

CONSUMO E PRODUZIONE SOSTENIBILI

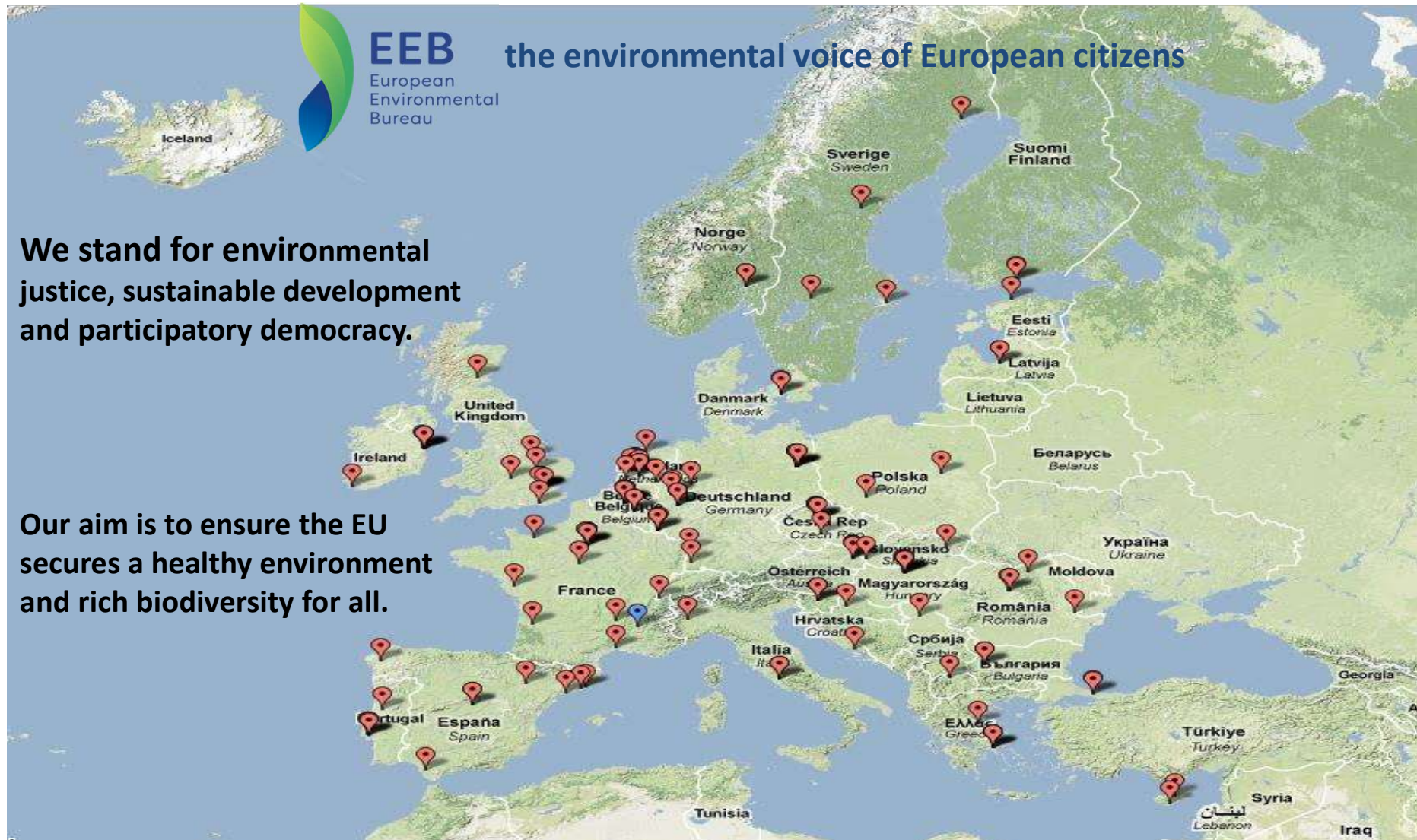
European Environmental Bureau

21 novembre 2017

Ministero dell'Ambiente e della Tutela del Territorio e del Mare



Who we are



The project

- Promotion of Circular Economy
- 3 Objectives:
 - report on circular consumption
 - awareness campaign,
 - report on circular product policy
- Budget: 80k€
- Timelines: April 2016 – June 2017



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LEGAMBIENTE

Consumo Sostenibili

The English text version of the report can be downloaded here:

<http://makesourcescount.eu/wp-content/uploads/2017/02/EEB-Report-on-Circular-Consumption-Patterns-1.pdf>

<http://makesourcescount.eu/wp-content/uploads/2017/02/Enjoying-more-with-less-Summary-of-the-EEB-report-2.pdf>

Short summary of Italian initiatives, awareness raising video [here](#) and [Videos on Italian Circular Economy 'heroes'](#) also available.

