



EUROPEAN COMMISSION
DIRECTORATE-GENERAL
ENVIRONMENT

MANAGEMENT PLAN 2011

DG ENVIRONMENT

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1. MISSION STATEMENT OF DG ENVIRONMENT

"PROTECTING, PRESERVING AND IMPROVING THE ENVIRONMENT FOR PRESENT AND FUTURE GENERATIONS, AND PROMOTING SUSTAINABLE DEVELOPMENT"

To fulfil its mission DG ENVIRONMENT initiates and defines new environment policy and legislation, promotes integration of environmental concerns into other policy areas, and works to ensure that agreed policy measures are implemented effectively in the EU Member States.

2. CHALLENGES FOR 2011

The EU's **2020 Strategy for smart, sustainable and inclusive growth** has a simple underlying message: the response to the economic crisis should come from greater policy coherence. The message was repeated in the **State of the Union Address** on 7 September 2010, when President Barroso gave a concrete example of the sort of coherence we need: ensuring that agricultural and maritime policies work in tandem with biodiversity and the sustainable management of natural resources. This search for coherence will be at the heart of our efforts in the coming years.

A major contribution to the EU 2020 Resource Efficiency flagship will be the **Roadmap to a Resource Efficient Europe**. A dedicated Task Force within DG ENV has been established to ensure, among others, coherence across different policy areas. This reflects the fact that resource efficiency is a broad concept that, apart from energy, encompasses material resources such as timber, soil, and water. The roadmap will set a framework addressing several policy areas to stimulate a greener economy, fuelling innovation, sustainable growth and jobs. **Innovation** will play a key role in driving the European economy towards a more sustainable future, and DG ENV will also support the implementation of another flagship initiative, the **Innovation Union**.

Biodiversity – the world's natural capital – is integral to sustainable development. Without vital goods like food and fibres, and ecosystem services like carbon sequestration and water regulation, our social well-being and quality of life risk collapse. When we lose biodiversity, we are not just losing species: we are running down the natural assets on which we depend, and we do so at our peril. In 2011, DG ENV will be leading the battle to halt the loss of biodiversity with a **2020 Biodiversity Strategy**, planning actions over the coming decade on areas including invasive species and Green Infrastructure. The strategy will also deliver on the commitments made at the UN biodiversity conference in Nagoya, and the 2020 biodiversity target and objectives proposed by the Commission and endorsed by the Council and European Parliament earlier this year.

Strengthening the **implementation** of environmental legislation is essential if we want a greener economy: it creates the right framework, a level playing field and it rewards early actors. The DG will therefore continue working to ensure that the benefits promised from legislation adopted in recent years (air, waste, chemicals, biodiversity) do indeed materialise, providing a stimulus for eco-innovation and green growth.

In parallel, we will examine the implementation shortcomings from a horizontal and coherence perspective. A **Communication on EU law implementation** will look at ways to strategically promote and give guidance on better and more efficient implementation and enforcement of EU environment law in the Member States. In this context, special attention will be given to waste.

In the field of **water policy** we will assess the river basin management plans submitted under the Water Framework Directive, finalise a proposal to update the list of priority chemical substances in water, and begin policy reviews on water scarcity and drought and water vulnerability. The EU's Maritime Strategy has an environmental pillar in the **Marine**

Framework Directive, and DG ENV will ensure that it is implemented and fully taken into account in maritime and fisheries policy. The implementation of **air quality** legislation will also continue, including of the recently adopted directive on industrial emissions. The year 2011 will be another milestone in the implementation of **REACH**, the EU's chemicals legislation. Industry has now submitted data for 95% of the chemicals on the EU market, and the Commission and the Member States must now fulfil their role and use evaluations, authorisations and restrictions to target the chemicals of highest concern.

The **external dimension** to the EU's actions needs better recognition. Global environmental challenges know no boundaries, and we cannot solve them by acting alone: so as the world economy grows, there is an increasing need to engage others in the search for solutions. With the Lisbon Treaty in place, we will strive for stronger **international environmental governance** to mitigate the broader social and economic implications of environmental degradation. DG ENV will prepare the EU input into the 2012 United Nations summit (**Rio+20**) on greening the economy in the context of sustainable development and poverty eradication as well as a number of other conventions dealing with biodiversity, waste, chemicals, air, environmental governance and environmental impact assessment. Work will also continue with EU neighbours to bring their environmental legislation into line with EU standards.

Financing will be critical for the EU to deliver on its EU2020 priorities, so we must secure the means to achieve environmental objectives inside the EU and beyond. The upcoming discussions on the financial perspectives will be crucial in this respect and we will continue to advance the linkages and coherence between financial instruments and environmental objectives. We will also review the financing needs of the Natura 2000 network and work on the next phase of dedicated financing for the environment, as the **LIFE** instrument expires in 2013.

Delivering coherent policy objectives in the most efficient way requires a **solid knowledge base**. 2011 will see the final assessment of the 6th Environmental Action Programme which, together with the recently published "State and Outlook for European Environment" report by the European Environment Agency, will inform a vision of what we should aim for in the next phase of environment policy making in the context of EU2020.

In all our endeavours for 2011 we will work closely with other Commission services and stakeholders and prepare our proposals after **extensive consultation** and on the basis of thorough **impact assessments**. We will strive to **communicate** our actions and objectives as effectively as possible and, under the political leadership of Commissioner Potočnik and building on the expertise and commitment of DG ENV's staff, I am confident we will advance in these areas to ensure that the vision of EU2020 becomes a reality.

Karl FALKENBERG
Director General
DG Environment

3. GENERAL OBJECTIVES OF DG ENVIRONMENT

Under the political leadership of Commissioner Potočnik, the general objectives of DG ENV are:

1. To contribute to a high level of quality of life and well-being for citizens, by aiming to secure an environment where the level of pollution does not give rise to harmful effects either on human health or on the environment and by supporting the development of a greener and more resource efficient economy.
2. To ensure a high level of environmental protection by promoting measures at international level to deal with regional or worldwide environmental problems.
3. To preserve, protect and improve the quality of the environment by promoting and supporting the implementation of environmental legislation and the integration of environmental protection requirements into the definition and implementation of other EU policies and activities, with a view to promoting sustainable development.

In his Political Guidelines for the present Commission (September 2009), President Barroso stated: *"New sources of growth will have to take up the baton – sources of growth that are sustainable. Sustainability means keeping up the pace of reform, targeting our skills and technology on tomorrow's competitiveness and tomorrow's markets; modernising to keep up with social change; and ensuring that our economy can respect the need to protect the European environment, its countryside, its maritime zones, and its biodiversity."*

This ambition was further elaborated in the Europe 2020 **Strategy for smart, sustainable and inclusive growth** defining the overall policy framework in which the Commission operates. Particularly important for DG ENV is the objective of greening the economy, which entails reducing costs and at the same time environmental harm through more efficient use of resources and innovation, and thus contributing to growth and creating the jobs needed. To advance in this direction, the Commission proposed seven "flagship initiatives", three of which directly or indirectly concern DG ENV: Resource Efficient Europe, Innovation Union and Industrial Policy for the Globalisation Era.

Building on this framework, we will advance Commissioner Potočnik's aims to strengthen the resilience of our ecosystems and halt the loss of biodiversity, to make the EU more resource efficient, and to ensure that environmental legislation is implemented effectively.

Measurement of results through indicators:

To measure the results of our work against the objectives we use different indicators. However, improvements in indicators (pointing the path towards the achievement of our objectives) are influenced not only by our efforts but also by external factors including the intermediate steps between our actions and the situation on the ground.

A large part of our work is substantially regulatory in nature (complemented by the LIFE funding instrument). Its results depend not only on the proposals made by the Commission but also on the shape in which the European Parliament and the Council adopt them and, ultimately, how they are implemented by Member States. A number of driving forces are sometimes beyond the control of not just DG ENV or the Commission but also of the EU as a whole (e.g. certain socioeconomic changes, cooperation with international partners).

It is equally important to notice that actual improvements in the state of the environment (as reflected in selected indicators) tend to be relatively slow; because policy set to improve the environment rarely has an immediate effect.

Furthermore, for some indicators data may not be available for all Member States.

For some areas of our work it is often challenging to develop aggregate indicators which would take account of various dimensions of the problem while remaining accurate and meaningful. In addition, no single indicator – such as GDP - can measure well-being or sustainability i.e. be more inclusive of environmental or social aspects of progress. In response to this constraint the Commission adopted in 2009 the Communication "**GDP and beyond - Measuring progress in a changing world**"¹ that seeks to develop such comprehensive indexes.

Finally, indicators in the water area are currently subject to a review.

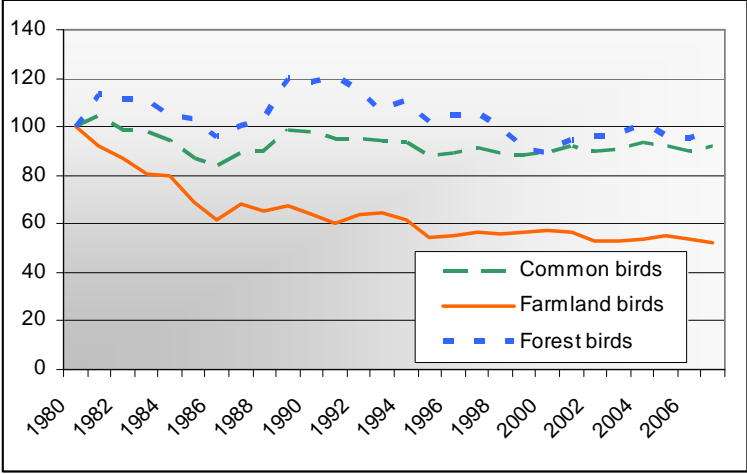
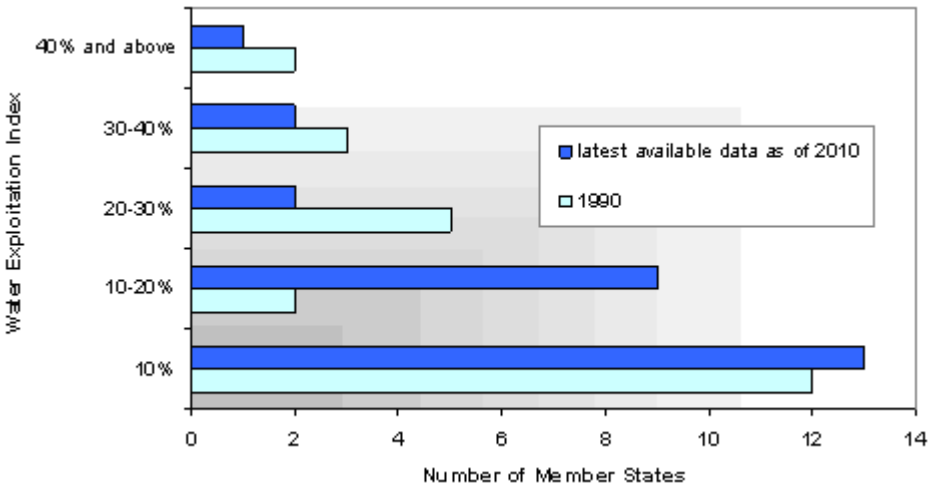
The results below should be interpreted in this context.

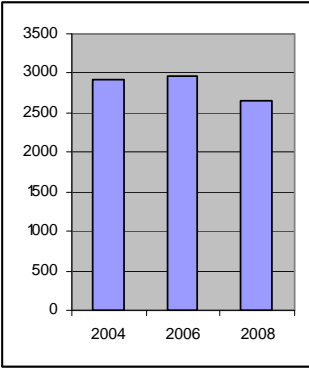
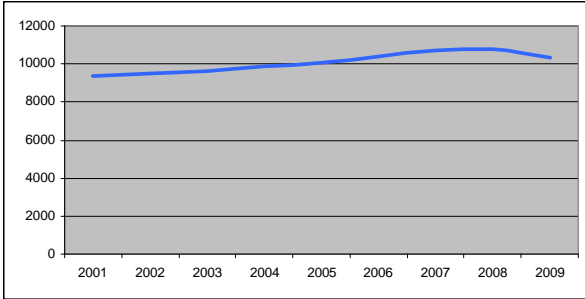
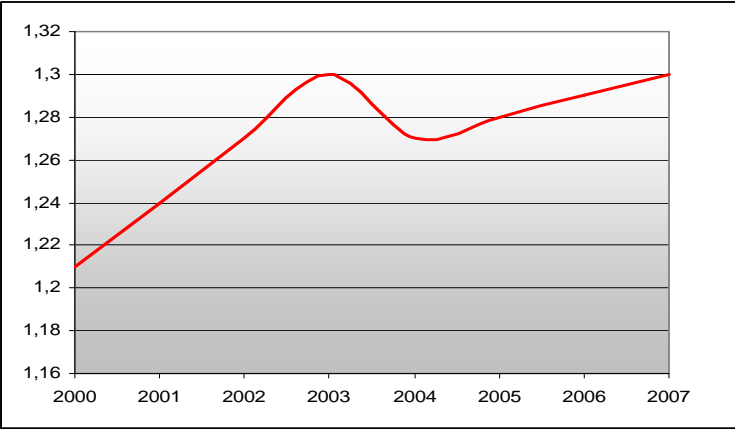
¹Communication from the Commission to the Council and the European Parliament - GDP and beyond : measuring progress in a changing world, COM (2009)0433

POLICY AREA: ENVIRONMENT

GENERAL OBJECTIVE 1: To contribute to a high level of quality of life and well-being for citizens, by aiming to secure an environment where the level of pollution does not give rise to harmful effects either on human health or on the environment and by supporting the development of a greener and more resource efficient economy.

