



# How to lead with Ecodesign Directive

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A handwritten signature in green ink, reading 'Sirpa'.

# Current actions are not enough!

## "factor 10"

same production and welfare  
by one tenth of current resources,  
one tenth of current emissions

By 2050, human life, production and consumption must be within our planet's carrying capacity.

1. Circulation of completely non-renewable resources in closed systems
2. Sustainable use of renewable resources
3. Biodiversity will not be harmed, or if harm cannot be avoided, the damage should be compensated elsewhere
4. Operating without harmful emissions



*Sinpo*

# Circular Economy Action Plan



- ▶ Reducing household waste 50%
- ▶ Extension of Ecodesign directive
  - ▶ incl. potential digital product passports
- ▶ Strategy for sustainable built environment
- ▶ “right to repair” for electronics
- ▶ GPP
- ▶ Textile strategy & EPR
- ▶ + electronics, batteries, food, water, nutrients, ELV, microplastics, global actions

## European Parliament position (February 2021):

- Science based binding targets within the planetary boundaries: **material and consumption footprints**
- Product policy
  - *designing out waste*
  - extension of the Ecodesign directive
  - early/planned obsolescence
- digitalisation: opportunities and challenges
  - product passports
  - service economy
- buildings, packaging, plastics, textiles, electronics, cars and batteries

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KESKUSTELEVA  
AJATTELE  
SUVAITSEVAINEN  
YHTIESTYÖ  
SOSIAALINEN  
YMMÄRRYS  
RATKAISUKESKEINEN  
YRITÄ EDES.  
PPAA  
TAMASSA.  
EN

# What is still needed?

- ▶ Horizontal ecodesign to cover also packaging
- ▶ Chemicals
- ▶ Binding targets
- ▶ Indicators
- ▶ Phase out landfilling and incineration
- ▶ Phase out fossil fuel and other harmful subsidies
- ▶ Be alert on chemical recycling and other new forms of reuse



# New proposals to make sustainable products the norm and boost Europe's resource independence

- ▶ 30 March 2022
- ▶ Circular economy package I
  - ▶ Proposal for a Regulation on **Ecodesign for Sustainable Products**
  - ▶ EU Strategy for Sustainable and Circular **Textiles**
  - ▶ Proposal on the revision of the **Construction** Product Regulation
  - ▶ Proposal for a Directive as regards **empowering consumers** for the green transition through better protection against unfair practices and better information and Annex
  - ▶ + Chapeau communication on making sustainable products the norm



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# Proposal for a Regulation on Ecodesign for Sustainable Products

Objective: make sustainable products the norm on the EU market and reduce their overall environmental and climate impacts

- ▶ 'Ecodesign approach'
  - ▶ product-specific legislation
    - ▶ durable, reliable, reusable, upgradable, repairable, easier to maintain and refurbish, and energy and resource efficient.
    - ▶ substances that inhibit circularity
    - ▶ amount of recycled content products contain
    - ▶ ways to make them easier to remanufacture and recycle.
  - ▶ information requirements and **digital product passport**
    - ▶ « classes of performance », labels etc. (see. EU Energy Label)
    - ▶ reparability score?
  - ▶ mandatory green public procurement criteria
  - ▶ measures to prevent the destruction of unsold consumer goods
    - ▶ far-reaching transparency requirements for those choosing to discard unsold goods,
    - ▶ possibility to ban their destruction for relevant product groups
- ▶ In the meanwhile: Ecodesign and Energy Labelling Working Plan 2022-2024

## New opportunities

remanufacturing, recycling and repair

maintenance, reuse, recycling, refurbishment, repair and second-hand sales

*Simpson*

# What products are covered?

- ▶ **any physical good placed on the market**
  - ▶ exemptions: food, feed, and medicinal products
- ▶ Public consultation by the end of 2022: Product groups
- ▶ Commission has identified (high environmental impact and potential for improvement)
  - ▶ product categories such as textiles, furniture, mattresses, tyres, detergents, paints, lubricants,
  - ▶ intermediate products like iron, steel and aluminium
- ▶ **product-level rules** to be laid down in a second stage,
  - ▶ delegated acts
  - ▶ product by product or for groups of products



# EU Strategy for Sustainable and Circular Textiles

- ▶ actions for the **entire lifecycle of textiles products**,
- ▶ supporting the ecosystem in the green and digital transitions
- ▶ sustainable technological solutions and innovative business models.
- ▶ Measures include:
  - ▶ New **design requirements for textiles** under the Ecodesign for Sustainable Products Regulation
    - ▶ mandatory minimums for the inclusion of recycled fibers in textiles,
    - ▶ making them longer-lasting, and easier to repair and recycle.
    - ▶ ban the destruction of unsold products under certain conditions, including unsold or returned textiles.
  - ▶ Clearer information on textiles and a Digital Product Passport
  - ▶ Manufacturing process
    - ▶ address the unintentional release of microplastics from textiles
    - ▶ pre-washing at industrial manufacturing plants, labelling and the promotion of innovative materials.
  - ▶ Harmonised EU rules on **extended producer responsibility** for textiles, and economic incentives to make products more sustainable (“**eco-modulation of fees**”), as part of the revision of the Waste Framework Directive in 2023.
  - ▶ halting the export of textile waste
  - ▶ The co-creation of a Transition Pathway for the Textiles Ecosystem to establish the way forward and set out concrete step on how to achieve the 2030 goals set by the Textiles Strategy.



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# Proposal on the revision of the Construction Product Regulation

- ▶ harmonised rules for putting construction products on the EU market
  - ▶ safety
  - ▶ functionality
  - ▶ **sustainability**
- ▶ manufacturers will have to deliver environmental information about the life-cycle of their products
- ▶ Design and manufacture a product and their packaging in such a way that their overall environmental sustainability reaches the state of the art level;
- ▶ preference to recyclable materials and materials gained from recycling
- ▶ minimum recycled content obligations and other limit values regarding aspects of environmental sustainability
- ▶ product databases, instructions for use and repair of the products
- ▶ Design products in such a way that re-use, remanufacturing and recycling are facilitated



# Proposal for a Directive as regards **empowering consumers** for the green transition



## ▶ **A new right for information on the durability and reparability of products**

- ▶ **Durability:** Consumers must be informed about the guaranteed durability of products.
- ▶ **Repairs and updates:** The seller must also provide relevant information on repairs, such as the reparability score (where applicable), or other relevant repair information made available by the producer such as the availability of spare parts or a repair manual.

## ▶ **A ban on greenwashing and planned obsolescence**

- ▶ several amendments to the Unfair Commercial Practices Directive (UCPD)
  - ▶ the list of product characteristics about which a trader cannot mislead consumers is expanded to cover the environmental or social impact, as well as the durability and reparability.
  - ▶ adds new practices that are considered misleading after a case-by-case assessment, such as making an environmental claim related to future environmental performance without clear, objective and verifiable commitments and targets, and without an independent monitoring system.
  - ▶ adding new practices to the existing list of prohibited unfair commercial practices, 'black list':

Thank you for participating!

You can read more about this topic and other topics from:

[www.sirpapietikainen.eu](http://www.sirpapietikainen.eu)

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