

28th Economic and Environmental Forum
Second Preparatory Meeting
Session 4



The EU Circular Economy Action Plan and the Green Deal:

Bouncing forward through green growth

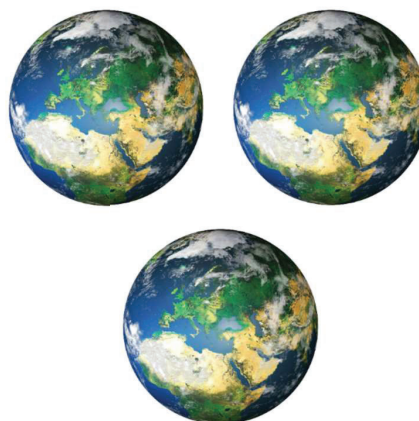
16th June 2020

William NEALE
Adviser on Circular Economy
European Commission
Environment Directorate General

Urgent actions are needed

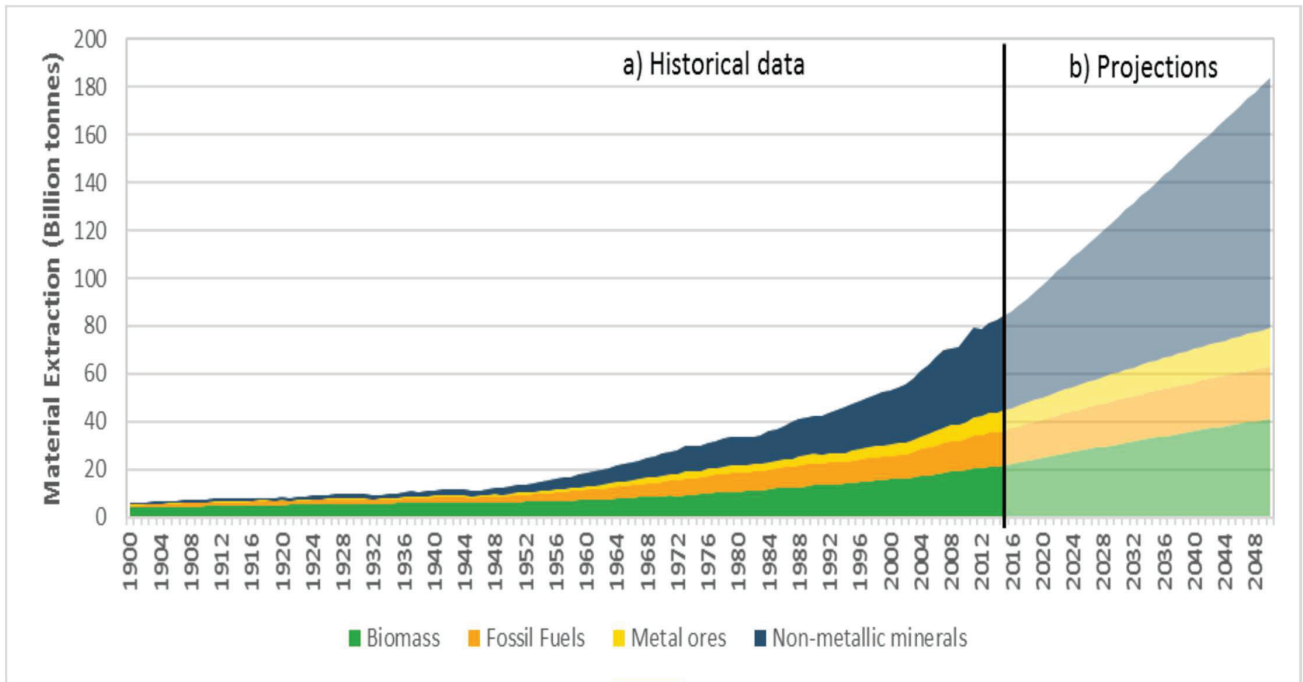


We have only one planet

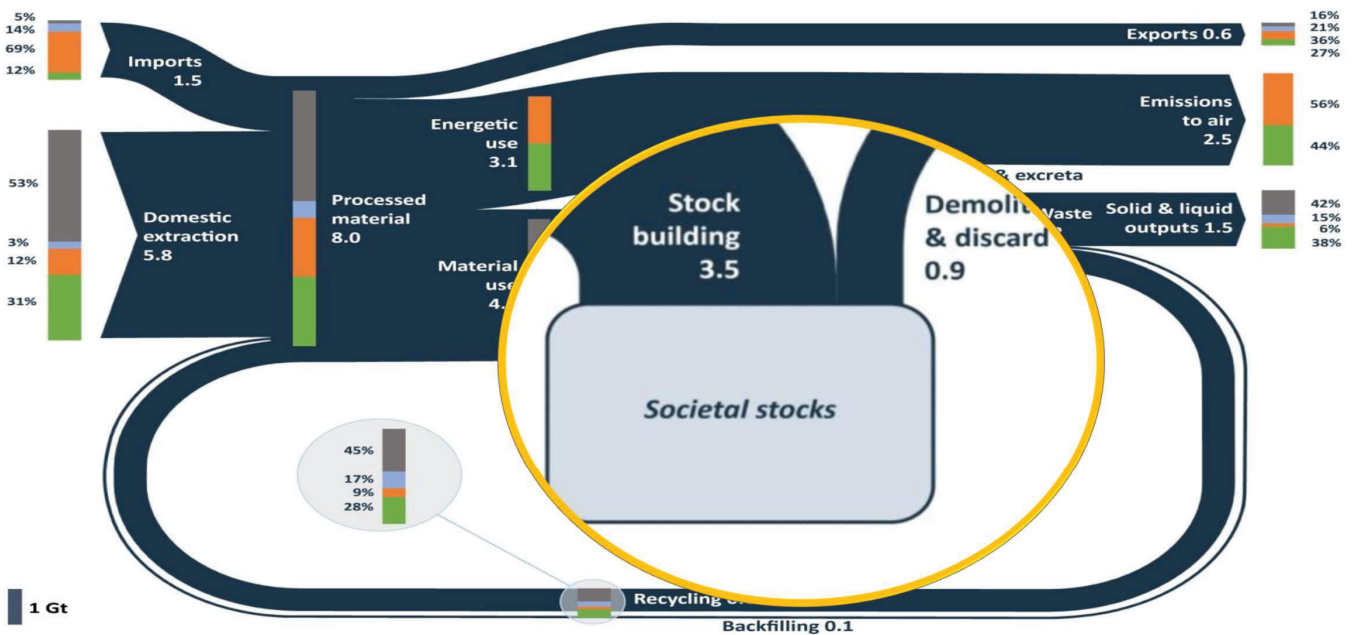


Yet by 2050, the world will be consuming as if there were three

The Great Acceleration



Keeping Value in the Economy



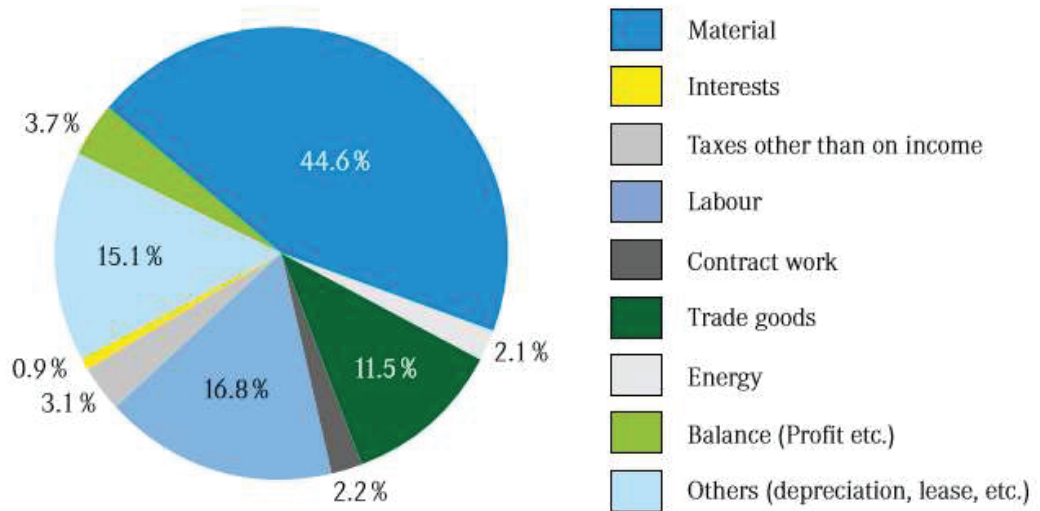
Note: Numbers may not sum up to total due to rounding.