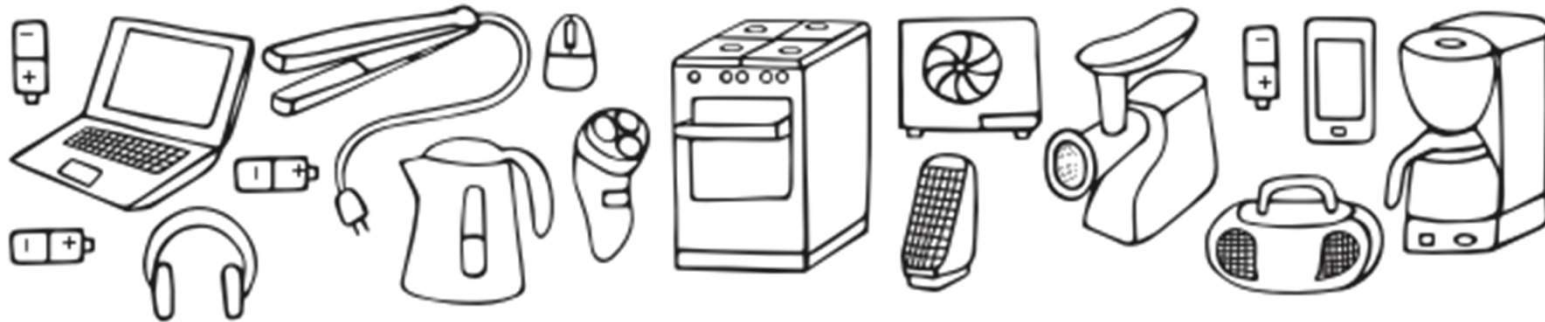


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Enjoying more with less



A consumer centric approach

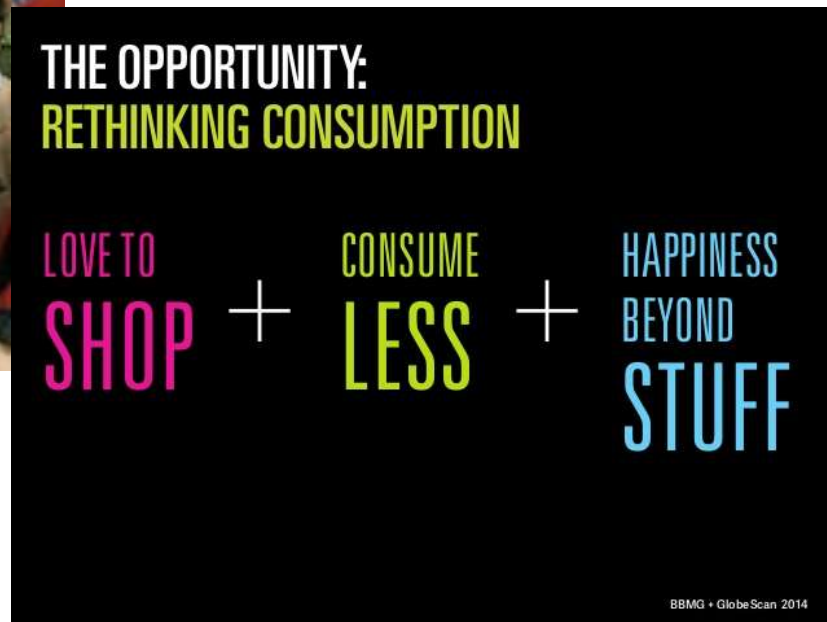
**Existing grassroots initiatives for
circular consumption**

How to overcome barriers to scale them up

Consumer lock-in or break-out?



Consumers in Action – The American Consumer Council



Rethink Consumption, Consumers and the future of sustainability, BBMG, GlobeScan, SustainAbility, 2012.

Made to last / Disown ownership



in Veneto is a social cooperative of 150 people, of which around 70 are people with physical, psychological or social impediments. They repair and sell appliances, among others, in shops and online. They also give the possibility to leave unused or damaged small appliances at dedicated drop off points.



Clothing libraries

People pay a membership fee and can borrow clothes for a few days or weeks. Sometimes run by student associations, building up a community spirit. <http://www.lena-library.com/english/>

Get local/ Get clean



Ecopunti

rewards citizens in 90 Italian regions for taking 'good actions' by awarding them discounts in local shops. Points vary with some focussing on reuse and recycling while others encourage other type of community activities.

Label ReMade in Italy

is a certification scheme that focuses on local production from reused and recycled materials.

It is an interesting way of addressing the lack of credible information on the use of secondary materials.



How to overcome barriers

- Lack of access or information
- Costs and affordability
- Non-availability
- Short term fads
- Low quality repair services
- Outdated products
- Persisting buying habits
- Information maze



Consumer segmentation
Customise communication
Multiply and mainstream good initiatives
Life cycle costs, financial incentives
Online platforms , public space
Peer to peer marketing
Standards, contractual clauses
Promoting upgradability
Support trustworthy local or virtual communities

Support at national level



- **Financial incentives** can be introduced – e.g. through differentiation of fees and taxes to promote circular choices.
- **Exchange platforms**, both virtual and physical, should be created and supported.
- **Information and education** are key parts of the solution.
- Key aspects for circularity of products and services should be registered in a database that allows to scale up good practices in **Green Public Procurement**.

Support at local level

- Create **dedicated public spaces** for goods swapping and exchange of practical experiences.
- Multiply **repair workshops** to foster repair and exchange of knowledge.
- **Support quality standards for professional repair shops.**
- **Make deals with retailers** to have reward schemes for more circular goods and services.
- Cooperate with retailers in promoting circular products and services (**'choice editing'**) and guiding consumers towards those (**'consumer nudging'**).

