



Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan

Update on Progress

February 2011

Issue No. 2

The SCP/SIP Action plan was presented by the Commission in July 2008. Since the launch of the Action Plan significant progress has been achieved towards the attainment of its key aims and objectives. The following Newsletter gives updates on many of the actions proposed - it does not however provide an exhaustive list of the progress made. The European Commission has announced a review of the Action Plan in 2012.

Headlines:

- European retail sector delivers a green Code of Conduct
- The 11th Edition of the EU Green Week will take place from 24 to 27 May 2011 in Brussels
- European Commission issues the second set of GPP criteria
- First assessment study on the implementation of ECAP expected to be concluded in June 2011
- Eco-innovation Action Plan to be adopted in early 2011
- European Commission publishes a Europe 2020 Flagship Industrial Policy Communication

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1. Retail and Consumer Awareness -

The two initiatives on retail and consumer awareness, respectively the Retail Forum and the Food SCP Roundtable, have been successfully up and running in the past months.



Retail Forum - The Retail Forum has generated a significant political momentum in its first year of existence with increased membership and interest from stakeholders. It now includes 21 retail companies and 7 retail federations, as well as some 100 key stakeholders from industry and the civil society.

The Retail Forum has met 7 times so far and its last two meetings dealt with the topics of Carbon Footprint of Stores and Labelling. Each meeting has resulted in an "Issue Paper", a tangible outcome of the debate among members which successfully addresses the identified key challenges.



The Issue Paper on Carbon Footprint of Stores will be available in spring 2011 on the [Retail Forum website](#), while the one on Labelling will be finalised after the next meeting scheduled on 23 February 2011. Two new Issue Papers on previous meetings have also been published on the website: [Timber](#) and [Life-Cycle Data on Daily Use Products](#).

The [2010 Annual Event of the Retail Forum](#) took place on 24 June 2010 in the presence of Commissioner Potočník bringing together more than 100 participants from business, civil society and European Union institutions to discuss the retail sector's contribution to the Europe 2020 Strategy to promote a smart, sustainable and inclusive growth.

A major highlight of the first Annual Event was the delivery by European retailers of a [green Code of Conduct](#). The [Retail Environmental Sustainability Code](#) focuses on the sustainable sourcing of specific products such as timber or fish, increased resource efficiency in stores, optimisation of transport and distribution, better waste management practices and improved communication to consumers. Signatories agree to report on their progress, for instance through their annual corporate sustainability report and commit to a set of principles and measures aimed at reducing their environmental footprint.

The Retail Forum has so far announced [4 upcoming meetings](#) for 2011:

- 23 February – Packaging Optimisation
- 9 June – Waste Minimisation
- 4 October – 2011 Annual Event / Review of the Forum
- 1 December – Fish

For further information see:

http://ec.europa.eu/environment/industry/retail/index_en.htm

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European Food SCP Round Table - The Food SCP Roundtable comprises 24 member organizations representing the European food supply chain from "farm to fork". This initiative, co-chaired by the European Commission and food supply chain partners celebrated its first year of existence in May 2010.

The work is carried out in [4 ad-hoc Working Groups \(WGs\)](#), which respective mandates gravitate around 3 key objectives:

- Establishing scientifically reliable and uniform environmental assessment methodologies for food and drinks;
- Identifying suitable tools and guidance for voluntary environmental communication to consumers and other stakeholders;
- Promoting continuous environmental improvement measures along the entire food supply chain.

Each of the groups has already held several meetings and the activities of the Food SCP Round Table have proven to be quite successful. WGs 1 and 2 are working very well with relevant output and may need to go beyond the original mandate and time line, potentially to be extended to 2013. The mandates of WGs 3 and 4 have undergone slight revisions, in order to improve the quality and relevance of their outcomes. The 2011 mandates for the 4 WGs have been discussed by the Steering Committee on 19 October 2010 and will be adopted in its next meeting scheduled on 31 January 2011, as well as published on the Food SCP Round Table website's section on [Core Documents](#). The last meeting of the Steering Committee demonstrated industries' strong commitments in the process, as well as their appreciation of the involvement of the Commission.

