



Circular Economy Action Plan

For a cleaner and
more competitive
Europe

Nevena MATEEVA
First Secretary
EU Delegation to Japan



Need for action: the Consumption Problem

There is only one planet Earth, yet by 2050, the world will be consuming as there were three



➤ From 1970 to 2017, the annual global extraction of materials **tripled** and it continues to grow.

Source: The International Resource Panel, [Global Resources Outlook](#), 2019



➤ More than **90%** of biodiversity loss and water stress come from resource extraction and processing.

Source: The International Resource Panel, [Global Resources Outlook](#), 2019



➤ Annual waste generation will increase by **70%** by 2050

Source: [World Bank](#) What a waste 2.0, 2018



➤ Only **12%** of the materials used by EU industry come from recycling.

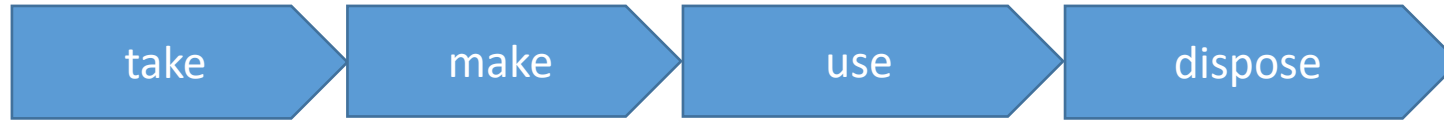
Source: [Eurostat](#), 2016 figures



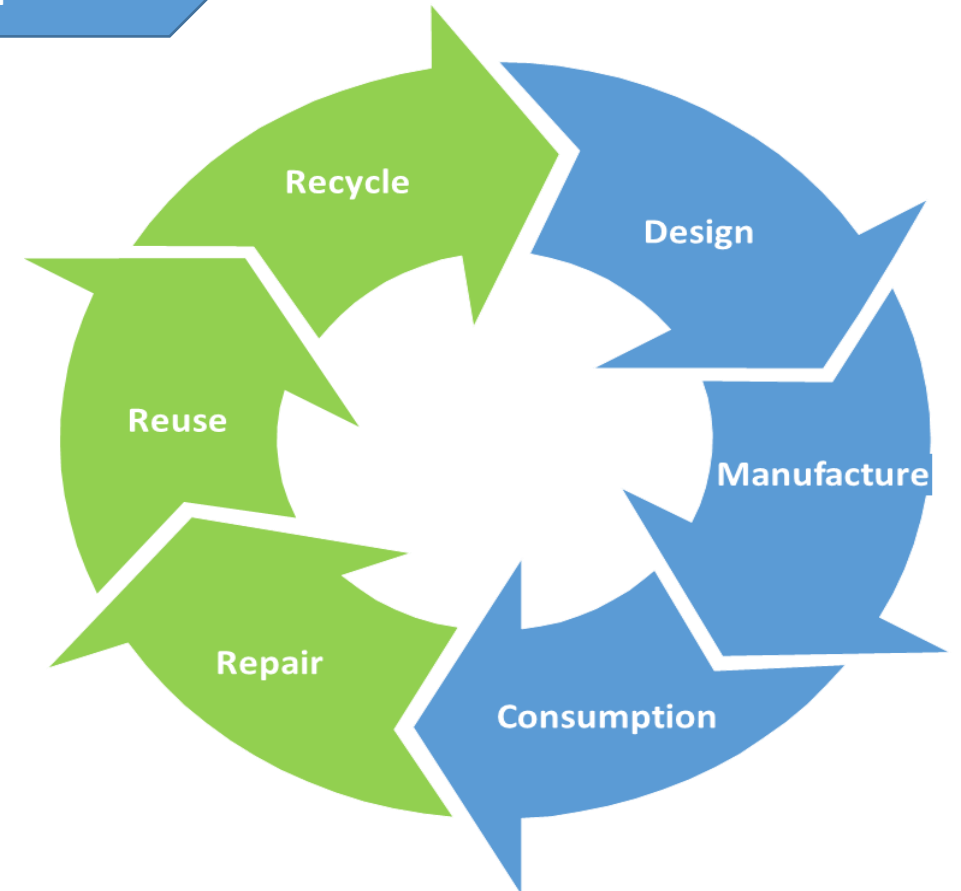
➤ About **50%** of total greenhouse gas emissions come from resource extraction and processing

