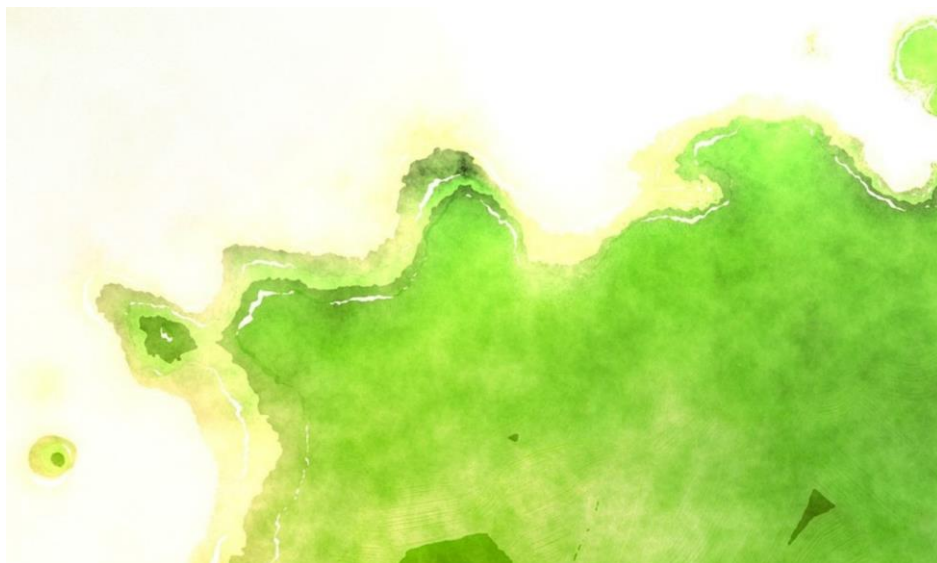


HIGH-LEVEL CONFERENCE ON **CIRCULAR ECONOMY**

26 | OCT | 2021

ONLINE EVENT



The new
Circular Economy Action Plan

William NEALE
Adviser on Circular Economy
European Commission, DG Environment



The European Green Deal

GREEN
The action AI-NURECC PLUS has received funding from the European Union

2nd CEAP (2020)