The Food SCP Round Table has adopted its ["Guiding Principles"](#) for voluntary environmental assessment and communication of environmental information along the food chain, including to consumers, on 13 July 2010 in its Plenary Assembly. They are formulated with the aim to promote a coherent way to assess and communicate on a voluntary basis the environmental performance of food and drink products, taking a life cycle approach. To this end, the document identifies 10 Guiding Principles that will underpin the development of a harmonised framework methodology for the environmental assessment of food and drink products, which the Round Table aims to complete by 2011.

An Interservice Coordination meeting was held on 13 October 2010 by the Commission with the Directorates – General (DG) for Environment, Health and Consumers, Agriculture, Research and Enterprise & Industry present. Its main conclusions defined further the role of the Commission in the Food SCP Round Table and its mandate. It was decided that the Interservice Coordination meeting will take place regularly to discuss sustainable food-related issues of common concern, going beyond the Round Table activities, and will precede each Food SCP Round Table Steering Committee.

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2. Ecolabel – <http://ec.europa.eu/environment/ecolabel/>



The criteria for Ecolabel are constantly evolving to keep up with the market. In 2010, criteria were revised and voted on by the Regulatory Committee for the following product groups: Laundry Detergents; Detergents for Dishwashers; Laptops; PCs; Copy, Graphic and Print Paper and Light Sources. The new criteria for the aforementioned six product groups are currently scrutinised by the European Parliament and will be adopted shortly.

In December 2010, the study on the extension of Ecolabel to food products was launched. The study will be expectedly completed by mid-2011.

The website of Ecolabel will be reviewed by DG Environment and a new; consumer friendlier and more attractive layout will be available in the course of 2011. Also, in early 2011, the "Green Store" updated and revamped catalogue will be launched.

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3. Green Public Procurement – EU Green Public Procurement (GPP) policy aims at encouraging authorities in Member States to procure goods, services and works with a reduced environmental impact throughout their life cycle while at the same time stimulating the growth of green industry.



The GPP Helpdesk, launched in January 2010, has been successfully functioning. Furthermore, since May 2010, the GPP Helpdesk issues a monthly News-Alert. The Helpdesk will also publish a new Brochure on GPP in 2011.

In April 2010, a new procedure for GPP criteria development was proposed as DG Environment is seeking to enhance synergies among different product-related policy instruments such as GPP, Ecodesign, EU Ecolabel and Energy label. At a meeting in June 2010, the GPP experts from all Member States broadly supported the new proposal for the GPP criteria-setting process and the establishment of the new informal GPP Advisory Group.

The Commission has developed a second set of GPP criteria, bringing the total number of criteria up to 18. The new criteria on Combined Heat & Power, Thermal Insulation, Hard Floor Coverings, Windows, Wall Panels, Street Lighting & Traffic Signals, Road Construction & Road Signs, and Mobile Phones were published in July 2010.

DG Environment launched two projects aimed at raising awareness on EU GPP policy and training national GPP experts, which were carried out by the International Training Centre of the ILO (ITCILO). Training was provided for 40 national GPP policy and procurement experts in 19 Member States in 2009-2010. More than 2,000 delegates attended national conferences across the EU. The conferences promoted dialogue, sharing best practice and networking among GPP stakeholders in the host countries. More on the ITCILO website - <http://gpp.itcilo.org/>.

The document on National GPP Action Plans (policies and guidelines) containing a comprehensive overview of the state of affairs in the 27 EU Member States has been last updated on 29 September 2010 and is available on the GPP website.

Finally, a study on the Assessment and Comparison of National Green and Sustainable Public Procurement Criteria and Underlying Schemes in 10 countries has been recently completed. It is also available on the GPP Website.

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4. The Ecodesign Directive – A revised Directive, which entered into force the 20 November 2009, extends the scope of the existing Directive adopted in 2005, by covering in principle all energy-related products.

Since 2005, the Commission adopted 11 Ecodesign Regulations for improving the environmental performance of products such as TV, light bulbs, electric motors or household fridges. The estimated energy savings from these 11 Regulations amount to ~222 TWh in 2020 (yearly). This is an annual energy saving equivalent to ~8% of the EU electricity consumption in 2007.