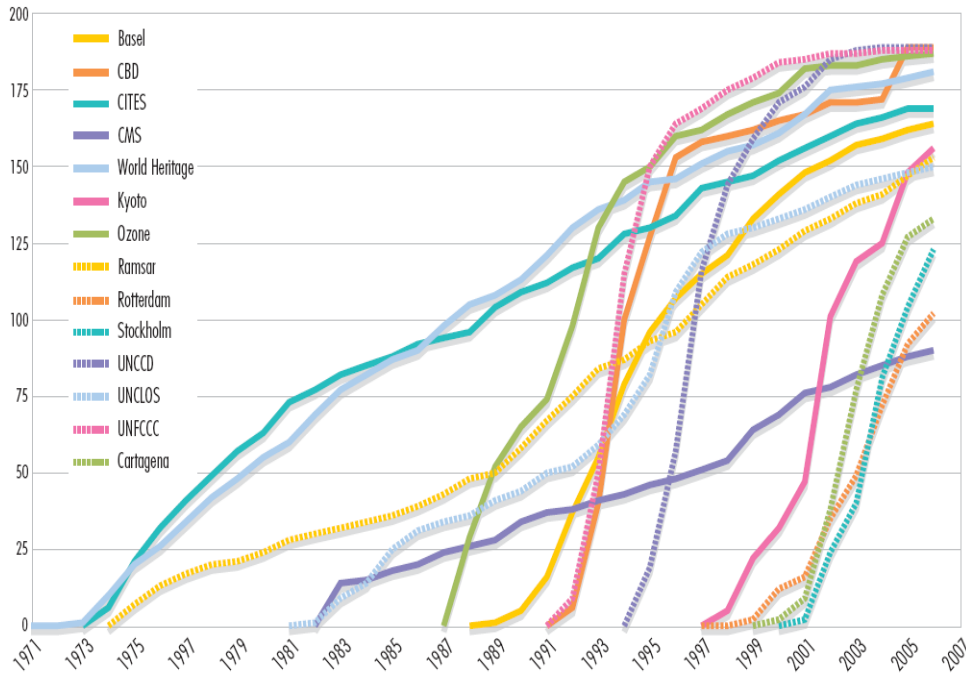
Impact indicators	Latest known result	Milestone(s)	Target (result)
<p>Exposure to air pollution (PM10): Percentage of urban population resident in areas for days per year with PM10 concentration exceeding daily limit value</p> <p>The limit value is 50 µg PM10/m³ (24 hour average, i.e. daily) not to be exceeded more than 35 times a calendar year.</p> <p><i>Air-borne particulate matter (PM10 and PM 2.5) penetrates deep into the lungs thereby causing severe adverse impacts on human health, including premature death. Urban populations and people with lung diseases or other vulnerable groups of society are particularly affected by PM exposure.</i></p>	<p>% of urban population</p> <p>Source: DG Environment and EEA</p>	<p>Ongoing decisions on Member State time extension notifications under Ambient Air Quality directive (2008/50/ EC)</p>	<p>Reduce the exposure to PM10 concentrations over the set limit values</p>
<p>Exposure to air pollution (ozone): Percentage of urban population resident in areas for days per year with ozone concentrations over the target value set for protection of human health</p> <p>The target value is 120 µg O₃/m³ as daily maximum of 8 hour mean not to be exceeded more than 25 days per calendar year, averaged over three years</p> <p><i>Ground-level ozone causes health damage ranging from minor discomfort (like chest pain) to major effects (including premature deaths). Peak levels of ozone pollution affects the population at large, notably vulnerable groups including young people and people with lung deceases and asthmatics. Excessive ozone concentrations damage vegetation and crops.</i></p>	<p>% of urban population</p> <p>Source: DG Environment and EEA</p>		

<p>Common birds population index (1980=100) <i>The populations of common birds are highly representative of biodiversity and the integrity of ecosystems</i></p>	 <p>Source : Data from EBCC/RSPB/Birdlife International/Statistics Netherlands, 2009</p>		<p>Halt the decline of bird populations</p>
<p>Water exploitation index in MS (WEI): (Number of MS per WEI category)</p> <p>WEI: annual total water abstraction as a percentage of the available long-term freshwater resources, in % (EPR.3.6)</p> <p><i>An index of 20% or more indicates water scarcity; a value of over 40% signals a severe problem</i></p>	 <p>Source: Data from Environment Policy Review 2009</p>		<p>Sustainable water management :</p> <p>By 2015 each Member State should ensure sustainable abstraction of fresh water taking into account the natural resources and the ecosystem needs</p>
<p>Percentage of waters meeting the Environment Quality Standards (EQS) for chemicals <i>EQS include maximum values of chemicals that waters should have to be considered of good quality - proxy for assessing the amount of chemicals in the environment</i></p>	<p>N/A as work is still ongoing to define the EQS</p>		<p>Increase (after less harmful chemicals will have been released to the environment)</p>

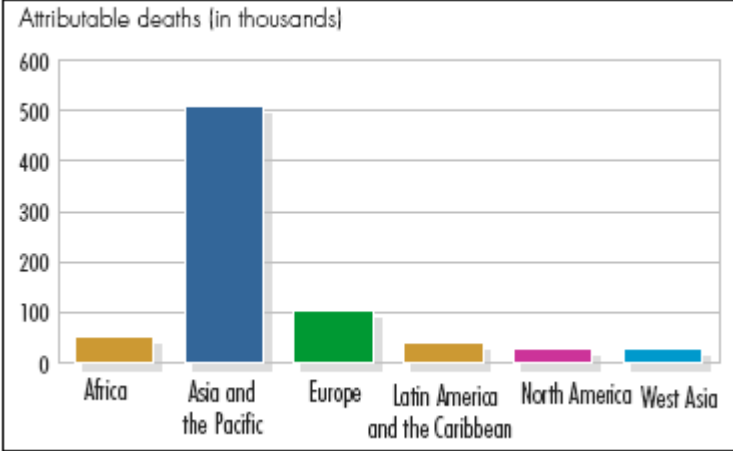
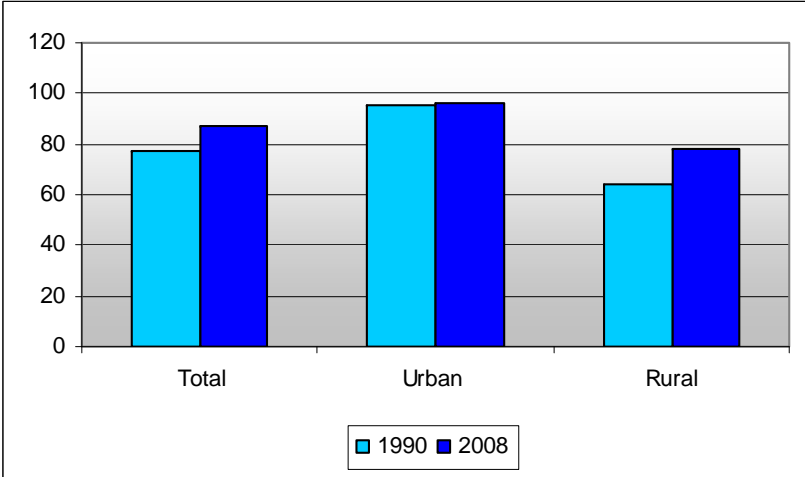
<p>Premature mortality and illnesses due to chemicals (number)</p>	<p>N/A Studies are ongoing</p>		<p>Decrease</p>
<p>Total waste generated (million tonnes) and total GDP in EU27 (billion € at constant prices of 2000)</p>	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Total waste generated</p> </div> <div style="text-align: center;">  <p>Total GDP at constant prices of 2000</p> </div> </div> <p>Source: Data from Eurostat, 2010</p>		<p>Break the link between economic growth and environmental impacts associated with waste generation</p>
<p>Resource efficiency/productivity (GDP per DMC*, €/kg)</p> <p><i>(as a proxy for reduced environmental impacts of resource use in a life cycle perspective)</i></p> <p>*DMC (Domestic Material Consumption) measures the total amount of materials directly used by an economy (raw materials extracted from the domestic territory + physical imports - physical exports)</p>	<div style="text-align: center;">  </div> <p>Source: Data from Eurostat, 2010</p>		<p>Roadmap to Resource Efficient Europe, 2011</p> <p>Improvement of resource use efficiency (material efficiency, energy efficiency)</p>

POLICY AREA: ENVIRONMENT

GENERAL OBJECTIVE 2: To ensure a high level of environmental protection by promoting measures at international level to deal with regional or worldwide environmental problems.

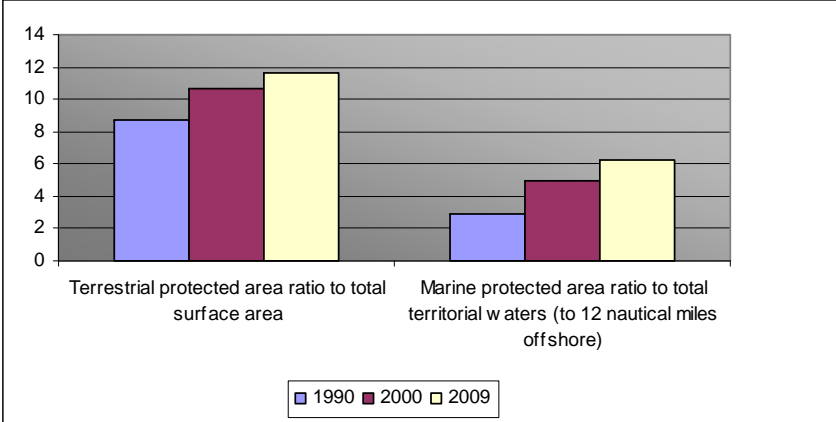
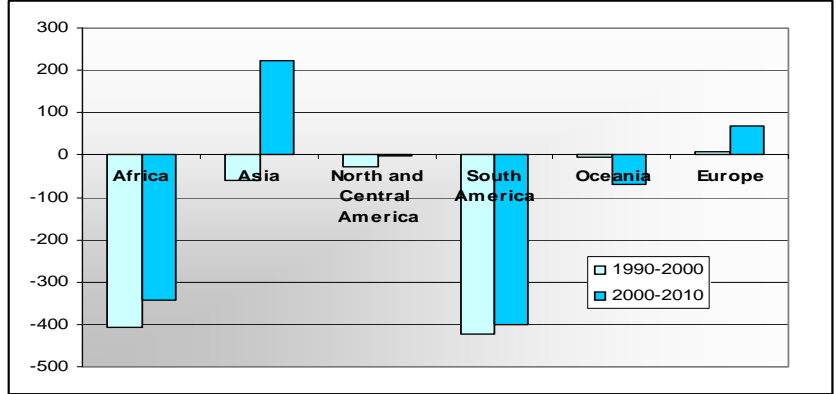
Impact indicators	Latest known result	Milestone(s)	Target (result)
<p>Degree of ratification of major multilateral environmental agreements (Number of parties)</p> <p><i>As a proxy for assessing the extent to which global parties share major EU environmental concerns</i></p>	 <p>Source: UNEP Global Environment Outlook GEO4, 2007²</p> <p>Of the Conventions presented, EU signatory or party to:</p> <p>Basel (Hazardous waste), CBD (Biological diversity), CITES (trade in protected species), Kyoto (climate), Ozone, Rotterdam (PIC), Stockholm (Persistent Organic Pollutants), UNCCD (desertification), UNFCCC (climate change)</p>	<ul style="list-style-type: none"> - UNEP negotiating conference on Mercury (Chiba, Japan, Jan 2011) - 5th COP Stockholm Convention (POPs) (April 2011) - 4th MOP Aarhus (governance) (Chisinau, Moldova, June 2011) - UN Commission on Sustainable Development (New York, USA, May 2011) - 5th COP Rotterdam (PIC) (Geneva, Switzerland, June 2011) - 5th MOP ESPOO (environmental impact assessment) (Geneva, Switzerland, June 2011) - 10th COP Basel (Cartagena, Colombia, October 2011) 	<p>All Multilateral Environmental Agreements ('MEAs') fully implemented by all parties.</p>

² http://www.unep.org/geo/GEO4/report/GEO-4_Report_Full_en.pdf

<p>Global premature deaths due to urban PM₁₀ exposure (Number in thousands in 2000)</p>	 <p>Attributable deaths (in thousands)</p> <table border="1"> <thead> <tr> <th>Region</th> <th>Attributable deaths (in thousands)</th> </tr> </thead> <tbody> <tr> <td>Africa</td> <td>~50</td> </tr> <tr> <td>Asia and the Pacific</td> <td>~500</td> </tr> <tr> <td>Europe</td> <td>~100</td> </tr> <tr> <td>Latin America and the Caribbean</td> <td>~40</td> </tr> <tr> <td>North America</td> <td>~30</td> </tr> <tr> <td>West Asia</td> <td>~20</td> </tr> </tbody> </table> <p>Source: UNEP Global Environment Outlook GEO4, 2007³ after Cohen and others 2004</p>	Region	Attributable deaths (in thousands)	Africa	~50	Asia and the Pacific	~500	Europe	~100	Latin America and the Caribbean	~40	North America	~30	West Asia	~20		<p>Reduction of premature deaths on the global level</p>
Region	Attributable deaths (in thousands)																
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<p>Proportion of global population using an improved drinking water source</p> <p><i>Safe drinking water is water with microbial, chemical and physical characteristics that meet WHO guidelines or national standards on drinking water quality (Source: WHO)</i></p>	 <table border="1"> <thead> <tr> <th>Category</th> <th>1990 (%)</th> <th>2008 (%)</th> </tr> </thead> <tbody> <tr> <td>Total</td> <td>~78</td> <td>~88</td> </tr> <tr> <td>Urban</td> <td>~95</td> <td>~95</td> </tr> <tr> <td>Rural</td> <td>~65</td> <td>~80</td> </tr> </tbody> </table> <p>Source: The Millennium Development Goals Report; UN 2010⁴</p>	Category	1990 (%)	2008 (%)	Total	~78	~88	Urban	~95	~95	Rural	~65	~80		<p>Halve, by 2015, the proportion of people without sustainable access to safe drinking water (and basic sanitation) (vis-à-vis 1990 baseline year)</p> <p>(UN Millennium Development Goals; Target 7.C)</p>		
Category	1990 (%)	2008 (%)															
Total	~78	~88															
Urban	~95	~95															
Rural	~65	~80															

³ http://www.unep.org/geo/GEO4/report/GEO-4_Report_Full_en.pdf

⁴ <http://mdgs.un.org/unsd/mdg/Resources/Static/Data/2010%20Stat%20Annex.pdf>

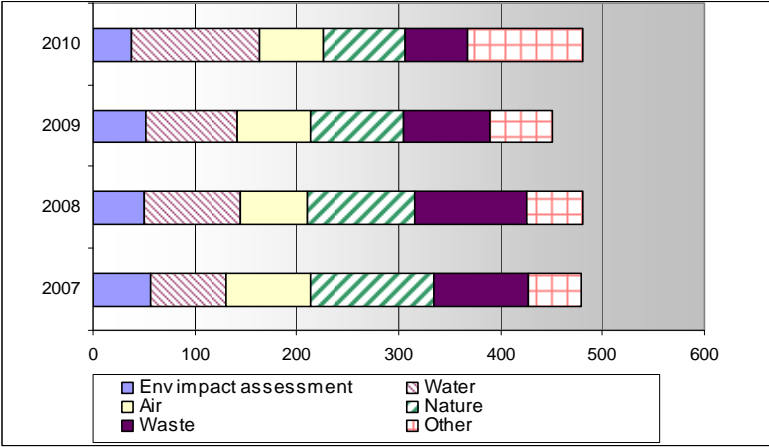
<p>Protected areas</p> <p>% of terrestrial and inland water areas conserved % of marine and coastal areas conserved % of degraded land</p>	 <p>0.5% of oceans is protected 24% of land area undergoing degradation (as measured by a decline in primary productivity) between 1980 and 2003</p> <p>Source: Data from CBD third edition of Global Biodiversity Outlook, 2010; UN Millennium Development Goals 2010 Report</p>	<p>COP15 of the Convention on Trade in Endangered Species of Fauna and Flora (CITES) in March 2010</p> <p>COP10 of the Convention on Biological Diversity (Nagoya, Japan, October 2010)</p> <p>Communication on post-2010 target, vision and priorities for biodiversity policy</p>	<p>By 2020:</p> <ul style="list-style-type: none"> - conservation of at least 17 % of terrestrial and inland water areas and 10% of coastal and marine areas - restoration of at least 15 % of degraded ecosystems - halving or, where feasible, bringing close to zero the rate of loss of all natural habitats, including forests.
<p>Total change in forest area (thousands of km²)</p> <p><i>Environmental benefits provided by forests include biodiversity and climate change mitigation</i></p>	 <p>Source: Data from FAO Global Forest Resources Assessment, Main Report, 2010⁵</p>	<p>Ministerial conference protection of Forests in Europe (Oslo, Norway, June 2011)</p>	<p>Global deforestation rate stopped by 2030</p> <p>By 2020, the rate of loss of all natural habitats, including forests, is at least halved and where feasible brought close to zero.</p>

