



# Latest developments in European SCP policies

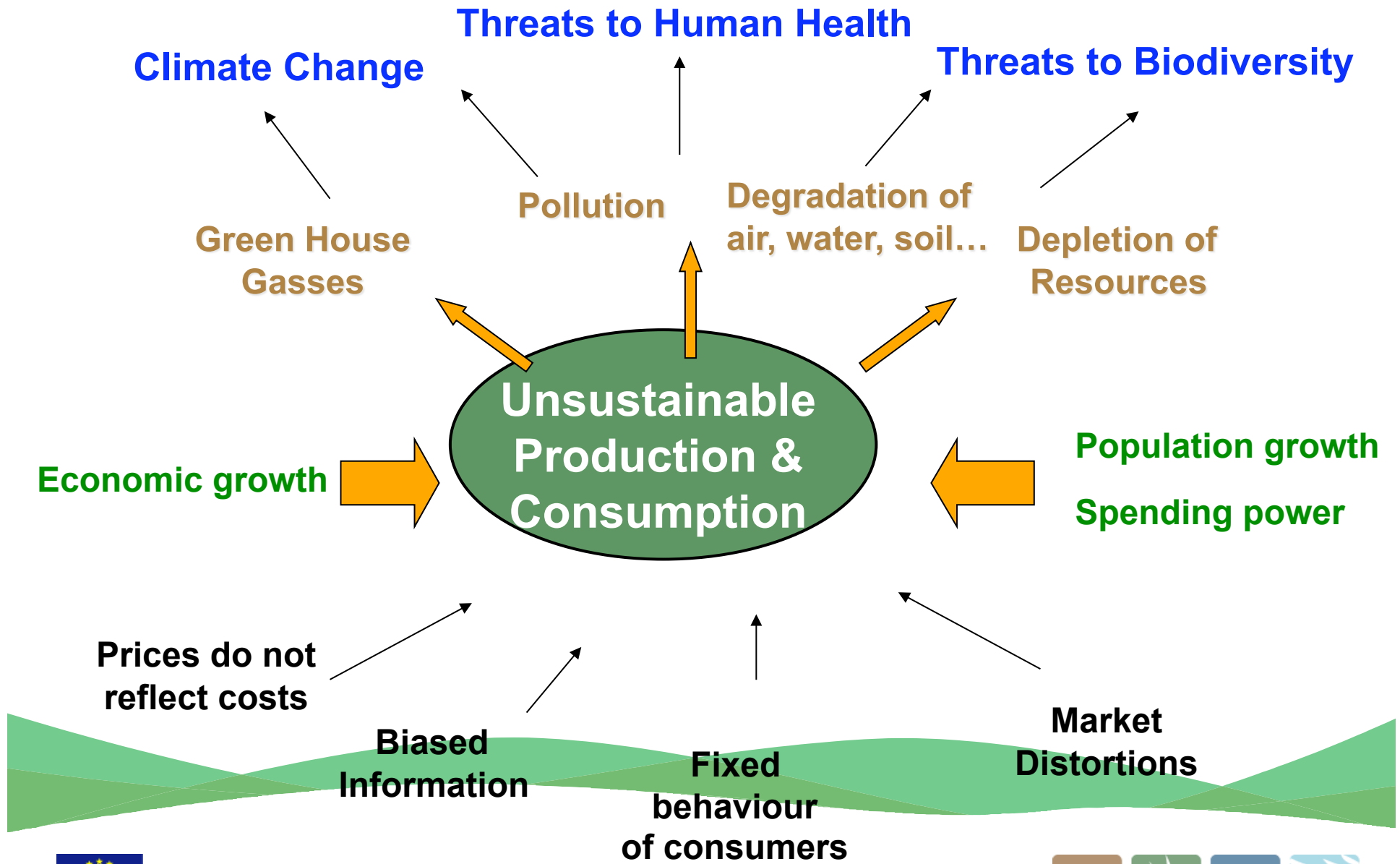
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*European Commission*

