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Making sustainable products the norm in Europe

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

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#EUGreenDeal

Key actions for circular and sustainable products:



Make products greener, circular and energy efficient through **ecodesign requirements**



Improve products **environmental sustainability information** for consumers and supply chain actors by introducing **Digital Product Passports**



Prevent destruction of unsold consumer products



Promote **sustainable business models**



Set mandatory requirements for **green public procurement**

Benefits of sustainable products

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



BENEFITS FOR CONSUMERS

- Extend lifetime of products
- Save energy, resources and costs
- More information to make sustainable choices



BENEFITS FOR THE THE ENVIRONMENT

- Help reduce impacts on climate, environment and biodiversity
- Remove the most polluting products from the EU market
- Reduce negative impacts along product value chains



BENEFITS FOR BUSINESSES

- Reduce administrative and compliance costs
- Ensure level playing field
- Create competitive edge globally



BENEFITS FOR THE ECONOMY

- Decouple economic growth from energy and resource use
- Increase resilience to external shocks, reduce dependencies
- Strengthen market for recycled materials

Ecodesign for sustainable products

New rules build on the existing Ecodesign Directive, which sets eco-design requirements at EU level for energy-related products. The new rules propose to cover **almost all products on the EU market** for maximum environmental and economic benefit.



Impact of current eco-design and energy labelling legislation:

€ 120 billion saved in energy expenditure for consumers in 2021 alone



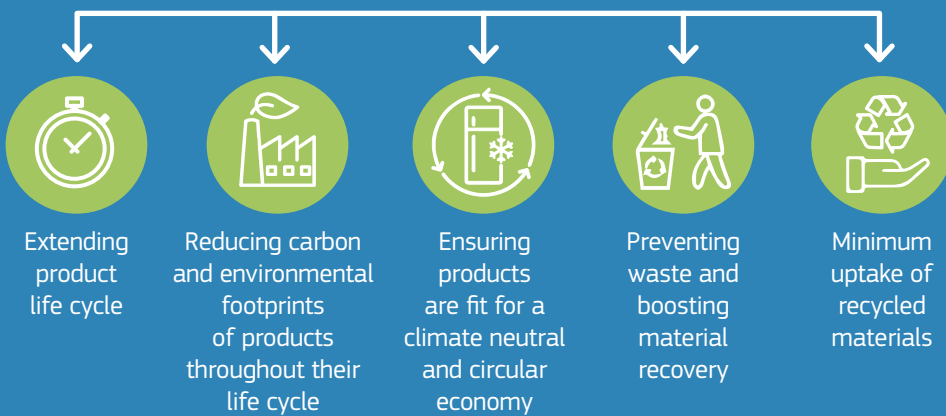
Wider range of requirements and products covered:

- product durability, reusability, upgradability and reparability
- presence of substances that inhibit circularity
- energy and resource efficiency
- recycled content
- remanufacturing and recycling
- carbon and environmental footprints
- information requirements, including a Digital Product Passport

Sustainable products



Ecodesign requirements



DIGITAL PRODUCT PASSPORT

New **'Digital Product Passports'** - provide information about products' environmental sustainability. They help consumers and businesses **make informed choices** when purchasing products, **facilitate repairs and recycling** and improve **transparency** about products' life-cycle impacts on the environment. The passports also help public authorities to **better perform checks and controls**.