The Micro-level Picture

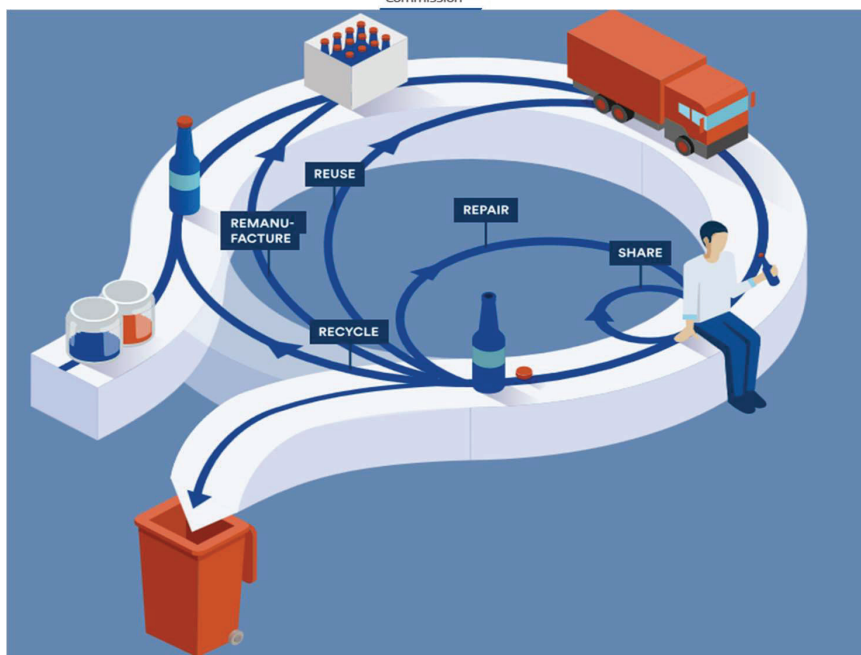


Cost Structure in Manufacturing

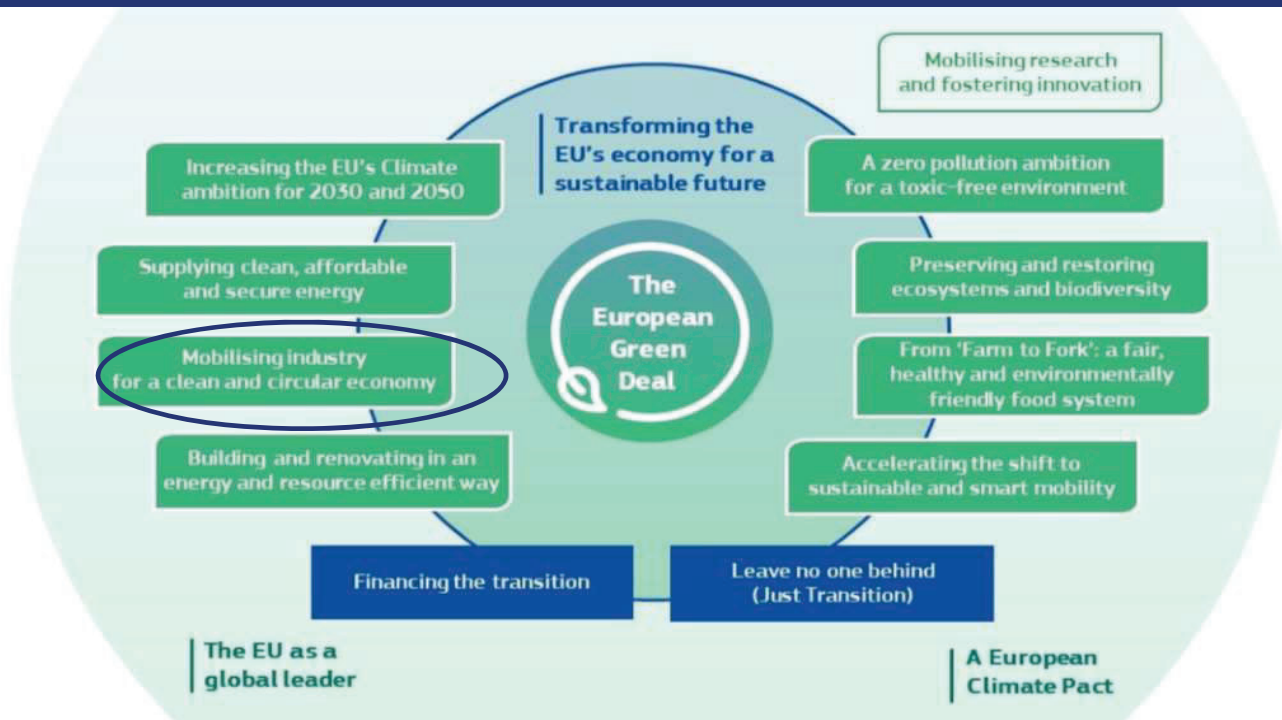
(example of Germany)



