



European
Commission

Circular Economy

Closing the loop –
An EU Action Plan for the
Circular Economy

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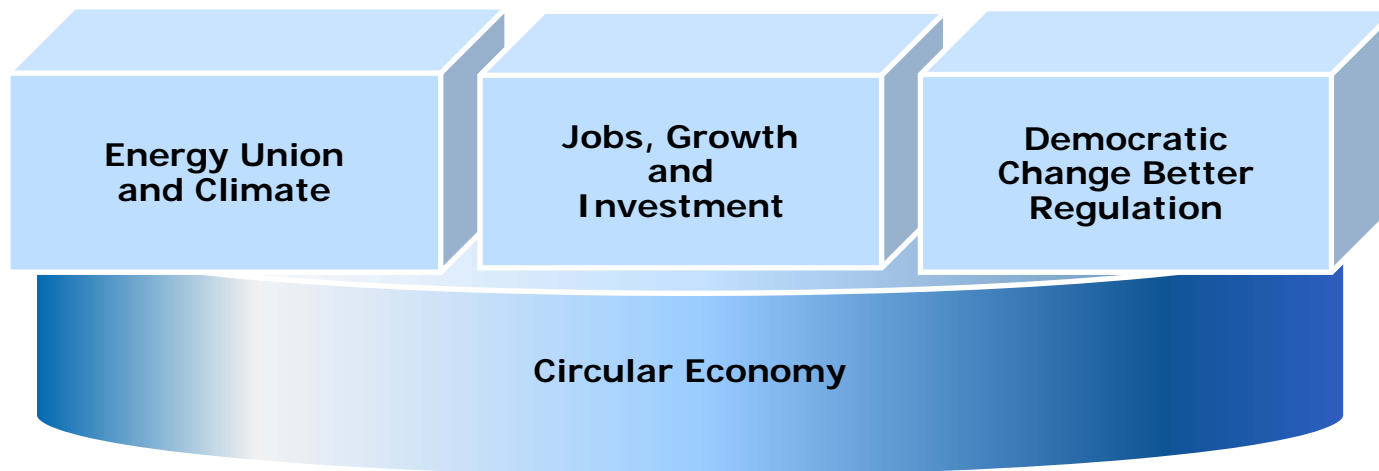
What is the Circular Economy?

- Maintaining the value of products, materials and resources in the economy for as long as possible while minimising waste generation
- To boost our economy and competitiveness with new business opportunities and innovative products and services.
- For economic, social and environmental gains



Links with Juncker Priorities

Protecting the environment and maintaining our competitiveness have to go hand-in-hand: both are about a sustainable future



Circular economy: the way ahead

- Growth and job creation – Up to +7%GDP (1)
 - Up to 600 billion savings – 8% of annual turnover for business in the EU (2)
 - Possible 170 000 direct jobs in waste management sectors created by 2035
- Improving competitiveness and security of supply
- Economic and environmental resilience
- Inducing innovation
- Reduction of 500 million tons of GHG between 2015 and 2035(4)





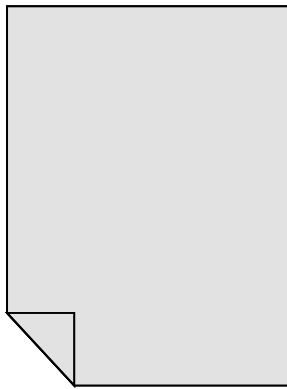
International Dimension

- A transition to a Circular Economy will help the European Union implement its international commitments as part of similar global challenges:
 - 2030 Sustainable Agenda adopted by the United Nations in September 2015
 - COP21- Expected agreement to keep the global warming under 2°C
 - More sustainable supply chains and globalised market for secondary raw materials – G7 Alliance for Resource Efficiency

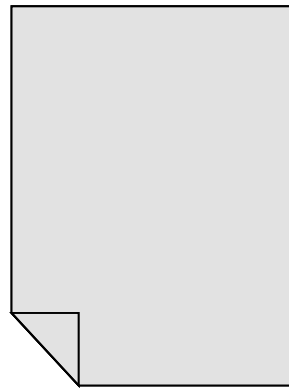


The Circular Economy Package

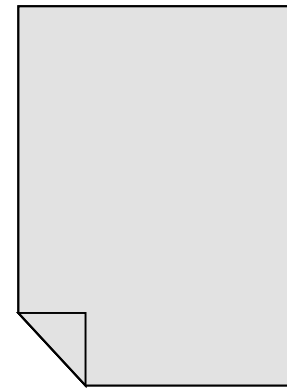
- **Adopted by the Commission on 2nd December 2015**



