

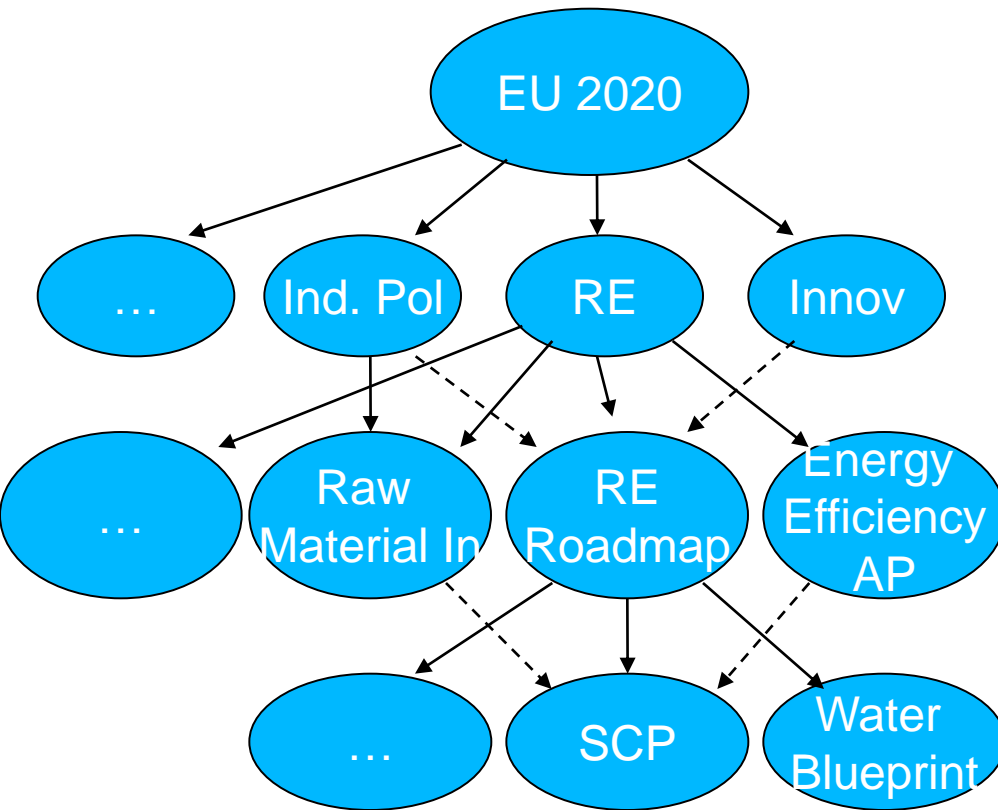
The EU Resource Efficiency and Sustainable Products Policies

