



“Towards Effective Implementation of Mission LiFE: From Consumer Duties to Consumer Rights”

EU policy measures around Circular Economy, Eco-design, Ecolabelling etc.

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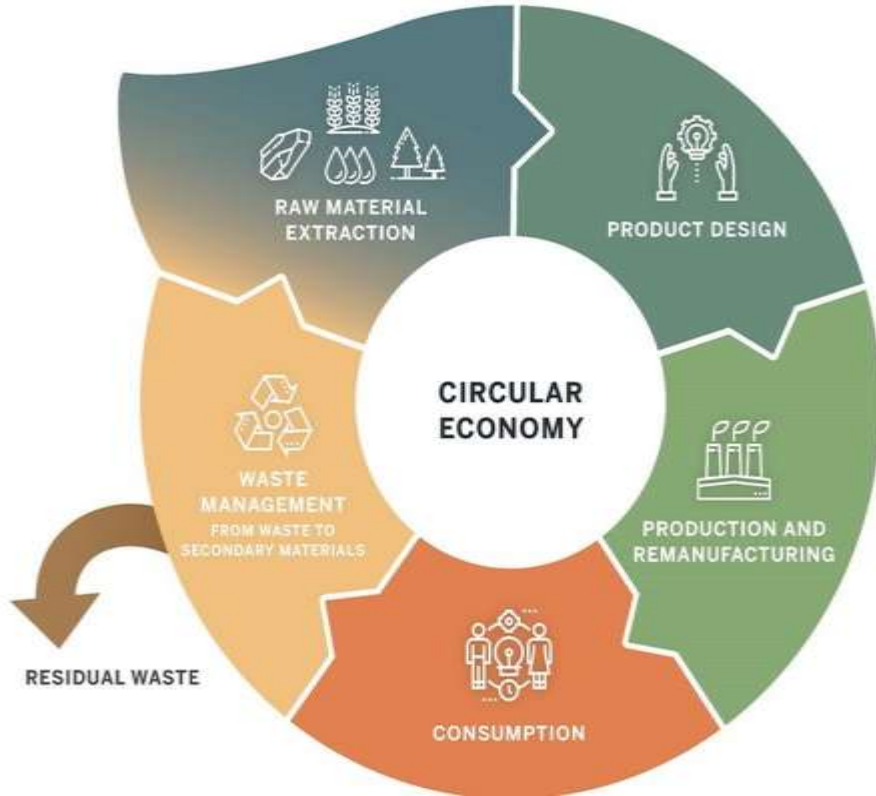
Slide 1

A European Green Deal

- In December 2019, European Commission unveiled its [European Green Deal \(EGD\)](#), an ambitious plan to transform the EU's economy into a fair, sustainable, and prosperous one.
- EGD provides an [action plan](#), to boost efficient use of resources by moving to a clean, circular economy and to restore biodiversity and cut pollution.
 - It outlines investments needed and financing tools available and explains how to ensure a just and inclusive transition.
 - It covers all sectors of the economy, notably transport, energy, agriculture, buildings, and industries such as steel, cement, ICT, textiles and chemicals.
- It sets important policy goals to further advance the sustainable transition of the packaging value chain, which include:
 - Ensuring that all packaging in the EU market is reusable or recyclable in an economically viable manner by 2030.
 - Defining measures to reduce packaging waste.
 - Promoting a robust Single Market for secondary raw material to increase recycling.
- Commission has estimated that achieving 2030 climate and energy targets will require EUR 260 billion of additional annual investment, about 1.5% of 2018 GDP.



Circular economy action plan



- European Commission released its new [Circular Economy Action Plan](#) (CEAP) in support of European Green Deal on 11 March 2020.
 - one of main building blocks of [European Green Deal](#), Europe's new agenda for sustainable growth.
- 35 actions along the entire life cycle of products, to:
 - make **sustainable products** the norm in the EU
 - **empower** consumers and public buyers
 - **focus also on key product value chains:** electronics and ICT, batteries and vehicles, **packaging, plastics**, textiles, construction and buildings, food, water and nutrients
 - ensure **less waste**
 - make circularity work for **people, regions** and **cities**
 - **lead global efforts** on circular economy