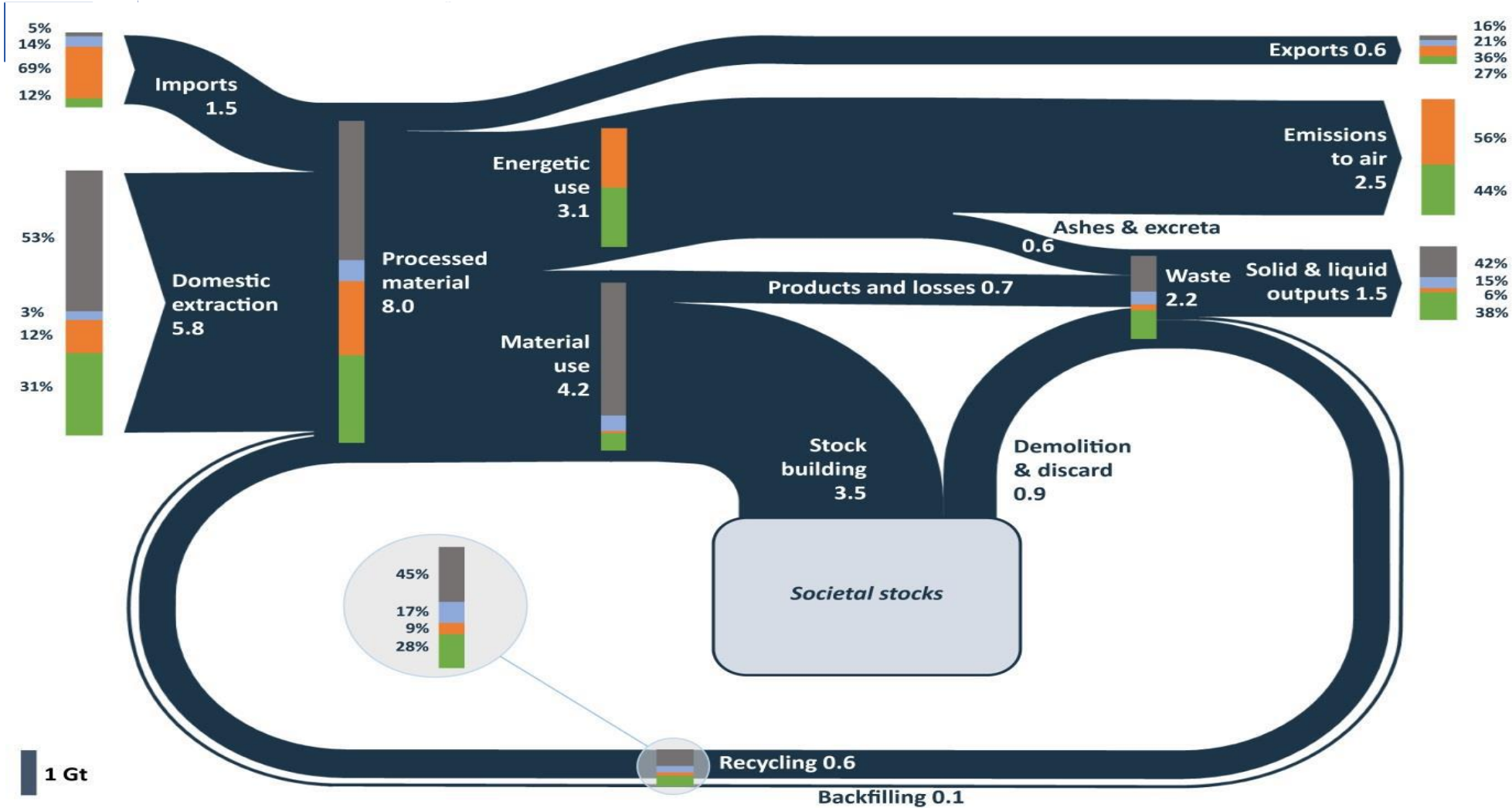
35 actions

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

Material Flows in EU



Material flows true to scale in Gt/year (billion tons/year) in 2014

■ Non-metallic minerals ■ Metal ores ■ Fossil energy materials/carriers ■ Biomass

Note: Numbers may not sum up to total due to rounding.

THE ACTION AI-NURECC PLUS HAS RECEIVED FUNDING FROM THE EUROPEAN UNION




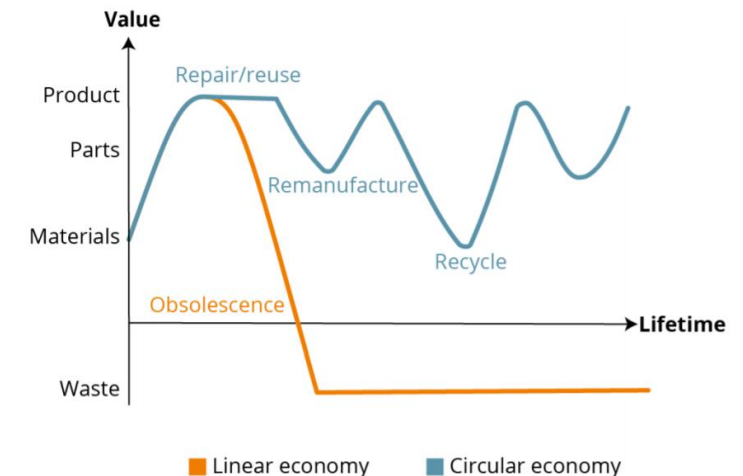
Sustainable Products Initiative

‘Sustainable products should be the norm, not the exception’

- Using Single Market Rules to drive design for sustainability
- Ecodesign Directive to go beyond energy-related products...
- Application of wider sustainability principles to:
 - Improve durability, reusability, upgradability and reparability
 - Reduce environmental & carbon footprints
 - Address hazardous chemicals
 - Increase recycled content
 - Challenge single-use and premature obsolescence
 - Facilitate products-as-a-service