*DelibProcessSCP*

*Closing Conference, 7 December 2009*





# Sustainable Consumption and Production- Broad Challenges

- Towards an energy and resource efficient economy
- Reduce environmental stress
- Changing patterns of consumption
- Transfer environmental challenges into economic opportunities: “green growth”

# Action Plan on Sustainable Consumption and Production/Sustainable Industrial Policy (SCP/SIP)

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

# SCP-SIP Action Plan: Better products and smarter consumption

- Life-cycle thinking for products
- *Better products*: exclude « bad » performance, promote « good » performance, continuous improvement
- *Smarter consumption*: Labelling, incentives, public procurement
- Working with stakeholders
- *Tools*: Quality-ensured international methods, indicators, reference data to facilitate life cycle thinking in business and public administrations, International Reference Life Cycle Data System: <http://lca.jrc.ec.europa.eu>
- LCA also of interest to consumer organisations

# SCP SIP AP- Better products and smarter consumption

- **Ecodesign Directive:** from 'energy-using' to 'energy-related' products'. Minimum requirements for priority products, benchmarks, periodic update
- **Implementing measures** for 9 energy-using products adopted: big potential!
- **Energy-labelling Directive:** binding framework to label energy consumption and consumption of other resources, now: also energy-related products
- Ecolabel:** Voluntary, multi-criteria label, environmentally top-performing products, extended scope
- **Incentives / PP:** High performance level will be identified under Energy labelling implementing measures to orient incentives and public procurement
- + for **Green Public Procurement:** target, voluntary criteria, toolbox
- **Stakeholder (industry, NGOs,) involvement** in setting up requirements, ecolabel criteria: Ecodesign Consultation Forum, EU Ecolabelling Board

# SCP-SIP Action Plan – Addressing Consumption Patterns

## Retail Forum:

- Wide stakeholder participation and involvement (“Working together”)
- Commitment to a series of environmental actions towards more sustainable production and consumption patterns: (‘Matrix of actions’, MAP)
- Share best practice examples
- Ambitious and specific environmental actions undertaken by retailers work towards a voluntary Code of conduct
- Obtain scientific and indicator-based knowledge on evaluation of environmentally-sound products (LCA)
- Report on progress of actions



# Membership and Participation

Retail companies who signed up to REAP and contributed with company-individual targets to the MAP

Retail umbrella organisations

European commission services

Registration  
Active contribution to the discussions

Industry  
companies and  
their associations

Consumer- and  
environmental  
organisations

Scientific Institutes  
and Universities

Politicians &  
others

## Working method of the Retail Forum

- ✓ Meetings are co-chaired by EC and retail representative
- ✓ 3 Retail Forum meetings per year + annual meeting with report on progress
- ✓ 2 issues discussed at each meeting (according to work plan 2009-11)
- ✓ Basis & outcome of discussion: Issue Papers

# Work Plan 2009 -2011

2009	30 April	Energy Efficiency of stores	✓
	02 July	Optimisation of distribution systems	✓
	22 October	Marketing and effective communication	✓
2010	25 February	Timber	
	22 April	Life-cycle data on daily use products	
	6 July	Annual Event / carbon footprint of stores	
	9 November	Labelling	
2011	February	Packaging optimisation/ Waste minimisation	
	April	Fish	
	July	Annual Event / review of the Forum	
	October	Transport mix and company mobility	

# Deliverables of the Retail Forum

- ✓ Issue paper for each topic addressed
- ✓ Increased knowledge and expertise
- ✓ Enhanced dialogue with stakeholders
- ✓ Better understanding of priorities, challenges and opportunities/barriers
- ✓ Progress reports:
  - retailers on their company-individual targets
  - EC external monitoring for transparency and credibility

[http://ec.europa.eu/environment/industry/retail/index\\_en.htm](http://ec.europa.eu/environment/industry/retail/index_en.htm)

[http://circa.europa.eu/Members/irc/env/retail\\_forum/home](http://circa.europa.eu/Members/irc/env/retail_forum/home)