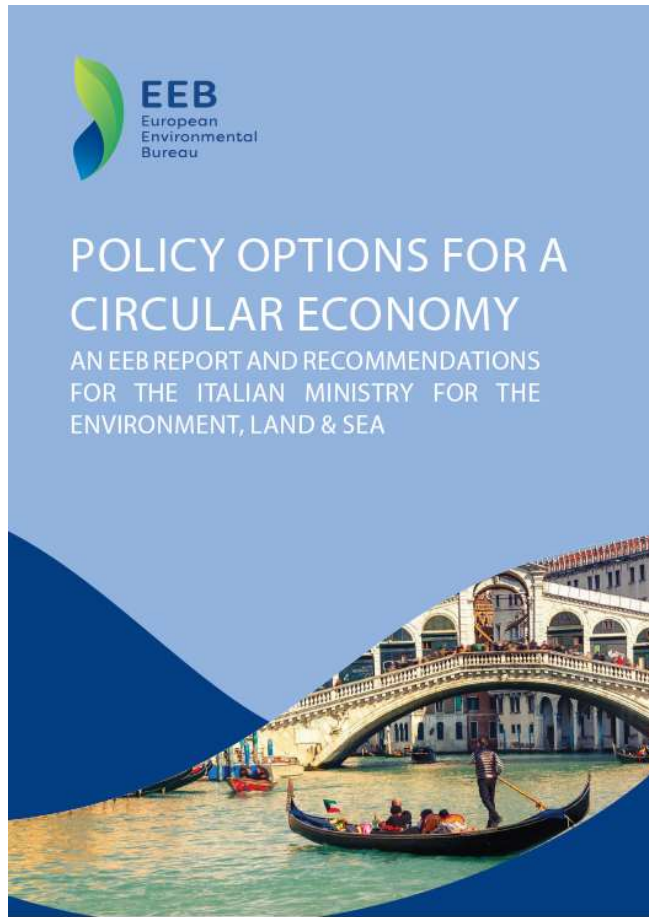


Consumo Sostenibili

Questions?

Awareness video [here](#)
[facebook video](#)

Produzione Sostenibili



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make
RESOURCES