⁵ <http://www.fao.org/docrep/013/i1757e/i1757e.pdf>

<p>Illegal logging worldwide:</p> <p>Number of significant timber exporting countries with which EU has signed agreement to prevent illegal logging (Voluntary Partnership Agreement - VPAs)</p>	<table border="1" data-bbox="613 185 1451 386"> <thead> <tr> <th></th> <th>2009</th> </tr> </thead> <tbody> <tr> <td>VPAs* signed to date</td> <td>3</td> </tr> <tr> <td>VPAs * negotiated</td> <td>7</td> </tr> <tr> <td>Significant timber exporting countries (globally)</td> <td>20 (estimate)</td> </tr> </tbody> </table> <p>* covering in particular tropical timber</p>		2009	VPAs* signed to date	3	VPAs * negotiated	7	Significant timber exporting countries (globally)	20 (estimate)	<p>Ratification of 10 FLEGT Voluntary Partnership Agreements between the EU and third countries (by 2013)</p>	<p>Trade in timber products related to illegal logging reduced to negligible levels through <i>inter alia</i> increased number of VPAs with major timber exporting countries</p>
	2009										
VPAs* signed to date	3										
VPAs * negotiated	7										
Significant timber exporting countries (globally)	20 (estimate)										
<p>Level of progress towards a "greener", resource efficient global economy as <i>inter alia</i> reflected by clear policy commitments at the multilateral level.</p>	<p>Current patterns of production, consumption and resource use are not sustainable; important global, regional and domestic environmental problems persist. To address such problems several policy processes are well underway including at the national level (e.g. Multilateral Environmental Agreements, Voluntary Partnership Agreements in relation to the Forest Law Enforcement Governance and Trade process, UNEP / UN General Assembly work on green economy, OECD work on green growth).</p>	<p>UNEP Governing Council (Nairobi, Kenya, January 2011) in preparation for 2012 UN Conference on Sustainable Development (RIO+20)</p>	<p>Tangible progress on the shift to a more resource efficient (green) economy</p>								

POLICY AREA: ENVIRONMENT

GENERAL OBJECTIVE 3: To preserve, protect and improve the quality of the environment by promoting and supporting the implementation of environmental legislation and the integration of environmental protection requirements into the definition and implementation of other EU policies⁶ and activities, with a view to promoting sustainable development.

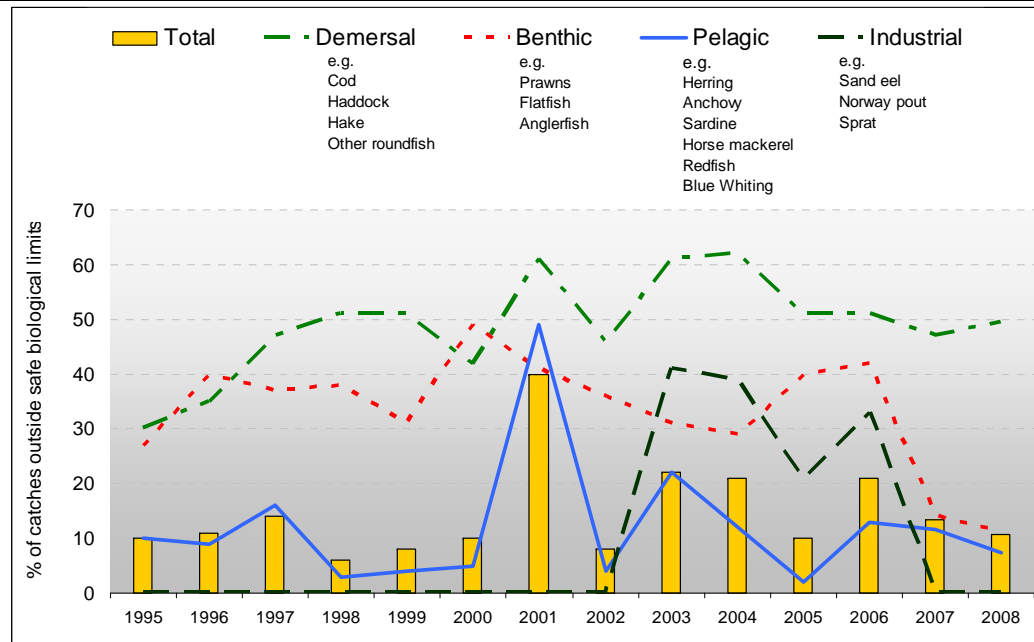
Impact indicators	Latest known result	Milestone(s)	Target (result)																																			
<p>Effectiveness of application of EU environment legislation Number of open infringement cases⁷ of EU environmental law by policy area: Environmental impact assessment Water Air Nature Waste Other</p>	 <table border="1"> <caption>Number of open infringement cases by policy area (2007-2010)</caption> <thead> <tr> <th>Year</th> <th>Env impact assessment</th> <th>Air</th> <th>Water</th> <th>Nature</th> <th>Waste</th> <th>Other</th> </tr> </thead> <tbody> <tr> <td>2010</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> </tr> <tr> <td>2009</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> </tr> <tr> <td>2008</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> </tr> <tr> <td>2007</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> <td>~40</td> </tr> </tbody> </table>	Year	Env impact assessment	Air	Water	Nature	Waste	Other	2010	~40	~40	~40	~40	~40	~40	2009	~40	~40	~40	~40	~40	~40	2008	~40	~40	~40	~40	~40	~40	2007	~40	~40	~40	~40	~40	~40		Effective and uniform implementation and enforcement of EC environmental legislation.
Year	Env impact assessment	Air	Water	Nature	Waste	Other																																
2010	~40	~40	~40	~40	~40	~40																																
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2008	~40	~40	~40	~40	~40	~40																																
2007	~40	~40	~40	~40	~40	~40																																
<p>Proportion of CAP spending specifically targeted on the environment</p>	<p align="center">Approximately 50% of the rural development budget goes on measures of benefit to the environment</p>		<p align="center">Increase</p>																																			
<p>"Green" spending (direct environment and environment friendly) within Cohesion Policy (total of 345 billion €) and TEN T (total of 8 billion €)</p>	<table border="1"> <thead> <tr> <th>Category</th> <th>% of "green" spending within the respective category*</th> </tr> </thead> <tbody> <tr> <td>Cohesion Policy-Direct Environment+Risks</td> <td>14.5%</td> </tr> <tr> <td>Cohesion Policy-Indirect Env+Clean Energies</td> <td>15.8%</td> </tr> <tr> <td>TEN Transport</td> <td>74%</td> </tr> </tbody> </table> <p>* For the period 2007-2013</p>	Category	% of "green" spending within the respective category*	Cohesion Policy-Direct Environment+Risks	14.5%	Cohesion Policy-Indirect Env+Clean Energies	15.8%	TEN Transport	74%		Increase in the amount of "green" spending within EU expenditures																											
Category	% of "green" spending within the respective category*																																					
Cohesion Policy-Direct Environment+Risks	14.5%																																					
Cohesion Policy-Indirect Env+Clean Energies	15.8%																																					
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⁶ Environmental protection requirements must be integrated into the definition and implementation of the Union policies and activities, in particular with a view to promoting sustainable development. (Article 11 TFEU, (ex Article 6 TEC)

⁷ This means the Commission sent an official letter of formal notice to the Member State

Fish catches from stocks outside safe biological limits (% of total catches per year)

It is considered that a stock is within safe biological limits if its current biomass is above the precautionary level advocated by the International Council for the Exploitation of the Sea (ICES), which ensures a high probability that the stock will be able to replenish itself.

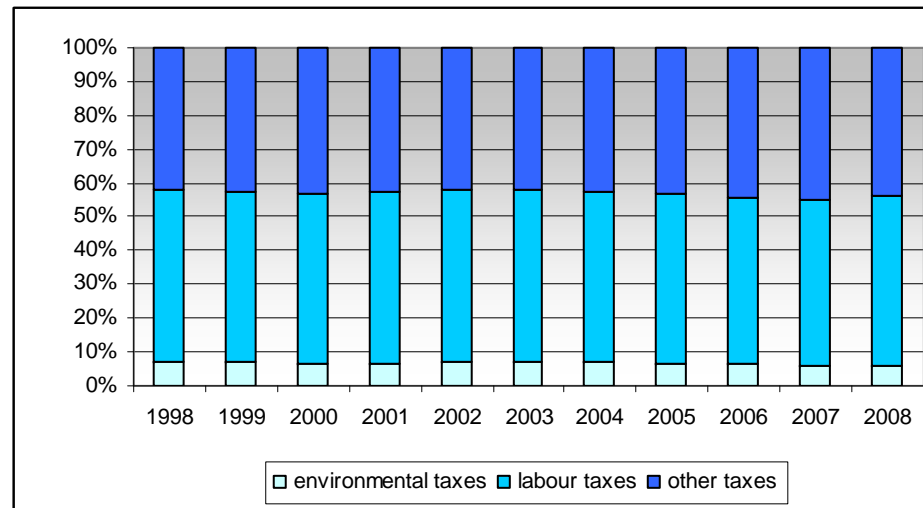


Source: Maritime affairs and Fisheries DG and ICES, 2010

Minimise the percentage of stocks outside safe biological limits

Environmental taxation: share of environmental taxes in total tax revenue compared to taxes on labour (%) for EU27

Environmentally related taxes can contribute to meet environment policy objectives and they include energy taxes, taxes on pollution and resources and transport taxes.



Source: Data from Taxation trends 2010, ESTAT and TAXUD

Increase the share of environmental taxation in total tax revenues

4. SPECIFIC OBJECTIVES FOR OPERATIONAL ACTIVITIES

4.1. Global Environmental Affairs (ABB code: 07 02)

Most environmental problems have transboundary or global nature scope, and those can only be addressed effectively through international co-operation. For this reason, the Treaty on the Functioning of the European Union (Article 191 TFEU) establishes that one of the key objectives of Union's policy on the environment is to promote measures at international level to deal with regional or worldwide environmental problems. The Treaty (Article 191, paragraph 4 TFEU) explicitly foresees the possibility for the European Union to participate in international environmental agreements, together with its Member States.

Europe must promote sustainable development at the global scale if we are to enjoy "green" economic growth, protect the world's environment and show global solidarity with future generations.

The EU has assumed strong international leadership in the field of sustainable development and in particular in international environment policy and governance both in bilateral, regional and multilateral relations, including by working through International Organisations and Multilateral Environmental Agreements (MEAs), as well as by integrating environmental objectives into the EU's wider external policies. EU policies in this domain deliver results, partly thanks to the practical and financial support provided to MEA Secretariats and third countries.

There is a clear international dimension to the four priority areas listed in the 6th Environmental Action Programme of the EU, as established by Decision No 1600/2002/EC of the European Parliament and of the Council: climate change, nature and biodiversity, environment and health and quality of life and natural resources and wastes. In all these cases, the EU's strategic objectives can only be achieved if a series of key international environmental agreements are properly implemented, both at the Union level and worldwide. One of the specific objectives set out by the 6th EAP in the international area is that of swift ratification, effective compliance and enforcement of all international conventions and agreements relating to the environment where the Union is a Party.

The financial resources under this activity are mainly composed of:

- Mandatory contributions arising from EU being party to a range of multilateral and other environmental agreements (budget line 07 02 01).
- Thematic Programme for Environment and the sustainable management of Natural Resources, including energy (ENRTP budget line 21.04.01 - partly managed by DG ENV under cross-sub-delegation).

Justification for EU action:

- Article 3 of the EU Treaty and Articles 11, 191, 192 and 209 of the Treaty on the FUE
- Articles 2(6) and 9 of the Sixth EC Environment Action Programme.

07 02 GLOBAL ENVIRONMENTAL AFFAIRS

SPECIFIC OBJECTIVE

To pursue ambitious environment policies at international level;
 To promote and support improvements in the environment in the candidate and potential candidate countries for accession to the EU, as well as in the European Neighbourhood countries;
 To strengthen cooperation on environmental issues with our main trading partners;
 To strengthen international governance and ensure the integration of environmental requirements into all external policy areas, particularly development and trade policy

Result indicators	Latest known result	Target (result)															
<p>EU participation in Multilateral Environmental Agreements (Conventions):</p> <ul style="list-style-type: none"> - Environmental Conventions EU is a signatory or a party to (number) - Amendments, new environmental agreements, protocols to Conventions adopted each year (number) 	<table border="1" data-bbox="728 486 1697 638"> <thead> <tr> <th>Year</th> <th>2006</th> <th>2008</th> <th>2010</th> </tr> </thead> <tbody> <tr> <td>Conventions*</td> <td>N/A</td> <td>47</td> <td>49</td> </tr> <tr> <td>Amendments, new agreements, protocols adopted</td> <td>4</td> <td>5 (including 2 new agreements)</td> <td>5 (including two new agreements)</td> </tr> </tbody> </table> <p>*Among them Conventions on :Biological Diversity (CBD), Persistent Organic Pollutants (Stockholm), Access to Environmental Information, Public Participation in Environmental Decision-making and Access to Justice (Aarhus), Control of Transboundary Movements of Hazardous Wastes and their disposal (Basel), Protection of the Mediterranean Sea against pollution</p>	Year	2006	2008	2010	Conventions*	N/A	47	49	Amendments, new agreements, protocols adopted	4	5 (including 2 new agreements)	5 (including two new agreements)	<p>EU environmental concerns reflected in international environmental agreements</p>			
Year	2006	2008	2010														
Conventions*	N/A	47	49														
Amendments, new agreements, protocols adopted	4	5 (including 2 new agreements)	5 (including two new agreements)														
<p>Level of EU influence on decisions taken by Multilateral Environment Agreements (MEAs) and processes</p>	<p>EU has a significant level of influence in MEAs as shown by the leading role that it plays in promoting effective international environmental governance.</p> <p>Progress made on multilateral processes, but difficulties remain in finding consensus with developing countries concerned with financial matters.</p> <p>The Treaty of Lisbon requires that the EU speaks with one voice in external relations which should enhance the effectiveness and efficiency of EU global action.</p>	<p>Majority of decisions taken in international meetings are in line with EU positions.</p>															
<p>Progress along pre-accession path for candidate and potential candidate countries (implementation of the Stabilisation and Association Agreements (SAAs)</p> <p>Status of relations on the environmental issues, including the negotiations on the environmental chapter (where applicable) with Potential Candidates and Candidate Countries</p>	<p>Candidate countries are making gradual progress towards transposition and implementation of the EU acquis. However, institutions are generally weak, technical capacity is limited, finance is insufficient and stakeholder involvement is limited. New impetus for enlargement with recent applications. To complement support at the national level, the Regional Environmental Network for Accession (RENA) assists countries in moving closer to implementation of EU policy⁸.</p> <table border="1" data-bbox="667 1184 1751 1437"> <thead> <tr> <th>Country</th> <th>Candidacy Status</th> <th>Negotiations on environmental chapter (27)</th> </tr> </thead> <tbody> <tr> <td>Croatia</td> <td>Candidate</td> <td>Near completion with ambitious but achievable transition periods proposed</td> </tr> <tr> <td>Turkey</td> <td>Candidate</td> <td>Underway</td> </tr> <tr> <td>fYRoM</td> <td>Candidate</td> <td>Not open for any chapters</td> </tr> <tr> <td>Island</td> <td>Candidate</td> <td>Screening underway to establish opening benchmarks for chapter 27; significant portion of the environment acquis already covered by the EEA agreement</td> </tr> </tbody> </table>	Country	Candidacy Status	Negotiations on environmental chapter (27)	Croatia	Candidate	Near completion with ambitious but achievable transition periods proposed	Turkey	Candidate	Underway	fYRoM	Candidate	Not open for any chapters	Island	Candidate	Screening underway to establish opening benchmarks for chapter 27; significant portion of the environment acquis already covered by the EEA agreement	<p>Approximation of EU environment legislation and of sustainable development goals by candidate and potential candidate countries.</p>
Country	Candidacy Status	Negotiations on environmental chapter (27)															
Croatia	Candidate	Near completion with ambitious but achievable transition periods proposed															
Turkey	Candidate	Underway															
fYRoM	Candidate	Not open for any chapters															
Island	Candidate	Screening underway to establish opening benchmarks for chapter 27; significant portion of the environment acquis already covered by the EEA agreement															