By 2012, the Commission intends to review the Ecodesign Directive, and there is [ongoing work on the ecodesign of products](#).

DG Enterprise is launching a [comprehensive study for reviewing the effectiveness of the Ecodesign Directive](#) and its implementing measures. This 1-year study will run until end 2011. All details will be published soon on [DG Enterprise website](#).

By end 2011, the Commission shall adopt a [Second Working Plan](#) under the Ecodesign Directive for the period 2012-2014. It will set out an indicative list of products to be considered in priority for implementing measures in 2012-2014. A study (running until October 2011) is [ongoing](#), to provide the Commission with all the necessary technical background for making the selection.

DG Enterprise and Industry is also launching a study on the [Ecodesign Methodology MEEuP](#), which is the basis for the technical analysis underlying all Ecodesign implementing Regulations. All details will be published soon on [DG Enterprise website](#).

- For more information on the Ecodesign Directive refer to:

http://ec.europa.eu/enterprise/policies/sustainable-business/ecodesign/index_en.htm

- As well as to the following brochure:
http://ec.europa.eu/enterprise/policies/sustainable-business/ecodesign/files/brochure_ecodesign_en.pdf

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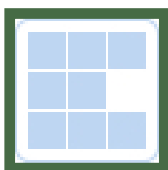


5. Aligning Sustainable Product Policy Instruments -

As reported in the last issue of the Newsletter in May 2010, the Joint Research Centre's Institute for Prospective Technological Studies (JRC-IPTS) is working on a project to develop a [common evidence base for water taps and shower heads](#) that can be used for the development of Ecolabel and GPP criteria and eventually for the implementing measures under the Ecodesign Directive. The [first expert group meeting](#) is planned to take place in March 2011 in Seville.

Meanwhile, JRC-IPTS has also started work on toilets under the same project.

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6. Environmental Compliance Assistance Programme for SMEs (ECAP) -

The [On-the-Job Training pilot project](#) was concluded. The best practices examined included innovative mixes of environmental services for Small and Medium Enterprises (SMEs): ecologically equipped industrial areas in Prato, different environmental management tools in the Ecobusinessplan Vienna and in the Association of Chambers of Commerce of France, and the EMAS Club in Catalonia. The [Final Conference](#) of the exchange programme took place on 24 November 2010. The objectives of the event were to present and discuss the results of the Study Tours and On-the-Job Training sessions, to share lessons learned and to explore follow up activities of such a project.

Under the leadership of DG Enterprise, a study was concluded on Environment and SMEs. It analysed the impact of SMEs on the environment, administrative burdens and opportunities in the environmental area. The study confirms that the share of industrial emissions stemming from SMEs is 60-70%. [Outcomes](#) are summarised in a toolkit, which also contains a database of SMEs' environmental impact per size class and sector.

The [first assessment study on the implementation of ECAP](#) is on course and is expected to be concluded in June 2011. The study assesses the actions undertaken, the impact of SMEs on the environment and the compliance rate of SMEs with environmental legislation. The outcomes will lead to a review of ECAP together with Member States and will flow into the SCP review in 2012.

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7. Environmental Technologies Action Plan (ETAP) and Eco Innovation

ETAP was set up to speed up the removal of financial, economic and institutional barriers to the development of environmentally-friendly technologies. Current priorities are mobilising finance and other actions

to promote market opportunities for business involved in eco-innovation. This includes establishing credible verification of environmental performance to boost confidence in eco-technologies. Tools will be developed to monitor benchmark and boost the uptake of eco-innovation.

ETAP is being revised to promote eco-innovation across the wider economy. The Eco-innovation Action Plan that builds on the Environmental Technologies Action Plan is linked to the Commission's Innovation Union Initiative and will be adopted early this year. It also aims to improve access to new technologies and financing for small firms in particular.

For more information, visit [ETAP's Website](#), which also includes policy information and a newsletter.

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8. EMAS (Eco-Management and Audit Scheme)

The EMAS Regulation was modified in late 2009 to improve the applicability of the scheme for organisations – particularly for SMEs – and strengthen EMAS information and communications activities.