count



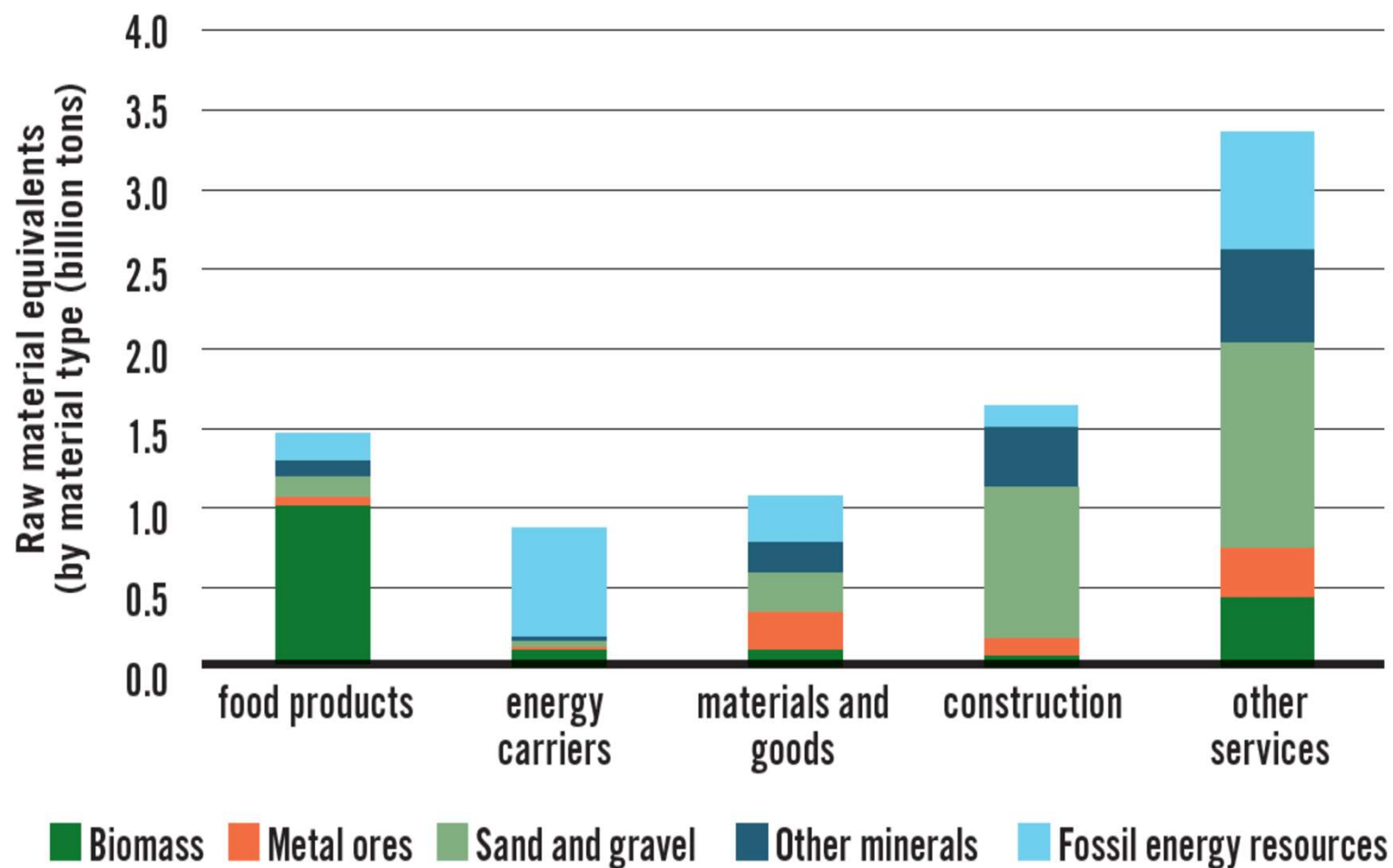
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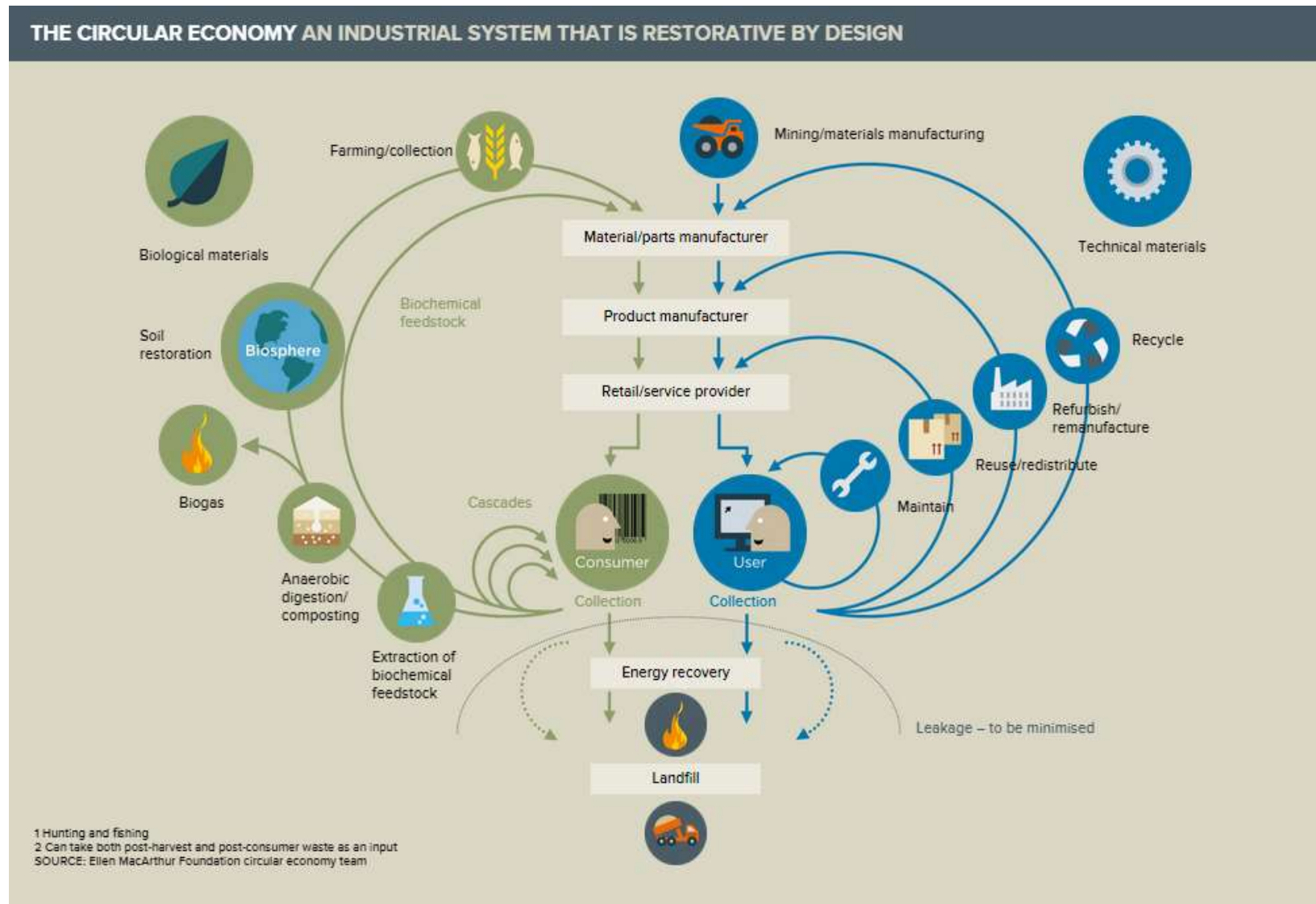
With the support of
the LIFE Programme
of the European Union