	Bosnia and Herzegovina	Potential candidate	-	
	(Kosovo)	Potential candidate	-	
	Montenegro	Positive opinion on the membership application (by Commission);	If positive opinion confirmed by the Council screening for chapter 27 will commence in 2011	
	Serbia	Commission asked by Council to provide opinion in 2011 on the membership application	Environment to be included in the opinion on membership application	
	Albania	Negative opinion on the membership application (by Commission)	-	
Partner countries in the Eastern Neighbourhood progressively converge with EU environment policy and standards	<p>The Eastern Partnership (EaP) identified 'environment and climate change' as a priority area to be tackled under Platform II (on Economic Integration and Convergence with EU Policies).</p> <p>EaP panel has been established on this topic, with climate change, green economy and development of a regional SEIS being priorities for the next year. At the bilateral level, new Association Agreements are being negotiated with each countries, which are expected to include commitments to converge with a significant number of major EU environmental directives; meeting these commitments will pose institutional and budgetary challenges for the partner countries.</p>			Adoption of EU standards and norms for environmental protection by countries neighbouring the EU and other partner countries.
Main policy outputs				
<p>Twenty years after the Rio Earth Summit: Preparing for the 2012 Conference on Sustainable Development</p> <p>Forest Law Enforcement Governance and Trade (FLEGT) Voluntary Partnership Agreements (VPA) with Malaysia and Indonesia</p> <p>Preparing for international negotiating conferences on global agreement on Mercury, UNEP Governing Council, global COPs of the PIC Rotterdam Convention, POPs Stockholm Convention and Basel Convention, COPs/MOPs of CMS, UNCCD, Barcelona Convention, UN-ECE Conventions (Aarhus Convention, ESPOO Convention and SEA Protocol, CLRTAP), IWC Commission, UN Commission for Sustainable Development (CSD) and Bern Standing Committee.</p>				
Main expenditure-related outputs				
<p>Payment of obligatory and regular contributions to the Multilateral Environment Agreements to which the Community is a party</p> <p>Pilot project & preparatory action: Environmental monitoring of the Black Sea Basin and a common European framework programme for the development of the Black Sea region</p> <p>Contracts to prepare the impact assessment on the implementation of the ABS regime, to provide technical assistance to support implementation of Wildlife Trade Regulations and to support the development of secondary legislation to the Due Diligence Regulation</p>				

⁸ Together with the NGO Environment Forum, RENA is financed from a regional IPA programme subdelegated to ENV

4.2. Development and implementation of EU environmental policy and legislation (ABB code 07 03)

Environmental pollution does not recognise national borders and the need to deal with it at EU level instead of national level is not only more efficient, but often is the only possible way to tackle the major environmental problems we are facing (e.g. air and water pollution, hazardous waste, industrial accidents, etc). Environmental legislation at European level ensures also a level-playing field and fair competition for companies across the single market: if we do not have common standards, we run the risk of “eco-protectionism” where national rules act as barriers to trade.

The European Union's environment policy has been at the heart of the European project and one of the Union's success stories in terms of providing tangible benefits for its citizens. Their trust in the EU depends largely on the extent to which the latter is addressing their legitimate aspirations. EU legislation lies behind some 80% of national environmental legislation. It is responsible for major improvements in air and water quality and the elimination of pollutants such as lead in petrol, and it allows the EU to assume global leadership.

The pursuit of a high level of environmental protection also encourages eco-innovation, which, in turn, promotes industrial efficiency and new employment. Conserving energy, natural resources and raw materials, using them more efficiently and increasing productivity will be the key drivers for the building of a resource efficient, sustainable and competitive economy. As indicated in the EU2020 Strategy such an approach will help the EU to prosper in a low-carbon, resource constrained world while preventing environmental degradation, biodiversity loss and unsustainable use of resources.

Implementation of environmental legislation maintains environmental progress and ensures that the health and environmental benefits intended from legislation at the time of its adoption actually materialise. Improving and refining the knowledge base through better information, better management of information systems and the development of appropriate indicators will help target environment policy as efficiently and as effectively as possible. Continuous improvement in scientific and other data, including better awareness of the causes of natural phenomena, present a steady flow of new environmental challenges, certain of which warrant being addressed at the EU level.

The financial resources under this activity are mainly composed of:

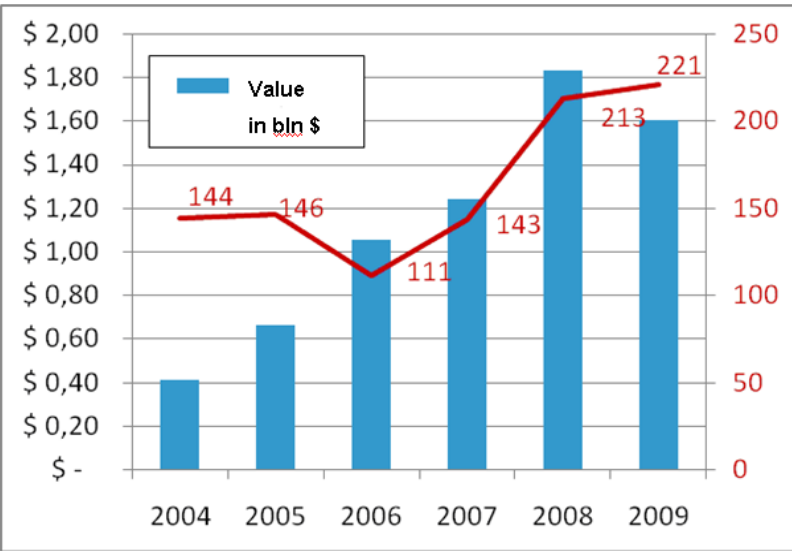
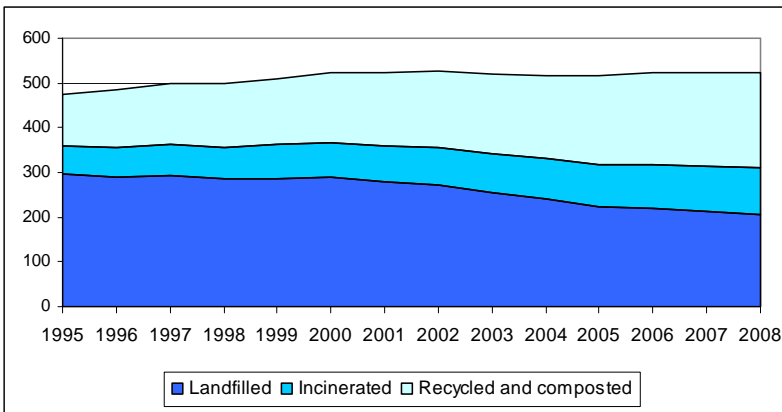
- The LIFE + programme (LIFE+ Nature and Biodiversity; LIFE+ Environment Policy and Governance; LIFE+ Information and Communication);
- The annual grant to the European Environment Agency ;
- Preparatory actions and pilot projects

Justification for EU action:

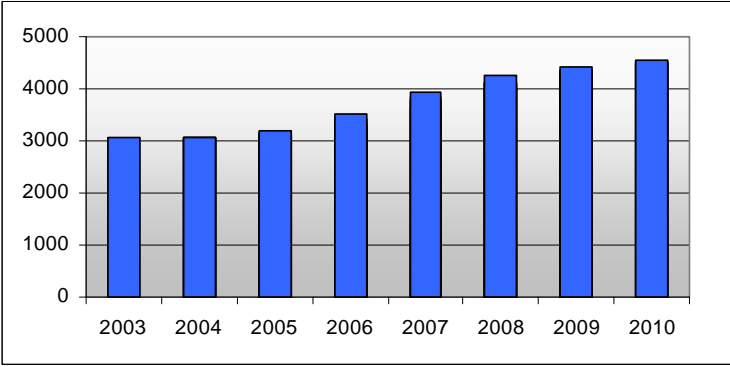
- Articles 3 and 17(1) of the EU Treaty and Articles 11, 191, 192 of the TFUE;
- Article 3 (2), 5, 6, 7 and 8 of the Sixth EC Environment Action Programme.
- REGULATION (EC) No 614/2007 of the European Parliament and the Council of 23/05/2007 concerning the Financial Instrument for the Environment (LIFE+)

SPECIFIC OBJECTIVE 1: Green economy & resource efficiency

To support the development of a greener and more resource efficient economy;
 To bring about more sustainable production and consumption patterns through better resource efficiency, resource and waste management, and by aiming to ensure that the consumption of renewable and non-renewable resources does not exceed the carrying capacity of the environment;
 To foster eco-innovation and stimulate the development and the uptake of environmental technologies.

Result indicators	Latest known result	Target (result)
<p>Clean Technologies Venture Capital investments in Europe</p>	 <p>Source: Data from Cleantech Group (consultancy), 2010</p>	<p>Increased volume of investments into environmental technologies</p>
<p>Number of river basins subject to water stress</p>	<p>Indicators and methodology under development in cooperation with EEA, JRC and ESTAT.</p>	<p>Reduce number of river basins subject to water stress</p>
<p>Municipal waste and treatment (kg/person)</p>	 <p>Source: Data from Eurostat, 2009</p>	<p>Reduction in the amount of municipal waste: - generated - landfilled - incinerated</p> <p>50% recycling of municipal waste by 2020</p>

<p>Generation and recycling of packaging waste</p> <p>Total packaging used in EU MS (kg/capita)</p>	<p>Source: EEA 2009, ESTAT 2010</p>	<p>Significant overall reduction in the volumes of packaging waste generated.</p>
<p>Packaging waste treatment (% of total packing waste)</p>	<p>Source: EEA 2009, ESTAT 2010</p>	<p>Between 55% and 80% to be recycled by 2008 (IE, EL, PT, EU12 individual deadlines until 2015)</p>
<p>Green Public Procurement by public authorities (% of overall number and value of tendering procurement procedures)</p>	<p>2006/7: 7 best performing Member States on average 55% of the total number and 45% of the total value of contracts</p>	<p>50% of all tendering procedures should be 'green' by the end of 2010, i.e. comply with the endorsed common GPP criteria.</p>
<p>Ecolabel licences (Number)</p>	<p>Source: DG Environment, data up to 31/10/2010</p>	<p>Increase in the number of licences awarded</p>

<p>Organisations participating in the EU Eco-management and Audit Scheme EMAS (Number)</p>	 <table border="1"> <caption>Number of organisations participating in the EU Eco-management and Audit Scheme (EMAS) from 2003 to 2010</caption> <thead> <tr> <th>Year</th> <th>Number of Organisations</th> </tr> </thead> <tbody> <tr><td>2003</td><td>3000</td></tr> <tr><td>2004</td><td>3000</td></tr> <tr><td>2005</td><td>3100</td></tr> <tr><td>2006</td><td>3400</td></tr> <tr><td>2007</td><td>3800</td></tr> <tr><td>2008</td><td>4100</td></tr> <tr><td>2009</td><td>4300</td></tr> <tr><td>2010</td><td>4500</td></tr> </tbody> </table> <p>Source: DG Environment, data up to 22/11/2010</p>	Year	Number of Organisations	2003	3000	2004	3000	2005	3100	2006	3400	2007	3800	2008	4100	2009	4300	2010	4500	<p>Increase in the application of EMAS in organisations</p>
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2010	4500																			

Main policy outputs

Communication on the Final Assessment of the 6th EC Environment Action Plan
Roadmap for a Resource Efficient Europe
Proposal for CIP II - eco-innovation strand (2014-2020) (ENTR lead, ENV co-responsible for eco-innovation part of the programme)
Revision of ETAP and preparation of Eco-innovation Action Plan
Communication on Implementing environmental policy: a common challenge (covering environmental inspections, national judges and waste implementation in particular)
Revision of the Sewage Sludge Directive
Review of cadmium ban for batteries and accumulators

Main expenditure-related outputs

Innovative or demonstration projects in support of waste management, waste prevention, reuse of products, part of products or extension of life cycles, promotion of recycling, innovative environmental designs of products and services, reduction of environmental impacts of the use phase of products and services
Contracts to promote EMAS and Ecolabel, to develop performance benchmarks for products for GPP, Ecolabel and Ecodesign, to prepare for the review of the Thematic Strategy on Natural Resources and of GPP policy, to prepare the impact assessment studies on the ecological footprint of products and corporate environmental reporting and to evaluate the implementation of the SCP Action Plan
Contracts to support Member States in developing national waste prevention programmes and in analysing national waste management plans in relation to their actual performance, to support the ex-post review of the waste acquis,
Contracts to assist with the establishment of an integrated modelling framework of resource efficiency; studies to analyse the tax treatment of individual transport and on barrier to the market delivery of resource efficiency
Communication tools and studies for "Beyond GDP" and indicators
Pilot projects on the recovery of obsolete vessels not used in the fishing trade and a European refund system for aluminium beverage cans
Networks and programmes on green public and private procurers and on Environmental Technology Verification.
Eco-innovation market replication projects focusing on better market penetration of eco-innovative solutions, especially in the areas of resource efficiency, food& drink; innovative construction materials and greener management.⁹

⁹ € 35 440 000 for EIP eco-innovation pilot and market replication projects, managed by the Executive Agency for Competitiveness and Innovation on behalf of DG ENV are included into the EIP budget under 02 ENTR title.

