

Dear Madam Commissioner, Minister, and friends,

It is for me a great pleasure to participate in this important Seminar concerning the Commission Green Paper on Integrated Product Policy.

I want first of all to congratulate the Environment DG, and specially Mrs. Walström, for having produced this political and technically difficult document, but absolutely necessary.

This initiative calls once more for policy integrated and horizontal approaches , and constitutes an important contribution of the Swedish Presidency to the environmental European Policy.

In this sense, IPP will be one of the basic pillars of the new Environmental Action Plan, affording the challenge of addressing the market driving forces to put into circulation products and services environmentally much sound than the existing ones.

## **Slide 2: 20 YEARS VIEW.**

After several decades of efforts based on policies focused on the effects of the industrial activities, we have realised that, in spite of the progress made , we have not been able to reverse environmental degradation.

During the past 20 years, we have tried to find solutions by establishing preventive measures, like avoiding some substances, reducing pollution and minimising waste.

In this process we have learn a lesson: push policies are not enough, we have to focus our efforts on the real engine of the economy, the market, and use it in order to achieve our goal: defining and creating alternative systems of production and consumption, that have significantly lower environmental impacts.

Until now we have emphasise the improvement of environmental performance of production. Economic growth has enable producers to afford cleaner technologies and products But in the meanwhile, the growth of consumption is a permanent obstacle for the reduction of environmental

impacts. Solutions have therefore to include both production and consumption patterns.

### **Slide 3. Ecolabel**

If we look at the classical tools, like ecolabel, we have to recognise that , until now, we have not been very successful in implementing this new vision, and that there are still some unresolved problems.

300 products in 15 products groups, are awarded with the ecolabel,

### **Slide 4 Ecolabel**

and only 70 companies interested in the scheme.

### **Slide 5 EMAS**

EMAS has worked better, but nevertheless we cannot speak about a massive participation of enterprises. Hopefully the new version recently approved, which extends its scope and presents a wide range of incentives, will encourage the enterprises to join the scheme.

### **Slide 6 : Direct Material Input**

The same situation of relative blockage is shown by the performance of the Member States in terms of dematerialization. The arrows pointing down show the progress in dematerialization, whether the arrows pointing up indicate the opposite. As you can observe, most of the arrows are pointing up, that means that the flow of row

materials is increasing in most countries in relation to the GDP per capita.

But there are also some good news!

### **Slide 7: Nature conservation...**

We can say that consumers are aware and concerned about the main environmental problems, like water and air pollution, as well as nature conservation.

### **Slide 8: Environment vs. economic...**

Furthermore, consumers have started to value environmental welfare over simple economic growth, as shown in this slide.

### **Slide 9    ?.-**

What is wrong then?

In other words, What should be done in order to find the way to dematerialise consumption, without lowering living standards, that is to unlink economic growth from resource consumption and waste generation?

### **Slide 10: A real Life Cycle Analysis.-**

The question is :Do we can speak at the moment of a real life cycle analysis?

Let us see!

### **Slide 11: Environmental Life Cycle.**

We have been working on Life Cycle Assessment as the key element for an integrated new approach, in order to minimise the environmental impact of products. You have even a better Life Cycle Product scheme than this one at the IPP Green Paper.

### **Slide 12: Environmental L.C.: Business Life Cycle.**

It is true that when we talk about stakeholders, we refer ourselves as well to the business sector, but do we take into consideration the need of introducing changes at the whole Business Life Cycle?

Do we count on the competition rules and the WTO limitations?

The core concept I want to bring here is that, as consumers, we seek not the product, but rather the functionality that it offers us.

If business Life Cycle could be structured to encourage this shift in focus, many opportunities for meeting human needs with fewer physical goods will emerge. This dematerialization will, in turn, lead to fewer environmental impacts.

### **Slide 13: Social Life Cycle.**

As with many developments in this new field, we must attend not only the material flows but also to the social and cultural factors that shape them. And here too, much can be learned from those that have gone before us.

As all we know , an automobile provides more than mobility, it confers social status and identity. The challenge is to create products that meet the social and cultural needs of consumers without the environmental burden.

In addition we have to take into account several legal compliances, as fiscal regimes, work regulations, and other factors , as the role of local communities and the influence of education.

### **Slide 14: Social Life Cycle. Flecha customers.**

Furthermore, if there is to be a replacement of products by services, these new systems will have to be designed to be more desirable than material goods for consumers.

The environmental gains from behavioural gains are at least as important as the changes in the product itself.

To pay more attention to the functional characteristics of the products will not lead to a real transformation in production and consumption.

Key words for customers are : price, placement and publicity.



### **Slide 15: Different agendas on a complex issue**

The result is the need of developing different, but integrated agendas for this complex and thrilling issue.

In this sense it would be convenient to design a strategically framework, with all the actors to be involved and their correspondent action plan. I agree, with what it was said yesterday ,about the primacy of the voluntary character of the IPP actions, but for me, it is also clear ,that without adopting common criteria and guidelines by the Member States, the progress will be slow and unequal.

### **Slide 16: A complex agenda :costumers**

Customer's need clear information and publicity, Prices incentives, and availability of the new products and services.

### **Slide 17: A complex agenda: Public administration**

Public administration should take care of providing

Clear rules for assessment and communication

An adequate tax reform and negotiation of solutions for the trading problems, and

Contribute to the development of pilot experiences and to the dissemination of results.

### **Slide 18: a complex agenda: Producers**

Producers should stress their ethical behaviour and transparency, improving their reporting.

Investing more in eco-innovation, should be an usual as tool for gaining competitiveness.

### **Slide 19: a complex agenda: retailers and media.**

Retailers are indispensable allies , as well as media are the most important channel of information. Both of them should share a code of conduct, and transparency.

### **Slide 20: The goal : 2 toques seguidos.**

This is our goal: Maintaining, even increasing the society's welfare, while reversing the environmental degradation.

### **Slide 21: Are we prepared for the challenge?**

This is the final question for all of us.

As Member of the European Parliament I have to say that I consider, IPP could be a golden opportunity to give example of political commitment and horizontal integration of the different policies to be involved in this common issue.

European Parliament should do its best , and I personally assume my part, to involve practically all Commissions in this debate, with the aim of raising a consensus over the main

points of this complicate but essential issue for the practical implementation of Sustainable Development.