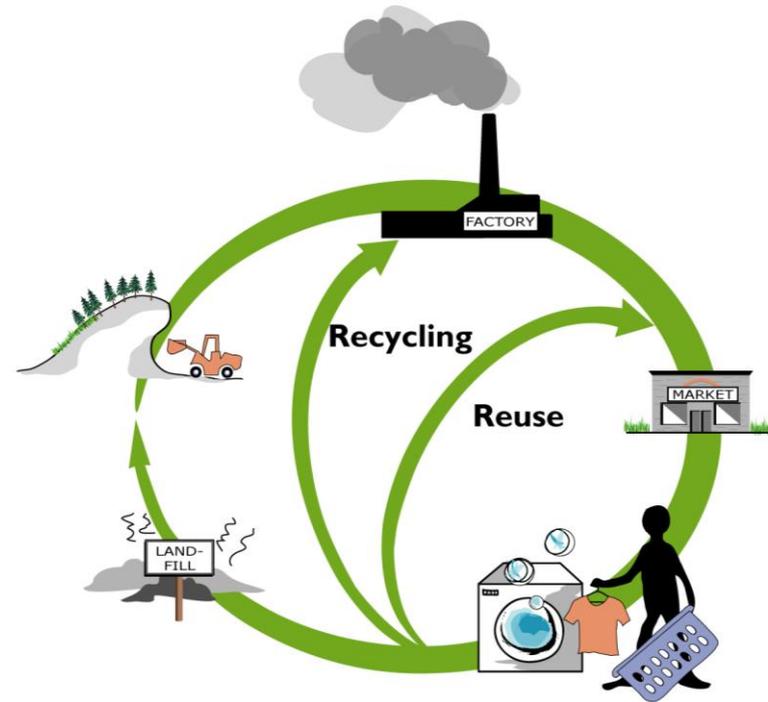


Integrating SCP policies in Europe

- towards a circular economy



Erika Varkonyi, SYKE

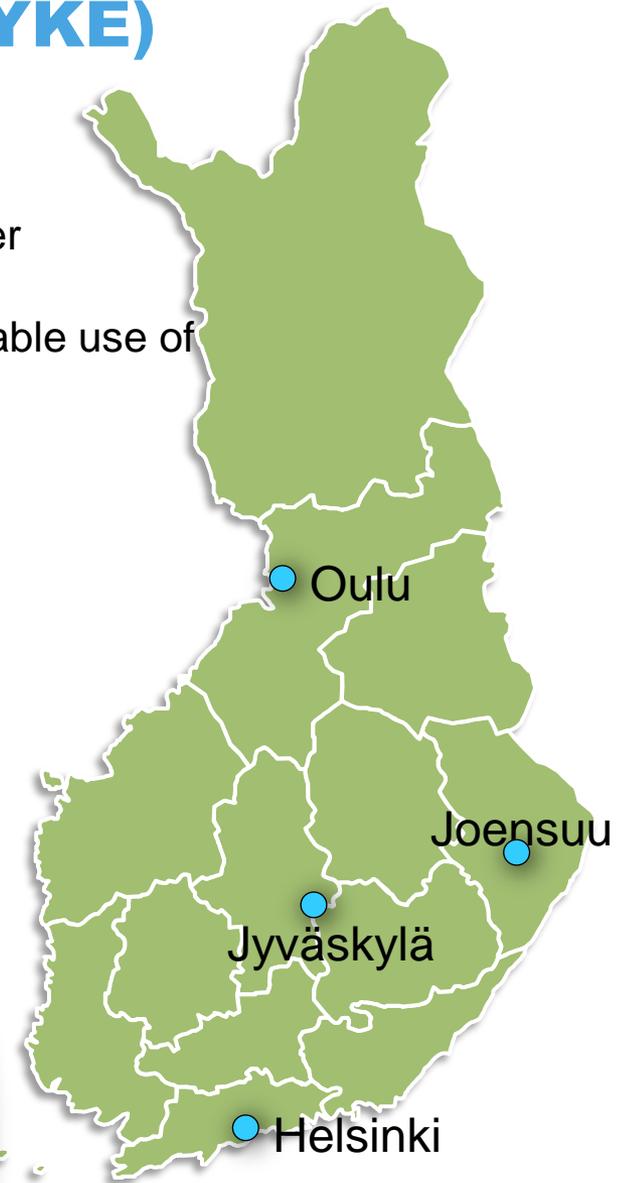
Ari Nissinen, Head of Unit, PhD
Finnish Environment Institute (SYKE)