Up to
80%

of products' environmental impacts are determined at the design phase

Empowering Consumers and Public Buyers

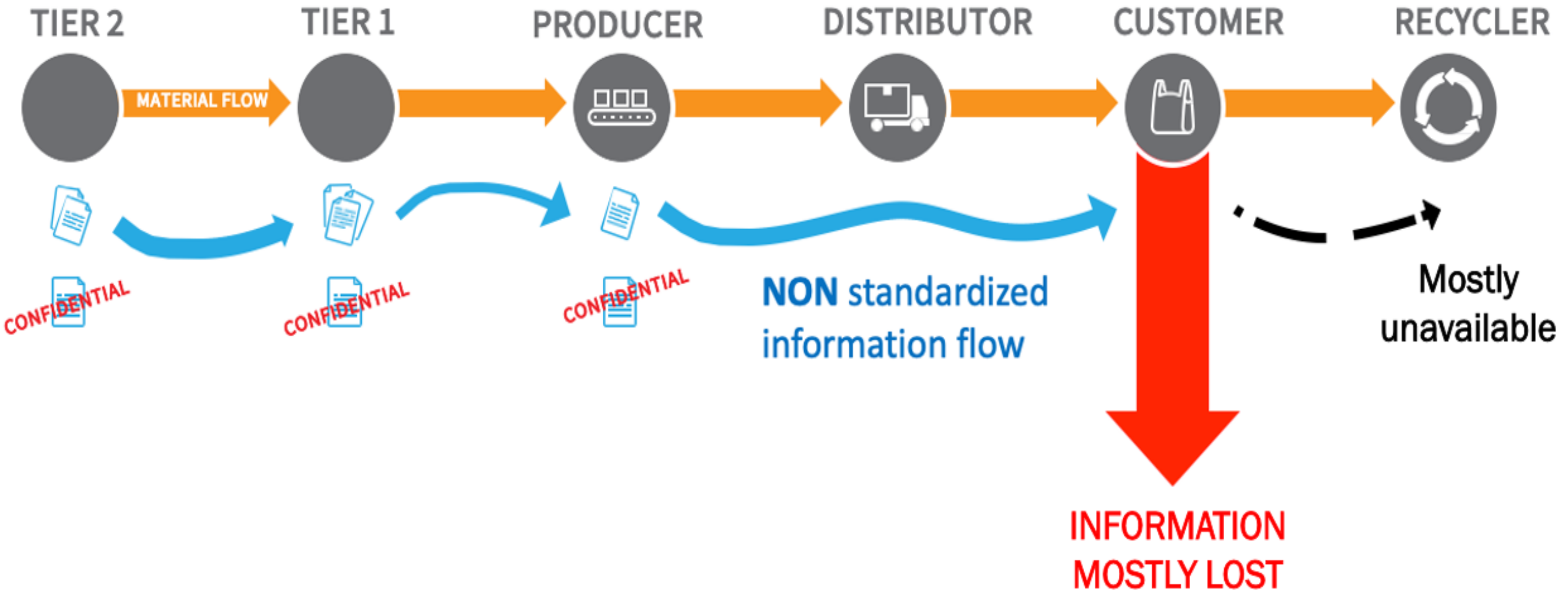
- Revision of the **consumer law**: consumers to receive trustworthy and relevant information on products at the point of sale
- Establishing a new “**Right to repair**”
- Legislative proposal on **green claims** - companies to substantiate them using Product & Organisation Environmental Footprint methods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



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

EU Digital Product Passport

Information flow in a linear economy





Food, water & nutrients



Construction & buildings



Textiles



Plastics

Key Value Chains



Electronics and ICT



Batteries & vehicles



Packaging



❖ Countries and the EU:



Canada



Morocco



Chile



New Zealand



Colombia



Nigeria



European Union



Norway



India



Peru



Japan



Rwanda



Kenya



South Africa

❖ International organisations:



❖ Strategic partners:



Stakeholder engagement

#CEstakeholderEU

European Circular Economy Stakeholder Platform

A joint initiative by the European Commission and the European Economic and Social Committee

- **Advancing the circular economy concept on the ground**
- **Strengthening cooperation among stakeholders' networks**

*representatives of networks of businesses, civil society and
local, regional and national public authorities*



**Submit your own good practices, knowledge,
strategies and voluntary commitments!**

Link to website: <http://circulareconomy.europa.eu/platform/>

This initiative has received funding from the European Union



Thank you



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