Source: The International Resource Panel, [Global Resources Outlook](#), 2019

Transitioning from a linear to a circular model



The New Circular Economy Action Plan
A focus on the entire product lifecycle



EU Recovery Plan & Circular Economy

Supporting the transition towards a circular economy. Innovation and investment



Next Generation EU

- A new recovery instrument of € 750 billion boosting the EU budget with new financing raised on the financial markets



Multiannual Financial Framework

- A reinforced long-term budget of the EU for 2021-2027 (€ 1.100 billion)



Member States

- To invest on circular economy in their National Recovery & Resilience Plans,
as well as via Cohesion Funds & REACT-EU, and the Just Transition Fund

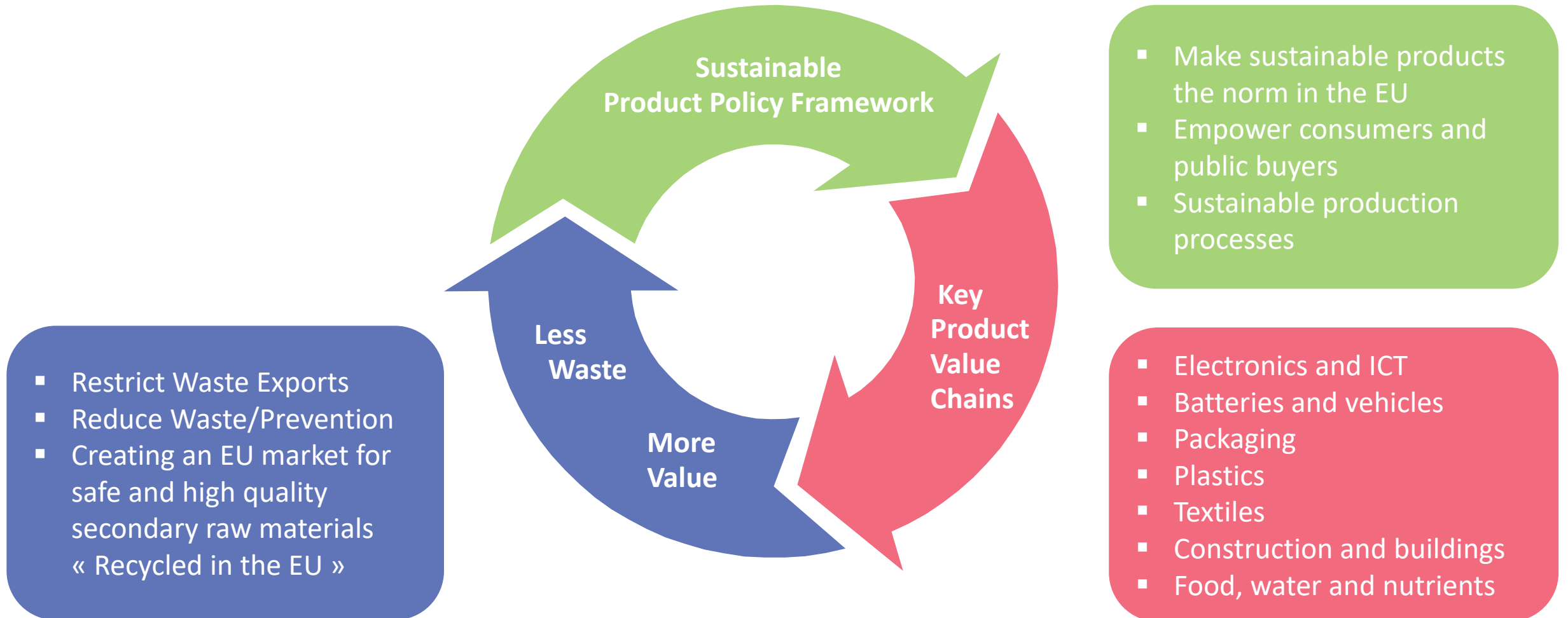


Stakeholders

- To take advantage of the new circular economy funding opportunities within Horizon Europe, LIFE Programme, Investees

Changing the way Europe produces and consumes

Making circularity work for people, regions and cities, and leading global efforts on circular economy



Towards a Sustainable Product Policy Framework

A framework that enables stakeholder groups to act differently

Product Design

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

Circularity in Production Processes

Production processes in Europe are not resource efficient and can pollute our air, water and soil.



