

**From:** [REDACTED]  
**To:** [REDACTED] [ENV](#); [REDACTED]  
**Subject:** Mr Vascega (HOC) meeting Amazon  
**Date:** 21 October 2020 15:16:12  
**Attachments:** [image004.png](#)

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Dear colleagues,

Yesterday I've participated in the Meeting between our Head of Cabinet and Amazon representatives. The meeting was held on the initiative of Amazon (and at time of the first request also Mercedes). Copying all colleagues who contributed to the briefing. Please see a short summary below.

Participants

**Amazon:**

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

**Commission:**

Marius Vaščega – Head of Cabinet of Commissioner Sinkevičius

[REDACTED]  
[REDACTED]

[REDACTED] introduced Amazon, especially their European affairs, highlighting that Amazon employs thousands of workers in Europe directly and how Amazon is much more than a tech company as has a huge physical footprint and associated environmental challenges (such as recycling and GHG emissions). Another important aspect is the locations of data centres used for Amazon's web services used by private and public customers (noting that the Commission is one its customers). He also highlighted that about 40% of products are directly from Amazon, while 60% are from other sellers.

[REDACTED] presented "Climate Pledge, Amazon led initiative that **aims for net-zero carbon by 2040**. They want more companies in the initiative, for instance recently they've included Verizon and Mercedes. Within this framework they will measure and publish GHG emissions. Increase the use of renewable energy and use credible offsets for remaining emissions.

[REDACTED] focused on their efforts to procure renewable energy, especially for data centres. **They have recently brought forward their 2025 is the goal for 100% renewable energy** (they moved it from 2030). 490 MWh in Europe now, but nowhere near the goal of 100%. Actively looking for more renewable suppliers.

**Amazon Sustainability Data Initiative** – taking publicly available data about climate and ecosystems and then host them in the cloud. Atmospheric modelling uses and similar. Blue Dot Observatory for river and lake waters is a good example.

Amazon has shared with us, that soon (by the end of October) they **will use a special banner when consumers see a product, which will be a label for sustainable products**. They will use multiple labels (depending on sector for which it is relevant). Products are not chosen by Amazon, they look only at labels with high level of credibility, **no self-declarations by the**

**companies selling the products.** Their plan is to cooperate with the certifiers, for instance B.1. But also German EPA. Not relying on vendors, as that might be a risk.

Amazon reported that sellers across Europe face hurdles to access the market because of extended product rules. Marketplace (Amazon) will take some responsibilities for the sellers, working with FR and IT. The burden for sellers is around 5k euros of registration fees (IT -> DE). No seller can fulfil some reporting requirements, on this they are ready to work with DG ENV.

**They are actively communicating with our B.1 unit for the past 6 months and they've stressed good cooperation with B.1.** Finally they reminded that they've asked the Commissioner for the press release in relation to the launch of Amazon's initiative and they asked if the Commissioner would like to participate in an Amazon event on the 18<sup>th</sup> November, keynote speaker Commissioner Valean, but also several MEPs.

**Marius Vaščega** – highlighted that the COM is focused on the successful implementation of the Green Deal, for instance with the Circular Economy Action Plan which the economic part of the Green Deal, quite well accepted. Reported that the COM is also working in sustainable product policy. Where the approach is similar to energy efficiency, but sustainability has to have more categories. On the quote of the Commissioner, we are discussing internally – how much to associated with a single company. For the event on the 18<sup>th</sup>, open to the possibility, but cannot confirm.

Kind regards,

[Redacted]

[Redacted]

Policy Officer



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