



**European Commission
DG Environment**

Sustainable Resources, Consumption and Waste

The Green Paper on Integrated Product Policy

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What is Integrated Product Policy (IPP)?

- ⇒ *How can public authorities contribute to the improvement of the environmental performance of products throughout their life cycle?*
- ⇒ *What is an optimal mix of instruments to achieve this goal?*



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Why a focus on Integrated Product Policy?

- **Products are related to most environmental impacts and risks**
- **Challenge of achieving an equitable development for all human beings (Rio Declaration, Agenda 21)**
- **New growth paradigm with less resource use and lower impacts on the environment**



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The three main characteristics of IPP

● Integrated...

⇒ use of life cycle thinking

● ...Product...

⇒ main focus on products although services are not excluded;

⇒ horizontal or sectoral measures

● ...Policy

⇒ focus on facilitation rather than intervention



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The purpose of the Green Paper

- *Stimulate public discussion with a view to obtaining stakeholders views and suggestions on:*
 - *the overall strategy and its elements*
 - *the practical means for implementing and promoting it*



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The relationship to other policies

- Major innovative element of the 6th Environmental Action Programme
- Links to SDS, Cardiff Process etc.
- Strategic instrument
- Complement to chemicals and waste legislation



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The three main pillars of IPP

● Using the price mechanism

⇒ more fundamental changes on the market are only likely if the consumer can see the advantage in his/her pocket

● Designing and marketing the products of the future

⇒ once a product is sold, there is relatively little that can be done to change its environmental performance

● Creating consumer demand

⇒ all design offers will be in vain if the consumer does not buy greener products



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The Price Mechanism

- Analyse external costs related to the life cycle of products
- Correct existing market failures

⇒ *However, need for simple and administrable measures*



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The Price Mechanism: Envisaged action

- **differentiated taxation, e.g. reduced VAT for eco-labelled products**
- **producer responsibility**
- **state aid: new Guidelines on State Aid for Environmental Protection**



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Creating Green Demand: Information and Labelling

⇒ *Making product-related environmental information for consumers easily accessible, understandable, relevant and credible*

● **Wider labelling strategy based on the three main types of labelling according to ISO**

- ☐ **Type I: Third party verified labelling**
- ☐ **Type II: Green claims and self-declarations**
- ☐ **Type III: Declarations based on life cycle data**



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Creating Green Demand: Public Procurement

⇒ *Roughly 12% of Community GDP*

- **Examine options to modify public procurement rules**
- **Diffuse information on existing rules**
 - ☐ Interpretative Communication
 - ☐ Handbook?
- **Information exchange**
- **Greening of the Commission's own procurement**



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Generation and Flow of Product Information (1)

● Improve availability of life cycle information

- ☐ Close gaps and link existing sources
- ☐ Simple tools for SMEs



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Generation and Flow of Product Information (2)

● **Improve the flow of life cycle information through encouraging/obliging producers to supply key data**

☐ **business to business**

☐ **to consumers**



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Develop greener products: Guidelines for Product Design

- **Develop and diffuse general and product-specific design guidelines**
 - ☐ cleaner production and use
 - ☐ reduction/substitution of hazardous materials
 - ☐ use of renewable materials
 - ☐ design for durability and longevity
 - ☐ desing for reuse and recycling



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Develop greener products: Standardisation and the New Approach

- "Environmental soundness" as a feature of European standards
 - ☐ Participation of civil society actors
 - ☐ CEN environmental help desk
 - ☐ New standards, workshop agreements etc.
- The potential of New Approach legislation
 - ☐ How to take stock of the experience of the Packaging Directive?



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Develop greener products: Options for the dealing with the New Approach

- **Eco-design guidelines and use of the enforcement system to identify options how to improve products**
- **“New Deliverables”**
- **Eco-labels as giving presumption of conformity**
- **Key performance indicators**
- **Combining various elements**



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Develop greener products: Product Panels

- **Product panels: stakeholder groups set up to elaborate solutions to product-related issues**
 - ⇒ *Variable format and composition*
 - ⇒ *Start with an appropriate problem analysis, fixed time table, evaluation of results*
 - ⇒ *Focus on issues where most success is likely*
 - ⇒ *Focus on voluntary approaches but also possible use as preparation of legislation if appropriate*



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Other supportive instruments

⇒ *Policy areas which are not directly part of the IPP umbrella but which are closely related*

- Environmental management and audit systems
- Research, development and innovation
- The LIFE programme
- Accounting and reporting for the environment



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Next steps (1):

● Public debate of the Green Paper (until end June 2001)

- ☐ Open invitation for comments to all stakeholders

- ☐ Debate in the European Institutions

- ☐ Stakeholder events

- ★ Today/tomorrow's workshop on the overall strategy of the Green Paper

- ★ Specific meetings on a technical level along specific subjects



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Next steps (2):

- Preparation of a Communication (second half of 2001)

- Full implementation of the IPP strategy

- ⇒ *In parallel further development of existing policy elements and set up of a limited number of pilot projects on product panels*