

HighTech&Ambiente

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The Circular Economy

Milan, 10 June 2015



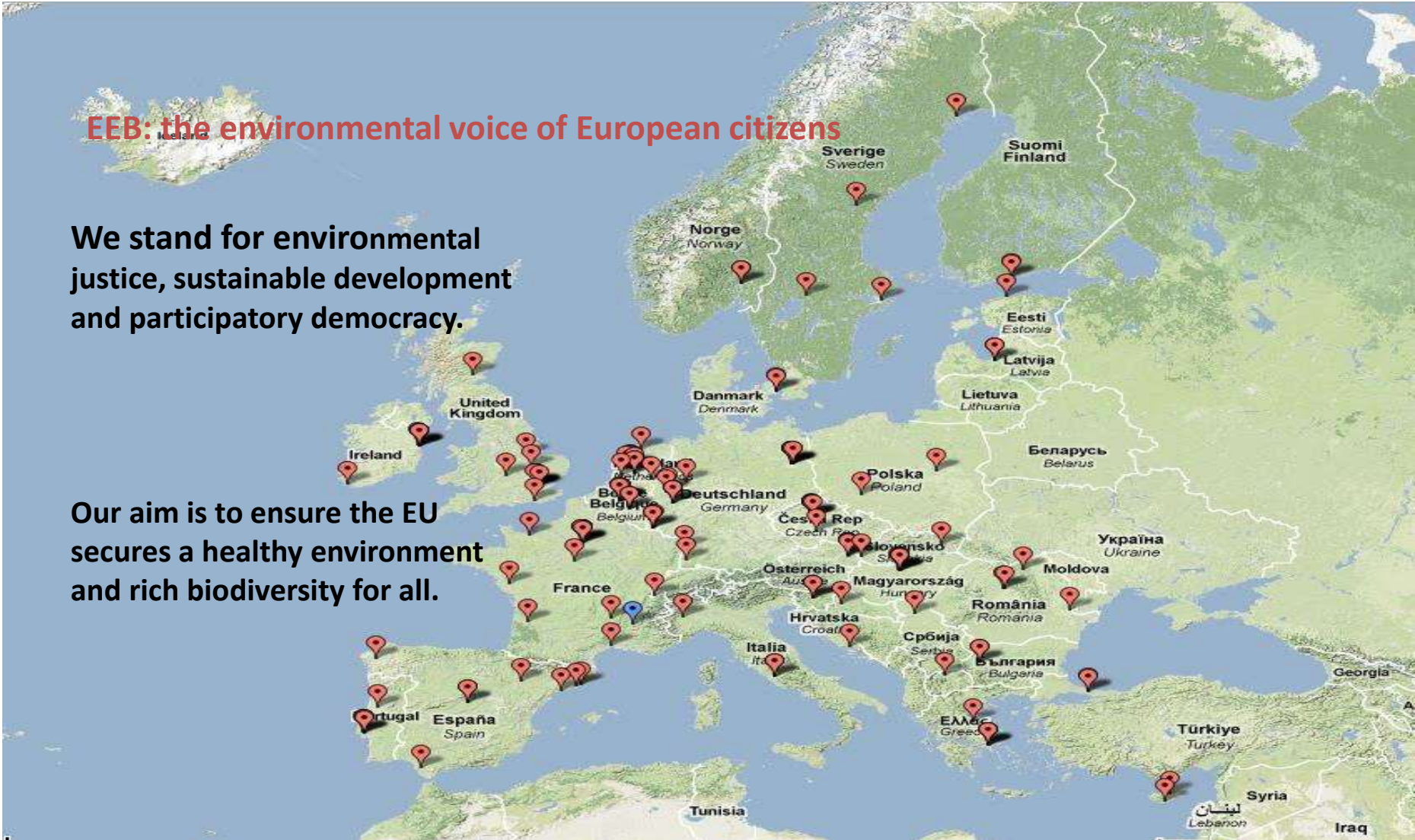
*Stephane Arditì,
Product & Waste Policy Manager*

Who are we?

EEB: the environmental voice of European citizens

We stand for environmental justice, sustainable development and participatory democracy.