Raw materials in products



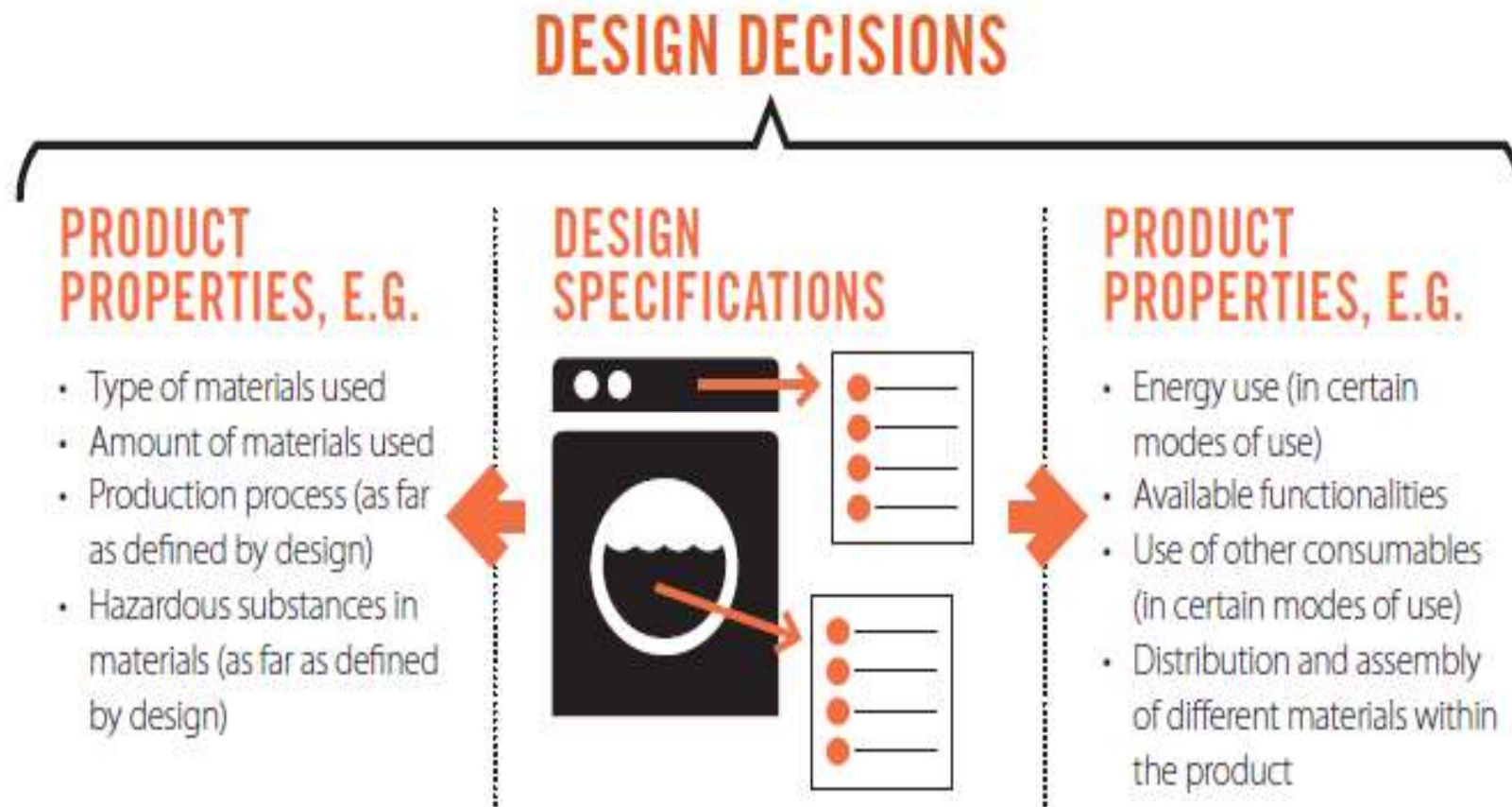
The circular loops



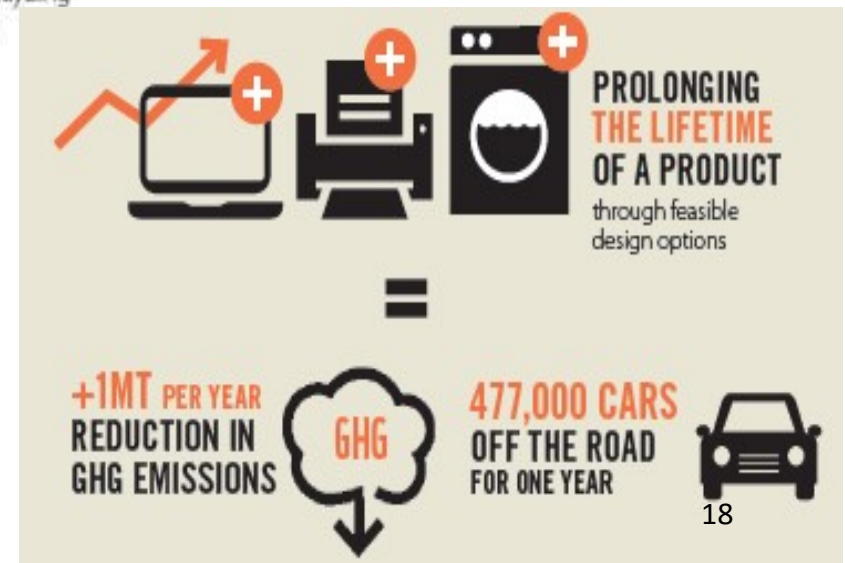
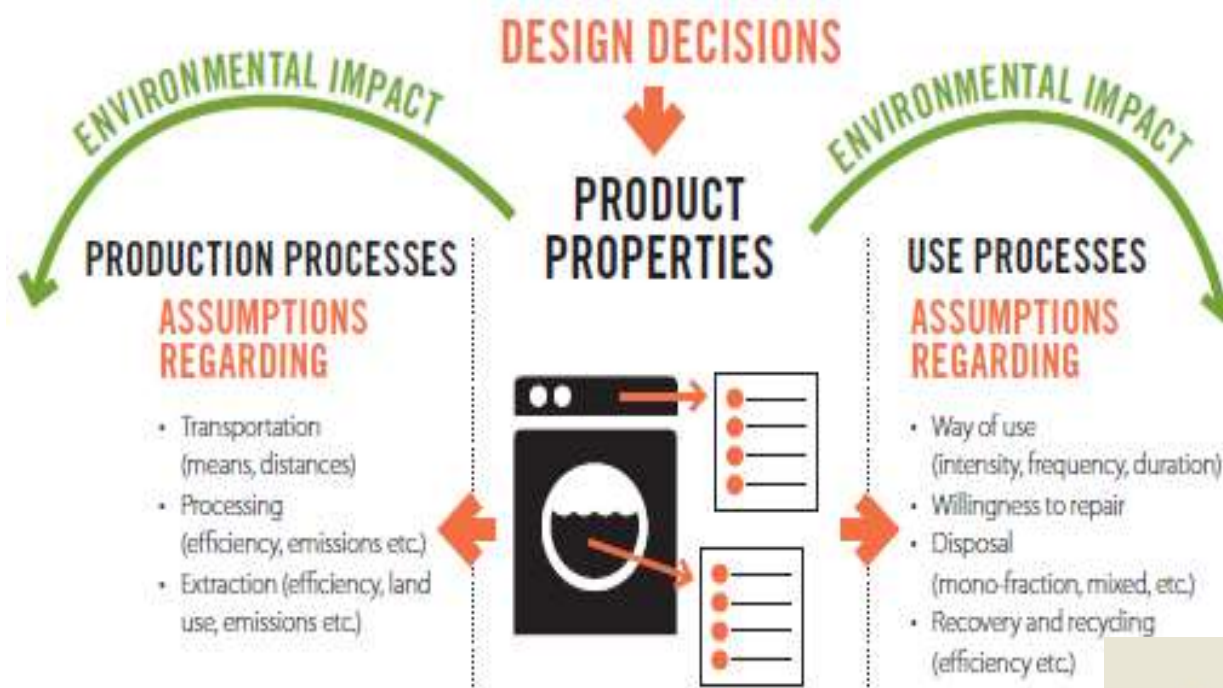
Why Product Design Matters



From Product Properties...