Pavel Misiga

Sustainable Production and Consumption

DG Environment - European Commission

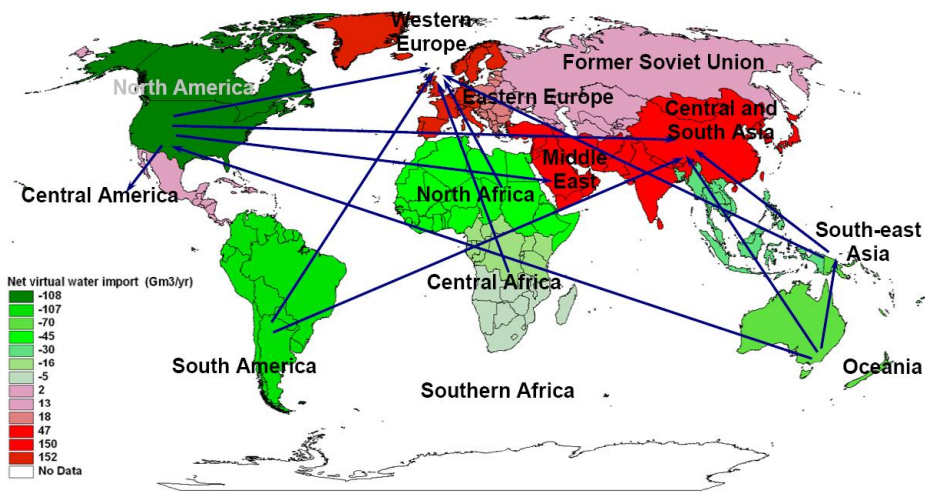
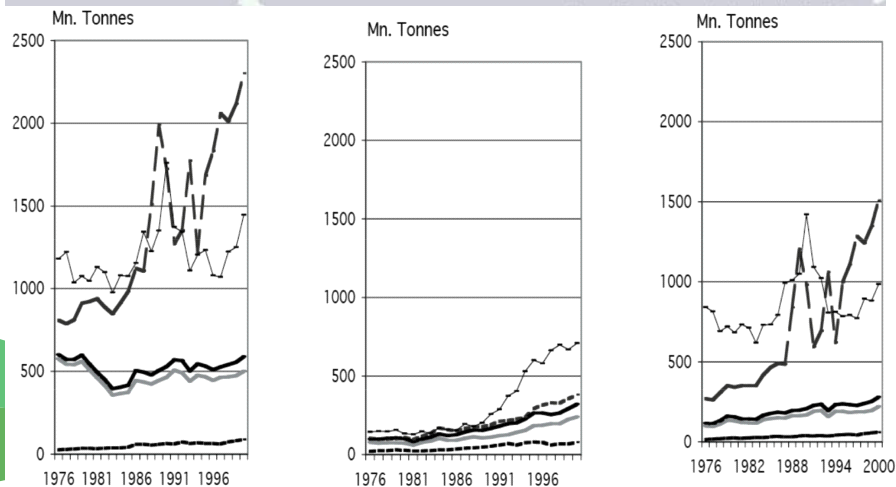
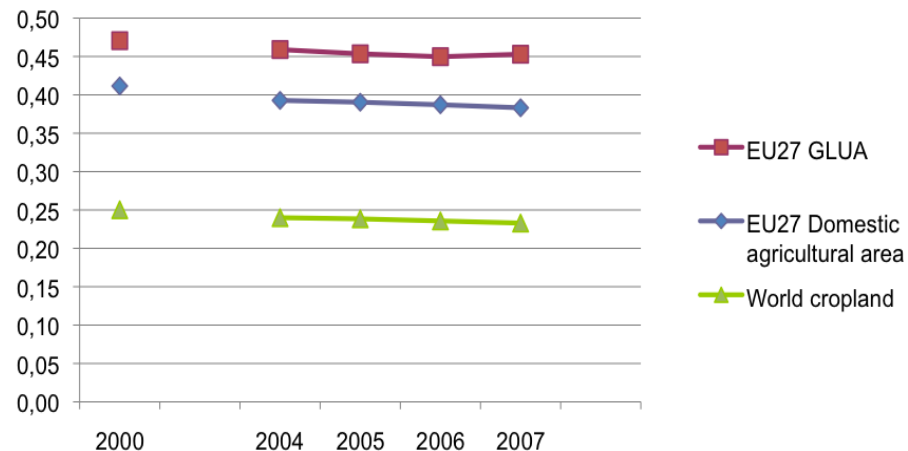
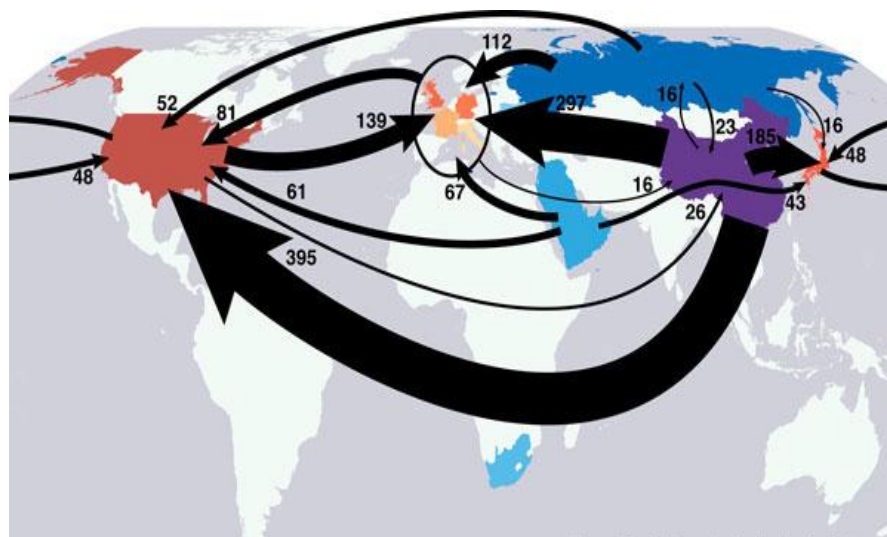
Resource Efficiency: Policy architecture