## Retail Forum

- ✓ **CS organizations have been involved since inception in the Retail Forum, very active so far meetings, WGs, input to issue papers ...**
- ✓ **RF is a very transparent process and all info are available for citizens in the RF website in Europa**
- ✓ **In March 2010 a list of best practices on marketing and effective communication will be posted on the website as a result of the work of RF.**



## Food Chain SCP Roundtable

- Food chain actors to work for improving sustainability of the food chain
- Commission involved
- Priorities: Methodologies for environmental assessment, consumer information tools, continuous improvement, international and trade aspects
- Working groups
- Consumer and environmental NGOs invited

# SCP-SIP Action Plan – Addressing Consumption Patterns

Guidelines on the implementation of Unfair Commercial Practices (UCP) Directive

[http://ec.europa.eu/consumers/rights/index\\_en.htm](http://ec.europa.eu/consumers/rights/index_en.htm)

- Chapter on misleading environmental claims
- Proliferation of environmental claims (increasing awareness of consumers of environmental problems),
- Consumers have limited knowledge of the environmental impacts of products (interactions, production processes, LCA, etc.),
- Many "grey" claims, not entirely false, f.i. based on only one aspect of the product,
- Difficulties of MS authorities to appreciate what must be sanctioned or not,
- UCP guidelines: explaining what can be considered as misleading and evidence which must be provided by the authors of the claims:
  - an incentive for professionals to respect and develop codes of conducts,
  - a guide for NGOs to look out for trespassers and/or ask National Authorities to act

# SCP-SIP Action Plan – Addressing Consumption Patterns

## Consumer education and awareness

- Tools for consumer education: [www.dolceta.eu](http://www.dolceta.eu)
- SCP on the agenda of European Consumer Consultative Group (ECCG), October 2009, where most consumer NGOs welcomed this step.
- In the discussion (some) affordability is still the key when it comes to the purchase of 'greener' products and services
- Some ECCG members pointing to the need to look more into **consumer education and consumer behavioural changes.**



# SCP-SIP Action Plan – Leaner Production

## Promote Resource Efficiency and Eco-innovation

- Tools to monitor and benchmark; towards targets
- Environmental Technology Verification Scheme

## Enhance the environmental potential of industry

- **Revised EMAS Regulation**
- **Industrial policy for environmental industries**
- **Support for SMEs:** Environmental Compliance Assistance Programme, Enterprise Europe Network, Competitiveness and Innovation Programme ...

# SCP-SIP Action Plan

## Global dimension



- Promote good practice - SCP Action Plan as input to UN Marrakech10YFPF of actions
  - Close NGO engagement in development of 10YFP (task forces, informal dialogue)
  - Participating in research, programme design, planning and implementation
  - Advocating with governments in their own countries and regions
  - NGO Forum in international expert meetings under Marrakech Process

# SCP-SIP Action Plan

## Global dimension



- Promote efforts to “Greening the Economy”
- Promote international trade in environmentally friendly goods and services
- More efficient resource use on the global scale too:  
International Panel for Sustainable Resource Management - independent, authoritative & scientific advice, reports on Biofuels (October 2009), metals: stocks & Recycling (2010), Environmental impacts of consumption and production (2010), Decoupling (2010)

# SCP-Challenges for the future

- **Measuring progress and benchmarking:** indicators for production and consumption patterns, resource efficiency, eco-innovation
- Enhance **synergies** between product, waste (prevention/recycling) and resource policies, and eco-innovation: Green Economy
- **Sustainable consumption:** Incentives, infrastructure, addressing social dimension ('affordability')...
- Awareness / education (lifestyles)
- Global level: Have **comprehensive international programmes**, addressing SCP on all levels (similar to SWITCH approach)

# Challenges for the future

Broader context of sustainable development:

Commission consultation on the future EU 2020 strategy

<http://ec.europa.eu/eu2020/>



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

**Thank you**

**[http://ec.europa.eu/environment/eussd/escp\\_en.htm](http://ec.europa.eu/environment/eussd/escp_en.htm)**