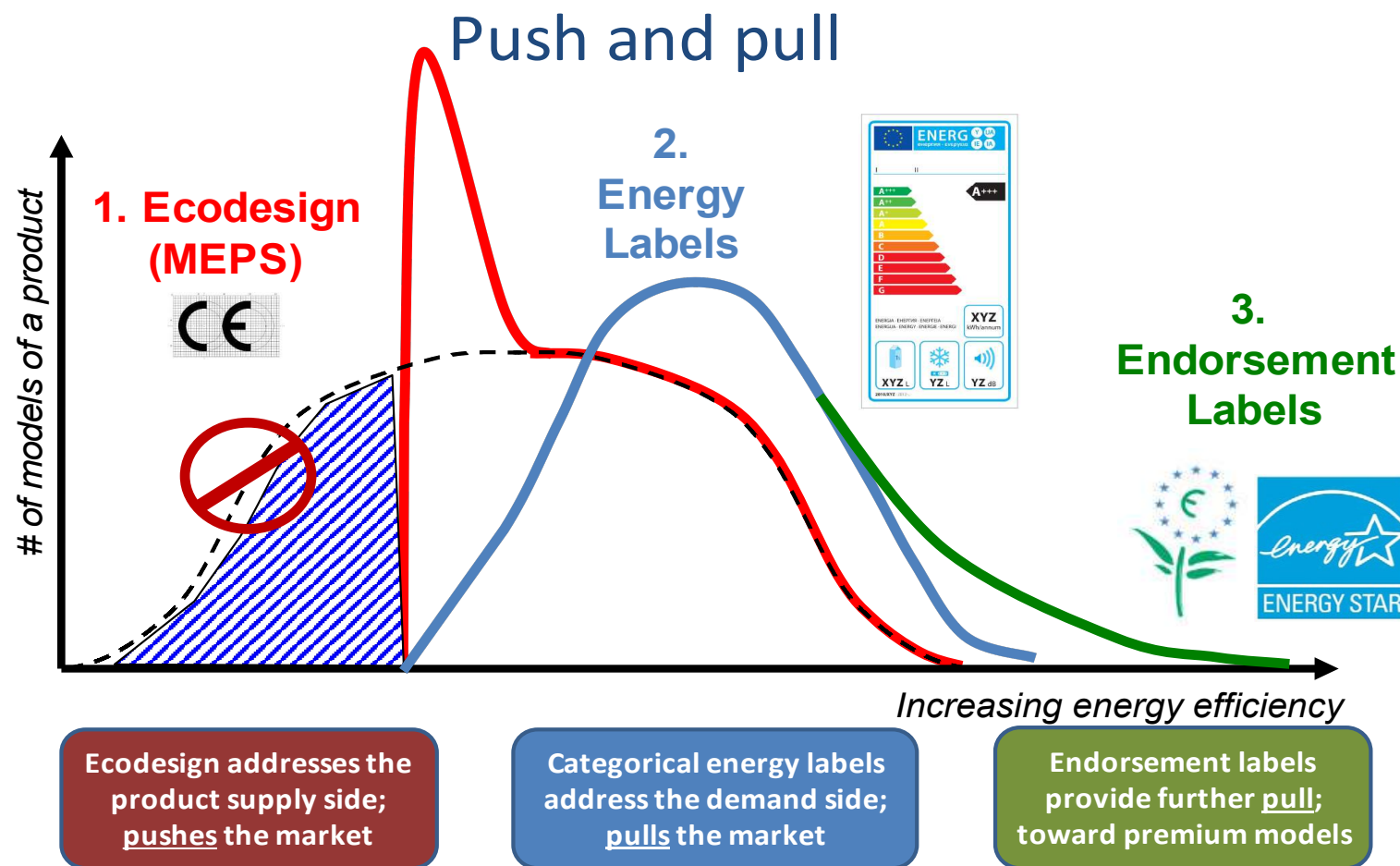
... To Environmental Impacts



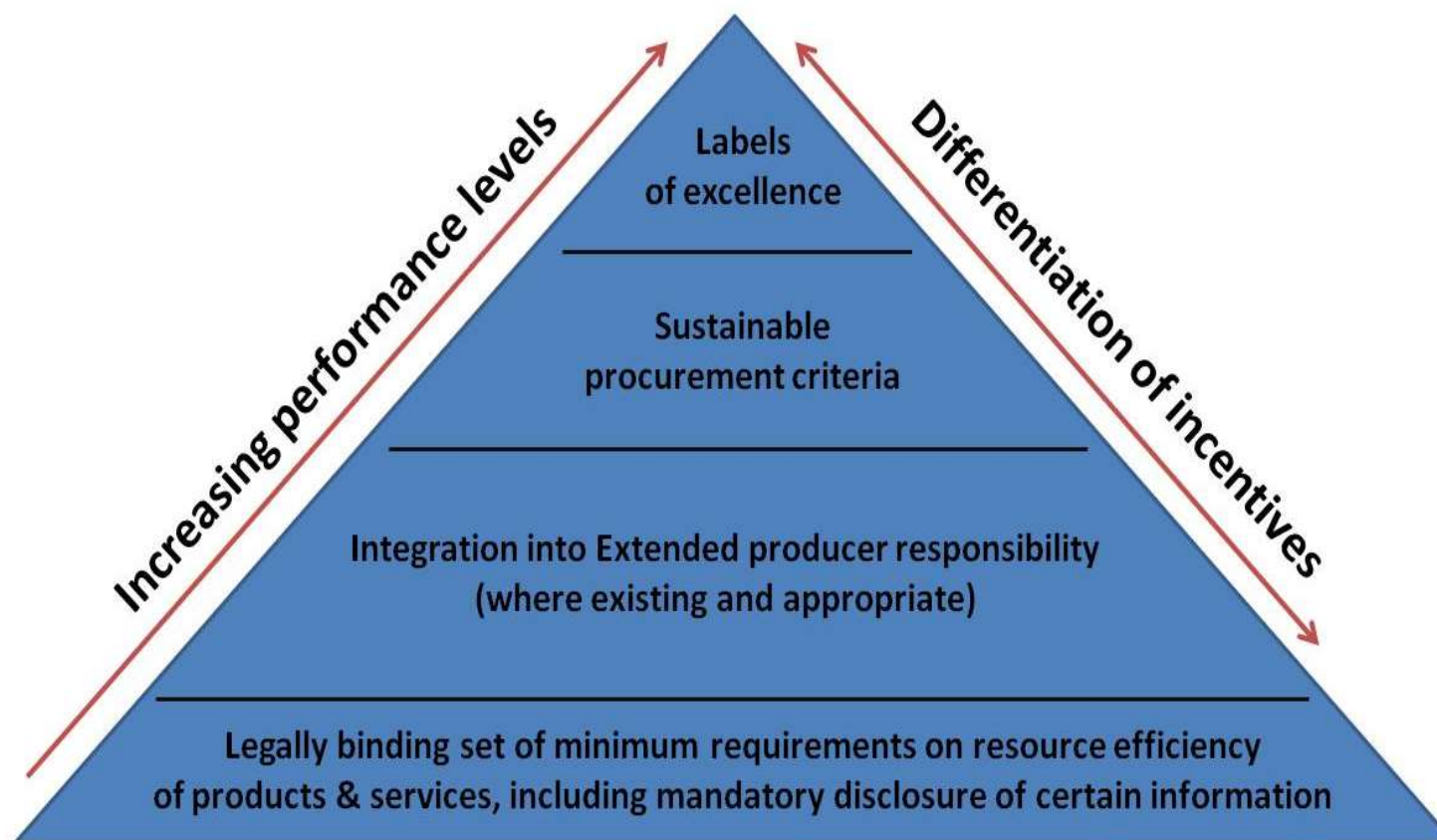
Approaches to overcome current challenges



Push and Pull mechanism



A more coherent Product Policy Framework



Based on a common set of metrics for a circular economy



Promoting longer lasting products



- ❖ Using reform of Consumer Sales Directive
- ❖ Displaying expected lifetime and/or free warranty time
- ❖ Creating a new competition field

Keep the material cycles clean



