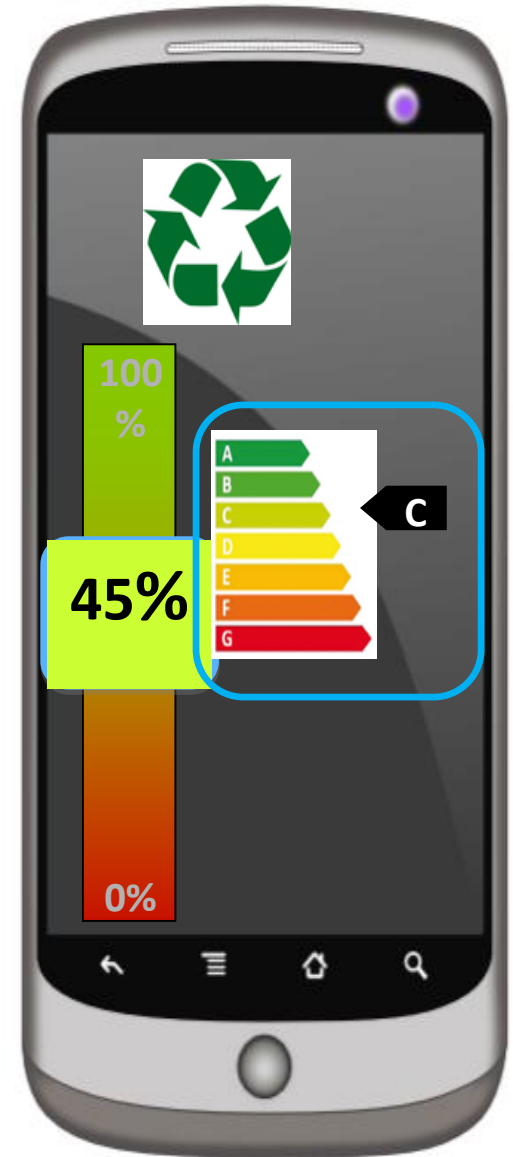
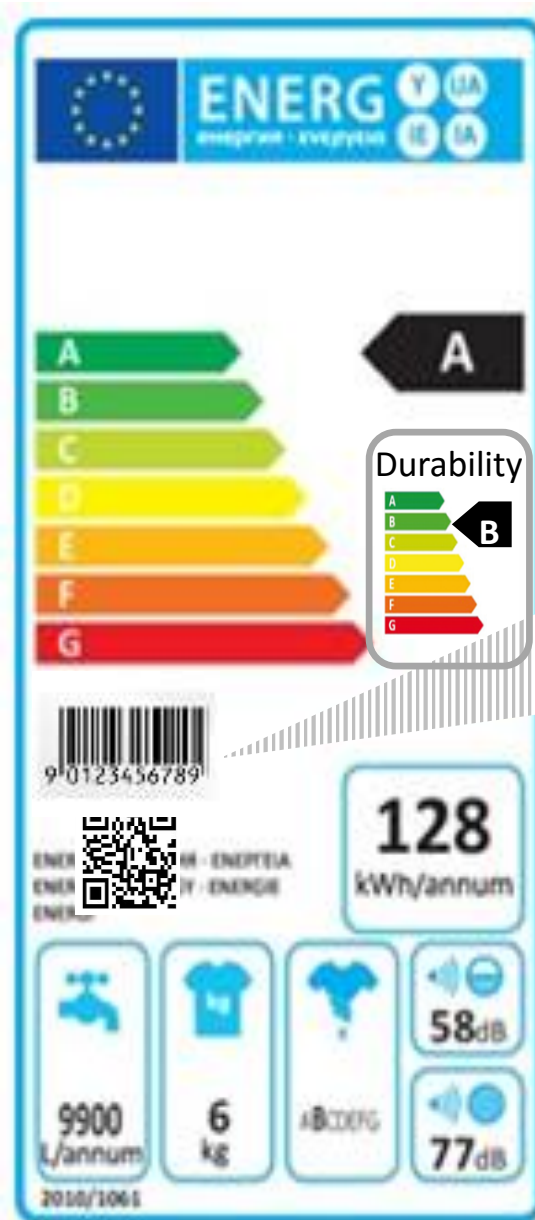
- Translate footprinting analysis into simple workable information tool
- Address proliferation of green claims through Unfair Commercial Practice Directive and a EU wide trustable system

The opportunity of the revision of the Energy label Directive

Exploring possibilities:

➤ Secondary A to G scale for durability/reparability

➤ Zip or QR code to deliver additional (standardised) information



Act also local

Example of Catalunya

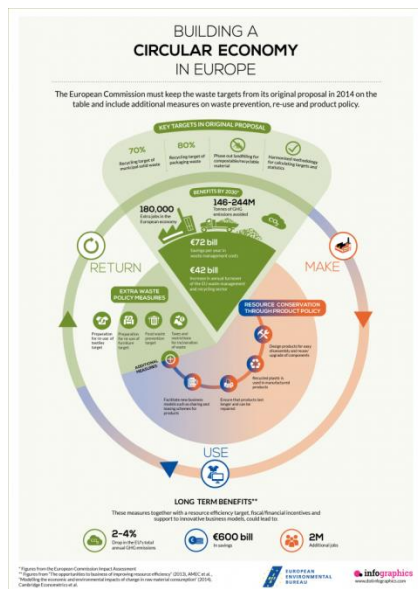


The EEB perspective and initiatives

Recent reports:

- [Advancing Resource Efficiency in Europe](#) (waste focus)
- [Delivering resource efficient products](#) (product focus – ecodesign)

Position papers:



Coalition:

- [With NGO's](#)
- [With progressive industry](#)

Launch of a campaign:





Thanks for your attention



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