



WAT KOMT ER ALLEMAAL AAN VANUIT BRUSSEL EN WAT BETEKENT DAT VOOR MIJN BEDRIJF?

Lezing

11 maart 2024 om 09:00

Arthur ten Wolde
Circular Future / Ecopreneur.eu

WEEK VAN DE
**CIRCULAIRE
ECONOMIE**



Circular
Future



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European Sustainable Business Federation

Inhoud

- Ecopreneur.eu
- Wat komt er aan uit Brussel
- Wat betekent dit voor uw onderneming



Wat is



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Grüne Erde



MUD JEANS
COTTON LEASE



TURTLE



leafteasers



BREEDWEER
FACILITAIRE DIENSTVERLENING



RECU



REPROCOVER
Sustainable Solutions



WERNER & MERTZ

Interface



REMONDIS
WORKING FOR THE FUTURE



ORGANIC ARTISAN BAKERY



NEW NATURE



LEBENSKLEIDUNG
More than fabrics



UNVERSCHWENDET



Molenbike



giroflex
designed to work



VAUDE



hutskāne



BAUMANN
BesteAUSSICHTEN



HUMANA



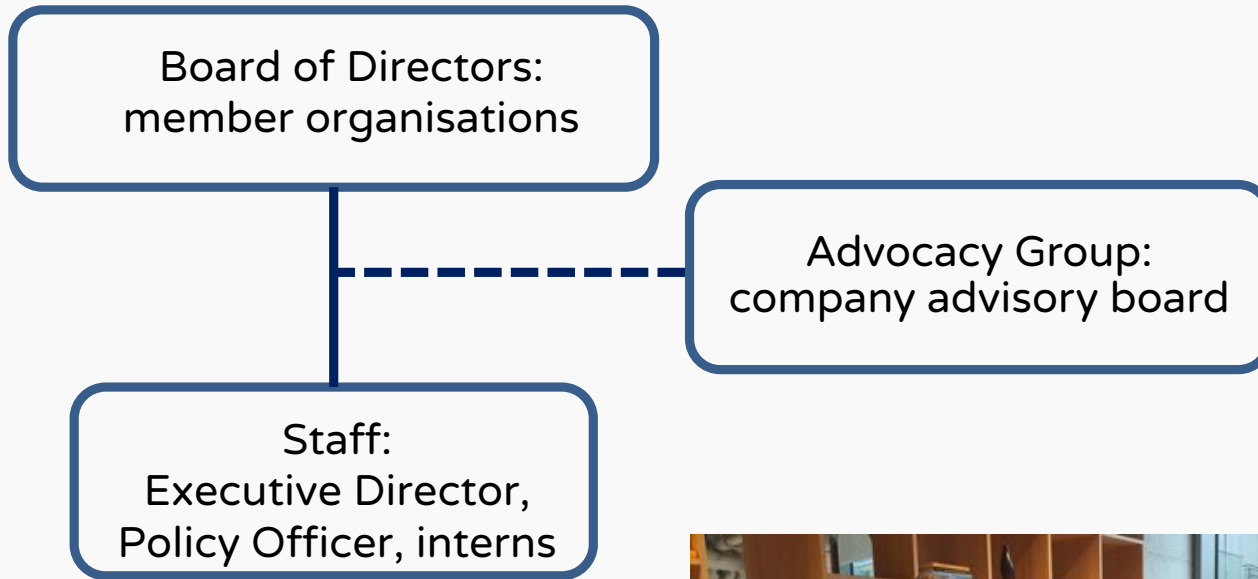
it-recycling



3500 companies, 97% SMEs



Organisational chart Ecopreneur.eu



“ Our organic bread is made from wheat grown near the bakery using ecological concepts and principles. The EU should create a level playing field for ecopreneurs by applying the polluter pays principle to all industries and beyond carbon pricing”

— Stéphane Gartner, BONPAIN



“ If used clothes could be sold for low or zero VAT on a temporary basis, second hand fashion market companies would finally be rewarded for their efforts. Meanwhile, the unfair competition from fast fashion should be permanently eliminated by adding taxes and levies to these polluting products”

— Jolijn Creutzberg, Van Hulley



Ecopreneur.eu works on a
sustainable economy
via EU advocacy and projects



ecopreneur.eu

- 34 position papers
- 6 reports
- Circularity Check
- 2 projects

And per year about:

- 70 advocacy meetings including with MEPs, Commission, keynotes, presentations, conferences, panels, moderation
- 6 Letters
- 3 Newsletters



See below for more position papers and here for our reports



Nature Restoration Law

July 12, 2023

To revert the current trend of nature loss, Europe needs to invest in large-scale nature restoration.

