

## **EU-2020 post-Copenhagen Strategy**

*After the Copenhagen Conference, the Resource Efficiency Alliance Second Contribution to the Commission Consultation on the future "EU2020" Strategy. January 2010. ID Interest Representative Register 54109452255-29*

The Copenhagen meeting was a Conference of the Parties to the United Nations Convention on climate change to address global threats. Public opinion was observed as virtually "hemming in" its political leaders called to reorganize the economy and contribute to a mutation of society (where the common good is considered as superior to the good of the States) in the face of a global change threatening security, the environment, the economy and human health. The results of the Conference did not meet the expectations of some. History will tell whether it was merely a relative, temporary failure.

Three points, three mistakes to avoid and three opportunities to grasp should be highlighted as regards the EU strategy for 2020.

### **1. The Copenhagen Conference was perceived as a failure for Europe**

A Conference in Copenhagen – a showcase of ecology – and a Danish presidency, a Convention secretariat set up in Germany, a host of preparatory meetings at EU level, meetings with other regions of the world organized by France (countries from the Amazonian region, Brazil-France) and Great-Britain (Commonwealth) in particular, a Swedish EU Presidency focused on this subject – what is there to show for it?

- Europeans (the EU, its Member States, its companies) must critically assess their objectives, strategies and tactics under the new Lisbon Treaty.
- Europeans must not exclusively focus on the COP 16,17, etc. which are not safe from a similar future to that of the Doha Round.
- The European Union 2020 Strategy must relaunch European leadership with a view to the United Nations Conference on Sustainable Development in 2012<sup>1</sup>.

### **2. The Earth Race<sup>2</sup> and Father Greed**

A major mistake would be to consider that the climate issue is not taken seriously in China and in the United States. It is not because the method (proposed by the Europeans) or the timetable did not suit them that they did not regard the issue as an important one. These two countries – although not just them – will make adapting their economy (technological shift, low-carbon circular economy, etc.) a major feature of their economic development and their competitiveness.

- Europeans have know-how in terms of the "green economy", "green mobility", "green cities" and "green buildings", but their leadership will be attacked on all fronts. Our

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<sup>1</sup> The Summit shall focus on the implementation of Agenda 21, the Programme for the Further Implementation of Agenda 21 and the outcomes of the World Summit on Sustainable Development, including other relevant sustainable development issues. A decision of the UN General Assembly 2009. The Conference will take place in Brazil.

<sup>2</sup> Thomas L. Friedmann NYT. 19/12/2009. *The only engine big enough to impact Mother Nature is Father Greed: the Market*

competitiveness must be reviewed in each green sector<sup>3</sup> and the strategy for Lead Markets strengthened. We are also lacking leadership as regards financing the development of clean technologies<sup>4</sup> and eco-innovation.

- Europeans must put forward their champions, good practices and new business model while proposing the revolution of the "positive economy" which will "repair the planet"<sup>5</sup>, offer "new services" and new societal innovations for more well-being for all.
- The EU 2020 Strategy must accelerate the shift to an innovative, low-carbon, non-pollutant, energy-efficient and resource-efficient economy. It must be the strategy of the "great transition"<sup>6</sup>.

### 3. Resource Efficiency and Value Chain Management

Another major mistake to avoid is to believe that the ongoing "planetary mutation" only has to do with climate issues. The Resource Efficiency Alliance would like to point out that the issues at stake about the security of Europe concern the climate, energy, water, soils, natural resources and raw materials on a planet which will host an additional three billion people who will not be Europeans.

CO2 + Methane	Financing low carbon transition
Energy	Energy saving and Renewable energy Smart grids Making of every building a power station
Natural resources	Resource efficiency and value chain management.
Stop loss of Biodiversity 2010.	The Economics of Ecosystems and Biodiversity (TEEB) Sustainable trade and biodiversity conservation
Health	Less toxicity Health in City improvement.

- Europeans will only remain "the indispensable ally" if they can demonstrate their openness to cooperation within the management of the value chain. This management questions a number of traditional concepts such as competitiveness. Europeans will be faithful to their ambitions if they can conduct a societal mutation characterized by more "sharing" (of knowledge, resources, services) and "justice".
- The management of the value chain (from cradle to cradle<sup>7</sup>) must aim at achieving more "well-being for all". It calls for societal innovation, implementing a novel approach to territorial management (Covenant of Mayors) and mobilizing the market and all the actors of the economic chain<sup>8</sup> (manufacturing industry, large public and private buyers and investors, State, Regions, Cities, the retailing and distribution industry, banks, civil society). Europeans must be the "strong link" of the chain.

<sup>3</sup> *Filières Vertes. Les filières industrielles stratégiques de la croissance verte.* General Commissariat for Sustainable Development – France. October 2009.

<sup>4</sup> *FUNDETEC* report. See EPE website.

<sup>5</sup> Maximilien Rouer & Anne Gouyon. *Réparer la Planète. La révolution de l'économie positive.* Ed. JC Lattès, 2007.

<sup>6</sup> *The Great Transition. A tale of how it turned out right.* New Economics Foundation, 2009.

