



# Circular Economy Action Plan

For a cleaner and  
more competitive  
Europe

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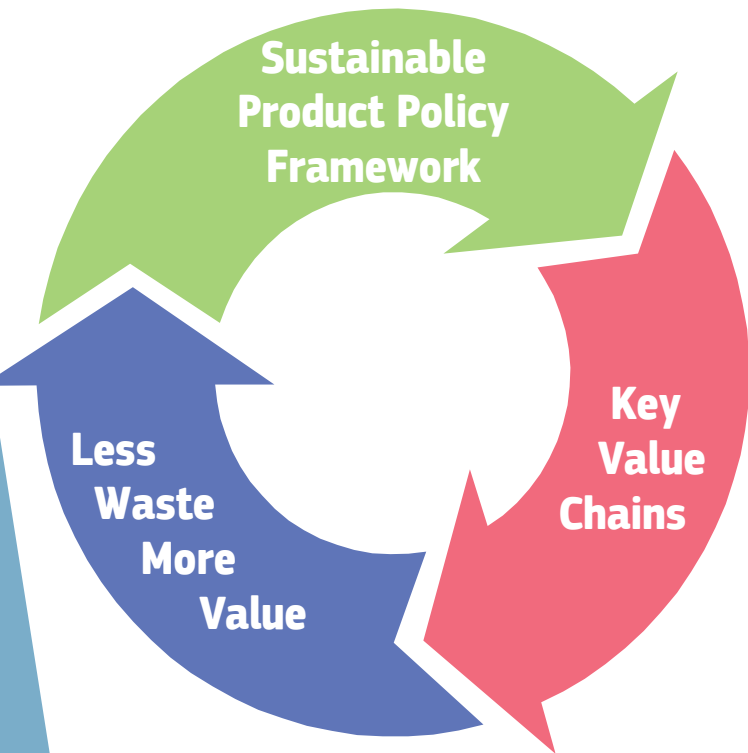
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**DG Environment**

**European Commission**



# Changing the way Europe consumes and produces



35 actions

Make sustainable products the norm in the EU  
Empower consumers and public buyers  
Sustainable production processes

Electronics and ICT  
Batteries and vehicles  
Packaging  
Plastics  
Textiles  
Construction and buildings  
Food, water and nutrients

Reduce Waste  
Reduce Waste Exports  
Boost market for high quality and safe secondary raw materials

Making circular economy work for people, regions and cities

Circular economy as a requisite for climate neutrality

Getting the Economics Right

Financial Markets

Investments and R&I

Global Level Playing Field

Monitoring

# *What to expect next: highlights*



- Start roll-out of the **Sustainable Product Policy Framework**:
  - Sustainable Products Initiative
  - Legislative proposal on substantiating **green claims** & Legislative proposal **empowering consumers** in the green transition
- Apply the framework to **Textiles**

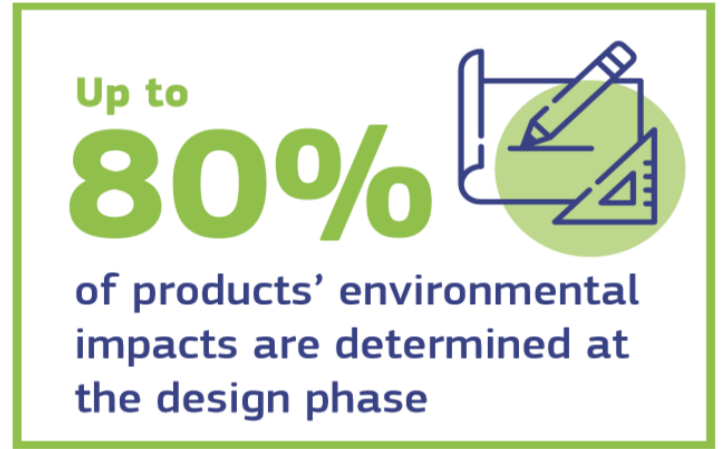


# Designing sustainable products

## Sustainable Products Initiative

### How?

- Legislative initiative to ensure products placed on the EU market become increasingly more sustainable
- Widen the Ecodesign Directive beyond energy-related products
- Establish a set of sustainability principles (*via Ecodesign Directive or other instrument*)