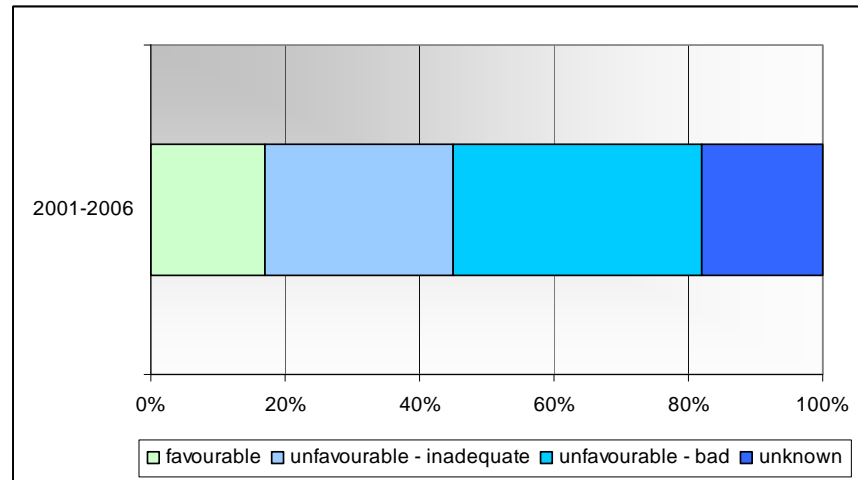
07 03 DEVELOPMENT AND IMPLEMENTATION OF EU ENVIRONMENTAL POLICY AND LEGISLATION

SPECIFIC OBJECTIVE 2: Nature & Biodiversity

To protect, conserve, restore and develop the functioning of eco-systems, natural habitats, wild flora and fauna with the aim of halting desertification and the loss of biodiversity, including diversity of genetic resources; to ensure that the real value of eco-systems and their capacity to make the EU more resilient to climate change is recognized.

Result indicators	Latest known result	Target (result)																		
<p>Red List status of European groups of species (% in various threat categories)</p>	<p>Source: IUCN 2007-10</p>	<p>By 2020 the extinction of known threatened species has been prevented and their conservation status, particularly of those most in decline, has been improved and sustained</p>																		
<p>Designated areas: Natura2000 area (sites designated under Habitats and Birds Directives) (Cumulative surface area, number of sites)</p>	<table border="1"> <thead> <tr> <th></th> <th colspan="2">Terrestrial</th> <th>Marine</th> <th colspan="2">All</th> </tr> <tr> <th>EU27 Terrestrial area (thousand km²)</th> <th>Natura 2000 Terrestrial area (thousand km²)</th> <th>Natura 2000 / national Terrestrial area (%)</th> <th>Natura 2000 Marine area (thousand km²)</th> <th>Number of sites</th> <th>Total Natura 2000 area (thousand km²)</th> </tr> </thead> <tbody> <tr> <td>4226</td> <td>732</td> <td>17,33%</td> <td>174</td> <td>25503</td> <td>906</td> </tr> </tbody> </table> <p>Source: DG Environment, 2009</p>		Terrestrial		Marine	All		EU27 Terrestrial area (thousand km ²)	Natura 2000 Terrestrial area (thousand km ²)	Natura 2000 / national Terrestrial area (%)	Natura 2000 Marine area (thousand km ²)	Number of sites	Total Natura 2000 area (thousand km ²)	4226	732	17,33%	174	25503	906	<p>Designation of terrestrial Natura 2000 completed by 2010 By 2010 up to 20% of EU's terrestrial area covered by Natura 2000 sites. Designation of marine Natura sites completed by 2012 Effective management, well connected and integrated in wider landscapes and seascapes</p>
	Terrestrial		Marine	All																
EU27 Terrestrial area (thousand km ²)	Natura 2000 Terrestrial area (thousand km ²)	Natura 2000 / national Terrestrial area (%)	Natura 2000 Marine area (thousand km ²)	Number of sites	Total Natura 2000 area (thousand km ²)															
4226	732	17,33%	174	25503	906															

Conservation status of Species and Habitats of European Importance (% in various conservation categories)



Source: Report from the Commission to the Council and the European Parliament Composite - Report on the Conservation Status of Habitat Types and Species as required under Article 17 of the Habitats Directive COM/2009/0358 final

Increase the number of species and habitats having a favourable conservation status

Main policy outputs

Communication a new post-2010 EU biodiversity policy and strategy
 Green Infrastructure Initiative (Green Paper or Communication)
 Communication on Financing Natura 2000
 Progress report on the Soil Thematic Strategy

Main expenditure-related outputs

Best practice or demonstration projects contributing to the implementation of the objectives of the EU Birds and Habitats Directives, the objectives of the Biodiversity Action Plan and forest monitoring
 Communication campaigns related to biodiversity matters and Natura 2000
 Contracts for studies, services, surveys, modelling and scenario building to define the needs in terms of protection for marine species and habitat types and to select the necessary sites for inclusion in Natura 2000
 Contracts to support the implementation of the Nitrates Directive, the European Bird Census, the establishment of the Biodiversity Information System for Europe and the establishment and operation of the biogeographical approach
 Studies on the evaluation of expenditure and jobs for addressing soil degradation, land as an environmental resource, the follow-up to The Economics of Ecosystems and Biodiversity study and the preparation of the EU Strategy on Invasive Species
 Pilot projects: Complex research on methods of controlling the spread of ragweed and pollen allergies and Certification of low-carbon farming practices

07 03 DEVELOPMENT AND IMPLEMENTATION OF EU ENVIRONMENTAL POLICY AND LEGISLATION

SPECIFIC OBJECTIVE 3: Environmental quality, chemicals & industrial emissions

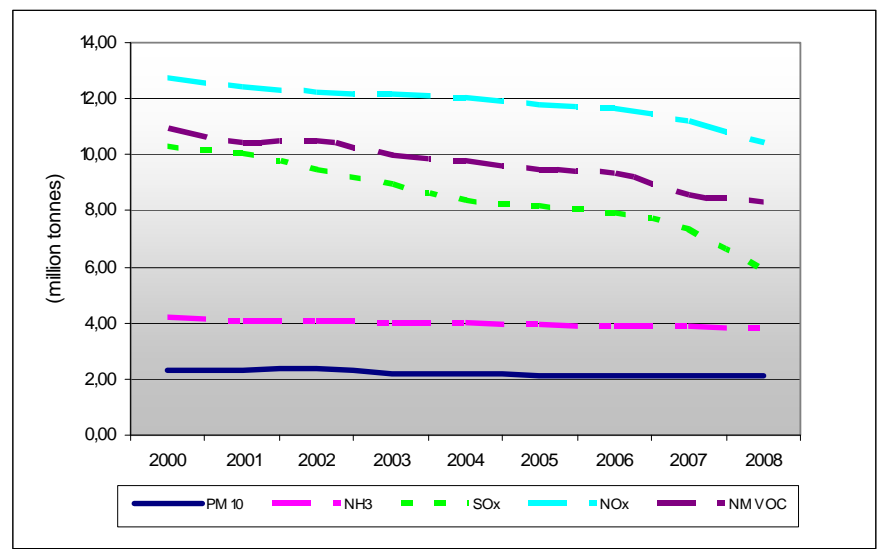
To contribute to a high level of quality of life and social well being for citizens by providing an environment where the quality of environmental media does not give rise to harmful effects on human health and the environment.

Result indicators	Latest known result	Target (result)													
Number of water bodies in good status or with good ecological potential (as defined by the WFD) Water bodies compose a river basin	<table border="1"> <thead> <tr> <th></th> <th>Number*</th> <th>Water bodies in good status or with good ecological potential</th> </tr> </thead> <tbody> <tr> <td>EU Water bodies in total:</td> <td>121.198</td> <td rowspan="3"> Assessment ongoing (on the basis of River Basin Management Plans - RBMP) Full assessment every 6 years; next in 2012 </td> </tr> <tr> <td>- surface (rivers, lakes, coastal, transitional)</td> <td>- 108.107</td> </tr> <tr> <td>- groundwater</td> <td>- 13.091</td> </tr> <tr> <td>River Basins</td> <td>176</td> <td>RBMP delivered for 110 river basins (by 17 MS by November 2010)</td> </tr> </tbody> </table>		Number*	Water bodies in good status or with good ecological potential	EU Water bodies in total:	121.198	Assessment ongoing (on the basis of River Basin Management Plans - RBMP) Full assessment every 6 years; next in 2012	- surface (rivers, lakes, coastal, transitional)	- 108.107	- groundwater	- 13.091	River Basins	176	RBMP delivered for 110 river basins (by 17 MS by November 2010)	Good status or good ecological potential in all water bodies by 2015, unless a WFD exemption applies
		Number*	Water bodies in good status or with good ecological potential												
	EU Water bodies in total:	121.198	Assessment ongoing (on the basis of River Basin Management Plans - RBMP) Full assessment every 6 years; next in 2012												
- surface (rivers, lakes, coastal, transitional)	- 108.107														
- groundwater	- 13.091														
River Basins	176	RBMP delivered for 110 river basins (by 17 MS by November 2010)													
Source: DG Environment, *Estimate as of November end 2010															

Level of emissions of air pollutants (million tonnes)

Trends for selected air pollutant emissions covered by the Thematic Strategy on Air Pollution and affecting human health and the environment (including acidification and eutrophication):

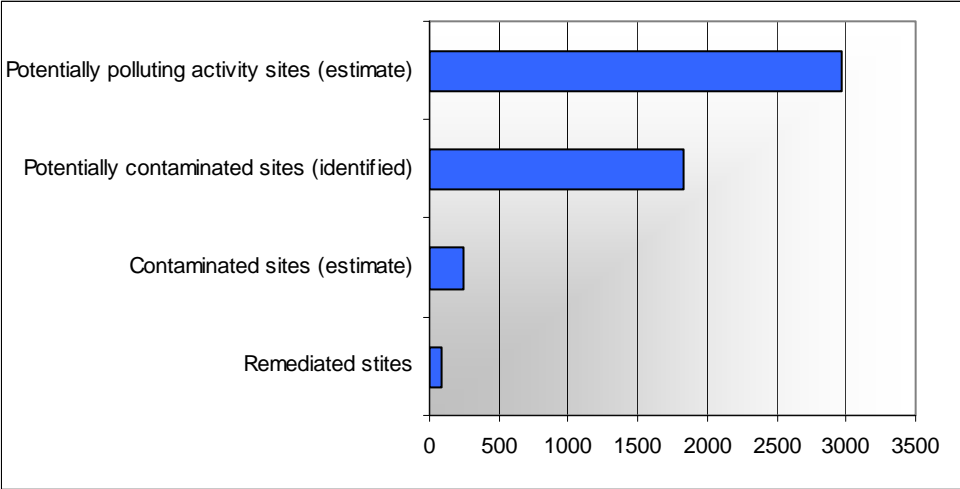
- sulphur oxides (SOx)
- nitrogen oxides (NOx)
- non-methane volatile organic compounds (NMVOC)
- ammonia (NH3)
- particulate matter (PM10)



	By 2010*	By 2020**
SO2	8.3	18%
NOx	9.0	40%
NMVOCs	8.8	
NH3	4.3	73%
PM	-	41 %

*Total of national emission ceilings pursuant to the NEC Directive (million tonnes)

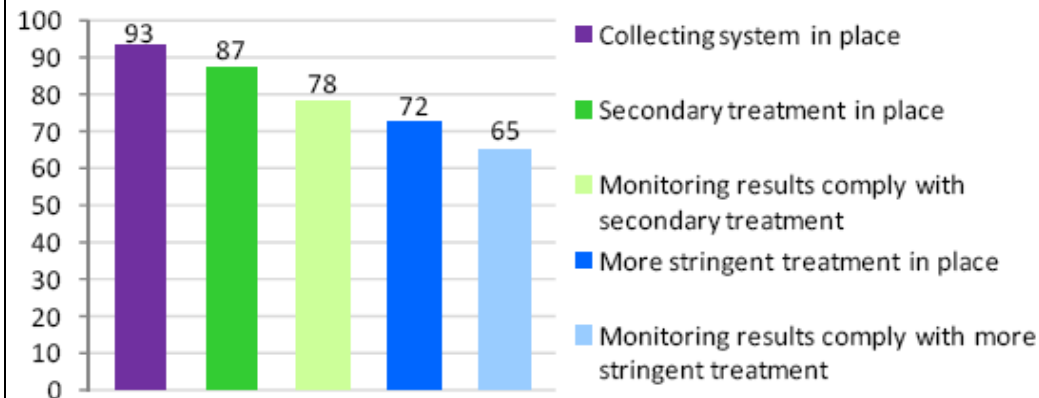
**Indicative emission reduction requirements to achieve the targets of Thematic Strategy on Air Pollution (compared to emissions in 2000).

<p>Soil organic carbon</p> <p><i>Lower levels of organic carbon in the soil are generally detrimental to soil fertility and water retention capacity and tend to increase soil compaction, which leads to increases in surface water runoff and erosion. Other effects of lower organic carbon levels are a depletion of biodiversity and an increased susceptibility to acid or alkaline conditions. The release of carbon from the soil contributes to higher CO₂ concentrations in the atmosphere.</i></p>	<p>A survey of Belgian croplands indicates a mean annual loss in organic carbon of 76 g/m². A large-scale inventory in Austria estimated that croplands were losing 24 g/m² annually. The general intensification of farming in the past is likely to have exceeded the effect of changes in the climate on soil organic carbon on agricultural land. The annual loss of carbon due to drainage of peat lands is in the range of 0 to 47 g/m². Climate change may cause loss of soil organic carbon for most areas in Europe.</p> <p>Source: EEA, 2010</p>	<ul style="list-style-type: none"> - Preventing further soil degradation and preserving its functions - Restoring degraded soils to a level of functionality consistent at least with current and intended use <p><i>(as a direct measure of the above is not possible, soil organic carbon level is used as a proxy)</i></p>										
<p>Progress in investigation and clean-up of contaminated sites in Europe</p> <ul style="list-style-type: none"> - Potentially polluting activity sites - Identified potentially contaminated sites - Contaminated sites - Remediated sites <p>(Number in thousands)</p>	 <table border="1" data-bbox="683 598 1639 1088"> <thead> <tr> <th>Category</th> <th>Number (in thousands)</th> </tr> </thead> <tbody> <tr> <td>Potentially polluting activity sites (estimate)</td> <td>~3000</td> </tr> <tr> <td>Potentially contaminated sites (identified)</td> <td>~1800</td> </tr> <tr> <td>Contaminated sites (estimate)</td> <td>~200</td> </tr> <tr> <td>Remediated sites</td> <td>~100</td> </tr> </tbody> </table> <p>Source: EEA, data for EEA countries, 2007</p>	Category	Number (in thousands)	Potentially polluting activity sites (estimate)	~3000	Potentially contaminated sites (identified)	~1800	Contaminated sites (estimate)	~200	Remediated sites	~100	<p>All the sites where potentially-soil contaminating activities have taken or take place should be identified. The identification of contaminated sites should be completed. A sizeable amount of contaminated sites (to be determined by MSs) should be remediated each year.</p>
Category	Number (in thousands)											
Potentially polluting activity sites (estimate)	~3000											
Potentially contaminated sites (identified)	~1800											
Contaminated sites (estimate)	~200											
Remediated sites	~100											

Urban waste water:

Generated wastewater pollution load in agglomerations above 2000 p.e by treatment category (% of total load)

p.e. - The size of an agglomeration in terms of generated pollution load is measured in “population equivalent” (p.e.). This is the organic biodegradable load that has a five-day biochemical oxygen demand (BOD5) of 60 g of oxygen per day, or in a more popular terms – the organic biodegradable load generated by one person per day.