The European Commission, DG Environment and the Belgian Presidency of the Council of the European Union organised the International Conference on EMAS: "Towards a Resource Efficient Economy" in conjunction with the EU Be-Smarter project.

The Conference took place at the European Parliament in Brussels on 25 November 2010 and its workshops focused on:

- Capacity building for EMASEasy and EMAS cluster applications,
- EMAS and resource efficiency and energy efficiency issues,
- Key Performance Indicators (KPIs) and sectoral applications of EMAS, and
- EMAS Global.

The European EMAS Awards 2010, the most prestigious awards in environmental management in the European Union, were held in Brussels on 25 November 2010. The European Commission acknowledged the achievements of those EMAS organisations which have excelled in issues concerning Resource Efficiency.

As regards resource efficiency, the following issues were taken into account: water consumption, energy consumption, raw materials consumption, waste generation, wastewater and other emissions generation. Six categories of organisations of the private and public sector were rewarded:

- Micro-organisations: Soc. Coop. Dog Park A.R.L. (Italy), praised for its actions on resource efficiency.
- Small organisations: Ecoprint AS (Estonia), which notable achievements include the use of rainwater in the printing-house damping system.
- Medium-sized organisations: Oxfam-Solidarité (Belgium), which has achieved 20% reduction in paper use over two years and a 10% cut in CO2 emissions from transport.
- Large organisations: Mahou S. A. (Spain), which has reduced landfill disposal of waste by over 90% and CO2 emissions by more than 45% in the last decade.
- Public sector small organisations: Hochschule für nachhaltige Entwicklung Eberswalde (Germany), which Notable actions include green procurement of office materials and equipment, a wood pellet heating system, as well as the use of green electricity and solar panels.
- Public sector large organisations: Sandwell Homes (UK), which promotes the reduction of energy consumption and the use of raw materials in the 30,000 council-owned properties it manages.



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9. Eco-Industries and Sustainable Industry - The need to deliver growth and jobs while doing more with less resources means that Europe has to make the most of its competitive advantages by exploiting the potential of its environmental goods and services industries (turnover of more than €300bn and providing nearly 3.5 million jobs) and help all of industry to become more sustainable.

In that context, the [Europe 2020 Flagship Industrial Policy Communication](#) was published on 28 October 2010. It notably sets out a new framework to promote the modernisation of Europe's industrial base and the transition to a low carbon resource efficient economy; mobilises the full range of EU and Member State policies to ensure that the EU remains an attractive place for business investment and job creation – not least in the green economy; outlines a more focused industrial innovation policy to promote the wide deployment of new key enabling and environmental technologies and addresses access to essential raw materials.

The global market for environmental protection also represents a big opportunity for European firms. This calls for a twin-track approach to encouraging sustainable (green) growth across all industry sectors while taking initiatives to help the environmental goods and services sector. To help bring about a more competitive and more environmentally sound industry, we also need to move beyond consideration of products and traditional services and look more into innovative ways of organising production modes, cooperation and partnerships between businesses (e.g. green business models, industrial symbiosis).

Building on ongoing analysis of the core eco-industries in the SIP/SCP framework and in the context of new initiatives on industrial policy, innovation, resource efficiency and environmental technologies, DG Enterprise & Industry organised a [first meeting of a new Sustainable Industry forum](#) on 15 October 2010. This Forum successfully brought together more than 50 representatives from industry, academia and civil society to examine how Europe can best exploit the potential of its environmental goods and services industries and help all manufacturing to become more resource efficient and competitive. [Future meetings](#) of the Forum in the first half of 2011 will address the [issues of resource efficiency and external trade](#).

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10. Natural Resources - The EU is currently implementing the 3rd [Thematic Strategy on Natural Resources](#).

Under the strategy, the work of the International Panel for Sustainable Resource Management has progressed well in the past months. The [previously published reports](#) "Assessing bio-fuels" and "Metal stocks in society" have already reached a considerable audience and have influenced policy making.