Feedback Loops



European Green Deal

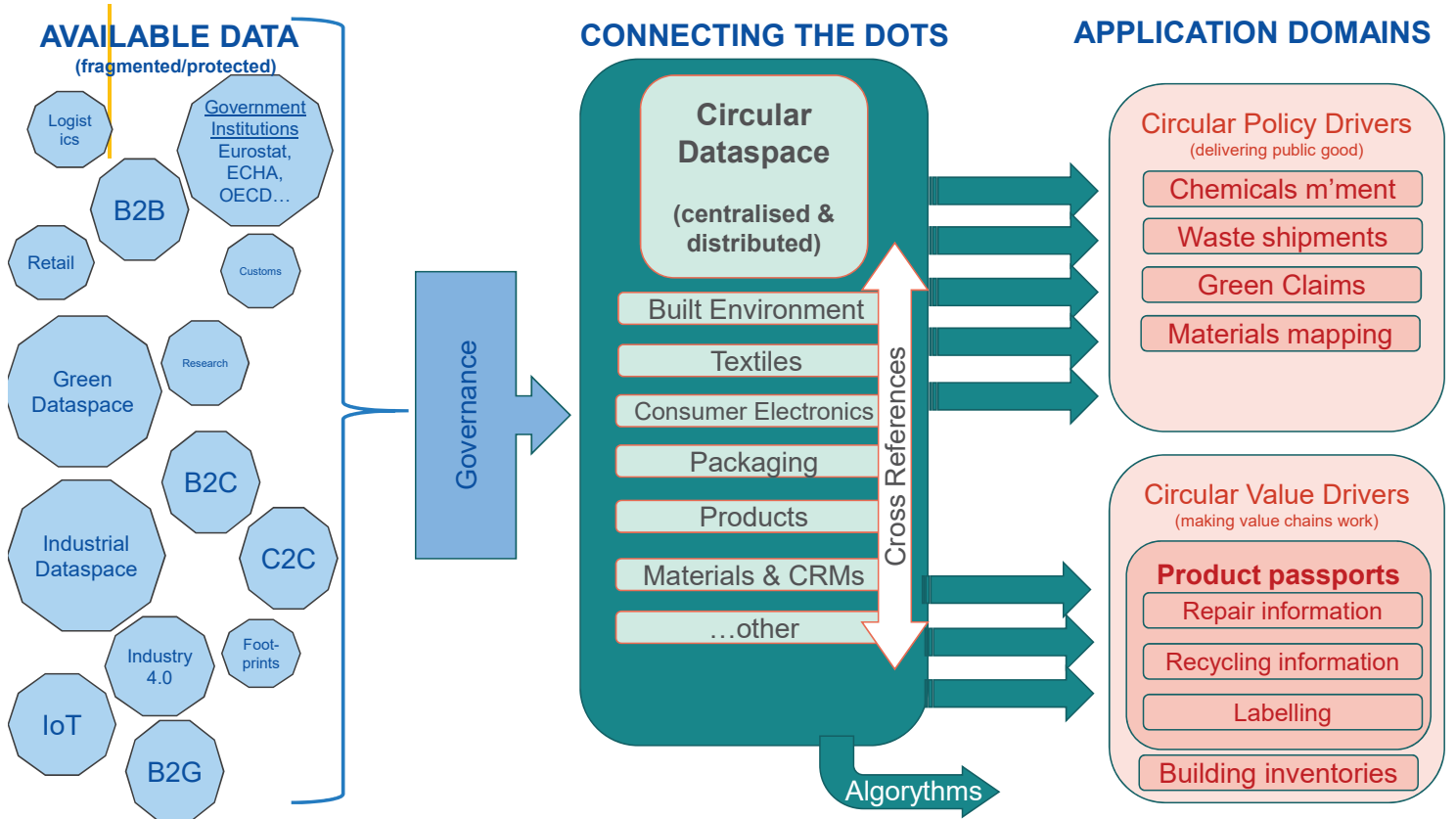
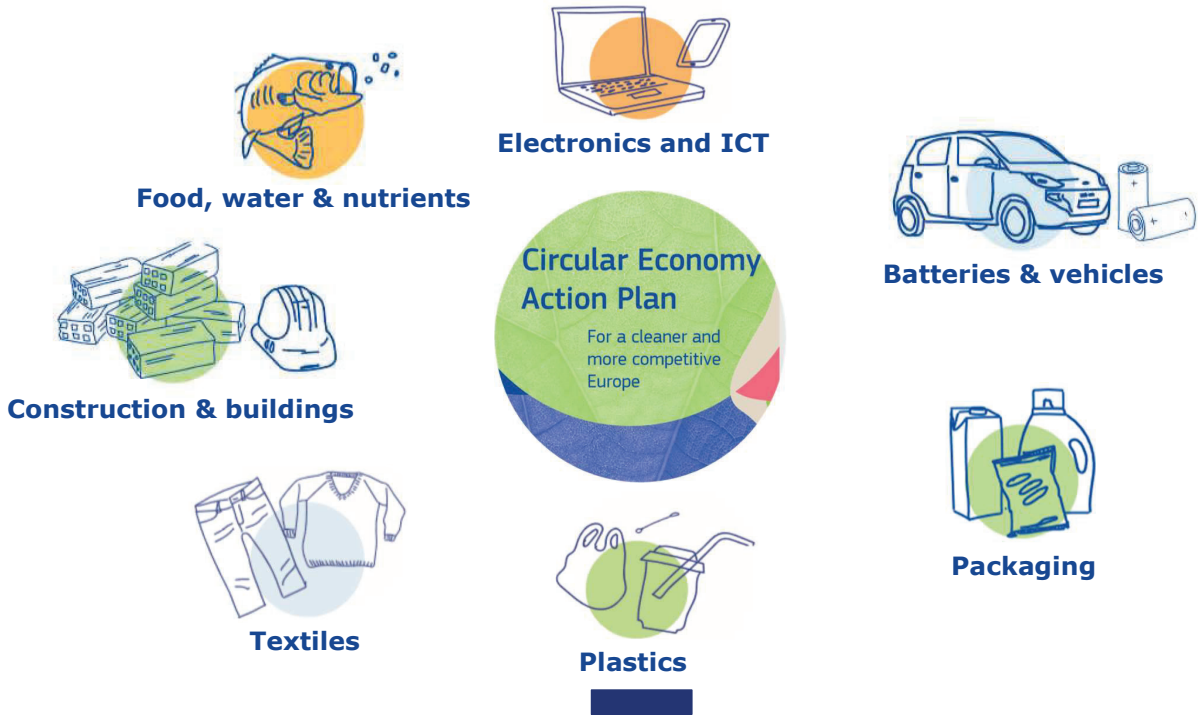


Circular Economy Action Plan 2020 Structural overview



- 
Sustainable Product Policy
 - Designing sustainable products
 - Empowering consumers and public buyers
 - Circularity in production processes
- 
Key Product Value Chains
 - Electronics and ICT; Batteries and vehicles;
 - Packaging; Plastics; Textiles;
 - Construction and buildings; Food, water and nutrients
- 
Less Waste, More Value
 - Enhanced waste policy (waste prevention, circularity)
 - Enhancing circularity in a toxic-free environment
 - Creating EU market for secondary raw materials
 - Addressing waste exports from the EU
- 
Crosscutting Actions
 - Circularity as a prerequisite for climate neutrality
 - Getting the economics right
 - Driving the transition through research, innovation and digitalisation

Key product value chains



A Digital Product Passport

Connecting data to physical products to enable:

- **circularity** (durability, reparability, spare parts, recycled content, recyclability, dismantability, etc);
- **value chain cooperation**: designing – assembling – selling – using – reusing – collecting - sorting – recycling;
- **B2B, B2C and B2G information** on technical characteristics;
- Footprinting and emissions data;
- Supporting information for **green claims**;



Thank you



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