Co-signed business statements: CLG letter and WWF letter



Waste Framework Directive

August, 9th, 2022

The new EU Waste Framework Directive (WFD) must boost circular design, durability, reuse and recyclability

News item and PDF download: Position on WFD revision



Sustainable Corporate Governance

May 23rd, 2022

Sustainable businesses demand mandatory due diligence on human



Carbon pricing

April 12th, 2022

Additional measures for carbon pricing are needed to accelerate the transition to a low-carbon economy. It should



Economic incentives

May, 2023

Economic incentives play a crucial role in steering market demand towards circular choices by including external

Objectives

1.

To develop a robust and operational methodology for the **life cycle sustainability assessment (LCSA)** of products.

2.

To offer a **practical approach** that considers environmental, social and economic impacts in an **integrated** way, as well as **material criticality and product circularity**.

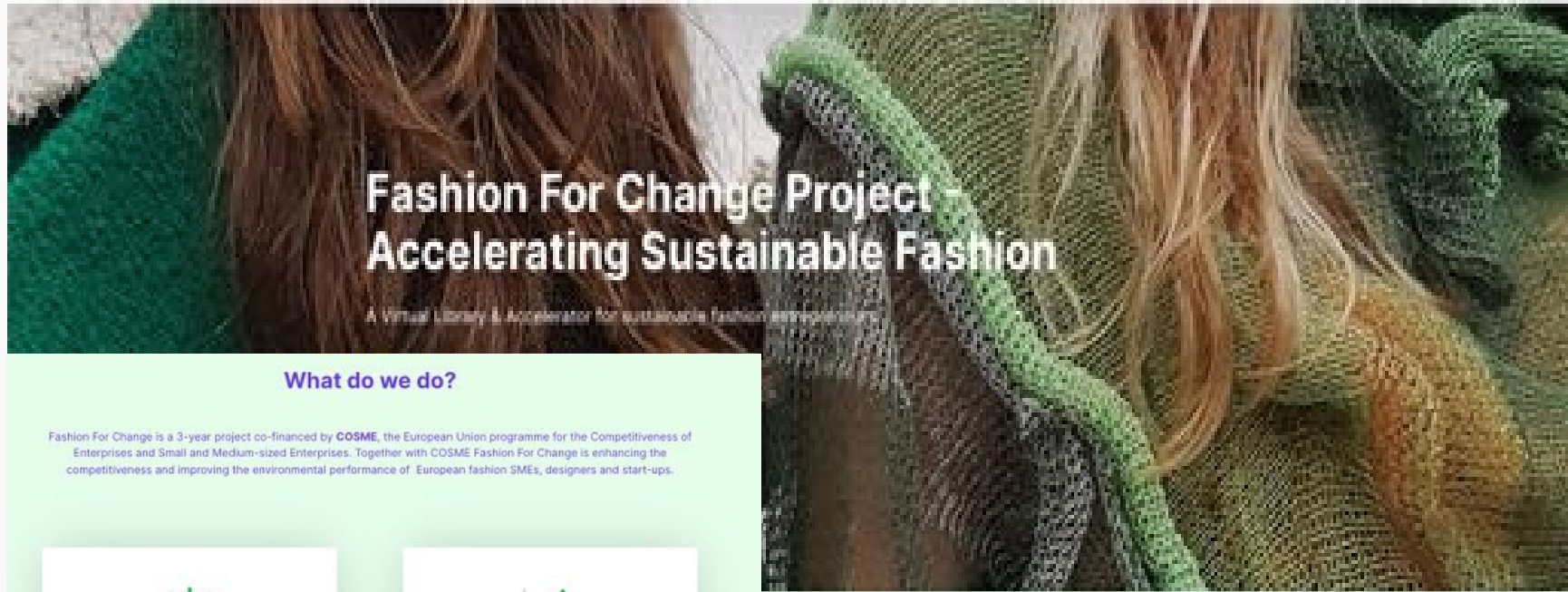
3.

