

# CIRCULAR ECONOMY AND THE EU ECOLABEL

An integration  
to reinforce





## EU Product policies

### PRODUCT INTERVENTIONS – Overall approach



<sup>p.3</sup>  
**THE EU ECOLABEL IN THE  
CIRCULAR ECONOMY  
STRATEGY**

- **1st EU product policy (1992), using a LCA and a « circular » approach**
- **Part of the CE Work plan**
- **Karmenu Vella, Estonian Presidency : the Circular Economy is a priority and the EU Ecolabel plays a key part in the strategy**
- **Articulation to be improved with expected reinforcement of Ecodesign, EPR, GPP and other economic instruments**

# THE CIRCULAR ECONOMY IN EU ECOLABEL PRODUCTS

Resource efficiency criteria in a wide range of PGs

1. Optimised production processes
2. Consumable goods :
  - Refillable systems
  - Reduced and recyclability of packaging
  - Ban on microplastics for detergents and washing off cosmetics
  - Durability criteria for paints
3. Focus on reduction and separation of waste (including food) in hotels

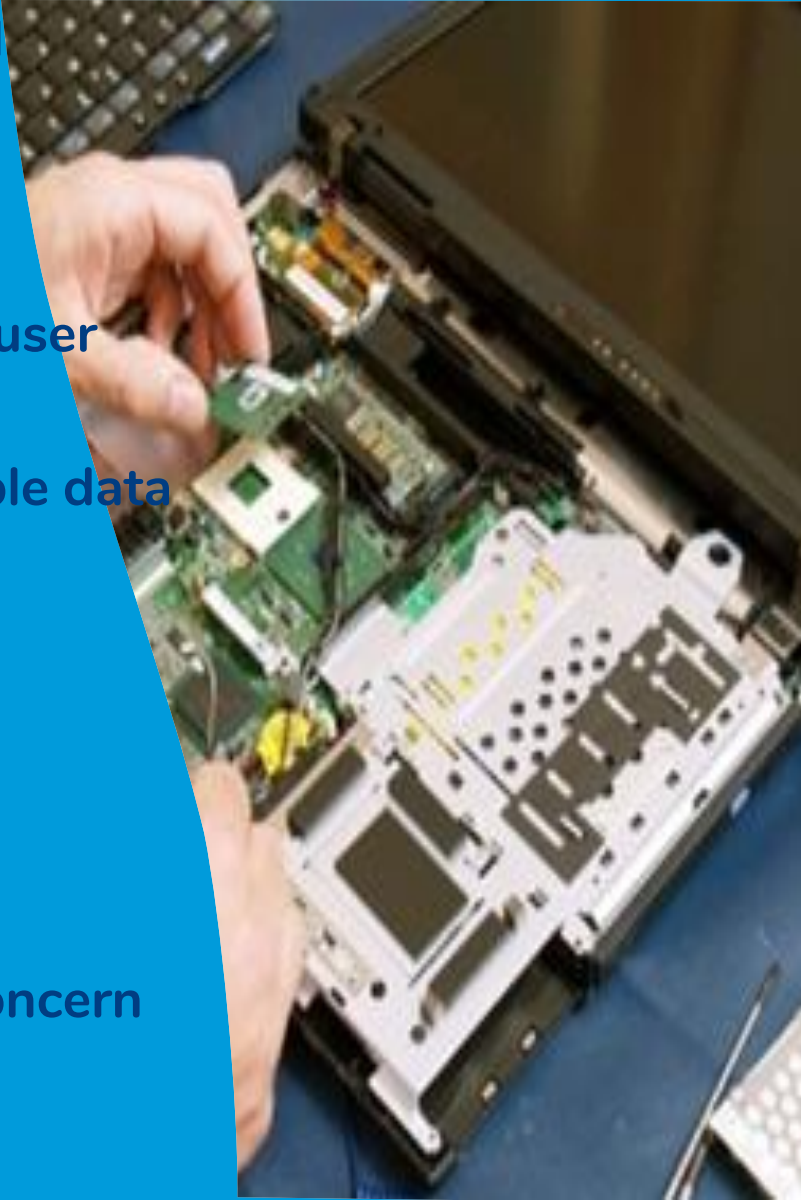
## 4. Design for longer life time and easier recycling: (Imaging Equipment, Computers, NoteBooks, Electronic devices, furniture ...

- Durability testing (also for battery life)
- Repair instructions and availability of spare parts
- Upgradability
- Commercial guarantee of 5 years
- Better design for repair, disassembly and recycling
- Minimum requirements on recycled content and Take back systems
- Ban of hazardous substances facilitating recycling

# Focus<sup>p.6</sup>: Computers, Personal NoteBooks, and tablets

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- ❖ Durability tests
- ❖ Battery durability, 2 years guarantee and user information
- ❖ upgradability : accessible and exchangeable data storage, RAM, screens, trackpad, battery
- ❖ Spare parts at least 5 years after end of production and repair instructions
- ❖ commercial guarantee of 3 years
- ❖ design for disassembly and recycling
- ❖ 10% of recycled plastic content
- ❖ Substitution of chemicals substances of concern facilitating recycling



# Focus : Furnitures <sup>p.7</sup>

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- ❖ Easy disassembly using common tools and repair instructions
- ❖ 5 years guarantee at no additional cost
- ❖ Availability of spare parts up to 5 years after end of production
- ❖ Phasing out of chemicals substance of concern





# ROOM FOR IMPROVEMENT BUT IT IS ALREADY BETTER THAN THE VAST MAJORITY OF THE PRODUCTS PUT ON THE MARKET

- ❖ Guarantee obliging the producer to repair its product if not economically impossible and be risen progressively for certain PGs
- ❖ Affordability of spare parts criteria
- ❖ Higher recycled content
- ❖ Software minimum lifetime mirroring the guarantee
- ❖ Certification of new circular business models using LCA

WAITING FOR YOUR SUGGESTIONS!!!





# <sup>p.9</sup> FURTHER QUESTIONS

Producers and service providers have to do big investments to be awarded with the label hoping to be rewarded by purchasing choices.

➔ It Works for product groups e.g detergents, cosmetics, DIY, and now textile where there can be little or no price difference and/or for which health hazards are well known by consumers

For other PGs it is still difficult. No License holders for Computers or Printing Equipment, Toilets. Very few for Wooden Furnitures ...

**Need to think of tax reduction or other incentives to engage producers ?**

THANK YOU FOR  
YOUR  
ATTENTION!  
ANY QUESTIONS ?

General enquires



## The Circular Economy and the EU Ecolabel

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With the support of the  
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