Green Claims Directive proposal

Key objectives:

- 1. Increase the level of environmental protection** and contribute to accelerating the green transition towards a circular, clean and climate neutral economy in the EU;
 - 2. Protect consumers and companies** from greenwashing and enable consumers to contribute to accelerating the green transition by making informed purchasing decisions based on credible environmental claims and labels;
 - 3. Improve the legal certainty as regards environmental claims** and the functioning of the internal market, boost the competitiveness of economic operators that make efforts to increase the environmental sustainability of their products and activities, and create cost saving opportunities for such operators that are trading across borders.
- The proposed [Green Claims Directive](#) - together with the [proposal on common rules promoting the repair of goods](#) - make up the third package of circular policies that deliver on the Commission's commitments in the Circular Economy Action Plan.
 - The first package included the [proposal for Eco-design for Sustainable Products Regulation](#), the [EU Strategy for Sustainable and Circular Textiles](#), and the [proposal for a Directive on Empowering consumers for the green transition](#).
 - The second package included the proposals for the [Packaging and Packaging Waste Regulation](#), the [communication on biodegradable, biobased and compostable plastics](#) and the proposed [EU Certification for Carbon Removals Regulation](#).

EC Proposal: Empowering Consumers for the Green Transition

- Published by Commission on 30 March 2022 as part of its Circular Economy Action Plan.
- It is an important aspect of the European Union's effort to promote sustainable consumption by ensuring that consumers are empowered and well-informed when it comes to making sustainable choices.
- EC proposed amending two key pieces of EU legislation - the Unfair Commercial Practices Directive and the Consumer Rights Directive.
- Proposal focuses on how businesses communicate about their product's durability, repairability, or environmental impact.

[More information >>](#)



EU Ecolabel...

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- [Regulation \(EC\) No 66/2010 on the EU Ecolabel](#)
- Consumers are increasingly willing to take part in the green transition, supporting wider sustainability efforts in Europe and beyond through their choices.
 - With over 230 different environmental labels on the market, consumers find it difficult to distinguish the ones to trust.
- [Launched in 1992, EU Ecolabel](#) is the official European Union voluntary label for environmental excellence guiding consumers to products with a guaranteed low environmental impact verified by independent experts.
- [EU Ecolabel](#) is a reliable tool to help [consumers](#) choose the most environmentally friendly goods and services from the thousands on offer, both on- and off-line.
- EU-wide ISO 14024 Type I ecolabelling scheme
- **Why EU Ecolabel:**
 - It showcases true 'green' products, empowering sustainable choices
 - It benefits the environment while encouraging responsible business
 - It allows market actors to contribute to the political objectives of a climate neutral, clean, circular economy, and a toxic-free environment
 - It guarantees that products are durable and easy to repair/recycle
 - It minimizes the use of harmful chemicals, as well as emissions into air and water
 - It helps in reducing energy consumption and CO2 emissions