'Putting words into action with independent ecolabels'
10th of October 2017, City Conference Centre, Stockholm

Finnish Environment Institute (SYKE)

Themes

- Climate change mitigation and adaptation
- Sustainable management of the Baltic Sea and freshwater resources
- Sustainability of consumption and production and sustainable use of natural resources
- Sustainability of land use and the built environment
- Ecosystem services and conservation of biodiversity
- Producing and exploiting environmental information



Contents

Policy toolbox for IPP (and SCP)

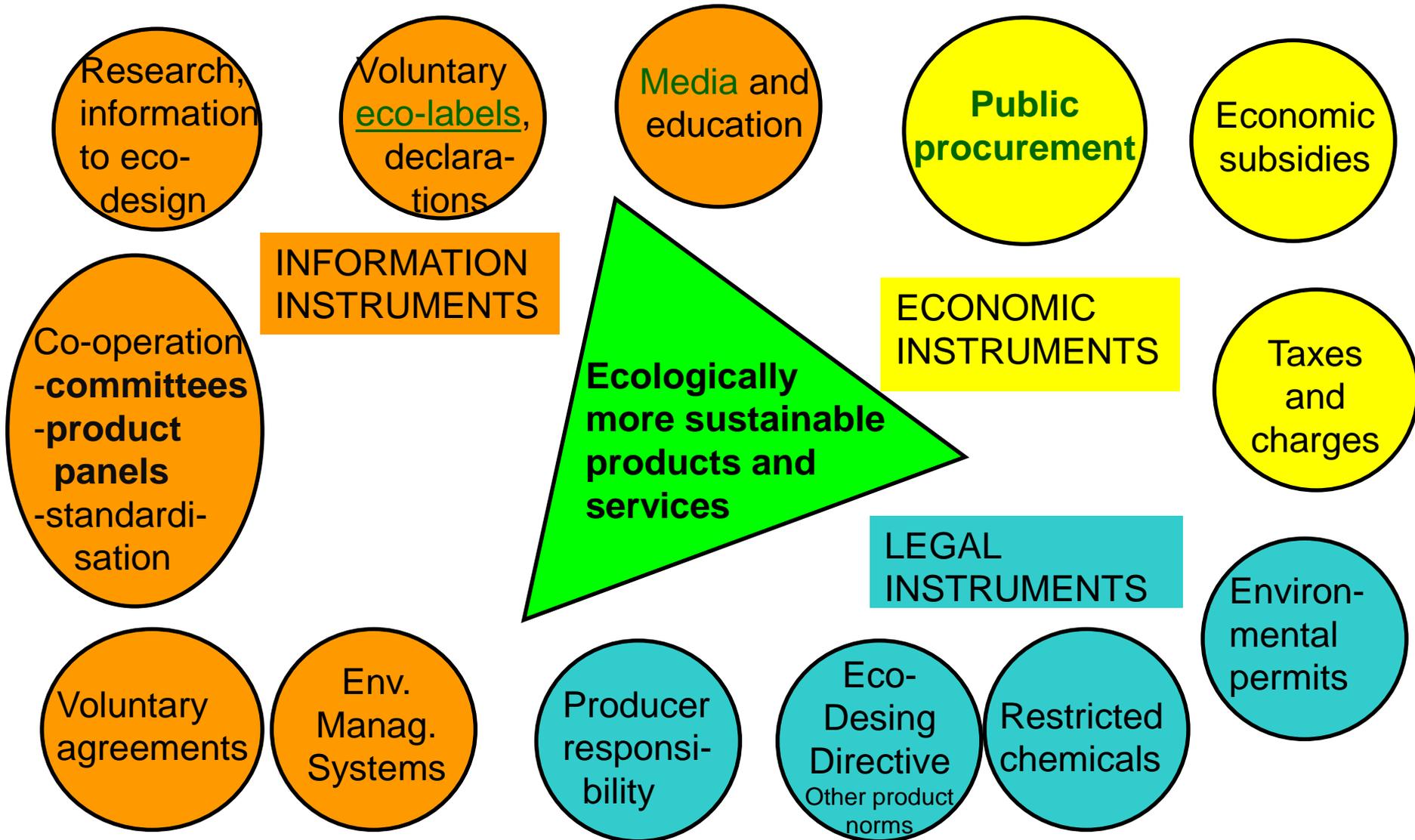
Strategies and decisions

'New' product-policy topics in circular economy

How type 1 eco-labels promote circular economy?