To build on **existing initiatives** (e.g., PEF, UNEP/SETAC LCSA, ISO/TC 323) and contribute to a future ***Product Sustainability Footprint***

 ORIENTING



Funded by
the European Union



Fashion For Change Project - Accelerating Sustainable Fashion

A Virtual Library & Accelerator for sustainable fashion entrepreneurs

What do we do?

Fashion For Change is a 3-year project co-financed by COSME, the European Union programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises. Together with COSME Fashion For Change is enhancing the competitiveness and improving the environmental performance of European fashion SMEs, designers and start-ups.



Knowledge Hub

We are building a Knowledge Hub – a hub of sustainable fashion SMEs, designers and start-ups to facilitate the transfer of knowledge, experience and best practices.



Accelerator Programme

Acceleration programme is providing technical and financial support for SMEs, designers and start-ups to become more sustainable and turn towards circular business models



Jun 30 2022



Fashion For Change



RT @EU_Growth: Are you a retail SME? Implemented any green, digital or customer-centric solutions? Share your story! Fill in the survey [Read More](#)

MAIN BARRIERS

FOR ALL SMEs:

Lack of:

- Demand for sustainable products/services
- Transparency throughout the value chain
- Access to funding
- Awareness
- Collaborative networks
- Circular metrics
- Green Business advocacy

As well as:

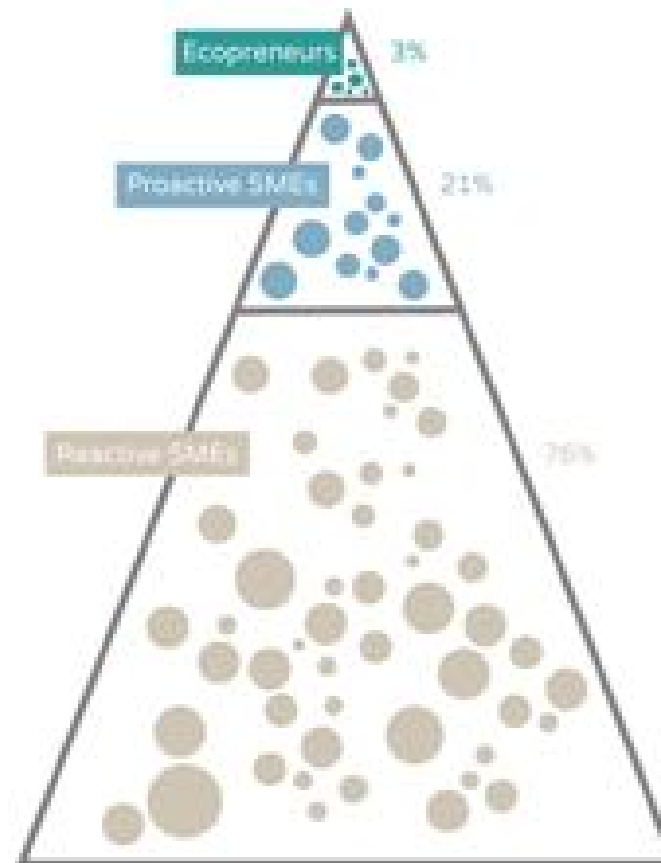
- Unlevel playing field: fierce competition from unsustainable products/services
- Complexity of circular design
- Regulatory barriers

FOR PROACTIVE SMEs:

- Lack of successful national examples

FOR REACTIVE SMEs:

- No obvious cost reductions



MAIN ENABLERS

FOR ALL SMEs:

- Regional Circularity Hubs to support SMEs
- Economic incentives: carbon pricing, extended producer responsibility, fiscal
- Green procurement by large companies
- Green public procurement
- Carbon border adjustment levy
- New standards
- Transparency policies
- New trade policies
- Voluntary actions

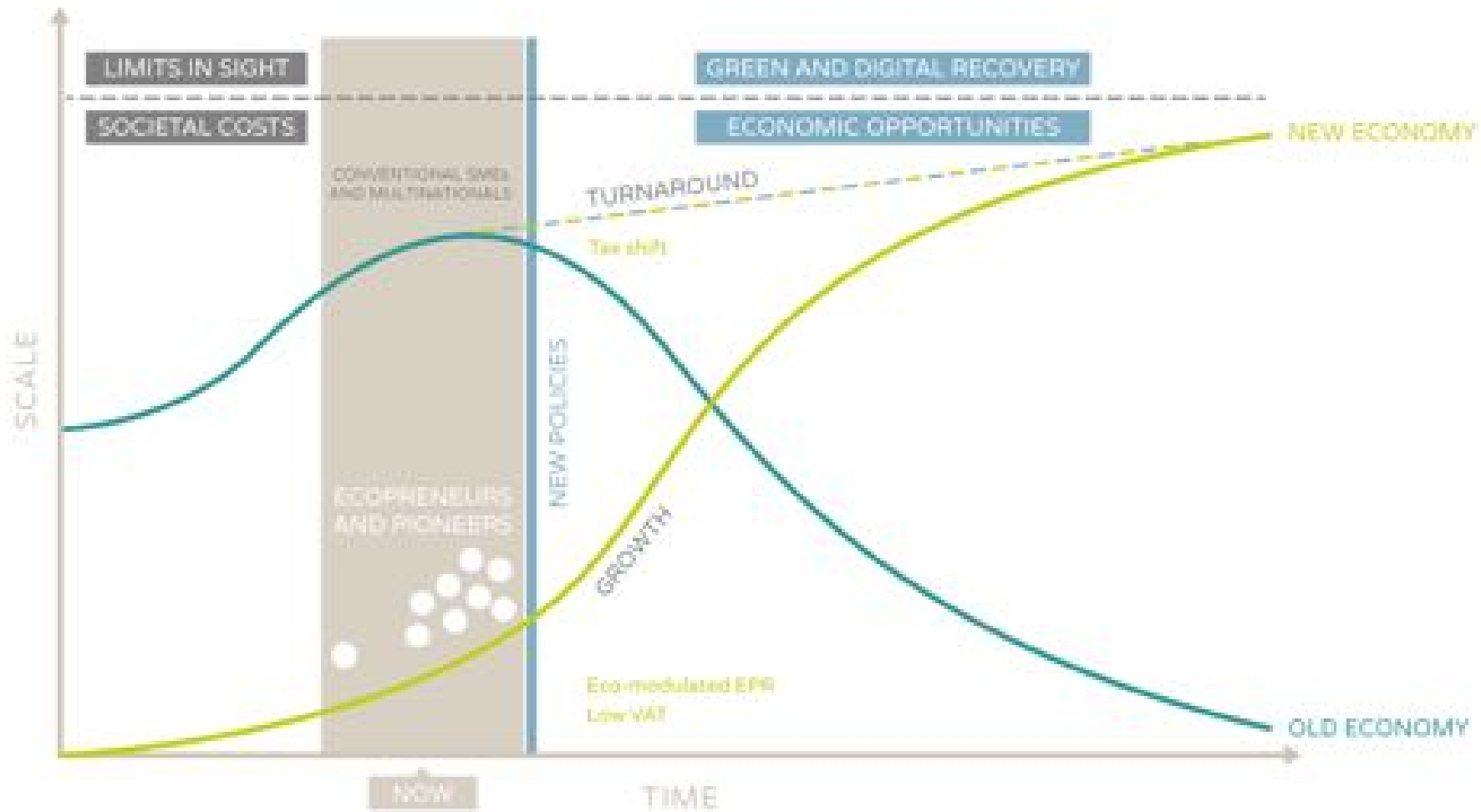
FOR ECOPRENEURS:

- Joint ventures
- Corporate venturing
- Co-creation

FOR PROACTIVE AND REACTIVE SMEs:

- 2-3 years to innovate and comply with new rules and standards





What is coming from Brussels?