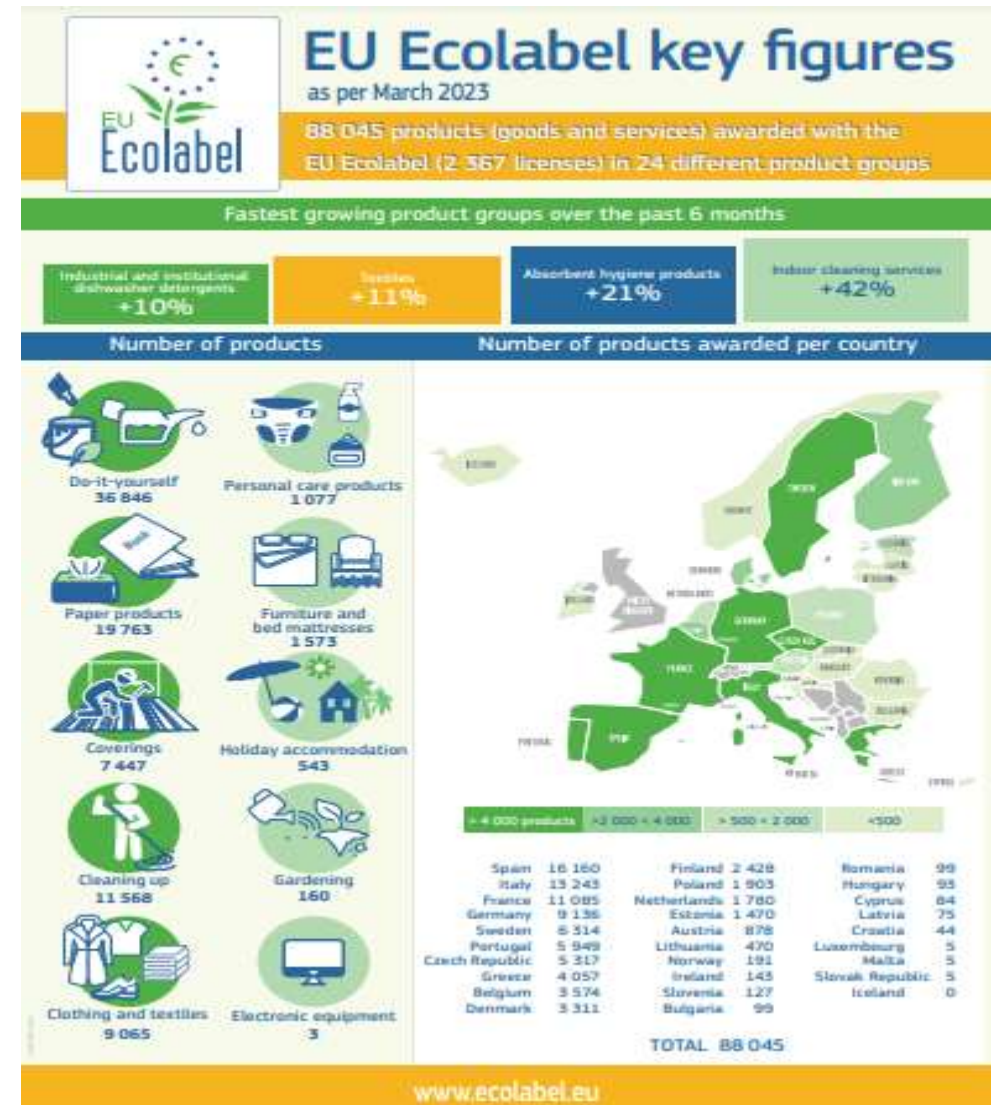


EU Ecolabel...

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As of March 2023, 88,045 products (goods & services) awarded with the EU Ecolabel (2367 licenses) in 24 different product group.

- These products and services range from cleaning products, printed products, personal care products, electronic equipment and textiles to lubricants, floor coverings, paints and varnishes.
- EU Ecolabel can also be granted to services like tourist accommodation and camping sites.



Ecodesign and Energy Labelling

Framework Directive

**Ecodesign
Directive
2009/125/EC**

**Energy Labelling
Regulation (EU)
2017/1369**



→ Give the EC the power to set concrete and compulsory energy efficiency requirements on energy-related products on the EU market, to decide on energy efficiency 'ranking' of products

Specific Regulations (per product group)

- Requirements (thresholds, limits, minimum energy efficiency, maximum energy consumption, etc) are set in Regulations
- ~30 product groups
- Ranking based on energy efficiency

EC standardisation requests to CEN CENELEC

to develop
Harmonized European Standards (hEN) on *ad hoc* measurement methods for each regulated product group.

Products covered by **energy labelling** and **ecodesign** requirements: dishwashers, washing machines, tumble driers, refrigerators, lamps, televisions, air conditioners, domestic cooking, appliances, heaters, water heaters, residential ventilation units, professional refrigeration, local space heaters and solid fuel boilers