<sup>7</sup> W. McDonough & M. Braungart. *Cradle to cradle. Remaking the way we make things.* Ed. North Point Press, 2002.

<sup>8</sup> "The Balance Sheet", EPE Conference, 2008. With the support of the French Ministry for Ecology.

<b>Leverages for a</b>	<b>Circular economy</b>
Banks	Roadmap Financing Objectives 2020. Mobilising Private Capital. <sup>9</sup>
Retailors,	Sustainable Supply Chain Guidelines
State, Region, City,	New Tools to help to manage the value chain <sup>10</sup> . Regulation, Tax and Fiscal Incentives, Sustainable Procurement, Green budget, Green cities,
Citizens	Responsible Buyers, Investors, Users

- The 2020 strategy must be structured on the basis of a framework agreement negotiated between stakeholders. The agreement needs to focus on the systemic problems and blocking factors affecting the great transition. It would be the subject of the 2010-2011 Convention proposed by EPE<sup>11</sup>. The framework agreement would be adopted by co-decision of the Council and Parliament. As from 2012, the EU would thus have a new framework.

<b>Outcomes of the Convention EU 2020</b>	<b>Convention Framework agreements</b>
Rethink systemic management	Empower in an Inclusive Society. Interdependence Declaration, Societal and Intergenerational Pact. Cooperation and competitiveness
Reform indicators	Beyond GDP. New EU Well-Being macro-indicators and Stability and Growth Pact
Reevaluate market prices	Agreement on phasing out a list of harmful subsidies, the ecological subprimes . Phasing out as a matter of urgency of harmful subsidies and with a view to liberating scarce public financial resources. Carbon Tax and fiscal incentives
Rebalance money flows	EU Budget 2014-2020  Private Banks , 5 years framework agreement : Financing Objectives 2020 and a Global Green New Deal
Redistribute roles	Broader definition of common goods and collective responsibilities and co-production of well being as health and education

<sup>9</sup> See Eurosif, GLOBE, TBLI-CG -, EPE report *Financing Objectives 2020. Mobilising Private Capital* proposing a 5 years Framework agreement.

<sup>10</sup> Dutch Ministry of the Environment, Wuppertal Institute and EPE workprogramme on the value chain management. See EPE website.

<sup>11</sup> The Transformation Strategy. EU 2020 – EPE 2009 Contribution to the Commission consultation in the wake of a seminar on the Post-Lisbon Strategy with the support of the French Ministry of Ecology.

Reskill	Empower citizens in an inclusive society. Knowledge-based society and participatory democracy as levers for innovation
Reward	The Balance Sheet <sup>12</sup> Registering, monitoring and rewarding bottom up initiatives to accelerate the implementation of EU Objectives 2020

The Convention must be followed by a Conference in 2011 between Europeans and the other Regions of the World about partnerships for a green economy with a view to a "Global Green New Deal"<sup>13</sup>. This meeting will prepare the United Nations Conference on Sustainable Development in 2012.

Forests	The United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries (UN-REDD Programme)
Energy	Smart Grid and Renewable Energy Partnership with Africa Project Euro-Med
Food and Biofuels	
Energy and Water	A Community between the EU and the Neighboring countries
Recycling Society	EU-Asia <sup>14</sup> partnership
Poverty alleviation, climate change and biodiversity	Transformation of the EU-policies and instruments of global cooperation in the 21 <sup>st</sup> century <sup>15</sup>
Sustainable Consumption and Production	EU input in Marrakech process.

<sup>12</sup> Voir conférence EPE 2008 Mobilising Markets and Economic Actors.

<sup>13</sup> "Global Green New Deal" – Environmentally-Focused Investment Historic Opportunity for 21<sup>st</sup>-Century Prosperity and Job Generation. *UNEP Launches Green Economy Initiative to Get the Global Markets Back to Work.*

<sup>14</sup> For submission at the 2010 ASEM-EU Summit.

<sup>15</sup> "A Global Sustainable New Deal and the EU- "post-Lisbon-strategy" by Gertjan Storm.

## CONTACT

European Partners for the Environment ID number for the Interest Representative Register is 54109452255-29

European Partners for the Environment (EPE) acts as the facilitator of the Resource Efficiency Alliance, a group of "economic actors" developing synergies to accelerate the implementation of the EU Objectives 2020 (climate change, renewable energy, energy and resource efficiency) by leveraging their market forces. This is not a "business" initiative but an initiative of public and private market players, including non-governmental organisations and public authorities. Each alliance member which belongs to sectors as different as: metals, cement, banks, retail, procurement, construction, water, buildings offers an input based on its own mandate, skills, means and priorities. On this basis, the Alliance explores how to contribute to a European Economic Recovery Action Plan in response to a "four big crunch" - the financial and economical crisis, the climate change crisis, the security & resource scarcity crisis (energy, water, food, raw material) and the trust in Banks crisis. The Alliance objective is to explore how innovation might be used to assist the shift towards a less resource-dependent society, while maintaining levels of prosperity.



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