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EU legislative procedure - the triangle of power

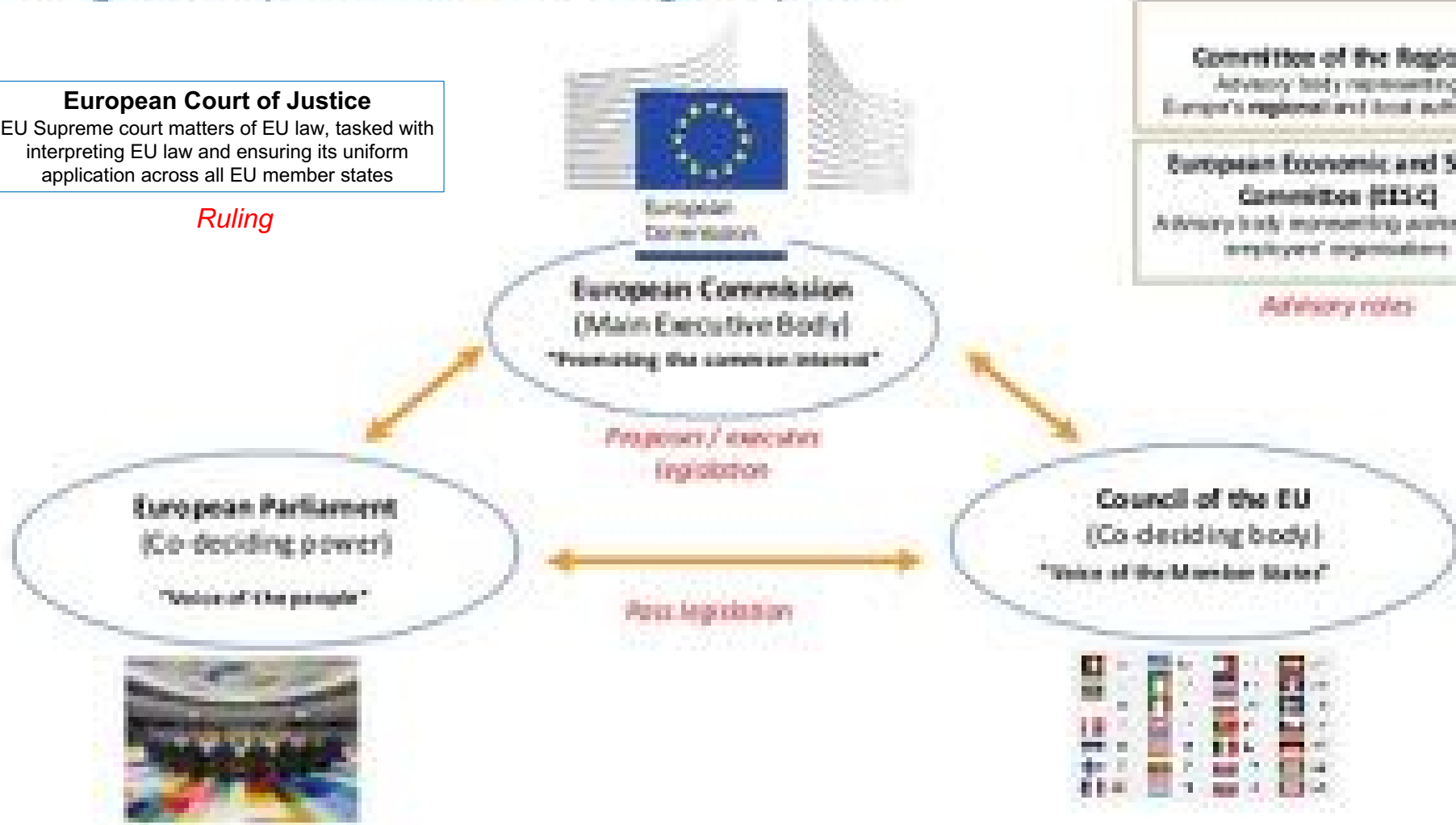
European Court of Justice
EU Supreme court matters of EU law, tasked with interpreting EU law and ensuring its uniform application across all EU member states