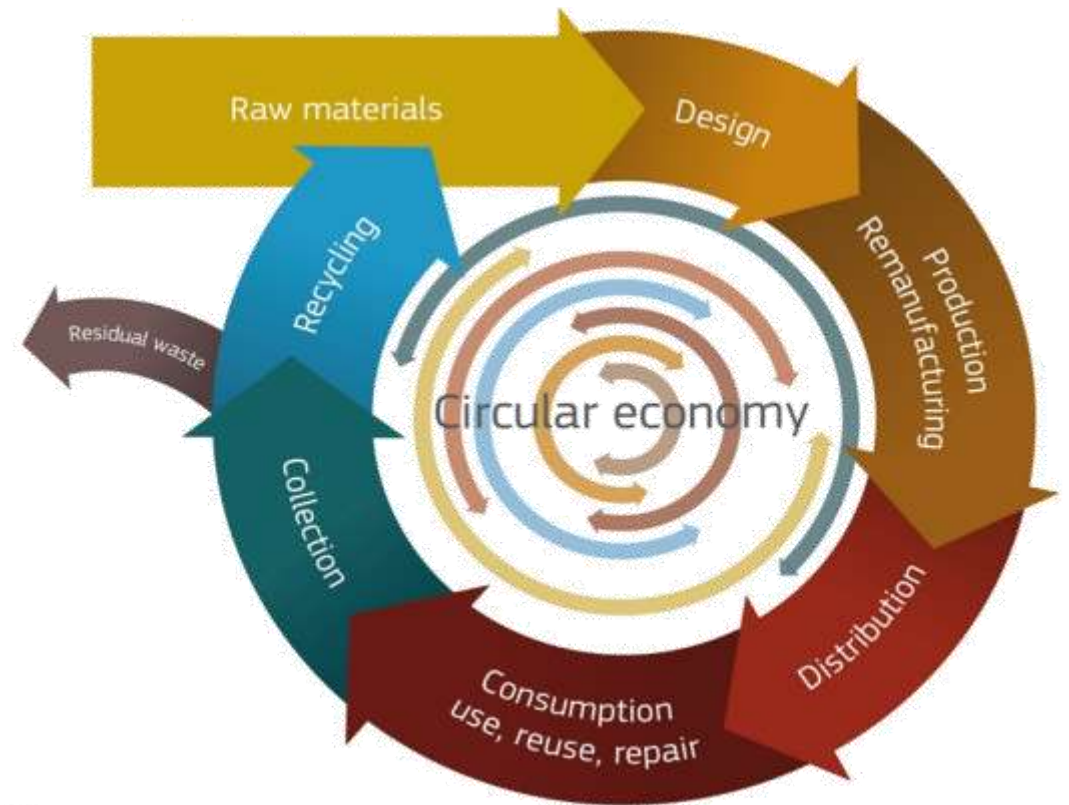
Products covered by **efficiency** requirements (and **not by labelling**): simple set-top boxes, external power supplies, electric motors and variable speed drives, circulators, industrial fans, water pumps, computers & servers, power transformers and air heating products



The Circular Economy challenge

EN Standards: Tools to support the transition to a Circular Economy in

- supporting EU legislation and climate targets
- promoting best practices
- optimizing installations and systems
- helping improving energy efficiency



Circular economy

Better product
design



Under Ecodesign Directive (2009/125/EC), requirements focusing on reducing energy consumption and

- Many **standards developed**
 - provide manufacturers with dedicated methods enabling them to measure the **performance/energy efficiency** of their products against the requirements imposed by the Regulations
- Legislation requesting standards to support **ecodesign** requirements on **material efficiency aspects** for energy-related products (**ErP**)
- **Deliverables** be **general** and cover the following material efficiency aspects:
 - Extending product lifetime;
 - Ability to re-use components or recycle materials from products at end-of-life;
 - Use of re-used components and/or recycled materials in products

Circular economy

Better product design



Material efficiency



- *M/543 'Ecodesign requirements on material efficiency aspects for energy-related products'*



- CEN-CENELEC/JTC 10: '**ErP - Material Efficiency Aspects for Ecodesign**'
 - **8 standards** (EN 4552 → EN 4559) + a report (CLC/TR 4550:2020) → generic principles to take into account when addressing material efficiency of products
 - Extending product lifetime → **LONGER**
 - Ability to re-use components or recycle materials at end-of-life → **LESS**
 - Use of re-used components and/or recycled materials → **SMART**



Circular economy

Better product design

Efficient production
process



Product design and material efficiency

- Preserve critical raw materials (CRM: from EU list)
- Use of re-used components and/or recycled materials in products
- Extend product lifetimes
- Ability to re-use components or recycle materials from products at the end-of-life