**Action Plan
Communication**



**List of Follow-up
Initiatives (Annex)**

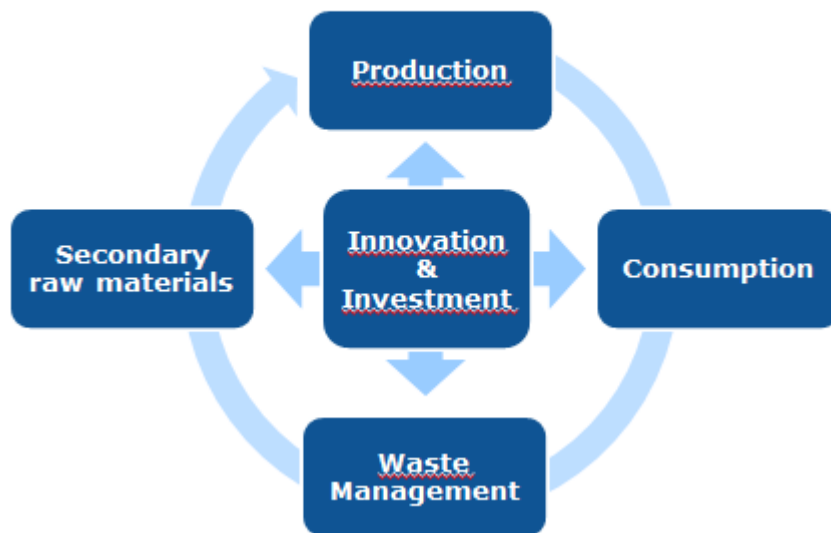


**Legislative
proposals on waste**

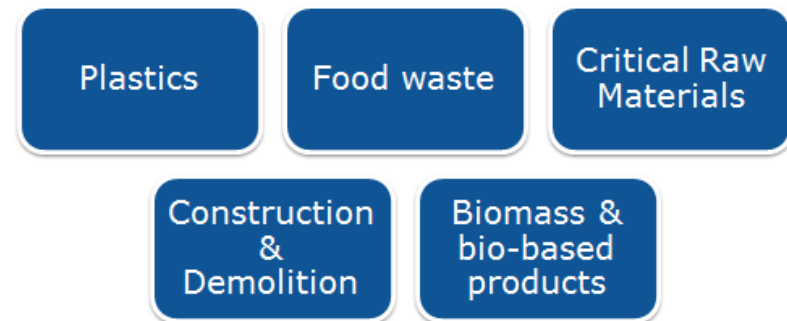


Diversity of actions

5 Main Areas of Action



Priority Sectors





Diversity of actions - Examples

- New or revised legislation: waste proposals, fertilisers, water reuse
- Strengthened and more coherent implementation: support to compliance in waste policy, products policy, guidance on industrial emissions, consumers protection against unfair practices, interface between waste, products and chemicals legislations
- Voluntary approaches: Green Public Procurement, EMAS, EU Eco-label, standards on secondary raw materials and on recovery of materials from electronic waste, sustainable sourcing, certification of waste facilities
- Better use of information: Environmental Footprint, Raw Materials Information Systems, platforms on food waste, on financing
- Combination of EU funding (Horizon 2020, EFSI) and private financing