Our aim is to ensure the EU secures a healthy environment and rich biodiversity for all.



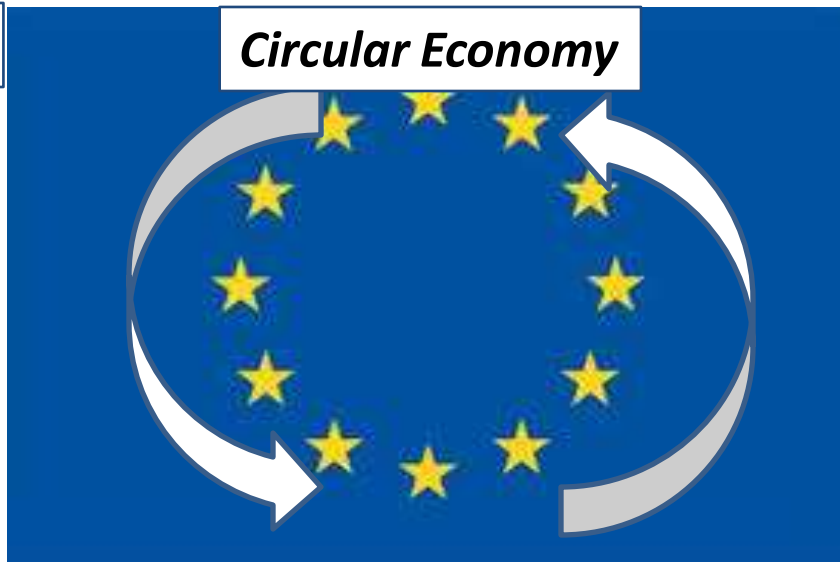
The circular economy: a vision for Europe

