



Proposal for the Ecodesign for Sustainable Products Regulation (ESPR)

Bocconi University

13 December 2022

Why an initiative on Sustainable Products?



Inefficient use of resources

- Global extraction of **materials tripled** since 1970; **waste generation** set to increase **70%** by 2050;
- Over **90% of biodiversity loss and water stress** from resource extraction and processing



Planetary boundaries exceeded

- EU has less than 10% of world population, yet its **consumption-based impacts are close to or exceed boundaries** for climate change, particulate matter, land use and mineral resources (Sala et al, 2020)



New business opportunities

- **Better functioning of the Single Market**
- **Reduce material use and expenditure**
- **Level playing field**

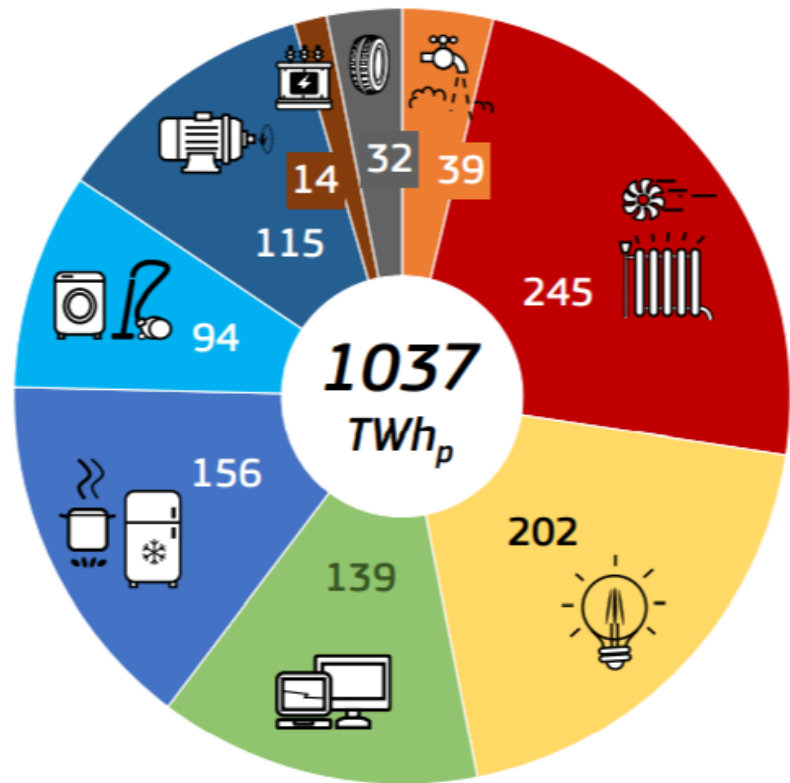
How will ESPR work?

1. By **building on** the existing Ecodesign Directive

Key features
of Ecodesign
Directive
approach
maintained



Existing Ecodesign and Energy Labelling Legislation



Current status (existing measures):

50 measures covering products that consume almost 50% of EU final energy, and emitted almost half our GHG in 2020

- About 3 billion products in scope sold in 2020
- Energy saved in 2020 comparable to energy consumption of Poland

More than €60 bn estimated reduction in annual consumer energy expenditure in 2020

About 1 MWh annual electricity savings per household (27%)

All savings for 2020 vs BAU

Energy labelling globally

"The Brussels effect"