Ruling

Committee of the Regions
Advisory body representing Europe's regional and local authorities

European Economic and Social Committee (EESC)
Advisory body representing workers' and employers' organisations

Advisory roles



Who's important in Brussels



Typen EU wetgeving

- Richtlijn (Directive)
- Verordening (Regulation)
- Uitvoeringsbesluit (Implementing Act)
- Gedelegeerde handeling (Delegated Act)





European Green Deal infographic. Credit: European Commission



Adopted by the EU:

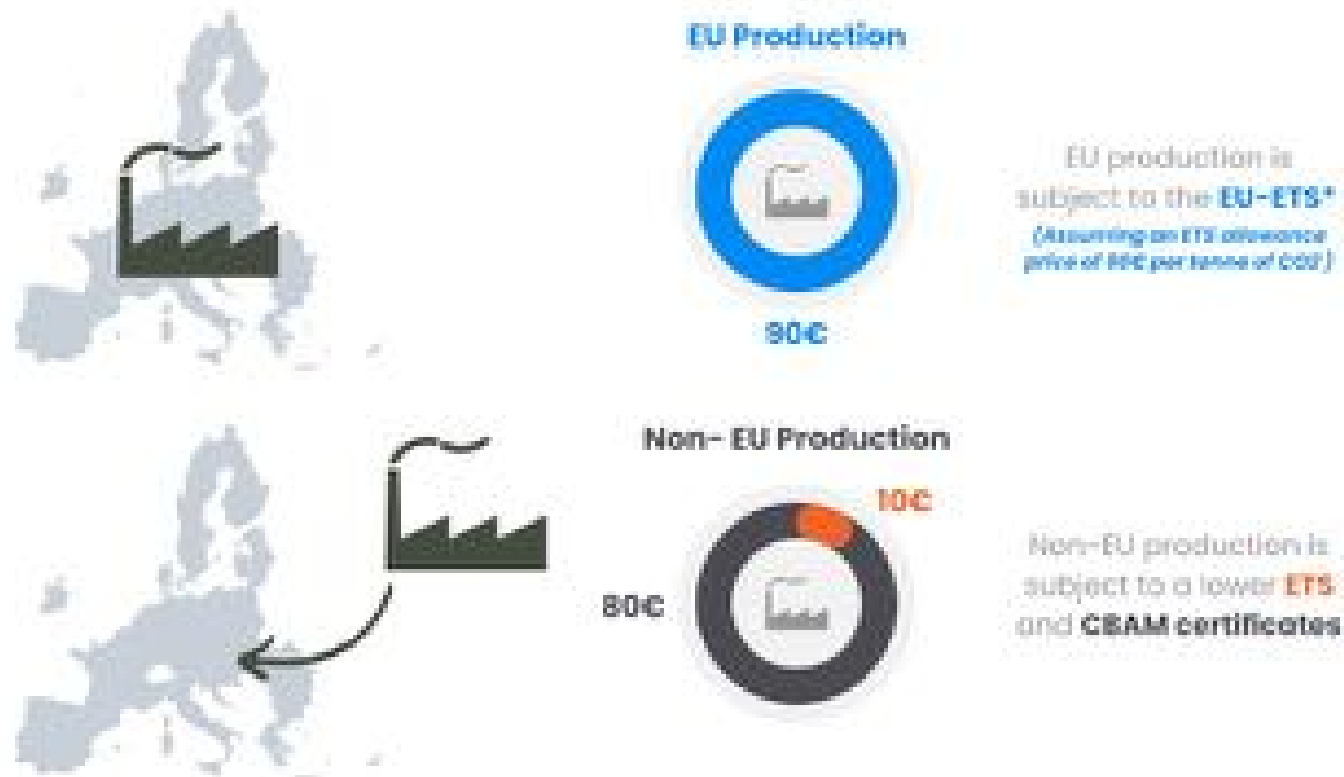
- Corporate Sustainability Reporting Directive (CSRD) – implementation 2 years later for oil, gas & mining
- EU Emission Trading System (EU-ETS) tightened - including Carbon Border Adjustment Mechanism (CBAM)
- Sustainable Finance Taxonomy (Active, fought in EU court, being expanded)
- Deforestation-free Products Regulation
- Ban on intentionally added microplastics
- Nature Restoration law – adopted by Parliament (27/2/24)