Resource efficiency

Raw material Initiative



Circular Economy



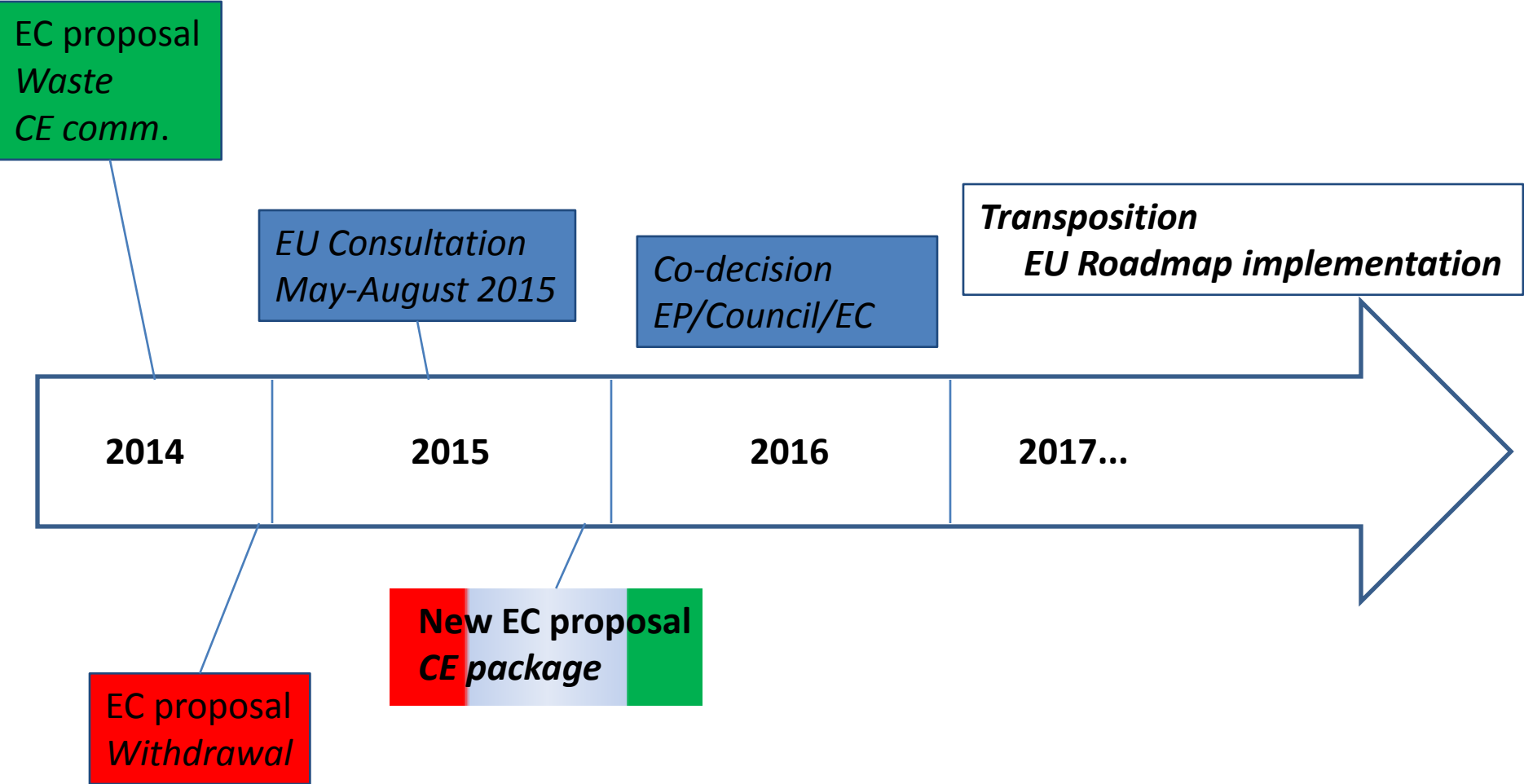
Low carbon economy
Reduced dependency

Recycling society
Zero Waste

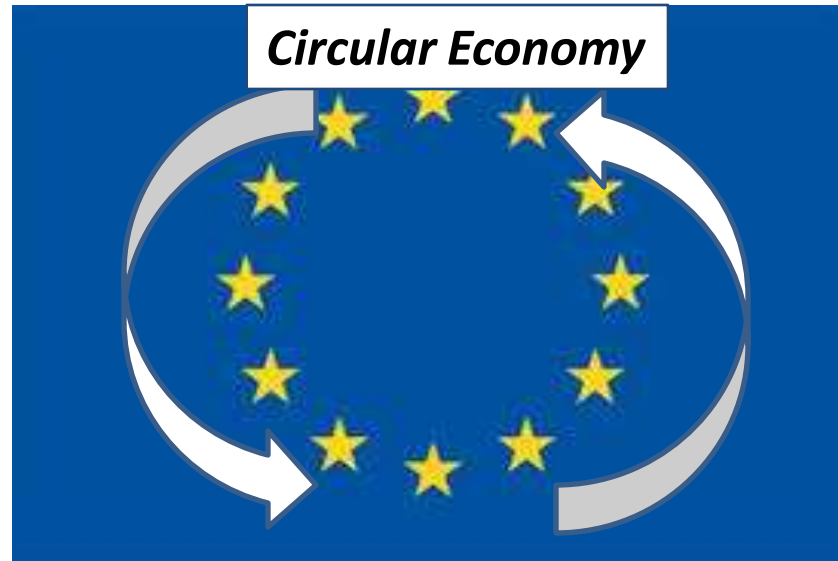
A unique competitive advantage for EU?
...or just a buzz word?



Timelines



Circular economy state of the art: *the field is open*



EU institutions

Civil society

Economic actors

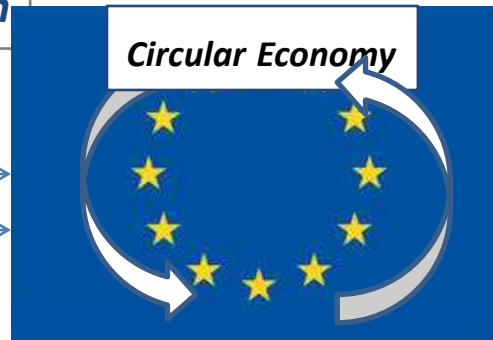
State of the art: EU institutions

EU Commission

"More ambitious" – Full circle
Exploring options
Concrete actions during the mandate
Several DG's – Sec Gen *holds the pen*
***Tensions between
single market & better regulation***