Challenges and the way ahead

Policy toolbox for IPP (2001, 2003)



Strategies and decisions in EU

IPP, 2001 and 2003:

Green Paper on **I**ntegrated **P**roduct **P**olicy. COM(2001)68

Communication...Integrated Product Policy - Building on Environmental Life-Cycle Thinking.
COM/2003/0302 final

SCP, 2008:

Sustainable **C**onsumption and **P**roduction and
Sustainable **I**ndustrial **P**olicy (SCP/SIP) Action Plan
COM/2008/0397 final

Strategies and decisions /2

Resource efficiency, 2011:

The Roadmap to a Resource Efficient Europe
COM(2011) 571

Circular economy, 2014-:

Communication from... Towards a circular economy: A zero waste programme for Europe. COM/2014/0398 final

Communication from... Closing the loop - An EU action plan for the Circular Economy. COM/2015/0614 final

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



Strategies and decisions /3

Green products 2013: Communication from the Commission to the European Parliament and the Council: **Building the Single Market for Green Products - Facilitating better information on the environmental performance of products and organisations.**
April 2013, COM(2013) 196 final

<http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:52013DC0196>

Product environmental footprint (PEF), 2013-2018:

http://ec.europa.eu/environment/eussd/smgp/policy_footprint.htm



Strategies and decisions /4

Some other 'more international' strategies and decisions:

Paris Climate Agreement 2016

UN Agenda 2030

UN Sustainable Development Goals

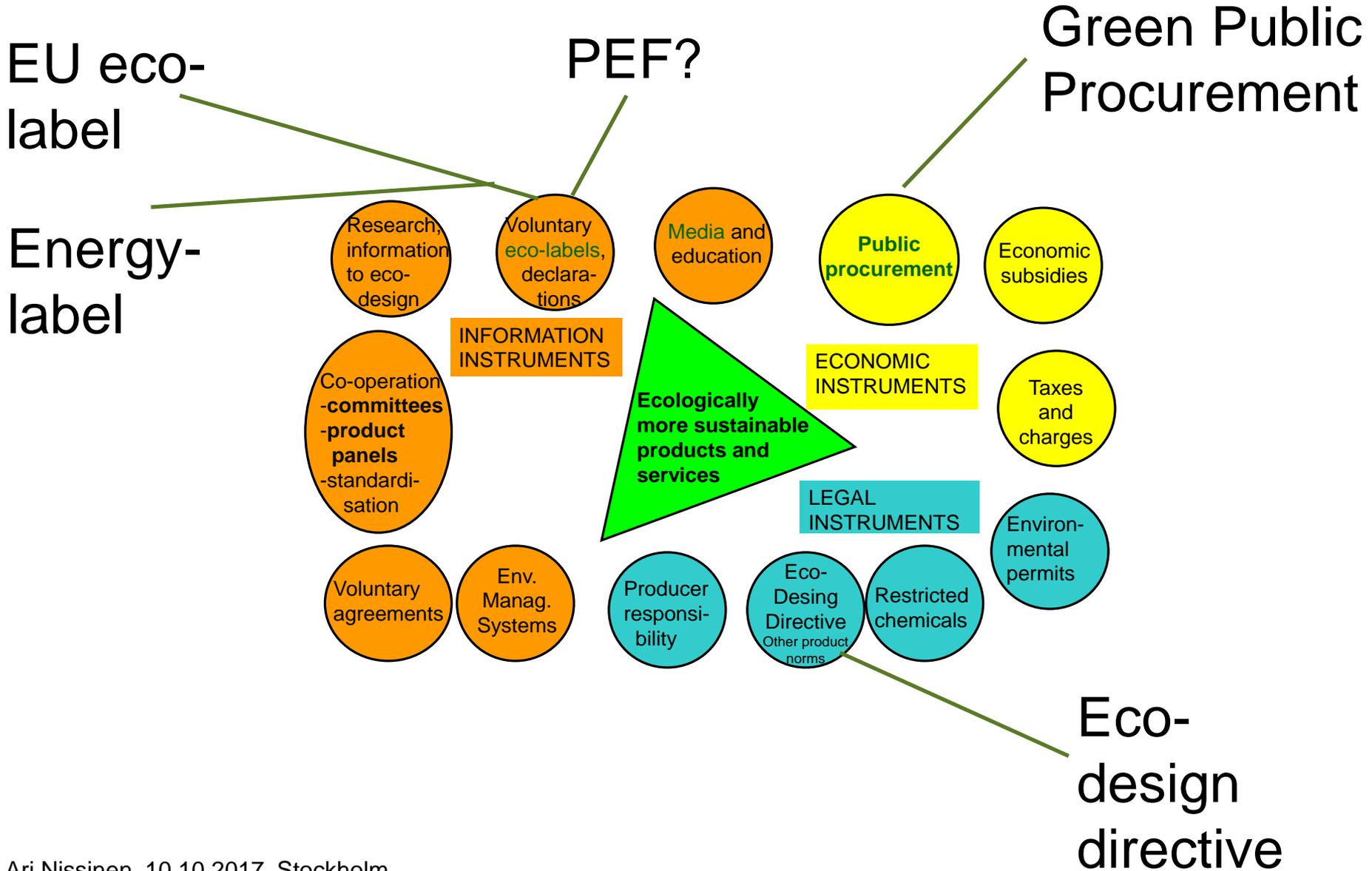
UN 10YFP, 10-year framework of programmes on sustainable consumption and production patterns