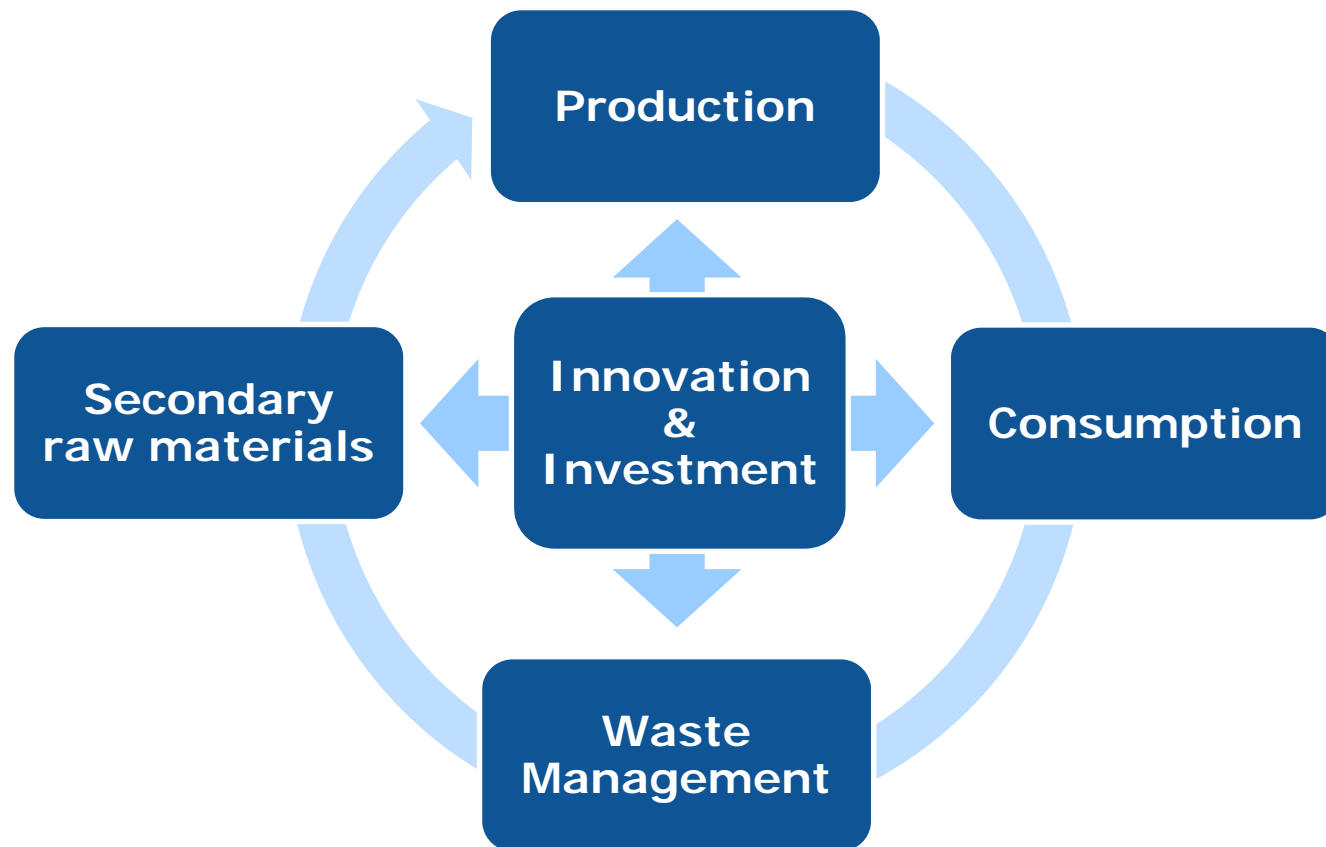


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Areas of **Action**

5 Main Areas of Action



Production

Objectives

- Incentives to the circular design of products
- Innovative and resource efficient production processes.

Key Actions

- Foster reparability, durability, and recyclability in Ecodesign (e.g. TV screens)
- Promotion of best practices for waste management and resource efficiency in industrial sectors.
- Facilitate industrial symbiosis



Consumption

Objectives

- Reuse and repair of products to avoid waste.
- Empower consumers with reliable information on environmental impact of products.

Key Actions

- Develop rules to encourage reuse activities (e.g. waste proposal)
- Work on Ecodesign to ensure availability of spare parts
- Better enforce guarantees and action on false green claims
- Emphasise CE criteria in Green Public Procurement.
- Independent testing programme to assess possible planned obsolescence.
- Better information: EU Eco-label, Environmental Footprint.



Waste management

Objectives

- Improve waste management in line with the EU waste hierarchy
- Address existing implementation gaps
- Provide long-term vision and targets to guide investments.

Key Actions

- Revised legislative proposals on waste
- Continued work with Member States to improve implementation including to avoid overcapacities in residual waste treatment (incineration and mechanical-biological treatment)
- Ensure coherence between waste investments under EU Cohesion Policy and the waste hierarchy.



Market for secondary raw materials

Objectives

- Increase the use of secondary raw materials.
- Increase the use of recycled nutrients and the reuse of treated wastewater.
- Safely manage the risks of chemicals of concern.
- Improve knowledge of material stocks and flows.

Key Actions

- Develop quality standards for secondary raw materials.
- Revised EU regulation on fertilizers.
- Legislative proposal on minimum requirements for reused water
- Analysis on the interface between chemicals, product, and waste legislation.
- EU-wide electronic system for cross-border transfers of waste.





Innovation & Investment

Objectives

- Right environment for innovation and investments.

Key Actions

- €650 million Horizon 2020 initiative on 'Industry 2020 in the CE.
- Pilot "innovation deals" to address potential regulatory obstacles for innovators.
- Targeted outreach of EU funding, as Cohesion Policy Funds and for SMEs.
- New platform for financing CE with EIB and national promotional banks.