EU Parliament

Voices supportive for ambition (ENVI/ITRE/EMP)
Own initiative report/letter to EC
***Question about
anti-EU/conservatives MEPs/rest of the EP***



Council

Opposed to withdrawal
Supportive of CE as a vision for EU
***Balance btw need for jobs/new business investments
& heterogeneous situations of MS/economic downturn***

Other EU bodies (EESC – COR)
Rather supportive
***Balance btw
flexibility for local authorities
and need for future visibility***

State of the art: Stakeholders' position

Business community 1 (conservative)

Support de-regulation
Business as usual improvement

*Economic case
for resources use should be the driver*

Business community 2 (progressive)

Call for legal drivers to secure investments
Promote market/fiscal incentives

*Support provisions to enhance/secure
new business models*

Green NGOs

Opposed to withdrawal
CE as a vision for EU

*See circular economy as
the ability to conciliate
environment & economy*

Charity/social economy

See a boost opportunity
Support legal drivers – incentives

*Balance btw social priority &
activities becoming mainstream*

Local authorities

CE as possible local jobs
& Ecodesign needed for
waste achievements

*Balance flexibility for
local authorities and
levers for cost avoidance*

Consumers group

Rather supportive
(durability/reparability)
Less involved in waste

*Balance btw ambition and
consumers' protection*

Trade unions

Expect job creation -
Worry about work conditions
& tax shifting from labor to
resources for social protection

Tension btw old & new jobs



The old proposal July 2014

Main +’s

- Ambition for recycling
- Biowaste separate collection
- EU wide rules (calculation method, Producer Responsibility)
- Implementation push (early warning system)
- Landfill restrictions and reduction
- Hazardous waste monitoring

Main -’s

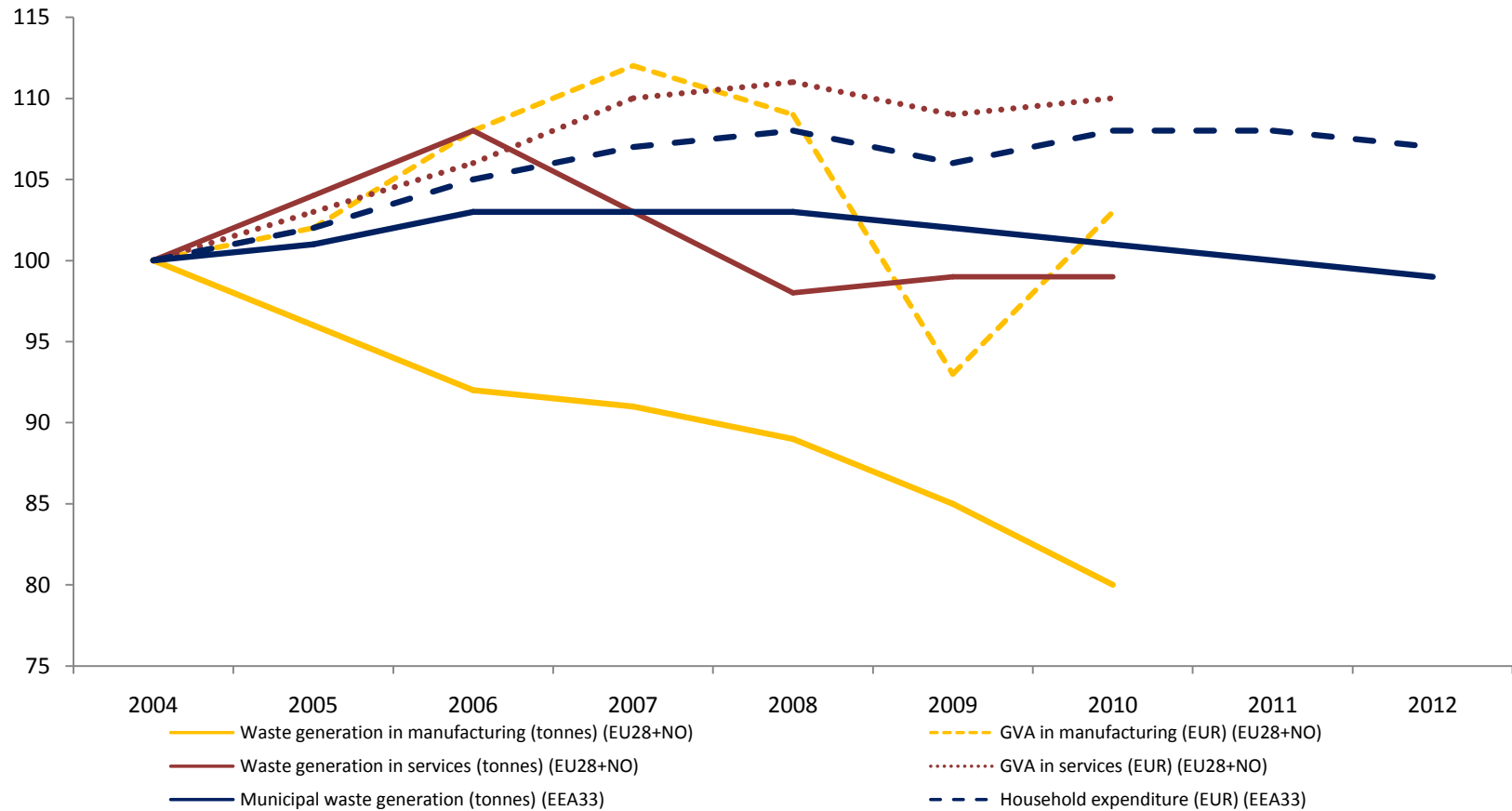
- Product policy and new business models potentials not highlighted enough & inviting national rules for ecodesign of products
- Not enough on prevention/reuse
- Controversial calculation method for recycling & not enough consideration for heterogeneous situation among MS
- Too much focus on Municipal Waste (not commercial/industrial) & some streams neglected (bulky waste, textiles , used oils, ...)
- Risk of incineration rather than leapfrogging to recycling