Empowering Consumers

Consumers do not repair products, find too many labels and some green claims are misleading.

Designing Sustainable Products

Sustainable Products Initiative: product principles and requirements

Up to
80%



of products' environmental impacts are determined at the design phase

- Improve **durability, reusability, upgradability and reparability**
- Eliminate **hazardous chemicals** and increase **recycled content**
- Restrict **single-use** and counter **premature obsolescence**
- Incentivise **product-as-a-service**
- Digitalise, including a **digital product passport** (traceability)

Empowering Consumers and Public Buyers

Proposals



- Revision of **consumer law**: consumers to receive trustworthy and relevant information on products at the point of sale
- **Right to repair**



- Companies to substantiate their **green claims** using Product and Organisation Environmental Footprint method



- **Minimum mandatory green public procurement** criteria and targets

Public authorities' purchasing power represents

14%
of EU GDP



Key Product Value Chains



Food, water & nutrients



Electronics and ICT



Batteries & vehicles



Construction & buildings



Textiles



Plastics



Packaging

Less Waste, More Value



Preventing waste from being created in the first place is key

Boosting Waste Prevention

- Explore reduction targets

Circularity in a toxic-free environment

- Chemical Strategy for Sustainability

Once waste has been created, it needs to be transformed into high-quality resources

EU market for Secondary Raw Materials

- Remove barriers to the uptake of recycled materials

Reducing Waste exports

- Revise the EU Shipment Regulation
- Increase the EU high quality recycling capacity

Circular Economy Package of 30 March 2022

Sustainable Products Initiative:

- Proposal for a **new Regulation on Ecodesign for Sustainable Products (ESPR)**
- **Ecodesign and Energy Labelling Working Plan 2022-2024**
- **EU Strategy for Sustainable and Circular Textiles**
- Proposal for a revision of **the Construction Products Regulation**
- Proposal to **Empower Consumers in the Green Transition**

Proposal for a Regulation on Ecodesign for Sustainable Products

- Part of the **Circular Economy Package of March 2022**
- **Broadening the Ecodesign Framework**
- Regularly updated **multiannual working plans** setting out priorities
- **Framework legislation + Product-specific measures** based on dedicated impact assessments

New features:

- **Broader scope:**
Making sustainable products the norm
- **Ecodesign requirements:**
 - Circularity, life-cycle environmental sustainability & energy efficiency
 - Performance & information requirements
- Incentives for **Best Performing Products**

Examples of product aspects & parameters:

- Durability ► **Guaranteed lifetime**
- Reusability
- Upgradability
- Reparability ► **Availability of spare parts**
- Recycled Content
- Energy Use & Efficiency ► **Consumption of energy**
- Resource Use & Efficiency ► **Consumption of water & other resources**
- Presence of Substances of Concern
- Possibility of remanufacturing & recycling, waste generation
- Environmental impacts ► **Carbon & environmental footprint, emissions, microplastics release**

Circular Economy – What's next?

- Commission Communication on a policy framework **for biobased, biodegradable and compostable plastics**
- Revision of **Packaging and Packaging Waste Directive** to reinforce the essential requirements for packaging to be placed on the EU market
- Review of the **Waste Framework Directive** and repealing certain Directives

Moving towards a Global Circular Economy

An agenda to promote circular economy at bilateral, regional and multilateral level, including through development & international cooperation programmes



EU-Japan Green Alliance
27 May 2021

- Global Agreement on Plastics

- Global Alliance on Circular Economy and Resource Efficiency (GACERE)

- Free Trade Agreements

- Outreach activities – Circular Economy Missions

Thank you



© European Union 2020

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Slide xx: [element concerned](#), source: e.g. [Fotolia.com](#); Slide xx: [element concerned](#), source: e.g. [iStock.com](#)