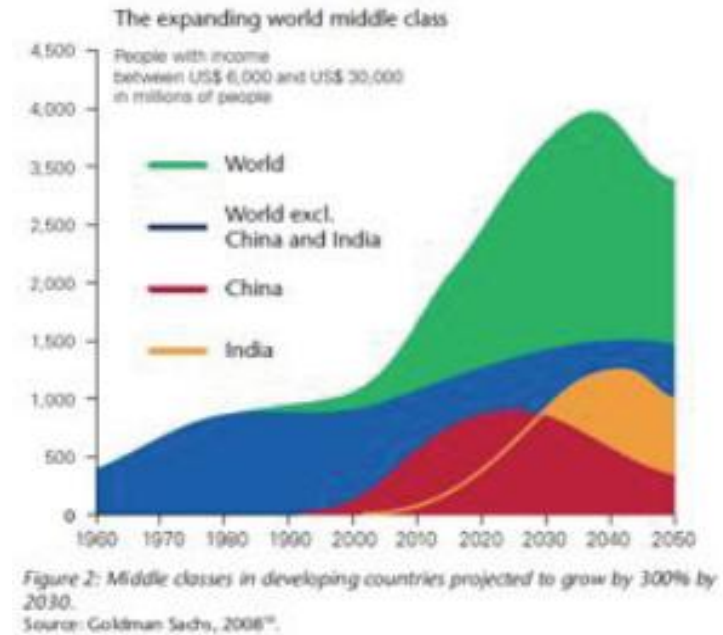
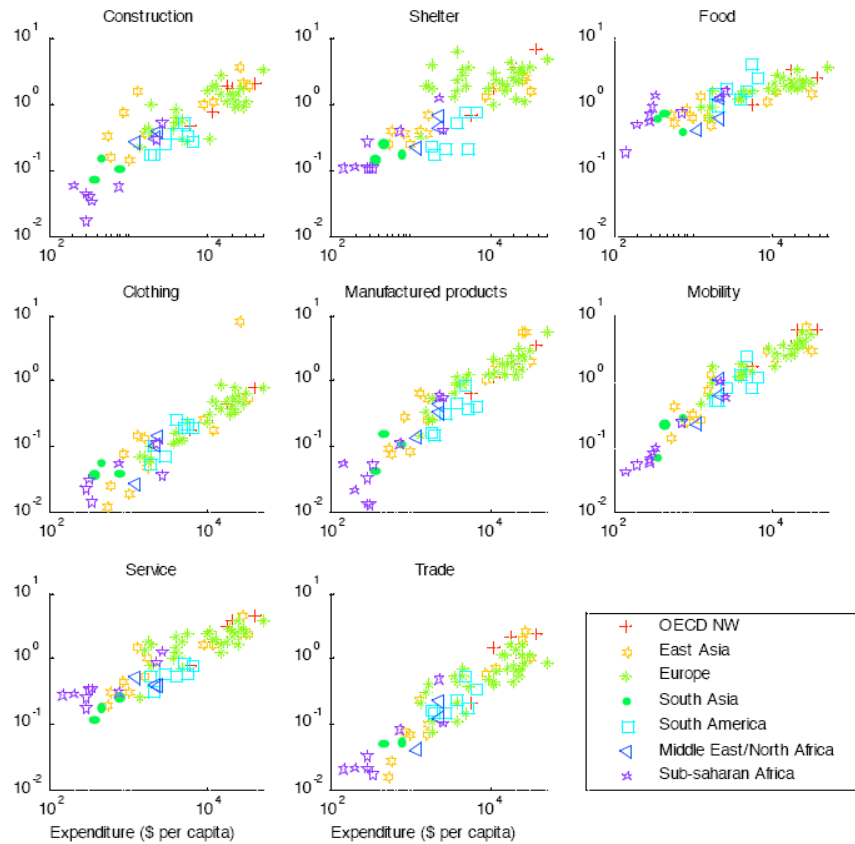
Objectives:

- decouple economic growth from resource use;
- create new opportunities for economic growth
- ensure security of supply of essential resources
- limit the environmental impacts of resource use

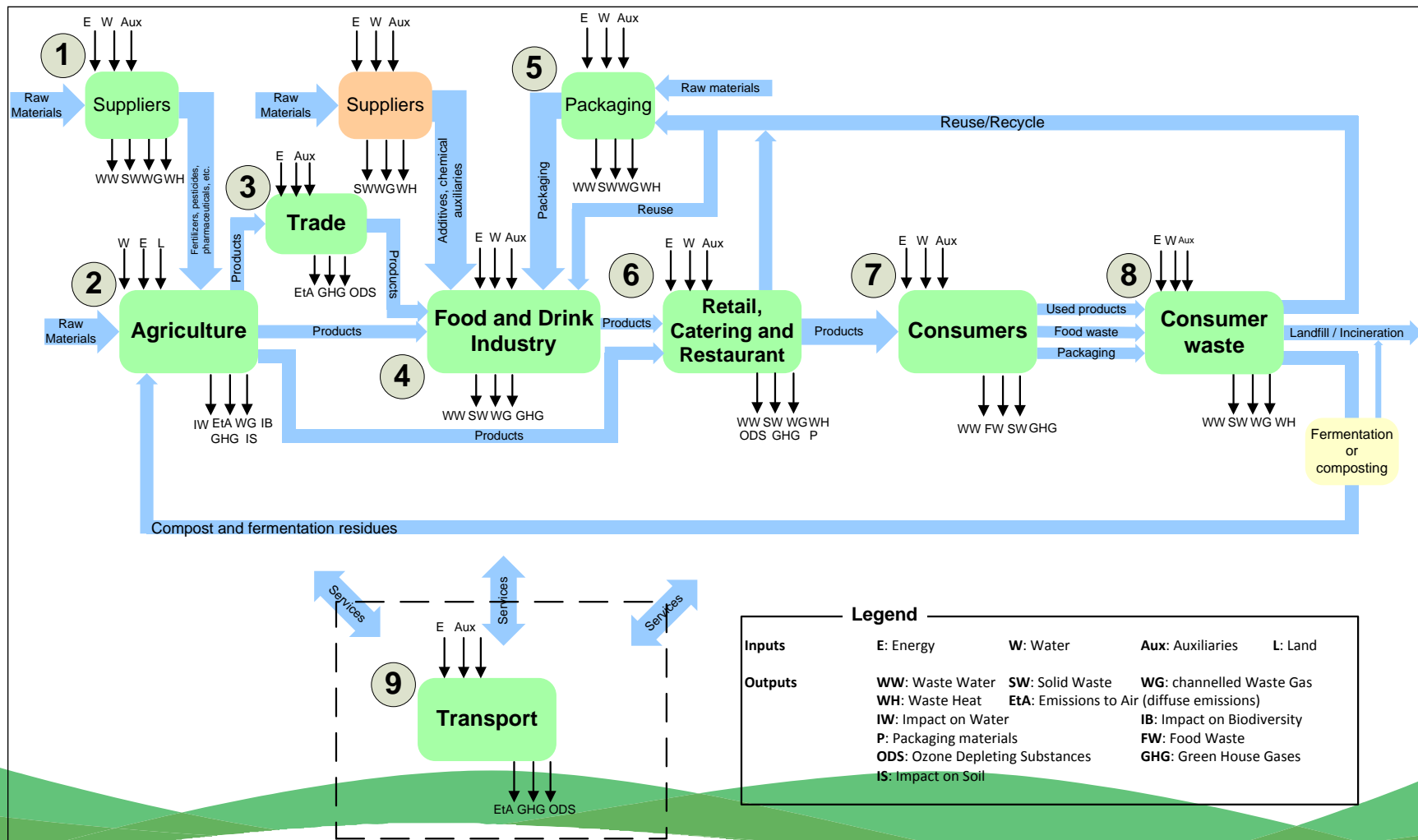
Resources embedded in products



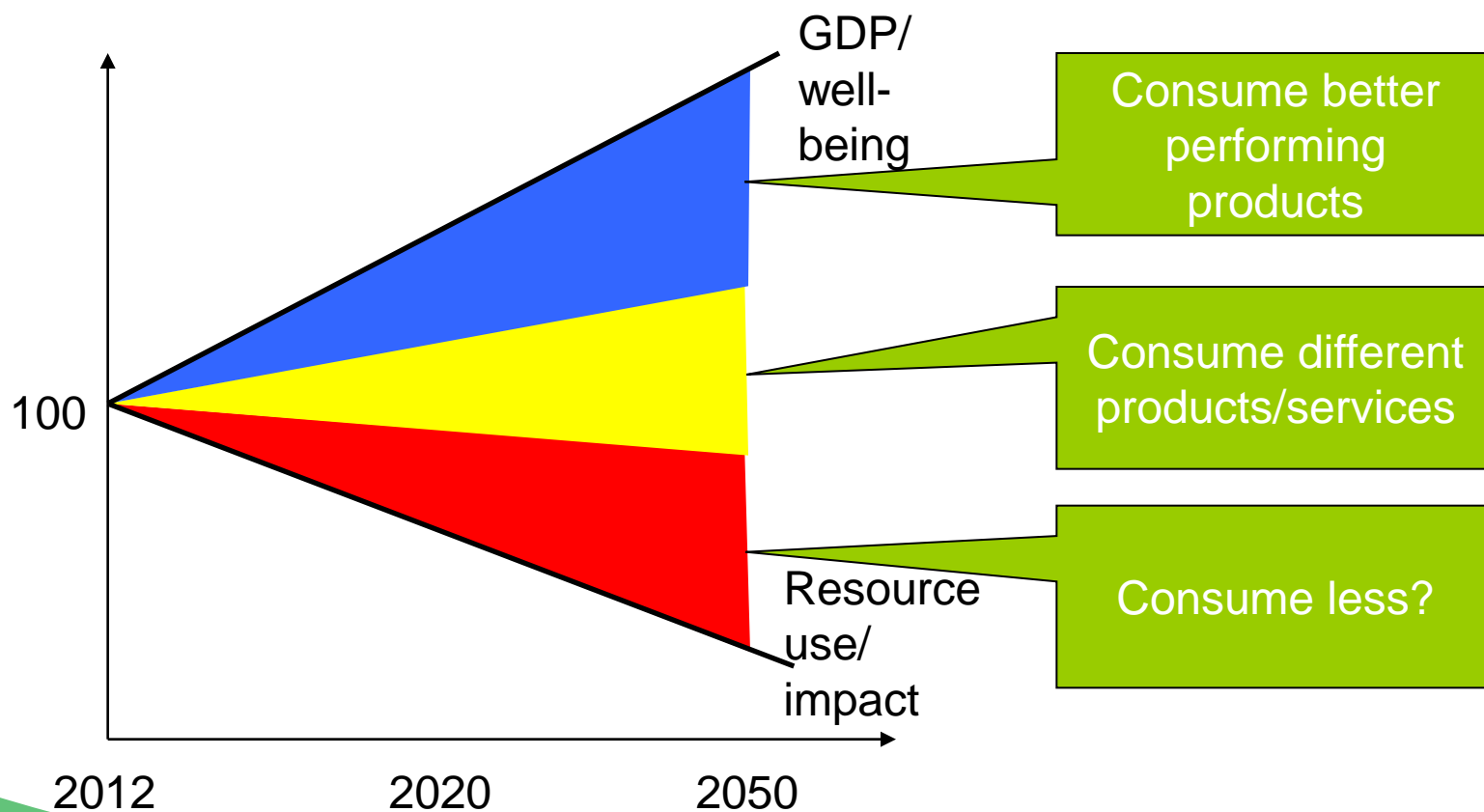
3 billion middle class and consumption



Life-cycle approach to policy making



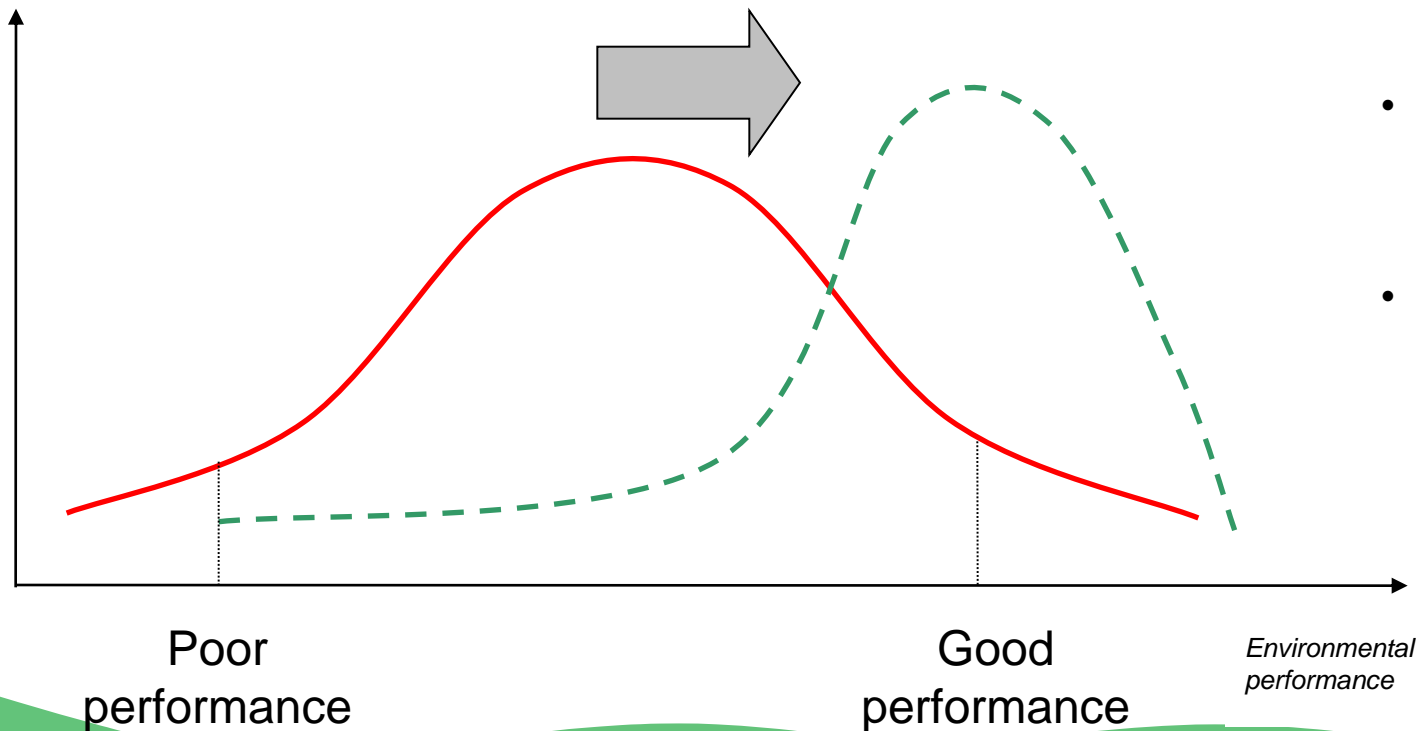
Role of product policy



Policy objective

Reduce resource use and limit environmental impact of production and consumption by:

- Improving environmental performance of companies
- Improving environmental performance of products
- Influencing consumer behaviour and creating or stimulating demand for better products



Actions: Products and Consumption

- **Establish a methodological approach to assess, display and benchmark environmental footprint;**
- **Address the environmental footprint of products, including through setting requirements for products (ecodesign requirements);**
- **Provide better information to consumers on environmental footprint of products, prevent misleading claims;**
- **Increase market rewards for genuinely environmentally friendly products;**
- **Strengthen Green Public Procurement (GPP);**
- **Measures to extend producer responsibility to the full life-cycle of the products they make including the take-back schemes and repair services;**
- **Optimise packaging.**

Thank you !

pavel.misiga@ec.europa.eu