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Enabling Europe-India Cooperation on Standards

Circular economy

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Collection

Recycling



Material recovery (waste and secondary raw materials)



- **Waste characterization** (CEN/TC 292)
→ procedures to determine the characteristics of waste and waste behaviour
- **Electronic waste** (CLC/TC 111X)
→ waste electrical and electronic equipment (WEEE)
→ details on collection, transport and treatment of WEEE of specific products
- **Packaging** (CEN/TC 261)
→ biodegradability packaging material
- CEN Guide 16 'Guide for addressing **chemicals in standards** for consumer-relevant products'



Ecodesign for Sustainable Products Regulation [ESPR]

“Make sustainable products the norm”

The Sustainable Product Initiative (**SPI**) will **revise** the **Ecodesign Directive** and propose additional legislative measures as appropriate (like the “**Digital Product Passport**”)

Consumers, the **environment** and the **climate** will benefit from products that are more: durable, reusable, repairable, recyclable, and energy-efficient

In March 2022:

- Proposal for a **new Ecodesign for Sustainable Products Regulation**, building on the 'Ecodesign approach' to set product-level requirements
- Proposal for a new strategy to make **textiles** more durable, repairable, reusable and recyclable
- Proposal for the revision of the **Construction Product Regulation**

ESPR scope is extended to cover also non-energy related products like textiles and construction products and more.

How standards support ESPR

- **Active support** from ESO's **to EC** in the preparation of **Standardization Requests**
 - Identification of **areas** where standardization priorities should be set to foster EC in reaching its ambitious goals in time (mature solutions, quick wins, ...)
 - Identification of gaps and eventual need for R&D / Pre-Normative Research (PNR)
- **Integration** of the concept of **circularity in** existing and **future standards**
- **Transpose** experience gained in **ErP** sectors **to non-ErP** sectors
- **Bridge** between **EU** and **non-EU** actors of the standardization
- **CEN CENELEC: ~25 technical committees and +190 standards published** in the framework of **Eco-design/Ecolabeling (covering products such as: vacuum cleaners, external power supplies, power transformers, washing machines, etc.)**. ESPR will increase the activity level and the number of deliverables. **CEN CENELEC stands ready to deliver !**

CEN and CENELEC figures

- **~25 technical committees** actively involved
- **190+ standards** published in the framework of **Eco-design/Ecolabeling**
- **products covered by CEN CENELEC:** Vacuum cleaners – External power supplies – Simple set top boxes – Refrigerating appliances – Circulators – Electric motors – Variable speed drives – Televisions – Dishwashers – Washing machines – Lamps – Air conditioners – Power transformers – Electrical lamps – Professional refrigeration – Fans – Water heaters – Space heaters – Ventilation units – Networked standby – Computers and computer servers – Non-household washing machines, dryers and dishwashers – Local space heaters – Solid fuel boilers – Welding equipment – Refrigerated commercial display cabinets – Air heating, cooling and high temperature process chillers – Tumble dryers – etc.

CEN-CENELEC Guides

- **CEN Guide 4** - Guide for addressing environmental issues in product standards
 - **Environmental Checklist** - The reference tool for standards writers to include environmental aspects in their standards.
- **CEN Guide 15** - Guidance document for the development of service standards
 - **Service Environmental Checklist**
- **CEN Guide 16** - Guide for addressing **chemicals** in standards for **consumer-relevant products**
- **CEN-CENELEC Guide 32** - Guide for addressing climate change adaptation in standards
- **CEN-CENELEC Guide 33** - Guide for addressing environmental issues in testing standards
 - **Checklist for Testing standards**
- Under revision: **Guide to EU environmental policy and directives**

CEN-CENELEC TCs

- CLC/TC 111X – Environment
- CEN/SS S26: Environmental management
- CEN/CLC/JTC 10: Material efficiency aspects for products in scope of Ecodesign legislation
- CENELEC TC 21X 'Secondary Cells and Batteries'
- CEN TC/249:'Plastics'
- CEN/TC 350 - Sustainability of construction works
- CEN/CLC/TC 14 - Energy management, energy audits, energy savings
- CEN/TC 320 - Transport - Logistics and services

Many more.....

Thank you!

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