A EU harmonized product information system

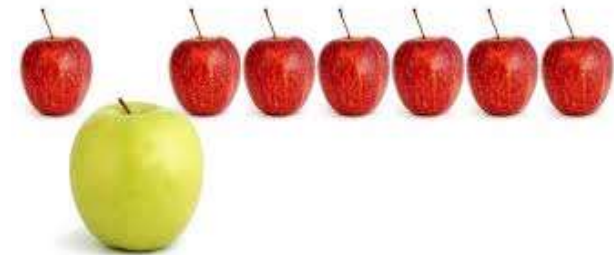
Transparent information
for consumers/end users



Enhance market surveillance



Foster sound competition
and differentiation



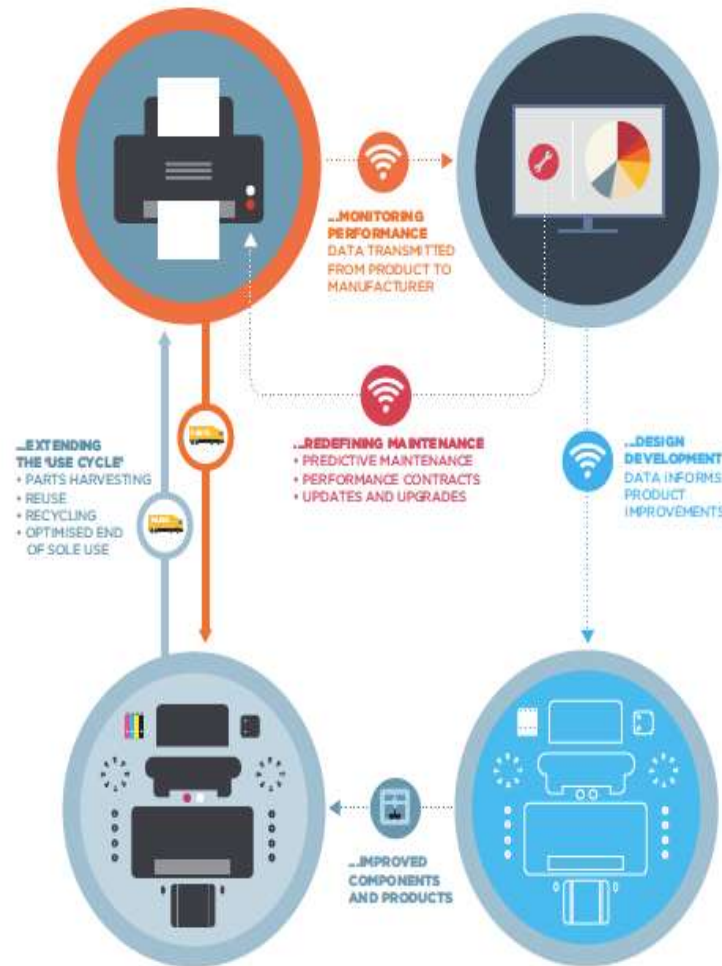
Reduce overall burden
one central register for EU
market



Help setting relevant policy
Rules & incentives



Further important role of digitalisation



Ellen MacArthur Foundation (2016): Intelligent Assets.
Unlocking the Circular Economy Potential.


