



A new EU Strategy: The Circular Economy

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Growth of the World Economy

A New Commission: a new Agenda for Jobs, Growth, Fairness and Democratic Change

"Ensuring the sustainability of our environment, the preservation of our natural resources [...] are key policy objectives. [...] Protecting the environment and maintaining our competitiveness can go hand-in-hand, and environment policy also plays a key role in creating jobs and stimulating investment"



EU policy context

- **Europe 2020 Strategy**

- Resource Efficiency Flagship Initiative
- Roadmap to a resource efficient Europe
- Europe 2020 mid-term review: pressure on resources and environmental concerns identified as a long-term trend affecting growth

- **7th Environment Action Programme**

- Thematic objective to turn the EU into a resource-efficient, green and competitive low-carbon economy



raw materials: metals,
minerals-fuels-biomass



ecosystems–biodiversity
– water – land and soils
– air – marine resources



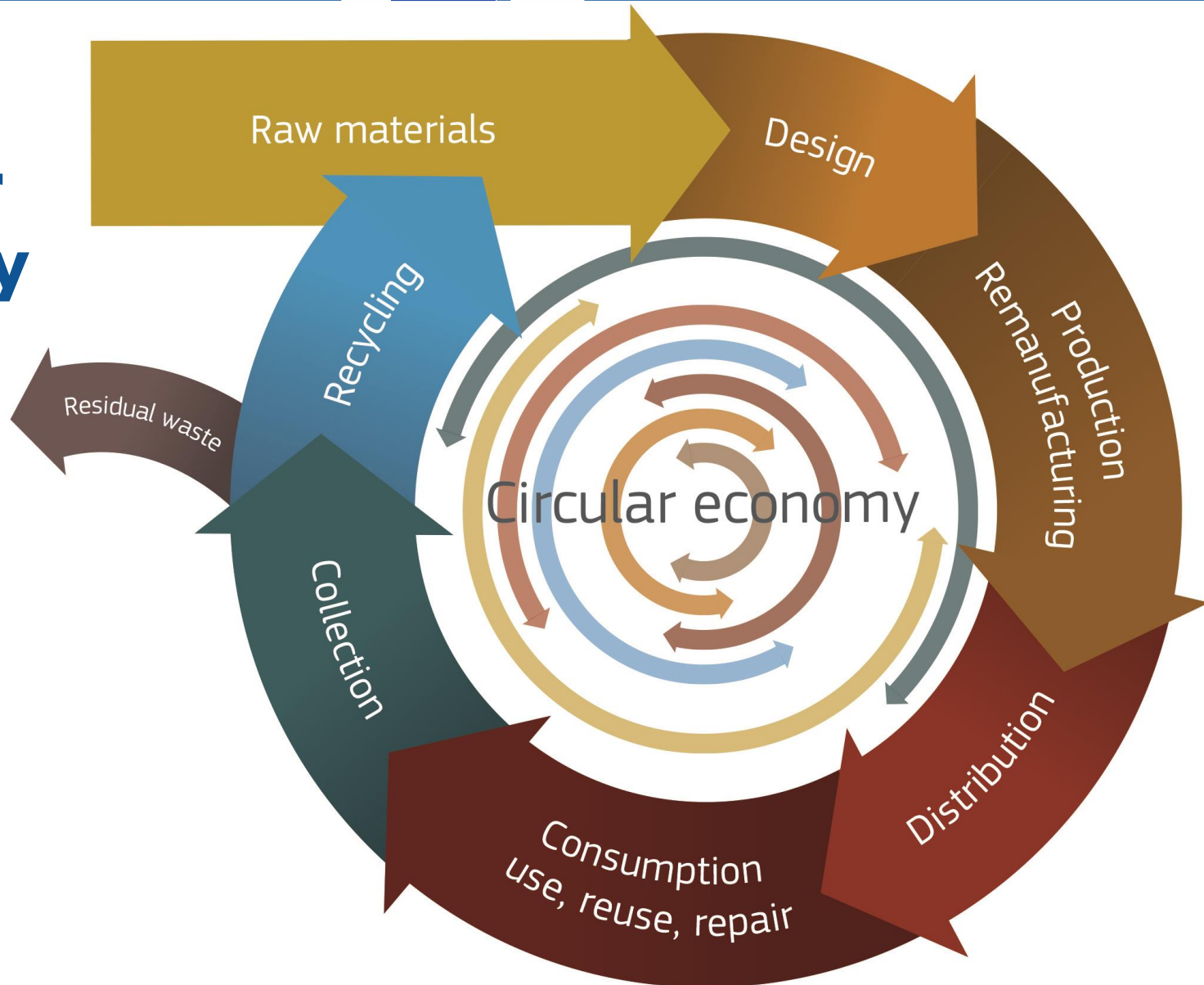
From a linear economy ...