The Panel is continuing with several additional areas of work, which include the [recent completion of the](#):

- Impacts Report 1, "[Assessing the Environmental Impacts of Consumption and Production – Priority Products and Materials](#)", released on 2 June 2010 at the Green Week in Brussels.
- Metals Report 2, "[Recycling Rates of Metals: A Status Report](#)" is expected to be published at the end of January 2011 at the Metals Exchange Stock in London.
- Decoupling Report 1, "[Decoupling the use of natural resources and environmental impacts from economic activity: scoping the challenges](#)", aimed at providing a scientific understanding of decoupling and resource productivity and related policies and methodologies. The peer review phase has been completed, and the Report will be published shortly.



The [work in progress](#) of the Resource Panel currently includes:

- Decoupling Report 2, "Decoupling in practice: Technological Opportunities and Policy Options": the first report is expected to be ready for the spring of 2011. The final report will probably be released by the end of 2011.
- Several reports regarding Metals: Report 3, "Environmental impacts of metals, foreseen by end 2011"; Report 4, "Recycling opportunities"; Report 5, "Demand scenarios " and Report 6, "Policy options", all expected to be published at a later stage.
- Water Report, "Water Efficiency; Water Footprint, Water Accounting and links to Energy & Other", the outline of which has just been approved.
- Land and Soils Report, "Assessing global land use and soil management for sustainable resource policies" and Impacts Report 2, "The risks, benefits and trade-offs of clean and low-carbon technologies", for which the Terms of Reference have been accepted by the Panel.



The next meeting of the Panel will be in May/June 2011, in Helsinki.

A Workshop on the study for the review of the Thematic Strategy on the sustainable use of natural resources was successfully held on 23 June 2010 in Brussels. Recent trends and developments were discussed, as well as the integration of the Resource Strategy's objectives in policies at EU and Member State levels. Furthermore, some key points of the study findings were highlighted regarding innovative policies to achieve decoupling, such as remarkable policy initiatives inside and outside the EU and the identification of opportunities.

A communication on the progress made on the Thematic Strategy will be expectedly published in 2011.

In 2011, the Commission will release a Roadmap to a Resource Efficient Economy, describing a broad vision of the European economy for 2050, taking into account knowledge about likely resource scarcities and assessing why resource efficient economy is better economically, socially and environmentally than the status quo. While the structure of the Roadmap is still under consideration, it is certain that it shall aim at identifying the policies for transition that are needed and will necessarily contain horizontal policies, as well as policies to be applied to particular supply chains within the economy. Four priorities have been identified so far and are likely to be present in the Roadmap:

- Altering the relative prices of resources and labour, as they are the primary driver of economic decision-making.
- Boosting market demand for greener products and technologies
- Assist businesses in identifying new opportunities, as possible material resource efficiency gains in firms are currently estimated at about 20%.
- Focus on the long-term, rather than short-term thinking, as more investment is needed in the infrastructure to support new business models.

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11. The SWITCH-Asia Programme - The aim of SWITCH Asia is to promote Sustainable Consumption and Production (SCP) in Asia. To achieve this objective, the programme works simultaneously on the ground, with producers and consumers, and at the level of policy-making through supporting for formulation and implementation of SCP-related policies.

The programme started in 2007 with a budget of €90 million for the period 2007-2010. In 2011, two new SWITCH-Asia commitments will be launched:

- The new SWITCH Asia Policy Support Component will work with national governments (particularly in Indonesia, Malaysia, Philippines and Thailand) and with UNEP to support the formulation and implementation of Sustainable Consumption and Production-related policies in Asia.
- The 3rd SWITCH Asia Call for Proposals was launched on 22 December 2010, with overall allocated funds of 24.65m EUR.

SWITCH-Asia is becoming more and more visible at the highest levels of policy-making. At this year's UN Commission on Sustainable Development, which took place in May in New York, the Commissioner for Environment Mr Janez Potocnik highlighted the SWITCH Asia Programme as an example of best practice for promoting SCP outside the European Union.



Following the European Commission's Mid-term review of its Regional Strategy Paper for Asia, Sustainable Consumption and Production remains a key priority for the years up to and including 2013. SWITCH-Asia will therefore continue to be the flagship programme to promote Sustainable and Production in Asia.