Source: 5th Commission Report on Implementation of the UWWT Directive, 2009 (SEC(2009) 1114 final), data for 18MS

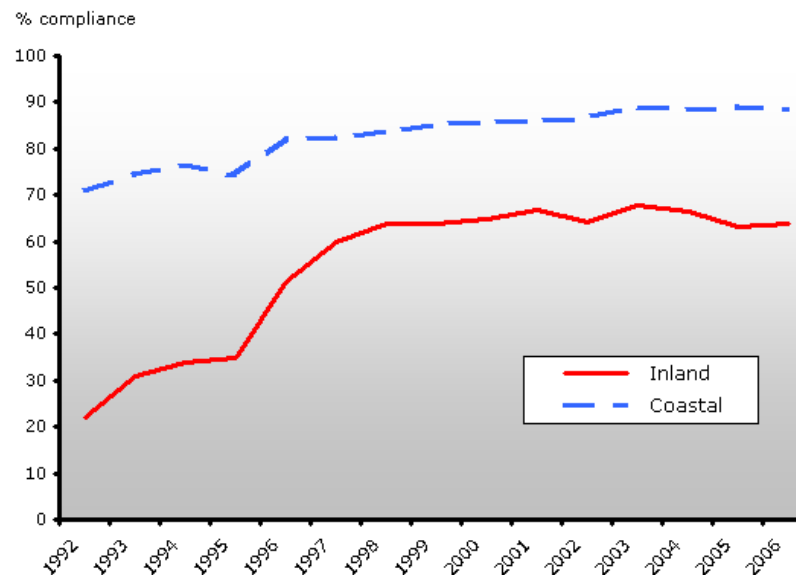
All agglomerations greater than 2000 p.e.:

- wastewater collection in place
- secondary treatment (removal of organic pollution)
- more stringent/ advanced (than secondary) treatment when discharging into sensitive areas

Target dates differ according to MS (from 1998 to 2005 for EU15 and from 2008 to 2018 for EU12).

Bathing water quality:

Compliance of EU coastal and inland bathing waters with mandatory standards of the bathing water directive (% of all bathing waters)



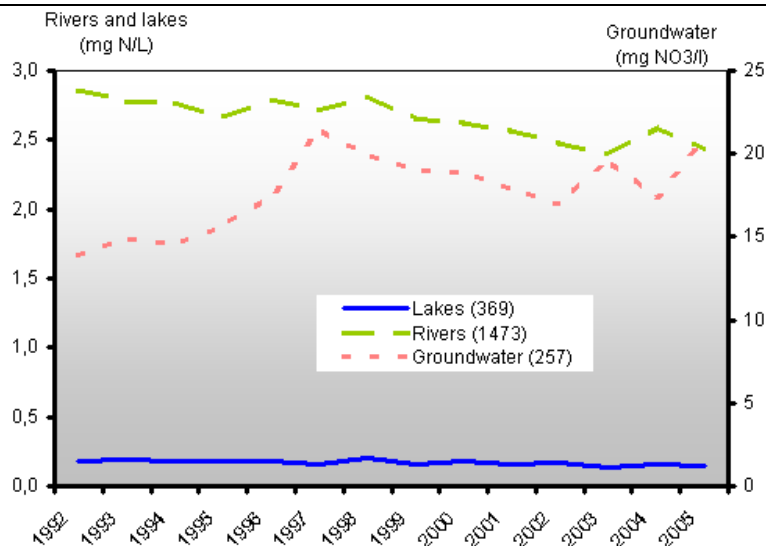
Source: EEA, 2008

100% compliance of EU coastal and inland bathing waters with mandatory standards of the bathing water directive

Nitrate concentrations in freshwaters
(mg N/L for rivers and lakes, mg NO₃/L for groundwater)

Nitrate concentration in groundwater generally reflects the relative importance and intensity of agriculture (agricultural inputs of nitrate).

Large inputs of nitrogen (and phosphorus) to water bodies from urban areas, industry and agricultural areas can lead to eutrophication.



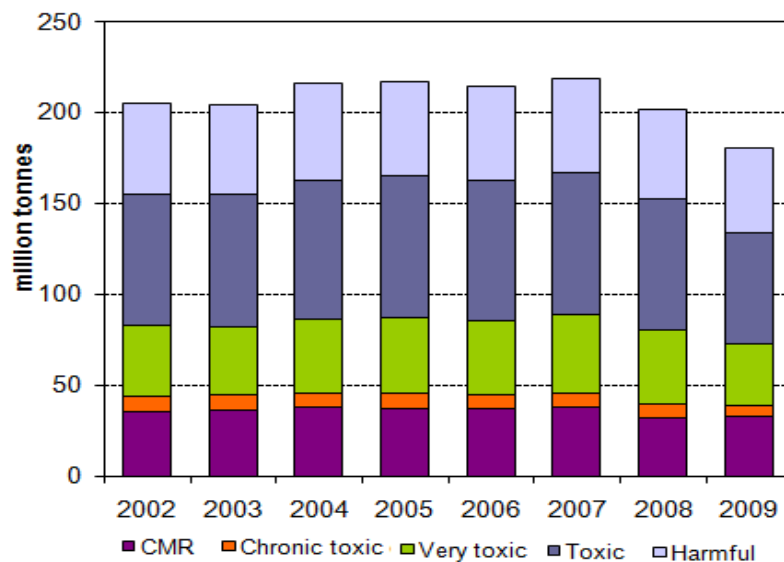
Source: EEA, 2009

Prevention of nitrates from agricultural sources polluting freshwaters (ground and surface waters)

Production of environmentally harmful chemicals by toxicity class (from most to least dangerous) (million tonnes per year)

Includes chemicals covered by biocides and REACH legislation

(CMR - carcinogenic, mutagenic and reprotoxic)



A shift away from the two most dangerous classes of toxic chemicals towards less harmful toxic chemicals.

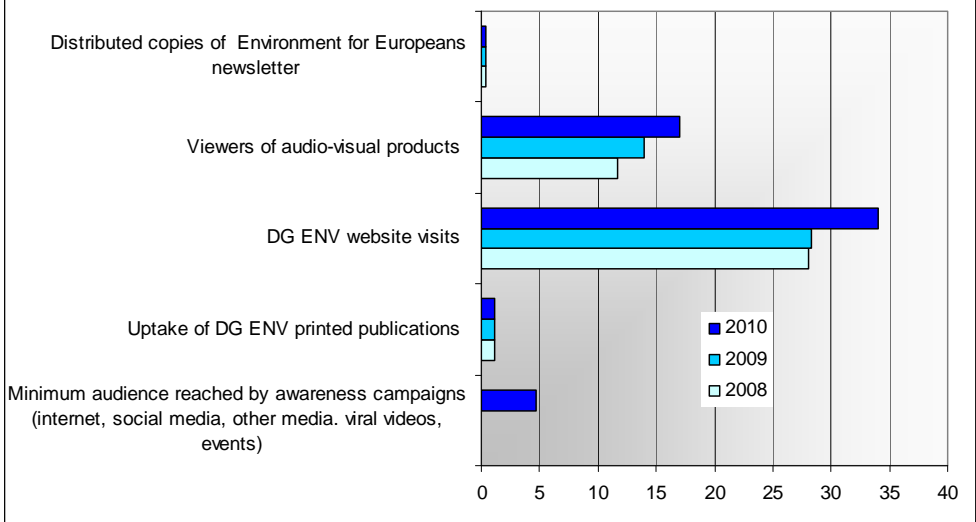
Progress in dealing with biocidal products (decisions on non-inclusion, authorisations, restrictions, substitutions)	By 2010: 36 substances evaluated and authorised under defined restrictions	Increased number of processed substances (in order to better know and manage risks due to their use).												
REACH – registrations, evaluations, authorisations, restrictions, substitution of substances of high concern (Number)	<table border="1" data-bbox="788 402 1536 663"> <thead> <tr> <th></th> <th>2010 (latest data)</th> </tr> </thead> <tbody> <tr> <td>Registrations*</td> <td>24,675 dossiers; 4,300 substances</td> </tr> <tr> <td>Evaluations*</td> <td>N/A</td> </tr> <tr> <td>Authorisations</td> <td>N/A</td> </tr> <tr> <td>Restrictions</td> <td>N/A</td> </tr> <tr> <td>Substitution</td> <td>N/A</td> </tr> </tbody> </table> <p>* includes substances and dossiers</p>		2010 (latest data)	Registrations*	24,675 dossiers; 4,300 substances	Evaluations*	N/A	Authorisations	N/A	Restrictions	N/A	Substitution	N/A	<p>Better and earlier identification of the intrinsic properties of chemical substances and their treatment according to these properties.</p> <p>Replacement of substances of very high concern by suitable alternative substances or technologies.</p>
	2010 (latest data)													
Registrations*	24,675 dossiers; 4,300 substances													
Evaluations*	N/A													
Authorisations	N/A													
Restrictions	N/A													
Substitution	N/A													
Main policy outputs														
<p>Review of Directive 99/32/EC on the sulphur content of certain liquid fuels with accompanying legislative proposal, if appropriate</p> <p>Review of the list of priority substances under the Water Framework Directive</p> <p>Follow-up to the Recommendation on ICZM</p> <p>Commission Staff Working Document on the implementation of the Community Strategy for Endocrine Disrupters</p> <p>Report on the review of the Deco-Paints Directive 2004/42/EC</p> <p>Nanomaterial review: ENV legislations applicability to nanomaterials. Contribution to the overall Communication</p> <p>Report to the Council on the combination effects of chemicals</p> <p>Report on the review of the Environmental Noise Directive (2002/49/EC)</p>														
Main expenditure-related outputs/														
<p>Innovative or demonstration projects in support of clean technologies, air quality management, noise, water quality, wastewater management and treatment technologies, flood prevention and control</p> <p>Contracts to support the implementation and review of the EU air quality and emission control policies (incl. an assessment the impact of hemispheric air pollution on EU air policy, a review of the scientific evidence of air pollution effects on health and environment, monitoring and assessment of sectoral implementation actions).</p> <p>Contracts to support WFD implementation, reporting on River Basin Management Plans, the preparation of the impact assessment for the revision of the Groundwater Directive and the development of "Fitness Test" for EU water resources policy, the implementation of the Drinking Water, Urban Waste Water Treatment and Marine Strategy Framework Directives</p> <p>Contracts to review REACH with regard to the registration requirements for 1 to 10 tonnes substances and the registration requirements on polymers and to support the preparation of the work on Endocrine Disruptors and Chemical Mixtures and the implementation of the existing Biocides Directive and technical support to prepare the implementation of the new Regulation</p>														

07 03 DEVELOPMENT AND IMPLEMENTATION OF EU ENVIRONMENTAL POLICY AND LEGISLATION

SPECIFIC OBJECTIVE 4: Compliance & awareness raising

To promote compliance, strengthen effective policy implementation and enforcement in the EU, *inter alia* through the definition of coherent implementation priorities and innovative approaches; to ensure that EU environment policy is based on the principles of 'better regulation'; to promote awareness-raising, access to information, and transparency in relation to EU environment policies; to promote the participation of interested parties and the public at large, including non-government organisations, in the environment policy-making and implementation.

Result indicators	Latest known result	Target (result)																				
<p>Evolution of infringement cases (Number)</p> <p>Complaints received in CHAP* Open infringement cases Cases sent to ECJ <i>*a centralised, SG-managed database for registering all the incoming complaints and inquiries</i></p>	<table border="1"> <thead> <tr> <th></th> <th>2007</th> <th>2008</th> <th>2009</th> <th>2010</th> </tr> </thead> <tbody> <tr> <td>Complaints received</td> <td>n/a</td> <td>n/a</td> <td>143*</td> <td>620</td> </tr> <tr> <td>Open infringement cases</td> <td>479</td> <td>481</td> <td>451</td> <td>442</td> </tr> <tr> <td>Cases referred to ECJ</td> <td>77</td> <td>61</td> <td>61</td> <td>60</td> </tr> </tbody> </table> <p>* between the introduction of CHAP on 28 September 2009 and 31 December 2009</p>		2007	2008	2009	2010	Complaints received	n/a	n/a	143*	620	Open infringement cases	479	481	451	442	Cases referred to ECJ	77	61	61	60	<p>Better and more efficient management of infringement cases/complaints focusing on the priorities defined by the Commission.</p> <p>Reduction of the number of old cases and of cases not respecting relevant benchmarks.</p>
	2007	2008	2009	2010																		
Complaints received	n/a	n/a	143*	620																		
Open infringement cases	479	481	451	442																		
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<p>LIFE projects running LIFE projects launched (Number)</p>	<table border="1"> <thead> <tr> <th></th> <th>2007</th> <th>2008</th> <th>2009</th> </tr> </thead> <tbody> <tr> <td>running</td> <td>536</td> <td>481</td> <td>534</td> </tr> <tr> <td>launched</td> <td>141</td> <td>193</td> <td>210</td> </tr> </tbody> </table>		2007	2008	2009	running	536	481	534	launched	141	193	210									
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running	536	481	534																			
launched	141	193	210																			
<p>Contribution made by LIFE III and LIFE+ to policy development</p>	<p>LIFE III and its successor LIFE+ have provided a useful contribution to the development (knowledge based), negotiation (providing good experience and practices) as well as enforcement (compliance phase) of the environmental policies. Moreover, it helped to integrate environment into other policies by providing a comprehensive approach, in particular for Nature and Biodiversity in acting as a "catalyst" to activate other funds such as the structural or agriculture fund.</p>	<p>Sufficiently broad and policy-useful LIFE + programme proposals, such that implementation, updating and development of Community environmental policy and legislation are enhanced, including the integration of the environment into other policies.</p>																				
<p>Levels of public awareness of environment issues Level of public support and recognition of EU role in environment action</p>	<p><i>Eurobarometer 2008 survey:</i></p> <p>Europeans progressively position the state of the environment (80% compared to 72% in 2004) on a par with economic factors (84%) and social factors (76%) as issues which most influence their quality of life.</p> <p>67% of European citizens prefer decisions to be made at the EU level when it comes to protecting the environment rather than by national governments (28%).</p>	<p>High levels (over 70%) of public awareness and support in European environment policy-making.</p>																				
<p>Levels of behavioural change in citizens towards more environmentally conscious lifestyles and consumption habits</p>	<p><i>Eurobarometer 2008 survey:</i></p> <p>17% of European citizens actively implemented changes in their lifestyle and consumption habits for environmental reasons.</p> <p><i>Eurobarometer 2009 survey:</i></p> <p>83% of European citizens consider the environmental impact of a product important when deciding which one to buy</p>	<p>Driving behavioural change in citizens towards more environmentally friendly lifestyles and consumption habits (25%)</p>																				
<p>Levels of public awareness of biodiversity</p>	<p><i>Eurobarometer 2010 survey on biodiversity</i></p> <p>35% of European citizens know what biodiversity means. 22% of citizens thinks EU should inform them better about the importance of biodiversity</p>	<p>Increase of awareness of biodiversity (40%)</p>																				

Number of municipalities taking part in participative schemes	2008: 2012 2009: 2181 2010: 2240	Increased number of municipalities																								
Media outreach (in mln)	 <table border="1" data-bbox="464 304 1444 824"> <caption>Media Outreach (in mln)</caption> <thead> <tr> <th>Metric</th> <th>2008</th> <th>2009</th> <th>2010</th> </tr> </thead> <tbody> <tr> <td>Distributed copies of Environment for Europeans newsletter</td> <td>~0.5</td> <td>~0.5</td> <td>~0.5</td> </tr> <tr> <td>Viewers of audio-visual products</td> <td>~12</td> <td>~14</td> <td>~17</td> </tr> <tr> <td>DG ENV website visits</td> <td>~28</td> <td>~29</td> <td>~34</td> </tr> <tr> <td>Uptake of DG ENV printed publications</td> <td>~1</td> <td>~1</td> <td>~1</td> </tr> <tr> <td>Minimum audience reached by awareness campaigns</td> <td>~4</td> <td>~4</td> <td>~4</td> </tr> </tbody> </table>		Metric	2008	2009	2010	Distributed copies of Environment for Europeans newsletter	~0.5	~0.5	~0.5	Viewers of audio-visual products	~12	~14	~17	DG ENV website visits	~28	~29	~34	Uptake of DG ENV printed publications	~1	~1	~1	Minimum audience reached by awareness campaigns	~4	~4	~4
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Subscribers of DG Environment 'Science-Environment Policy News Alert Service'	<table border="1" data-bbox="464 887 1158 965"> <thead> <tr> <th>2007</th> <th>2008</th> <th>2009</th> <th>2010</th> </tr> </thead> <tbody> <tr> <td>6,000</td> <td>9,000</td> <td>11,000</td> <td>12,000</td> </tr> </tbody> </table>	2007	2008	2009	2010	6,000	9,000	11,000	12,000	Increased number of subscribers to the 'Science-Environment Policy News Alert Service'; 20,000 by 2013																
2007	2008	2009	2010																							
6,000	9,000	11,000	12,000																							
Main policy outputs																										
Communication on Implementing environmental policy: a common challenge																										
Main expenditure-related outputs																										
Support to non-governmental organisations that are primarily active in protecting and enhancing the environment at European level via operating grants Communication and awareness raising campaigns on resource efficiency and biodiversity Awareness-raising activities (Green Week, Mobility Week) Cooperation with national judges in the field of environmental law Monitoring of the transposition of EU environmental directives																										

07 03 DEVELOPMENT AND IMPLEMENTATION OF EU ENVIRONMENTAL POLICY AND LEGISLATION

SPECIFIC OBJECTIVE 5: Development of the knowledge base to support policy making and implementation

To generate and facilitate exchange of environmental data and information and develop the knowledge base to support policy-making and implementation.