'take, make, consume and dispose'



**... to a
circular
economy**



2014 Circular Economy Package

- Umbrella Communication (July 2014)
"Towards a circular economy:
A zero waste programme for Europe"
 - Green Employment Initiative
 - Green Action Plan for SMEs
 - Communication on Sustainable buildings
- ↔ Waste legislative proposal: withdrawn in Feb 2015



A new Circular Economy Strategy

A revised **legislative proposal** on waste
+ a Communication setting out an **action plan**

- ✓ The whole value chain
- ✓ Concrete measures with clear EU added value
- ✓ Fully compatible with the jobs and growth agenda

Areas for intervention

Extraction &
production processes



Mining & industrial waste: > 50% of
waste generated in EU

Product design



Product design → longevity, re-use,
remanufacturing, recycling, recovery

Distribution and
consumption



Consumers choices
⇔ confusing information

Waste



Waste = resource = source of
secondary raw materials *OR* energy

Next steps

- Reflection on the proposal involving all relevant Commission services
- [Public consultation](#) (28.05 → 20.08)
- Stakeholder conference on June 25
- New, more ambitious proposal by end 2015



Public consultation – structure

- 1) **Production** phase (production and sourcing of materials, product design)
- 2) **Consumption** phase
- 3) Markets for **secondary raw materials**
- 4) Sectoral measures (i.e. which **sectors** to prioritise and through which measures?)
- 5) **Enabling factors**, incl. innovation and investment

3.1. How would you assess the importance of the following measures to promote circular economy principles in product design at EU level?

	very important	important	not very important	not important	no opinion
Establish binding rules on product design (e.g. minimum requirements on 'durability' under Ecodesign Directive 2009/125/EC)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage industry-led initiatives (i.e. self-regulation)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Develop standards for voluntary use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote and/or enable the use of economic incentives for eco-innovation and sustainable product design (e.g. via rules on Extended Producer Responsibility schemes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Review rules on legal and commercial guarantees	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage the consumption of green products (see section 4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



5.1. In your view, what are the main obstacles to the development of markets for secondary raw materials in the EU?

In the list below, for each material, indicate the obstacle(s) that you consider significant by ticking the corresponding cell(s)

	Significant for all materials	Bio-nutrients	Construction aggregates	Critical raw materials	Glass	Metals	Paper	Plastic	Wood/Biomass
Lack of EU-wide quality standards for recycled materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor quality of recycled materials (e.g. containing unwanted substances/high contamination)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of information or misinformation about the quality of recycled materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor availability of waste/material to be recycled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

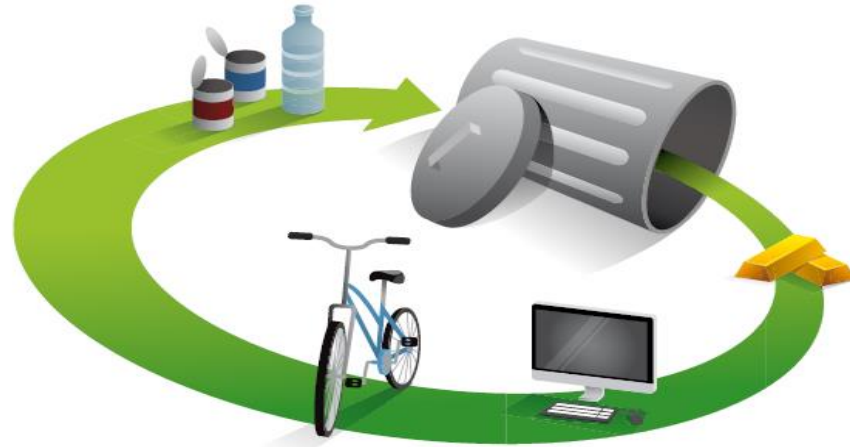


Reflection on policy mixes

- Resource efficiency policy a "multi-aspect problem" requiring a "mix of different instruments"
- Public consultation set up in this spirit
- Circular Economy package to target different stages of the product lifecycle...
- ... by different types of measures



European
Commission



CIRCULAR ECONOMY
saving resources, creating jobs

Thank you for your attention!

http://ec.europa.eu/environment/circular-economy/index_en.htm

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