« *Sustainable products should be the norm,  
not the exception* »



# Designing sustainable products

## Sustainable Products Initiative

### What?

- Improve **durability, reusability, upgradability and reparability**
- Address presence of **hazardous chemicals** and **increasing recycled content**
- Restrict **single-use** and counter **premature obsolescence**
- Incentivise **product-as-a-service**
- **Digitalisation**, including digital product passport



*Implementation in key product value chains is priority: these include electronics, ICT, textiles, furniture and intermediate products such as steel, cement, chemicals*



European  
Commission

# Empowering consumers and public buyers

- ▶ Revision of the **consumer law**: consumers to receive trustworthy and relevant information on products at the point of sale
- ▶ Establishing a new “**Right to repair**”
- ▶ Legislative proposal to ensure companies substantiate their **green claims** using Product and Organisation Environmental Footprint methods
- ▶ Include more systematically durability, recyclability and recycled content in EU Ecolabel criteria



- Proposal for **mandatory Green Public Procurement (GPP)** criteria and targets in sectoral legislation
- Phasing-in **mandatory reporting on GPP**

# Circularity in production processes

- ▶ Options for further promoting circularity in industrial processes in the context of the review of the **Industrial Emissions Directive**
- ▶ **Industrial symbiosis**: reporting and certification system
- ▶ **EU Environmental Technology Verification** scheme as a new EU certification mark
- ▶ New **SME Strategy** (circular industrial collaboration among SMEs)

*In synergy with:*







## The **zero pollution vision** for 2050

“Air, water and soil pollution is reduced to **levels no longer considered harmful to health and natural ecosystems** and that **respect the boundaries our planet can cope with**, thus creating a toxic-free environment.”

# Timetable (key actions)

## First Zero Pollution Monitoring and Outlook (2022)

- Revision of **Air Quality Directive**
- Revision of the **Urban Wastewater Treatment Directive**
- Revision of **water pollutants list** (Environmental Quality Standards and Groundwater Directives)
- Revision of the **Mercury Regulation**
- Implementation Report of **Environmental Noise Directive**
- Establish EU priority watch list for **soil**

## Second Zero Pollution Monitoring and Outlook (2024)

- Recommendations on implementation of **polluter pays principle**

2021

2022

2023

2024

## Launch of the Zero Pollution Stakeholder Platform (2021)

- New emission limit values for motor vehicles (**EURO7**)
- Revision of the **Industrial Emissions Directive** and EU Pollutant Release and Transfer Register (or early 2022)
- Revision of the **Environmental Crime Directive**
- Launch global initiatives, e.g. on **lead batteries recycling**

## EEA's European Environment & Health Atlas (2023)

- Review of **Marine Strategy Framework Directive**
- Review of **Bathing Water Directive**
- Fitness Check of **Environment Liability Directive**
- Assess pathways and policy options for **indoor air quality**
- Dedicated nutrient (ammonia) actions contributing to the **Integrated Nutrient Management Action Plan**
- Zero pollution contribution to **European Green Deal Dataspace**



# Examples of technologies verified by ETV

ETV complements on-going actions towards a more circular economy and a less polluted environment by contributing to improve the **sustainability of production processes**

**Example: Hybrid solar panels** that are more efficient than standard photovoltaic panels

## **COGEN'AIR**

- Hybrid solar panel produces electricity from the photovoltaic cells and collects the heat created in the process
- The heat is extracted and used for heating and drying
- It prevents the cells from overheating and thus improves the efficiency of the panel

## **LI-MITHRA**

- Hybrid solar panel minimizes photovoltaic panel deficiencies
- Combines electricity and thermal power to achieve a higher efficiency, especially in recovering energy during energy conversion.

→ Renewable, zero-pollution, cost-efficient energy source for domestic use

# Learn more & Keep in touch



[Circular economy action plan \(europa.eu\)](https://european-council.europa.eu/media/eu-press/2020/07/12/122020071201_en.pdf)



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# Thank you



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