Nordic Council of Ministers,

The Environment Action Plan 2013-2018

([HKP Working group](#), link to many interesting reports!)

Policy toolbox for SCP



'New' product-policy topics in circular economy

A new goal in the eco-design directive: to make products more durable, and easier to repair, reuse or recycle (directive so far used mostly for energy efficiency).
+ *Standardisation mandate regarding material efficiency aspects*

Focus on durability also at other fields, e.g.:

- German Environment Agency 2017. Obsolescence - Political strategies for improved durability of products
• www.umweltbundesamt.de/sites/default/files/medien/376/dokumente/policy_brief_obsolescence_-_political_strategies_for_improved_durability_of_products.pdf
- PLATE, the conference on Product Lifetimes and the Environment, www.plateconference.org/second-plate-conference/

Sharing economy services (collaborative consumption)

Chemicals and clean circles

Product trends important for circular economy

- Increasingly complex product design, materials and functionality
- Increasing use of modular design
- Production on demand
- Services instead of products, and services around products
- Home delivery systems – including Internet shopping
- Internet of things
- Changing product lifespans (for many product groups decreasing life-time)
- Collaborative consumption and sharing economy services
- Markets for recycling, and for reused products

Source: European Environment Agency 2017. Circular by design. Products in the circular economy. EEA Report No 6/2017

How type 1 eco-labels promote circular economy?