It informs the way how to **make, use and reuse** appliances by improving the knowledge of their **location, condition and availability**:

- Improved product design from granular usage information
- Automated guidance for usage to avoid appliance wear or to facilitate shared use
- Predictive maintenance and replacement of components prior to failure
- Accurate information for decision-making on future loops (e.g. reuse versus recycling)
- Automated localisation of appliances available for reuse or recycling
- Optimised route planning for customer and repair services / reverse logistics
- Digital marketplace for refurbished appliances and/ or spare parts

Relevant policy frameworks

Horizontal approaches


- Chemicals Policy
- Product Policy
- EU Consumer legislation
- EU Waste legal framework



How to address several interfaces in order to cover multiple life-cycles in a circular economy?

To be complemented by sectoral approaches if needed

- Construction and buildings
- Mobility
- Food
- Electrical & electronic appliances
- ...



How to avoid too prescriptive regulations while rewarding companies to go beyond the legal minimum requirements/business as usual?

Report Recommendations- Short Term

Short-term recommendations

- **Ensure that mobile phones are added to the Ecodesign Working Plan as an iconic example to demonstrate how the policy can deliver on resource use aspects;**
- **Set a collaboration between EU member states and progressive business to kick-start the definition of horizontal Ecodesign requirements for the market uptake of recycled plastics under the EU Ecodesign Directive;**
- **Establish mandatory information requirements for producers to facilitate and promote longer lifetimes and maintenance, repair and reuse, remanufacturing and recycling for all implementing measures under the Ecodesign Directive, but also at national level if the EU level fails to deliver;**
- **Fulfil the request from the Environmental Council (conclusions 20 June 2016) to conduct an analysis of potential design requirements for non-energy related products which are currently outside the scope of the Ecodesign Directive but could benefit from the same type of regulatory approach;**
- **Support ambitious minimum requirements for Extended Producer Responsibility (EPR) schemes to be established in both the EU Waste Framework Directive and the Packaging and Packaging Waste Directive, including EU-wide criteria for the modulation of EPR fees;**
- **Implement large scale pilots on circular procurement and set up incentive and support structures for public procurers, e.g. based on the experience from the Circular Procurement Academy in the Netherlands;**
- **Pressure the European Council to discuss the Commission's proposal for legal guarantees and other aspects of contracts for online and other distance sales in the context of the EU Circular Economy Package;**
- **Push for the introduction of a lifespan approach to differentiate the legal guarantee period for different products with the burden of proof to be put on the manufacturer. Reject the current proposal from the European Commission to fix two years as a general maximum period for legal guarantees on all tangible goods;**
- **Support the extension of an EU database for all products covered by Ecodesign and energy label, as it exists in other economies, building on the database now agreed under energy label reform in 2016/2017, and allowing for the integration of supplementary relevant information on durability, reparability, recyclability and other environmental performances.**

Report Recommendations- Longer Term

Longer term improvements

- Follow up on the implementation of the Ecodesign Working Plan 2016-2019 and scrutinise each upcoming preparatory study for new or revised product regulations to see if aspects of reparability, durability and recyclability have been duly investigated;
- Evaluate the performance of the existing EPR schemes at national level and how their governance and financial structure could be improved, including the possible integration of deposit schemes, voucher systems or reuse programmes;
- Establish a mandatory 'best value for money' principle instead of the lowest price only in all public procurement at national level and make use of the new circular economy related EU criteria for GPP and Ecolabel, such as for computers or furniture, when updating the national criteria;
- Define clear criteria and metrics to evaluate circularity and sustainability of business models, building on public and corporate procurement experiences striving to promote circular economy;
- Align and finally integrate the approaches of the different EU studies investigating the same product groups to develop consistent classes of environmental performances which could then be used for setting, for example, Ecodesign requirements, Green Public Procurement and Ecolabel criteria;
- Reduce taxation for contractually repairable and upgradable products and for reuse and repair activities;
- Review all forms of financial or taxation schemes to discourage products and services that hinder reuse, repair, remanufacturing and recycling;
- Integrate a lifespan approach towards the system of legal and commercial guarantees in national consumer legislation, encouraging better repair options and availability of spare parts instead of replacement of the product or financial compensation in case of product failures;
- Develop adequate standards and tools so that economic operators have access to sufficient information on the presence, location, concentration of hazardous chemicals in products and materials recovered from waste;
- Set up a pilot programme to design and test the use of an EU harmonised product information system in specific sectors and value chains such as appliances, furniture or automotive that could start as collaboration between interested member states leading to a European integrated solution;
- Ensure a higher share of environmental taxes to achieve at least the 10% of total revenues envisaged in the Europe 2020 strategy and outline a further shift away from labour taxes to resources and pollution at national level;
- Advocate for more ambitious indicators within the framework of the European Semester to align the general economic policies in EU member states with clear objectives in the field of resource efficiency and the circular economy.

Produzione Sostenibili

Questions?

Thanks for your attention



www.eeb.org
[@Green_Europe](#)

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Possible next steps

- ✓The articulation between the bio-based economy and the circular economy, answering the question on how to best combine them and target the most promising applications relying on biomass rather than fossil fuels, while containing the pressure made on forestry, land and biodiversity;
- ✓The plastic strategy to be defined at European level and how it could interact with Italian initiatives linked to plastic materials and plastic waste (marine littering, development of bio-based plastics...);
- ✓The implementation of CE action plan and product policy moving forward some recommendations suggested in the product policy report;
- ✓The development of related communication material pursuing the citizens mobilisation around CE consumption patterns.

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