The Carbon Border Adjustment Mechanism in a nutshell

Sectors covered by the CBAM:

Cement, iron and steel, aluminium, fertilisers, electricity and hydrogen



* The EU Emissions Trading System (EU ETS) is a market-based approach for setting a price for CO2 emissions.

Source:
<https://tracker.carbongap.org/policy/carbon-border-adjustment-mechanism/>

Pending formal approval by Council and / or Parliament (1):

- Ecodesign Sustainable Products Regulation (ESPR) and Digital Products Passport (DPP)
- Critical Raw Materials Act (CRM Act) – adopted by Parliament Energy Committee 7/12/23
- Sustainable Consumption of Goods / Right To Repair (per 2/2/24)





English

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Available languages: English

Press release | 30 March 2022 | Brussels

Green Deal: New proposals to make sustainable products the norm and boost Europe's resource independence

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The Commission is presenting today a package of [European Green Deal proposals to make sustainable products the norm in the EU](#), boost circular business models and empower consumers for the green transition. As announced in the [Circular Economy Action Plan](#), the Commission is proposing new rules to make **almost all physical goods on the EU market more friendly to the environment, circular, and energy efficient throughout their whole lifecycle** from the design phase through to daily use, repurposing and end-of-life.

The Commission is also presenting today a new strategy to **make textiles more durable, repairable, reusable and recyclable**, to tackle fast fashion, textile waste and the destruction of unsold textiles, and ensure their production takes place in full respect of social rights.





Making sustainable products the norm in Europe

Our current 'take-make-replace' economic model depletes our resources, pollutes our environment, damages biodiversity and drives climate change. It also makes Europe dependent on resources from elsewhere. This is why the EU is moving to a circular economy model, based on more sustainable products.



30 March 2022
#EUGreenDeal

Key actions for circular and sustainable products:

-  Make products greener, circular and energy efficient through **ecodesign requirements**
-  Improve products **environmental sustainability information** for consumers and supply chain actors by introducing **Digital Product Passports**
-  **Prevent destruction** of unsold consumer products
-  Promote **sustainable business models**
-  Set mandatory requirements for **green public procurement**

Benefits of sustainable products

Addressing the **environmental impact** of products throughout their life cycle, will lead to more **sustainable, circular and more resource efficient products** in the EU. More sustainable electronics, furniture, textiles

Pending formal approval by Council and / or Parliament (2):

- Corporate Sustainability Due Diligence Directive (CS3D) – postponed by Germany (24/2) – weakened proposal Belgium (6/3)
- Empowering consumers for the green transition Directive (per 18/1/24)
- Packaging & Packaging Waste Regulation (PPWR) – per 4/3/24 – unclarity on final text - final adoption postponed until after the elections - possibly blocked by Germany and Italy



European
Commission

Circular economy: New criteria to enable sustainable choices and protect consumers and companies from greenwashing



22 March 2023
#EUGreenDeal

The Commission is proposing new rules to stop companies from making misleading claims about environmental merits of their products and services and allow consumers to make informed environmental choices.



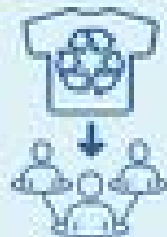
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In Trilogue negotiation:

- Sustainable Textiles Strategy
- Construction Products Regulation (CPR)





An average of 20 to 35 jobs are created for every 1,000 tonnes of textiles collected for re-use, such as selling them second-hand



of material used to produce clothing is recycled into new clothing



of all the microplastics released into the environment can be traced back to textile products

Key actions in the Textiles Strategy



Set **design requirements for textiles** to make them last longer, easier to repair and recycle, as well as requirements on minimum recycled content