Priority Sectors

Plastics

Food waste

Critical Raw
Materials

Construction
&
Demolition

Biomass &
bio-based
products



How will we monitor progress?

- Building on the existing indicators from the Resource Efficiency Scoreboard and the Raw Materials Scoreboard
- Developing a monitoring framework for the Circular Economy in close cooperation with the European Environment Agency (EEA)



European Environment Agency



Complementary slides

(not presented/discussed at A.I.S.E.'s Info Day)



EU Ecolabel and EMAS in the Circular Economy

- The Commission will examine how to increase **EU Ecolabel** and effectiveness and contribution to the circular economy
- Improving the efficiency and uptake of the EU Eco-Management and Audit Scheme (**EMAS**) could also benefit businesses and SMEs in particular.
- REFIT process to be finalised by first half of 2016

EU Ecolabel data for detergents (Sept 2015)

Product Group	Total N of Licences	Total N of Products
All-purpose cleaners and cleaners for sanitary facilities	264	2 772
Hand dishwashing detergents	124	615
Laundry detergents	41	337
Detergents for dishwashers	27	173
Industrial and institutional automatic dishwasher detergents	21	122
Industrial and Institutional laundry detergents	4	37
Total	481	4 056

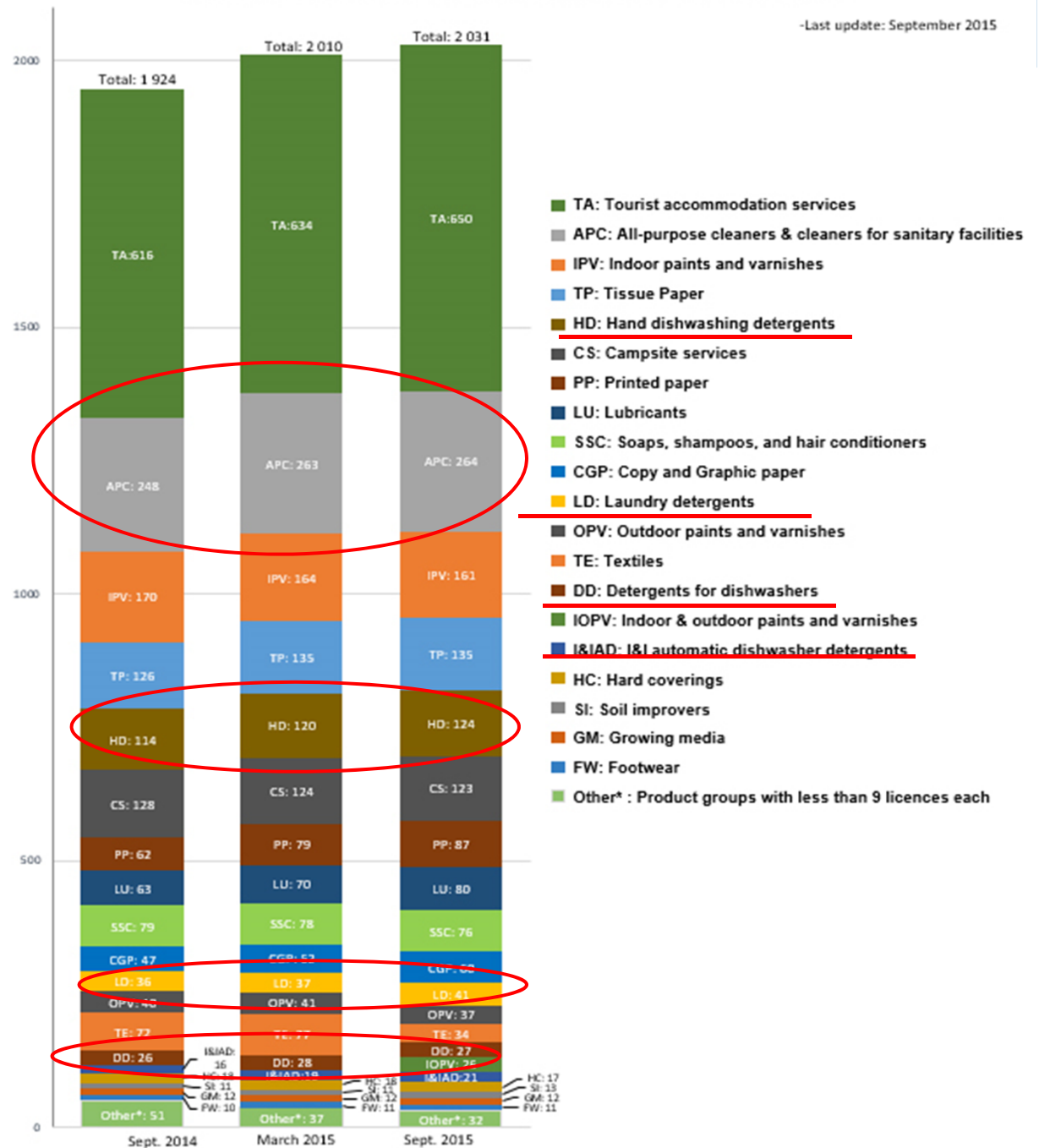


Total EU Ecolabel data



TOTAL EU ECOLABEL LICENCES PER PRODUCT/SERVICE GROUP

-Last update: September 2015





EMAS registered organisation in the sector

(Sector defined based on NACE code: 20.41 manufacture of soap and detergents, cleaning and polishing preparations)

Organisation name	Organisation country
ERDAL GesmbH & CoKG, Erdal GmbH, Werner & Mertz Professional Vertriebs GmbH	AT