(This objective is implemented mainly through the European Environment Agency - EEA, the Joint Research Centre, the RTD Framework Programmes and GMES))

Result indicator	Latest known result	Target (result)
Availability of key information and assessments on past and future changes in the state of the environment, pressure on the environment and policy responses, e.g. the Core Set of Indicators and five yearly state and outlook reports published by the European Environment Agency	Core set of indicators used widely by EEA and European Commission e.g. in Management Plans. Report on State and Outlook of Europe's Environment 2010 published Nov 2010. Up-time of EEA web- site in 2009 above 98 %. EEA data file downloads up by 20% as compared to the previous year	Increased volume and quality assured environmental information generated and used in accordance with general principles of the Shared Environmental Information System (SEIS) and INSPIRE compliant. EEA core set of indicators and other indicator sets and underpinning data are available via web-based platforms as part of SEIS. Maintain EEA website annual up-time of at least 98%.
Level of co-operation with Eionet partners, including improved national delivery of annual Eionet priority data flows and level of co-operation with the wider international community	Use of Reportnet tools established. SEIS implementation agreed with member countries. 16 member states exceed 90 % in the EEA Priority Data Flow exercise 2009-10	EEA, JRC and Eurostat elements of SEIS fully functioning including Reportnet and web-based platforms including the Environmental Data Centres. All member countries and cooperating countries delivering datasets on schedule. At least 20 member states reach a reporting level higher than 90 % in the EEA Priority Data Flow exercise by 2011. Development of the SEIS in the European Neighbourhood countries and Arctic.
Level of quality assured data on key environmental domains (biodiversity, land cover and use, noise, resource efficiency, sustainable consumption and production, waste, resource use, water, air)	Second assessment report based on the 26 indicators published in 2010 (biodiversity) EU 2010 Biodiversity Baseline published in Oct 2010. Agreement with DG ENV, JRC, and Eurostat on ecosystem accounting. Biodiversity Information System for Europe (BISE) as single entry point for biodiversity information in Europe launched in 2010. 3 rd update of European land cover database in line with GMES regulation implementation. Analysis of spatial changes including urban sprawl, coastal environment in support to EU	Biodiversity Data Centre further developed as source of quality assured data relevant to EU biodiversity policy and UNCBD within SEIS EEA Land Use Data Centre further developed as source of quality data relevant to EU sectoral and land-related policies using inputs from GMES and INSPIRE standards.

	<p>integrated policies.</p> <p>1st reporting by EU Member States on noise mapping using Reportnet IT tools. Information compiled on waste policies in individual Member States.</p> <p>WISE successfully launched in March 2007. State of Environment data flow established under WISE and expanded to water quantity and emissions. Data available via EEA web-based data service. Eye on Earth platform launched with information on bathing water quality (Water watch)</p> <p>Annual air emissions inventories (NEC and CLRTAP) published. All air quality and emission data accessible via EEA web-based data service. Eye on Earth platform launched with information on air quality (Air watch).</p>	<p>Produce operational database on noise maps and data as part of Reportnet and deliver as an EEA web-service. Analysis of traffic's contribution to noise in cities, neighbourhoods and districts. Effectiveness evaluations relevant to waste legislation and on sustainable consumption and production published.</p> <p>EEA Water Data Centre further developed as source of quality assured data and information relevant to EU water (freshwater and marine) policy within SEIS, WISE using information from GMES and INSPIRE-compliant.</p> <p>EEA Air Data Centre further developed as source of quality assured data relevant to EU air emissions and air quality policy and UN-CLRTAP within SEIS, using information from GMES and INSPIRE-compliant.</p> <p>Indicators for resource efficiency as part of the Beyond GDP activities developed.</p>
Main policy outputs		
<p>Shared Environmental Information System (SEIS) implementation plan 2011-14 Use of SOER 2010 in view of the follow up of 6th environmental action programme.</p>		
Main expenditure-related outputs		
<p>Reports, indicators, databases, SEIS clearing houses, data centres and web-based services, including GMES related to environmental themes such as: air quality, air pollutant emissions, biodiversity, freshwater, marine; to cross-cutting themes such as: adaptation/vulnerability, ecosystems, maritime, SCP and waste, land use, agriculture/forestry, energy, transport; integrated environmental assessments including regional/global assessment, decision support, economics and strategic futures Support to GMES, SEIS Press releases, web highlights, answers to enquiries, translations</p>		

ANNEX: COMMUNICATION STRATEGY

In accordance with Internal Control Standard n°12, DG Environment has adopted, after discussion with the responsible Cabinet and in coordination with DG COMM, the following communication strategy.

I. Policy Context

Communication activities in DG Environment should be regarded as an integral part of our overall operation – supporting the conception and implementation of policy.

Eurobarometer surveys have shown that the environment is an area where European citizens accept and support the need for decision-making at EU level. Unfortunately, however, this does not necessarily translate into political support for new policy proposals or public acceptance of the implementation of the measures, so there is a constant need for communication on these issues.

Targeted communication efforts will support the delivery of the annual DG ENV work programme across specific policy areas, while broader outreach activities will cover a limited number of priority areas.

There is a need to communicate throughout the policy making cycle, starting from the early stages of recognising new issues and formulating policies, with a view to gradually building understanding, acceptance and support.

The communication objectives of DG Environment closely follow the priorities established in the 6th Environmental Action Programme, and the priorities established under the EUROPE 2020 Strategy, in particular the flagship Initiative on Resource Efficient Europe.

Under this flagship, DG Environment will produce a Roadmap/Communication on Resource Efficiency that will be supported by a multi-annual communication campaign on Resource Efficiency with links to specific policy areas, such as sustainable consumption and production, waste and water.

The ongoing communication campaign on Biodiversity will provide support to a new EU biodiversity strategy to be adopted in 2011. While messages in 2010 remained at a general level, in 2011 also more specific issues, such as soil biodiversity, invasive alien species or green infrastructure will be considered.

A communication presence in Member States will be also explored in the context of Green Week 2011 and a "Clean Up Europe" initiative. Opportunities for increased dialogue with municipalities and better visibility of environmental issues among city inhabitants will be followed in the context of the European Mobility Week and the European Green Capitals Award.

Communication is an integral part of the successful implementation of community environment policies, and plays a key role in promoting the take-up of policy instruments that rely on decisions by individual citizens or economic actors, such as EU Ecolabel or EMAS. Environmental awareness of the business sector will continue to be raised in the framework of European Business Award for the Environment.

Building on existing tools, efforts will be stepped up to highlight achievements and demonstrate the added value of EU level environmental legislation. Areas where implementation has been less successful will also be explored.

Feedback on attitudes of European citizens towards the environment and key environmental policies will be provided through Eurobarometer surveys.

II. Communication Objectives

1. External

The objectives of our external communication activities are to:

- Build understanding, acceptance and support for our policies; not least by answering questions from citizens, academia and stakeholders and presenting environmental policy to groups, mostly multipliers;
- Make our activities better known, and raise the Commission's profile as a key player in environmental matters on the international arena;
- Advocate a resource efficient society by raising awareness about environmental issues among the general public and encouraging citizens to take positive actions;
- Encourage stakeholders and opinion leaders to adopt and promote environmentally friendly actions in their field of activity, namely through facilitating the exchange of best practices and by rewarding consistent efforts.

2. Internal

The objectives of our internal communication activities are to:

- Inform: communicate to personnel about the objectives, priorities and activities of the DG and what is expected from them, in particular through the DG Environment intranet site; support evidence-based policy-making (namely by the provision for staff of information, books and magazine articles in the library collection and providing special guidance for newcomers);
- Motivate: strengthen corporate spirit and establish an atmosphere of openness and confidence, guide the personnel through organisational changes;
- Manage: ensure the effective implementation of the operational objectives of the DG by ensuring that everyone has access to the information necessary for carrying out his/her tasks; encourage dialogue and the sharing of ideas, knowledge and good practices.

III. Communication Activities

1. Contribution to the Commission's communication priorities

1.1 Restoring growth for jobs: Accelerating towards 2020 - Europe 2020 - Resource Efficient Europe Flagship

The Europe 2020 strategy is the principal economic reform strategy of the European Union. As part of this strategy, the Commission is launching seven "flagship" initiatives including one on "Resource Efficient Europe". In this context DG ENV will be leading on the development of a "Roadmap to a Resource Efficient Europe" due by summer 2011, which will describe the vision of

a more resource-efficient economy in 2050 and propose new policy initiatives for short and long-term economic and environmental benefits. Structural changes to the economy will be required to deliver on resource efficiency, necessitating better synergies between existing Community policies and further changes in policy to make them happen, including in the international arena.

Communication efforts will be needed to fulfil three main objectives. They should:

a) Drive the recognition and full political endorsement among decision makers of the significant advantages to be gained from increased resource efficiency (in the wider sense) as a key element of economic reform. Increased coherence across policies needs to be promoted as a means of reaching policy objectives more effectively. Targeted communication efforts will be steered to build acceptance and support for the up-coming Roadmap throughout its development phase, into adoption and subsequent implementation.

b) Increase general awareness of the increasing pressures on natural resources and the risk of future resource scarcities as representing risks for the functioning of the economy, the environment and our quality of life. The links between consumption and pressures on resources should be made more evident, as well as the relations to climate change and biodiversity loss. Increasing the basic understanding of the issue is a first step in promoting buy-in of resource policies among the European population and economic actors.

c) Promote changes in mainstream consumption patterns. Proposing ways of doing so will be an important part of the Roadmap. Communication can be used effectively alongside the use of market instruments (including pricing) and regulation to trigger such changes would lead to increased demand for products and services that use fewer resources and have lower environmental impacts. To counter the "rebound effect" (where improved efficiency leads to lower cost and in turn to increased consumption) it is important to not only point consumers to more resource-efficient products or services but also to act upon their values, mindset and lifestyles.

1.2. Target audiences

Politicians, decision makers, citizens, consumers, industry and businesses (incl. retailers) and media.

1.3. Messages

Messages on Resource Efficiency will be developed in parallel to policy work progress related to the Communication. They will aim at influencing ways in which consumers make purchase decisions and sensitise them to the issues of waste. Green consumer behaviour and lifestyle should be promoted as trendy and desirable, synonymous to well-being, health and fun.

General messages to politicians, decision makers:

- Resource efficiency is a clear win-win for the environment, business potential and jobs alike. New jobs can be created, in particular in areas where new green skills are needed, such as in renovation of buildings and sustainable construction.
- More efficient management of resources can bring significant economic benefits to firms and the macro-economy, as there is a correlation between material efficiency and competitiveness at business level as well as at macro-economic level.
- Up to one third of the 20% greenhouse gas reductions required to reach the EU's 2020 targets would be met if EU waste legislation were fully implemented, due to energy savings from recycling and recovery, combined with the diversion from landfill which reduces methane gas emissions.

General messages to industry, businesses:

- Sustainability and efficiency need to be incorporated into infrastructure investment planning now, in order to ensure lasting, positive effects for the future.
- It makes economic sense to look into opportunities offered by new business models: to remain locked into existing infrastructure and patterns of behaviour creates a general path dependency that holds back the necessary structural change.
- First mover advantages can be captured by expanding or switching to resource efficient processes, products and services. Substitution of scarce or energy intensive materials with sustainable alternatives such as recycled materials reduces dependency on virgin materials and their external supply, which can offer protection against the risks of increasingly volatile global markets.
- Innovation is a key area that will help shift towards resource efficiency in practice. The EU is working on improving the framework conditions for businesses to innovate for resource efficiency - new technologies, new processes, and new business models – by tackling barriers and creating supportive market conditions.

General messages to citizens, consumers:

- Natural resources are crucial to the functioning of the economy and to our quality of life. Depleting natural resources puts the stability of our way of life at risk.
- The long term objective of our resource-efficiency policy is to ensure that in 2050 - when our children and grand children will be grown-ups - the economy will still be able to deliver the best of what citizens want: good health, good jobs, security, housing, mobility, food and entertainment, within the constraints facing the world.
- Europe's "ecological footprint" shows that we are using up resources as if we had 2.5 earths at our disposal, and humanity's footprint as a whole is around 1.4 earths. This trend is unsustainable. Look for the environmentally friendly products and services and avoid resource-depleting goods.
- Massive amounts of food are wasted in the EU. It is estimated that up to one third of the food bought by households becomes waste, of which over half could be avoided, saving money, resources and reducing emissions of greenhouse gases.

1.4 Tools

Communication tools/activities envisaged:

- Public awareness-raising campaign, based on integrated web-social media platform, including a website in all official EU languages linked to the Europa website,
- Audiovisual material, with increased focus on productions of viral videos for the Internet and other new media,
- Printed material: Publications for the general public and entrepreneurs disseminated via the Europe Direct Relays, and with an increased number of language versions to allow better Europe-wide spread of the information; articles in the quarterly DG ENV Environment for Europeans newsletter,
- Press materials and events: Press briefings for media from the 2011 EU Presidency countries (Hungary and Poland), press activities to support the launch of the Roadmap,

- Presence at relevant exhibitions, conferences; organisation of meetings/seminars/workshops with relevant opinion leaders, decision makers, stakeholder representatives and potential multipliers.

1.5. Actions

1.5.1. Green Week 2011

Resource efficiency will be the topic of Green Week 2011. The main function of the event is to facilitate an effective policy dialogue with opinion leaders and stakeholders in Brussels as well as in Member States.