The perspective on the new package

- We expect a legal revision of waste policy and a roadmap for other aspects of the CE (no new impact assessment)
- The [consultation](#) is open and the [objectives and references](#) are available
- Structure of consultation (not on waste):
 - Production phase
 - Consumption phase
 - Market for secondary raw material
 - Sectoral measures
 - Enabling factors for the circular economy, including innovation and investment
 - Upload documents
- Questions about: Possible barriers/drivers - Type of instruments - Priority materials/sectors

Field is open: we are now designing the rules of the *game*

Adressing the *consumption* side



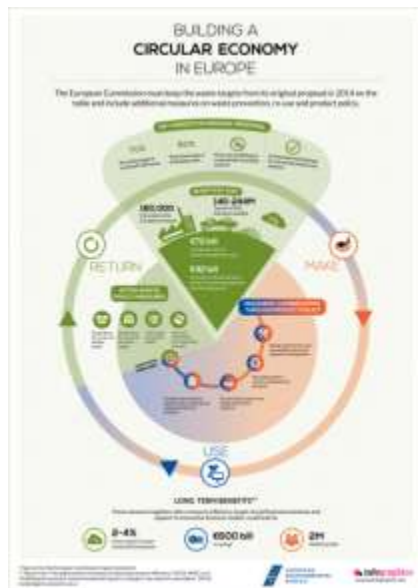
Source: [CRI in EEA 2015](#)

The EEB perspective and initiatives

Recent reports:

- [Advancing Resource Efficiency in Europe](#) (waste focus)
- [Delivering resource efficient products](#) (product focus – ecodesign)

Position papers:



Coalition:

- [With NGO's](#)
- [With progressive industry](#)

Launch of a campaign:



Converging the necessary building blocks



Single market legal drivers – Support investment

- ⇒ Product (eco)design & information scheme requirements
- ⇒ Target setting
- ⇒ Best use of cohesion funds



National/Regional competency – Education/Awareness

- ⇒ Economic incentives/fiscal policy
- ⇒ Target setting
- ⇒ Information campaigns



Business and economic actors

- ⇒ Develop new (supply chain) integrative business models,
- ⇒ Value externalities
- ⇒ Mainstream innovation



Thanks for your attention

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