Knud E. Dan A/S	DK
Danlind A/S	DK
Química Industrial Mediterránea, S.L.U.	ES
IBERCOMPOUND, S.L.	ES
UNI.RA. S.r.l.	IT
GETOIL S.r.l.	IT
Progressus S.r.l.	IT
URSA Chemie GmbH	G
Bernd Olschner GmbH	G
Dr. SCHNELL Chemie GmbH	G
Baumbach GmbH Chemische Erzeugnisse	G

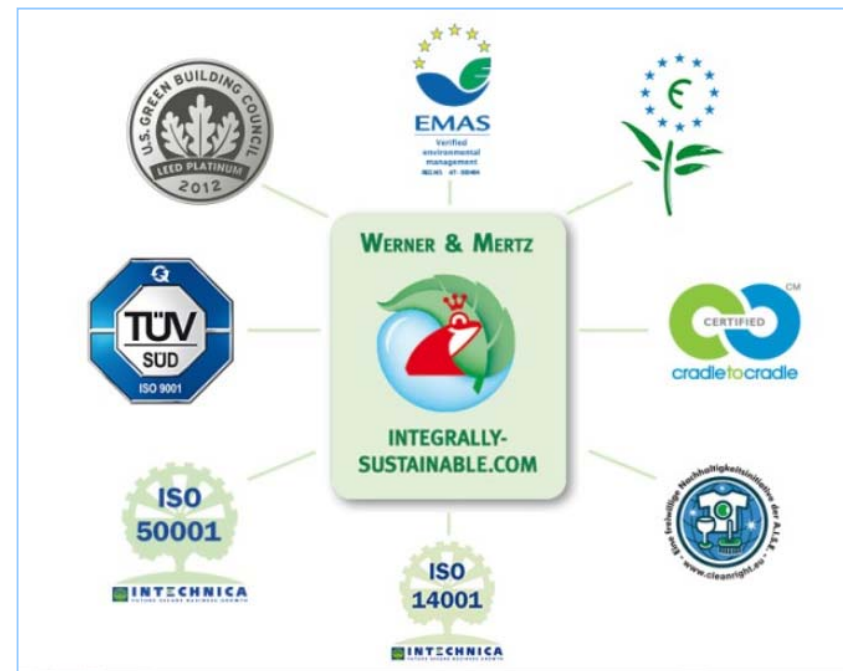
EMAS as a management and communication tool: The Werner and Mertz example

Werner and Mertz developed a full communication package to promote its sustainable behaviour based on the different certification received.

EMAS and EU Ecolabel are mentioned in good place together with A.I.S.E charter and other certification.

This actor clearly choose to position itself as an environmental frontrunner and this is where EMAS can help.

http://integrally-sustainable.com/index_en.html





EU Ecolabel and EMAS uptake need to be fostered

Better link to be created
between
the **The Charter for Sustainable Cleaning** and
EMAS

and between
the **Advanced Sustainability Profiles' (ASPs)**
and **EU ECOLABEL**



EU Ecolabel information



- Criteria for all 6 detergents groups under revision – new criteria to be adopted in June 2017

(info at: <http://susproc.jrc.ec.europa.eu/detergents/stakeholders.html>)

- Criteria for cleaning services under development – to be adopted in June 2017

(info at: <http://susproc.jrc.ec.europa.eu/cleaning%20services/stakeholders.html>)

Environmental Footprint

- Pilot phase 2013-2016
- Policy conclusions and actions in 2017
- Links to the circular economy:
 - Reliable information on life cycle environmental performance: consumers and stakeholders
 - Understanding trade-offs along the whole value chain: better design and production decisions

The Detergents PEF pilot

