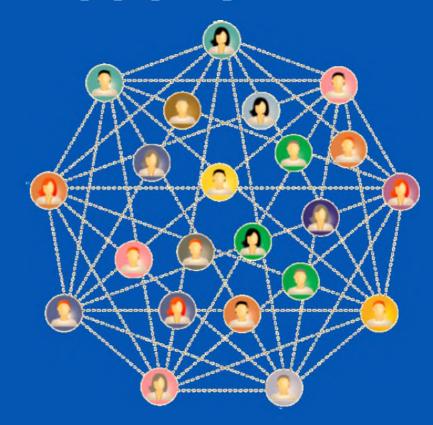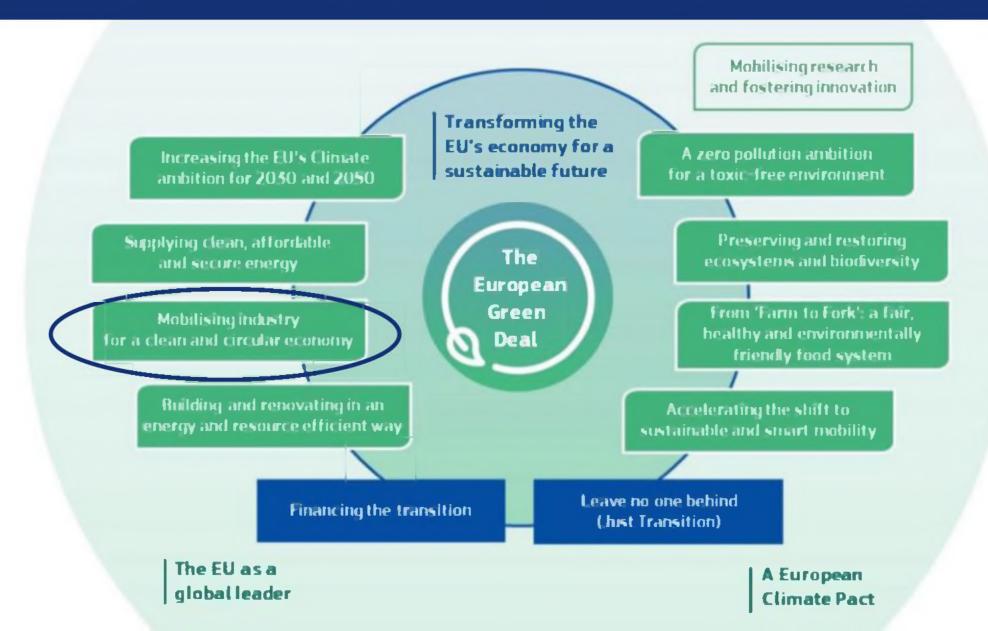# Sustainable Product initiative

Presentation to
the American Chamber
of Commerce

3 December 2020

European Green Deal

Transforming the EU's economy for a sustainable future

The European Green Deal

Mobilising research and fostering innovation

Increasing the EU's Climate ambition for 2030 and 2050

A zero pollution ambition for a toxic-free environment

Supplying clean, affordable and secure energy

Preserving and restoring ecosystems and biodiversity

Mobilising industry for a clean and circular economy

From 'Farm to Fork': a fair, healthy and environmentally friendly food system

Building and renovating in an energy and resource efficient way

Accelerating the shift to sustainable and smart mobility

Financing the transition

Leave no one behind (Just Transition)

The EU as a global leader

A European Climate Pact

European Commission

A New Circular Economy Action Plan
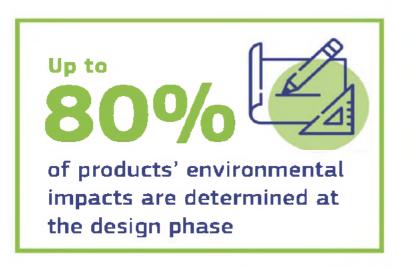
The European Green Deal

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

- A central role will be played by the **legislative proposal for a sustainable product policy initiative**

- A core aspect of SPPI will be to propose **revising the Ecodesign Directive,** extend its scope beyond energy-related products and make it deliver on circularity; other legislative or non-legislative proposals may be considered if needed

- SPPI being prepared in close coordination with other initiatives under CEAP - especially on **Empowering consumers for the green transition**, **Green Claims** and the **Circular Electronics Initiative** – so that coherence can be achieved

European Commission

Why is it needed?

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

- Many products break down too quickly, cannot be easily reused, repaired or recycled, and many are made for single use only.

- There is still no comprehensive set of requirements to ensure that all products become increasingly sustainable and stand the test of circularity.

- There is not sufficient incentives for manufacturers to internalise product-related externalities and act along value chains to make products more sustainable.

European Commission

Objectives of SPPI

- Widening the scope of the **Ecodesign Directive** to the broadest possible range of products
- Establishing **sustainability principles** and setting **product requirements** on:
  - Improving product **durability, reusability, upgradability and reparability**
  - 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**
  - Mandatory labelling a/o provision of information in the form of a **digital product passport**
  - **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

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Key product value chains

Electronics and ICT

Construction & buildings

Batteries & vehicles

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Circular Economy
Action Plan

Textiles

Plastics

Packaging

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Preparatory process and schedule

- Broad cooperation on SPI within Commission

- IIA published; feedback period recently closed (16 Nov): 193 replies received

- Consultation strategy under preparation; Open Public Consultation planned early 2021

- Support study : recently commissioned and due to run until summer 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

Thank you!

A New Circular Economy Action Plan

Directorate General for Environment

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European Commission