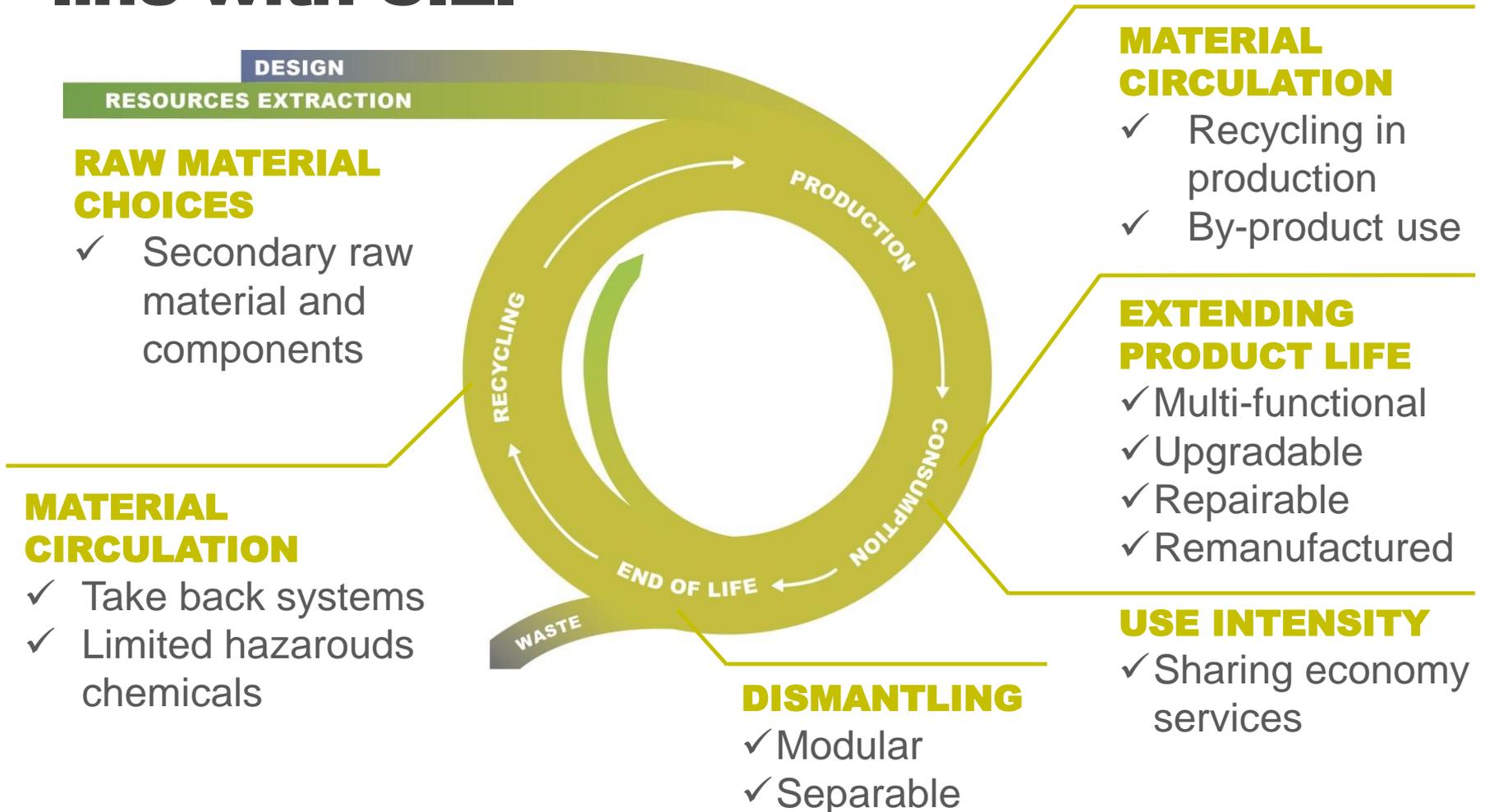
The product-specific criteria already include requirements for durability, the use of recycled materials, and recycling.

When updating the criteria, circular economy principles could be taken into consideration even more, through tougher requirements on durability and other requirements that extend the product's service life:

- warranties
- reparability
- availability of spare parts
- recyclability of the materials and components
- possibilities for reuse and remanufacturing.

Source: Suikkanen & Nissinen 2017, *Circular economy and...*, see last slide.

Criteria could increasingly be set in line with C.E.





DESIGNER



MANUFACTURER



CONSUMER

- ✓ It is often said that consumer is the king/queen – is it so?
- ✓ Many important decisions are taken in the product design phase
- ✓ Ecolabel criteria create a push for the design and manufacturing phases
- ✓ Ecolabelled products act as a benchmark for designers/manufacturers, buyers/purchasers and consumers
- ✓ Retailers also important for determining the assortment at the market

Challenges and the way ahead

Quality is focused (environmentally preferable products and services), but also the quantity of consumption matters - how to deal with it?

Circular and low-carbon economy — hand in hand

Consumption and urban form – how to avoid locks, and how sustainable cities make sustainable consumption and lifestyles easy?

www.aka.fi/en/strategic-research-funding/programmes/programmes-20162019/urbanising-society/

Product Environmental Footprint PEF (EU)

- more reliable comparable environmental information
- but how large work load and cost?
- co-operation with type 1 eco-labels - how to find synergies and avoid different messages?

Further Information

Project: The Nordic Swan Ecolabel, Circular Economy and Product Environmental Footprint (SCEPEF)

www.syke.fi/projects/scepef

Contact: ari.nissinen@ymparisto.fi