Introduce clearer information and a **Digital Product Passport**



Tackle **greenwashing** to empower consumers and raise awareness about sustainable fashion



Reverse **overproduction and overconsumption**, and discourage the destruction of unsold or returned textiles



Propose mandatory **Extended Producer Responsibility for textiles with eco-modulation of fees**



Address the **unintentional release of microplastics** from synthetic textiles



Restrict the **export of textile waste** and promote sustainable textiles globally



Incentivise **circular business models**, including reuse and repair sectors



Encourage companies and Member States to **support the objectives of the Strategy**

NEW RULES FOR EU CONSTRUCTION PRODUCTS

Achieving the EU's climate neutrality and circular economy objectives also require a more sustainable and better functioning market for construction products.

€ 275 billion of additional investments annually needed for buildings renovation to achieve the EU's 55% climate target by 2030.

Key objectives of the new rules

- **Improve the functioning of the internal market** for construction products and respond to Member States' regulatory needs, by addressing shortcomings in the current rules.
- **Enhance the sustainability of construction products** and contribute to the objectives of the green and digital transition of our economy.
- **Introduce product requirements for construction products** to improve the protection of health, safety and the environment, in line with new Ecodesign for Sustainable Product Regulation.



What will the new rules bring?



Requirements for greener and safer construction products



Improved digital product information for citizens, businesses and others



Easier delivery of harmonised standards on the performance of construction products



Rules to facilitate innovative business models such as 3D printing

Sustainable design and production of construction products

New product requirements will ensure that the design and manufacture of construction products is based on state of the art to make these more:

- **durable**
- **recyclable**
- **repairable**
- **easier to re-manufacture**

For adoption by the Council:

- Single Use Plastics Directive (SUPD) “mass balance” method – decision by Council Technical Committee planned for March 2024 – risk of unlevel playing field for mechanical recycling



Now discussed in the European Parliament:

- Green Claims Directive – approved by ENVI Committee 14/2/24 but final adoption expected after the elections
- Listing Act - facilitating access to capital for listed SMEs
- Waste Framework Directive Revision for food and textiles (adopted by ENVI 14/2/24)
- 2040 Climate goal proposal (published 6/2) on ENVI Council



European Commission proposals:

- Pesticides law retracted by Von der Leyen (Feb 2024)
- European elections planned for June 6-9, 2024



How does this foster
sustainable business?



Impacts on sustainable business

- Increased awareness, from reporting obligations, supply chain liability, and minimum sustainability requirements for products
- Less uneven playing field, from reduced EU emission carbon credits, increased Extended Producer Responsibility, reuse and recycling targets and ban on microplastics
- Slow trend towards sustainable financing
- Curb activities that damage nature



Wat te doen

- Zoek uit of uw bedrijf onder goedgekeurde regelingen valt
- Zo ja, stel iemand aan / huur iemand in om de benodigde maatregelen uit te zoeken, in gang te zetten uit te voeren (bijv. rapportage)
- Roep brancheorganisatie op voor collectieve actie (bijv. Categorieregels voor levenscyclusanalyse)
- Raadpleeg het Versnellingshuis, CIRCO / CIRCONNECT of regionale spelers voor hulp, en evt. RVO voor subsidie



CIRCONNECT

Main accomplishments Ecopreneur.eu so far

- Ecodesign Sustainable Products Regulation (ESPR) including EPR with eco-modulation of the fee
- Digital Products Passport (DPP)
- Sustainable Textiles Strategy
- Corporate Sustainability Reporting Directive (CSRD)
- Carbon Border Adjustment Mechanism (CBAM)
- Single Use Plastics Directive and Plastics Strategy
- Revision to the EU VAT directive
- Oxo-degradable and micro-plastics banned



Ecopreneur.eu Priorities for 2024 Elections:

- Ambitious implementation of the European Green Deal
- Economic incentives based on True Pricing: Extended Producer Responsibility, VAT, Tax Shift, Carbon Pricing, Green Public Procurement
- 150 million EUR for the creation of 100 Regional Circularity Hubs for SME capacity building, including free vouchers



THANK YOU

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