Green Week 2011 will be held from 24-27 May and precedes the expected adoption date of a Roadmap/Communication on Resource Efficiency. It can, therefore, serve as a useful platform for building political momentum and launching public debate. The Green Week exhibition will be a forum for Member States to share good national practice in running schemes that promote the efficient use of resources, as well as for innovative front-runner companies to promote their business processes and models, goods and services. Other Commission services as well as key stakeholders will be called to contribute to the development of the programme.

The format of Green Week 2011 will be expanded to include a limited number of activities and debates in other Member States and to mobilise interested relays in order to multiply the outreach. A number of EU Representations will also be invited to organise events in conjunction with the Green Week theme, with a view to involving local stakeholders and generating debate in the Member States.

1.5.2. Public awareness campaign

A European public awareness campaign on the theme of resource efficiency will be announced and introduced at Green Week. The first phase of the campaign, focusing on sustainable consumption/production and waste, will be implemented throughout the second half of 2011. In 2012, the campaign will continue with the main focus on water policy.

The campaign will try to influence ways in which consumers make purchase decisions and sensitise them to the problem of waste. To distinguish it from the many existing campaigns, it could aim at portraying re-use and recycling as part of a fashionable and desirable lifestyle, in opposition to the prevailing consumerism. In the process, the links between resource use and environmental degradation will be highlighted, also building on past awareness campaigns on climate change and biodiversity.

Specific considerations such as food waste will feature as part of this campaign to connect with citizens and to provide practical tips for action.

The campaign will also promote existing policies on eco-design, product labelling, Ecolabel and EMAS, encouraging consumers to pay increased attention to the green credentials of products and companies. At the later stage, the campaign will be also extended to companies and retailers, building on networks such as the Retail Forum.

1.5.3. European Mobility Week

European Mobility Week will continue to promote sustainable urban mobility and shift towards sustainable modes of transport among local authorities in Europe and worldwide. The theme of European Mobility Week 2011 is 'Energy Efficiency' aiming to promote the benefits of sustainable urban mobility solutions for efficient resource management.

1.5.4 European Green Capital Awards

With four out of five Europeans living in towns and cities, the European Green Capital Award scheme will continue to promote dialogue with local authorities on sustainable urban development policy. In particular, events will be organised in cooperation with the Free Hanseatic City of Hamburg as the holder of the EGCA 2011 title.

1.5.5 European Business Awards for the Environment

Sustainable growth, resource efficiency and eco-innovation will continue to be promoted in the framework of the European Business Awards for the Environment.

1.5.6 Clean Up Europe

Opportunities to support the development of an EU wide initiative, focusing on local level actions while providing European level coordination and visibility will be explored. Potential synergies with existing schemes for cleaning municipal and other waste, as operated by NGOs, UNEP, national authorities and other stakeholders, will be considered.

1.6. Evaluation

The awareness raising campaign as well as individual Communication actions have in-built evaluation mechanisms (publications and AV materials in terms of dissemination and up-take, events/exhibitions in terms of visitor satisfaction and media coverage etc.).

Some baseline data for the resource efficiency policy will be provided by two flash Eurobarometer surveys which will be carried out at the end of 2010 (Attitudes of Europeans towards Resource Efficiency and Attitudes of European entrepreneurs towards eco-innovation). These will allow for evaluation of trends in European citizens' attitudes towards resource efficiency as well as attitudes of entrepreneurs towards eco-innovation as an integral component of the resource efficiency policy.

2. DG Environment Communication Priorities

2.1. Biodiversity

Despite efforts made, biodiversity is still being lost at alarming rates, and a new vision is required to address this loss at the European as well as global level. While recognizing the failure to meet 2010 EU biodiversity targets, the European Council in March 2010 confirmed the long-term (2050) vision for biodiversity, with a mid-term (2020) target.

By 2050, European biodiversity and the ecosystem services it provides – its natural capital – should be protected, valued and appropriately restored for biodiversity's intrinsic value and for their essential contribution to human wellbeing and economic prosperity, and so that catastrophic changes caused by the loss of biodiversity are avoided. By 2020, the loss of biodiversity and the degradation of ecosystem services in the EU should be halted and restored in so far as feasible, while the EU contribution to averting global biodiversity loss should be stepped up.

To meet these challenges, a new EU strategy is being developed for the post-2010 period, also taking into account international deliberations on a global biodiversity policy framework adopted at the 10th Conference of the Parties of the UN Convention on Biological Diversity in Japan in October 2010.

All these developments will feed into the multi-annual communication campaign "Biodiversity – we are all in this together" launched in 2010. In 2011, more specific issues, such as soil

biodiversity, invasive alien species, green infrastructure and marine biodiversity will be considered. Synergies with the envisaged Natura 2000 promotional campaign will be also exploited.

2.2. Target audiences

- Segments of the general public (families, young urban adults),
- Stakeholders and interested public, media.

The 2011 budget does not allow for effective campaigning in all EU Member States, so efforts will continue to be focused on priority countries, taking into consideration the current state of public awareness. DG ENV will also work with all other interested Member States and multipliers to ensure widest possible dissemination of the campaign messages and seek the assistance of the Representations in the Member States to be active information and communication relays.

2.3. Messages

Biodiversity is a challenging issue to communicate, mainly due to the lack of awareness of what biodiversity is and how its loss directly affects people's lives.

A need for personal engagement and individual action shall be highlighted. The general population tends to perceive biodiversity as a complex issue falling under government and other stakeholders' (businesses etc.) competence. An informed public can have a huge positive impact through, for example, consumption preferences.

General messages to the public, in particular families and young urban adults:

- Biodiversity is a far broader issue than conservation of individual species and habitats. There are important links between the services provided by resilient ecosystems, biodiversity and our economic prosperity, social well-being, health and quality of life.
- Biodiversity and ecosystem services have an important role in the transition towards a new, more sustainable economic model. Healthy ecosystems can offer the same services as man-made technological solutions, often at significantly lower costs. Protecting biodiversity should not be perceived as an obstacle to economic development but as an opportunity.

2.4. Tools

Communication tools/activities to be continued:

- The Public awareness-raising campaign, based on the integrated platform of the website (in all official EU languages) - social media (Facebook) - viral video;
- The travelling biodiversity exhibition with 'hands on' events for the general public;
- Audiovisual material with increased focus on productions of viral videos for the Internet and other new media;
- Printed material (fact sheets, brochures, Natura 2000 newsletter, Marine Strategy newsletter etc.) disseminated via the Europe Direct Relays, and an increased number of language versions to allow better Europe-wide spread of the information,
- Presence at relevant exhibitions, conferences etc.

2.5. Actions

2.5.1 Public awareness campaign "We are all in this together"

During the first 6 months of implementation, the Biodiversity public awareness campaign succeeded to attract the attention of 3 million visitors of the website and 1.5 million viewers of the viral video. The integrated website-social media-viral video platform will remain the key instrument in 2011, with the following objectives:

- To raise awareness of issues related to biodiversity loss and improve understanding of the different aspects of biodiversity conservation;
- To convince European citizens that biodiversity loss is a problem that is relevant to them on a personal level, in particular through connecting it to the negative implications biodiversity loss has on ecosystem services and, consequently, on economies at local, regional, national and European level,
- To actively engage European citizens in biodiversity conservation on a personal level,
- To generate public support from European citizens and from stakeholders for EU policy making efforts in the area of biodiversity conservation

2.6. Evaluation

A mid-term evaluation of the effectiveness of the Biodiversity Campaign was undertaken in July 2010. This showed that, in view of the relatively limited resources available to implement the activities, the Campaign was highly successful in reaching target audiences and generating behavioural change. Specifically, a quantitative survey showed that:

- On average, 20% of respondents in cities from target countries remember the EU campaign,
- On average, 46% of respondents in cities from target countries that remembered a biodiversity campaign, recalled the EU campaign,
- On average, from those who remembered the EU campaign:
 - 59% agreed that the EU campaign has raised their awareness about biodiversity issues (this was complemented by high level of replies saying ‘no, I was already aware before’),
 - 48% of all respondents agreed that the EU campaign caused them to change their habits to preserve biodiversity (57% in target countries). This is complemented by very high level of replies saying ‘no, because my habits already respect biodiversity’);
 - Main messages perceived from the campaign materials are in line with the strategy: ‘biodiversity is endangered’ (41%), ‘negative impact on humans’ (37%), ‘humans have to change their habits’ (32%).

A second evaluation should take place in 2011, subject to budget availability.

A 2011 special Eurobarometer survey on Attitudes of European citizens towards environment, including biodiversity, will allow for evaluation of trends of public attitudes towards biodiversity.

3. Internal communication

Internal communication is the joint responsibility of the Communication Unit and the Shared Resources Directorate (SRD). The library, in-house courses and trainings and information to staff are under the responsibility of the SRD, while the Communication unit provides cross-cutting communication expertise and support and ensures the overall management of the Intranet.

The intranet is the main information tool for internal information, shared by DG ENV and DG CLIMA. In 2011, a revamped intranet site will be fully operational, promoting green life style and allowing for informal exchange of opinions among staff via the social media corner.

4. Other communication tools and services of the DG

4.1 Website

The Environment website on Europa attracts a steadily growing number of yearly visits. It remains the main outlet of DG ENV policy information for an expert and stakeholder audience as well as interested members of the general public. This website is in English only, which permits swift in-house updating of information. While the site does not reflect the latest state of the art technology, it still serves its purpose well. Moderate improvements to the page layout, design and content structure are being implemented on an on-going basis. An additional layer of multilingual environmental information, more generic and static in nature and targeted to a non-expert audience, is expected to be finalised in the course of 2011.

4.2 Publications

In 2011, DG ENV publications will focus on supporting major policy priorities, notably Resource Efficiency and Biodiversity post Nagoya, and communication priorities, principally the Green Capital Award and the Composite Environment Indicator, where, for the first time, we will publish a factsheet showing the Indicator and sub-indicator results.

As we now have a complete range of publications covering the majority of subjects, we will start a new range of publications which aim at showcasing major environment policy successes.

4.3 Audiovisual Products

The audiovisual framework contract is used to target television in the MS through video news releases (VNRs) when new initiatives need to be flagged, to target a younger audience through the Internet and new media, and to produce clips for specific events such as conferences. Projects for 2011 include films on waste, the Danube, and Resource Efficiency.

4.4 Environment for Europeans Newsletter

Environment for Europeans, the DG's in-house magazine, is a quarterly publication which appears in 13 languages. It aims to give broad exposure to the policy areas covered by the DG, keeping policymakers, local government officials and an interested public up to date on EU environmental affairs.

4.5 Library/Information Centre

The library/information centre constitutes an important external and internal information resource. Its objective is to make relevant and recent information/documentation available to Commission staff to assist them in their work and to assemble a complete collection of the DG's publications. It provides a traditional library service (books, periodicals, documents, publications, studies, videos) but also helps in accessing electronic information sources such as on-line periodicals and documents.

IV. Evaluation

1. Ex-Ante Evaluation

An ex-ante evaluation of the Communication Plan was carried out for communication activities for 2011. There will be two flash Eurobarometer surveys carried out at the end of 2010/early 2011:

Attitudes of European citizens towards resource efficiency, with focus on waste

Attitudes of European entrepreneurs towards eco-innovation

These should provide baseline data to evaluate trends in European citizens' attitudes towards resource efficiency as well as attitudes of entrepreneurs towards eco-innovation as an integral component of the resource efficiency policy.

2. Ex-Post Evaluation

For 2011, two surveys are envisaged (subject to approval of DG COMM):

- A Special Eurobarometer survey on Attitudes of European citizens towards environment, including biodiversity;
- A Flash Eurobarometer on Resource Efficiency, with focus on water

The Special Eurobarometer will make it possible to evaluate overall trends in attitudes of European citizens towards the environment, including the post Nagoya Biodiversity Strategy of the European Union.

The Flash Eurobarometer will allow for evaluation of trends in public perception of resource efficiency policy and will provide a feedback for major policy initiatives in the field of water scheduled for 2012.

DG ENV will carry out an external ex-post evaluation of its Communication Strategy.

Indicative list of events in 2011

January/February 2011	Biodiversity Campaign – public events in Spain, Poland, Romania, Hungary and Slovenia.
14 th March	EMW award ceremony
11- 15 th April	Sustainable Energy Week
9 th May	EU Open Doors Day
24-27 th May	Green Week
8-14 th September	European Green Capital 'Train of Ideas'
September – October	Resource Efficiency Campaign – Launch Events (at least 4 events)

Indicative list of publications

REQUEST
▶ Layout of factsheet on Cohesion Policy in 21 language versions – for web only
▶ Brochure Soil and climate change – EN, FR and DE
▶ Proceedings of the Sept 2010 conference on Soil, Climate change and Biodiversity - EN
▶ Prioritized list 2011 <ol style="list-style-type: none"> 1. Natura 2000 Newsletter 2 issues – 2. Post 2010 Biodiversity Strategy – factsheet – 22 language versions 3. Post 2010 Biodiversity Strategy – brochure – FR/DE/ES 4. Natura 2000 & Wind energy developments – leaflet – EN, DE, ES, FR 5. Natura 2000 & Non Energy Extractive Industry – leaflet – EN, DE, ES, FR 6. Natura 2000 & Estuaries and Coastal zones – leaflet – EN, DE, ES, FR 7. European Red lists – Vascular plants & Molluscs – EN 8. Natura 2000 Network – brochure EN, FR, DE, ES
▶ EMAS users guide- 21 languages. Obligation of the regulation
▶ Ecolabel newsletter
▶ Factsheet on Floods Directive
▶ Brochure on Water Framework Directive – EN version exists. DE, FR, ES, IT and PL versions for 2011
▶ Factsheet on Water Framework Directive – EN version exists layout and printing of 21 languages
▶ Factsheet on Marine Protection (update) – EN version for 2011
▶ Summary report on UWW – implementation in MS – leaflet – Web only
▶ Factsheet on ICZM in EN, DE and FR
▶ Factsheet on laboratory animals
▶ Factsheet on nanomaterials- end 2011
▶ CSD leaflets on Chemicals, Resource Efficiency and Transport – EN only
▶ Update to brochure on Wildlife trade Regulation in the UE
▶ CITES annual report 2009
▶ Brochure Best LIFE Environment Projects 2010
▶ Brochure Best LIFE Nature projects 2010
▶ Brochure LIFE and eco-innovation
▶ Brochure LIFE and invertebrates
▶ Brochure LIFE and ... (tbd)
▶ Brochure LIFE and Env Policy and Governance projects 2010- Web only
▶ Brochure LIFE & Biodiversity Projects 2010
▶ LIFE and Information and Communication Projects 2010
▶ Factsheet on composite indicator on the environment – languages to be defined later
▶ Environment Policy Review 2010 – EN only
▶ Environment for Europeans 5 editions, 13 language versions
▶ Tom and Lila story for children on resource efficiency – 23 language versions
▶ Factsheet and leaflet on Resource Efficiency and the Europe 2020 strategy – languages depending on resources and budget
▶ Cover page(s) for communication on resource efficiency
▶ Hamburg – European Green Capitals winner - light brochure
▶ Hamburg – European Green Capitals winner – comprehensive brochure in EN and DE
▶ Green Capitals general brochure: Will your city be the next ECG for 2014/15
▶ Publications for the Resource Efficiency Campaign – to be defined towards the end of 2011