



Sustainable Production and Consumption

The Action Plan

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Broad Challenges

- Towards an energy and resource efficient economy
- Reduce environmental stress
- Change consumption patterns
- Transfer environmental challenges into economic opportunities, green growth

Natural resources

SCP: Better Products

Natural Resources → Design

Manufacturing/
Product

SCP: Leaner
Production

Reuse,
Recycling,
Recovery

Distribution

Collection

Use

SCP: Consumption

Waste &
Recycling
Legislation

Action Plan on Sustainable Consumption and Production / Sustainable Industrial Policy

- A package adopted by the Commission 16 July 2008
- Broad support by Council December 2008
 - **Better Products**
 - **Smarter Consumption**
 - **Leaner Production**
 - **Action at global level**

Building on « life cycle thinking »

Integrated product policy

- Advocating life-cycle thinking for products
- Continuous improvement of products
- Working with the market: economic incentives, standards, labelling, public procurement, voluntary agreements ...
- Stakeholder involvement

SCP/SIP – Action Plan: Integrating instruments

Better products:

- Exclude “bad” performance
- Promote “good” Performance
- Continuous Improvement

Key Legislation:

- Ecodesign
- Energy Labelling
- Ecolabel



‘Better products’: Recast of the Ecodesign Directive –



From energy-using to energy-related products

future vision: all manufactured products

Implementing measures:

- Minimum requirements
- Benchmarks of environmental performance
- Periodic update of requirements and benchmarks

Effective Labelling



Revised Energy Labelling Directive

- mandatory
- energy-related products

Revised Ecolabel Regulation:

- voluntary
- 'Front runner' label (top 10%)
- Broader scope, food included



Eco-label

Voluntary

« Label of excellence »



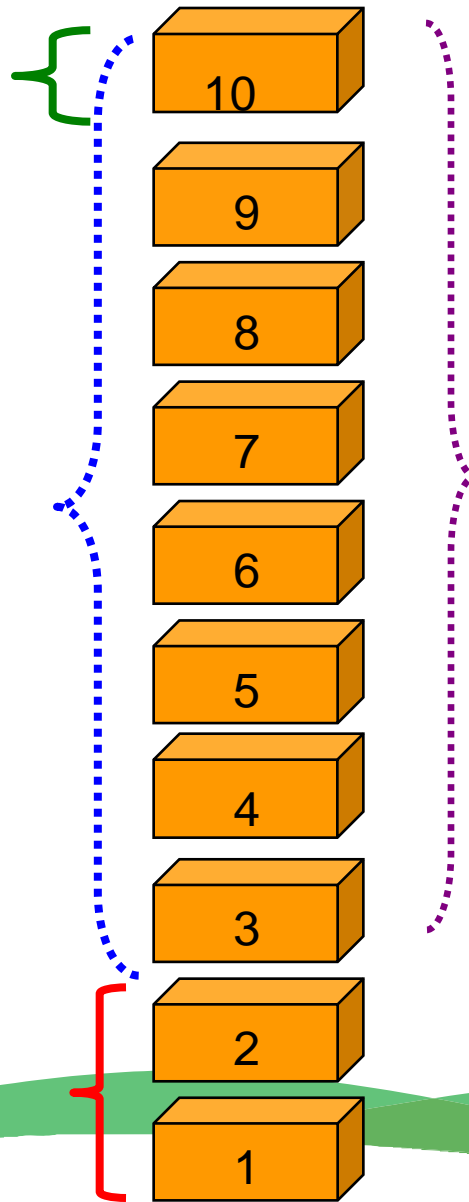
Ecodesign:

Voluntary benchmarks

Compulsory minimum requirements

Ecodesign

Exclusion from markets



Labelling Directive

A+++

A++

A+

A

B

C

D

G



Incentives

EU GPP

Stimulate market for better products ensuring adequate competition

EU GPP

Not procure below benchmark

Product Category



Incentives



Performance levels identified under revised Energy Labelling Directive define the basis:

- for Member State's incentives
- for Public Procurement, not below this baseline

Products data and methods

- **Consistent and reliable data required:** Life-cycle data and methodologies, Product data centre, Product category Rules for PCF
- **Sharing of data under different instruments**
- **Harmonised standards – ISO – PAS 2050**

Working with Retailers

Retail Forum

- Promote sustainable products
- Reduce environmental footprint of retail sector
- Green supply chains, better consumer information
- Share best practice, Code of Conduct

Wide stakeholder participation and involvement



Outlook



Roadmap for harmonisation of Product Carbon footprint methodology:

consultation with MS and stakeholders end 2009

guidance document end 2010

possible policy options 2011

Energy Labelling Directive: end 2009

Review of Legislation: 2012/13

**→ Further Extension Ecodesign & Labelling Directives
accordingly**

**European Commission
DG Environment -
Directorate of Sustainable
Production and Consumption**

Thank you



http://ec.europa.eu/environment/eussd/escp_en.htm