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12. Food Waste - According to the [Environmental Impacts of Products \(IMPRO\) Study](#) published by the Commission's Joint Research Centre in 2006, and confirmed by many other studies, food is one of the three areas (together with housing and transport) responsible for the greatest environmental impacts in the EU. Food wastage, especially when it concerns avoidable waste, is particularly regrettable as it combines the impacts due to the needless production of food with those caused by the collection and treatment of this food. From December 2009 to October 2010, a [preparatory study](#) was carried out for the Commission by [Bio Intelligence Service](#) to identify the causes of food waste, quantify its environmental impacts, and

propose policy options to reduce it in the EU. In its main findings, the study concludes that the total amount of food waste in the EU 27 is estimated at 89 Mt (179 kg per person per year). In terms of greenhouse gas emissions, the study estimates the overall impact of food waste at 170 Mt CO₂ equivalent/year, representing 3% of the total emissions of the European Union in 2008. The study forecasts that an estimated 126 Mt of food waste can be expected by 2020 in the European Union, representing a total of 240 Mt of CO₂ equivalent/year emitted – around 40% more than today. The study identifies 5 policy options, of which 3 should be considered as having priority:

- To improve food waste data reporting is a necessity, because a part of the current data are neither reliable, nor complete. EUROSTAT reporting requirements and methodologies (notably separating by-products and food waste) need to be improved. This implies changes in the legal framework of EUROSTAT and the process might take several years (2015 - 2018).
- Date labelling clarification as many consumers do not correctly understand the meaning of date labels like "best before" and "use by" and often mix up the two notions, leading food that is still edible being thrown away.
- Targeted awareness campaigns: the study concludes that increased awareness is necessary to bring about long term changes in behaviour to significantly reduce food waste, especially at household level. The envisaged campaigns should be primarily directed at the Household sector, which generates approximately 40% of food waste; but could also be linked with similar initiatives geared towards the Wholesale/Retail sector and the Food Service/Catering sector, in order to create synergies with household behaviour change.

However, the 2 last policy options must not be rejected:

- The requirement for separate collection of food waste intervenes in the post-factum treatment phase, but there is evidence that it has a waste prevention effect. This option is costly as it involves the development of collection and treatment infrastructures. More in depth examination needs to be carried as it could be economically profitable in the long term.
- Setting specific European Union targets for food waste prevention is dependent on one of the priority options (improving the EUROSTAT reporting requirements) and its implementation is considered as time consuming.

The Commission is currently working on further developments on the suggested policy options, which could be part of the review of the SCP Action Plan announced by the European Commission for 2012.

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13. Green Week 2011- The 11th edition of Green Week, the biggest annual conference on European environment policy, will take place from 24 to 27 May 2011 in Brussels. This year's theme is "Resource Efficiency - Using less, living better".

Comprising some 40 sessions, the conference will be focused on 2 key issues:

- Resource depletion and scarcities;
- Challenges and opportunities for the private sector in becoming more discerning and resource efficient.

Examples and showcases of public and private strategies contributing to the shift towards a resource-efficient and low-carbon economy will be a highlight in the event. Green Week offers a unique opportunity for debate and exchanges of experience and best practices. Over the past decade, the conference has established itself as an absolute must for anyone involved and interested in environmental protection and policy-making. The 2010 Green Week Edition attracted some 3 400 participants from government, business and industry, non-

governmental organisations, academia and the media. The [2011 programme](#) and practical information will be published on the [Green Week Website](#) in spring 2011.

Green Week is open to the public and participation is free of charge. Green Week also has an area for exhibitors. To apply for a stand, please read the [application guidelines](#) and submit a completed application form to ENV-EXPO-GREENWEEK@ec.europa.eu by 1 March 2011.

The Green Week Team of DG Environment looks forward to welcoming you in from 24 to 27 May 2011!

In Issue No. 3 (expected in summer 2011):

- Latest developments on the preparatory work on the revision of the Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan announced by the European Commission for 2012
- Follow-up on the Retail Forum meetings on Packaging Optimisation and Waste Minimisation, which will be held respectively in February and June 2011
- Progress on the harmonised framework methodology for the environmental assessment of food and drink products developed by Working Group 1 of the Food SCP Round Table
- Information on the next meeting of the International Panel for Sustainable Resource Management, planned for May/June 2011 in Helsinki