Russia



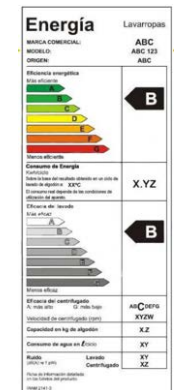
China



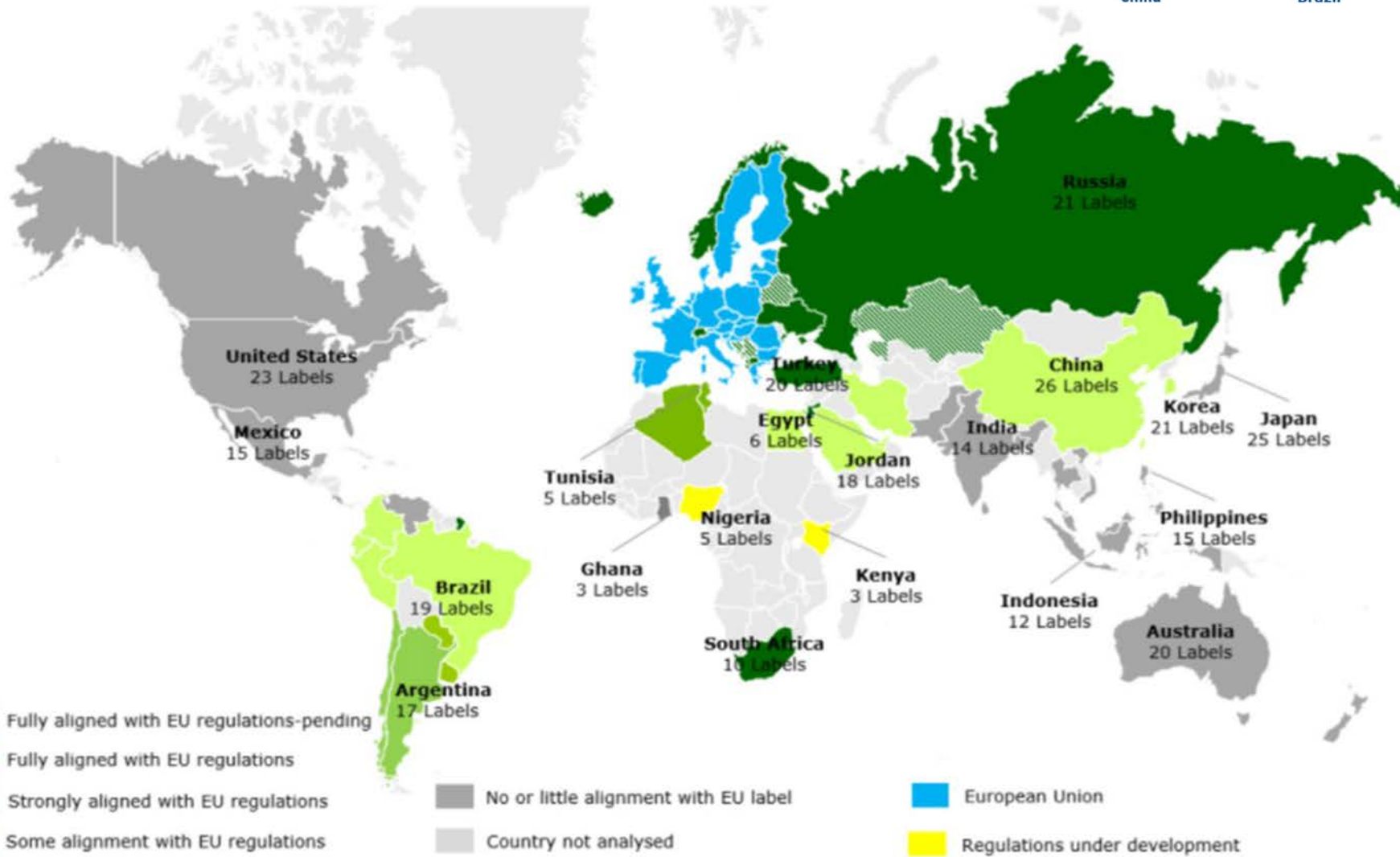
Brazil



South Africa



Argentina



NEW

How will ESPR work?

2. Extending the Ecodesign approach



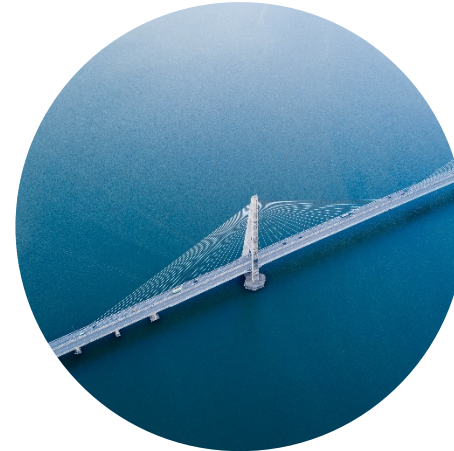
Scope extension

Moving beyond energy-related products to a wide product scope



New requirements

Plus clarification of existing requirements



Horizontal approach

Now allowed for in addition to product-specific requirements



Increased focus on product information

e.g. Digital Product Passport; Labels

Key product aspects under ESPR

- Durability
- Reliability
- Reusability
- Upgradability
- Reparability
- Possibility of maintenance and refurbishment
- Presence of substances of concern
- Energy use or energy efficiency
- Resource use or resource efficiency
- Recycled content
- Possibility of remanufacturing and recycling
- Possibility of recovery of materials
- Environmental impacts, including carbon and environmental footprint
- Expected generation of waste materials

Other tools provided by ESPR



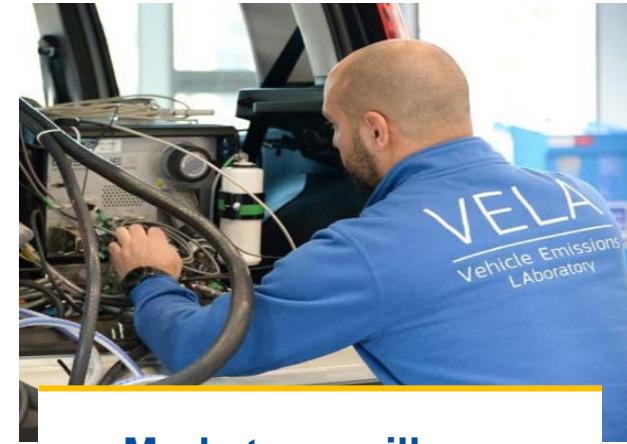
Mandatory Green Public Procurement

ESPR will enable mandatory GPP criteria to be set in delegated acts for public contracting authorities



Prevention of destruction of unsold consumer goods

Transparency requirements for those choosing to discard unsold goods, and possibility to ban their destruction for relevant product groups.

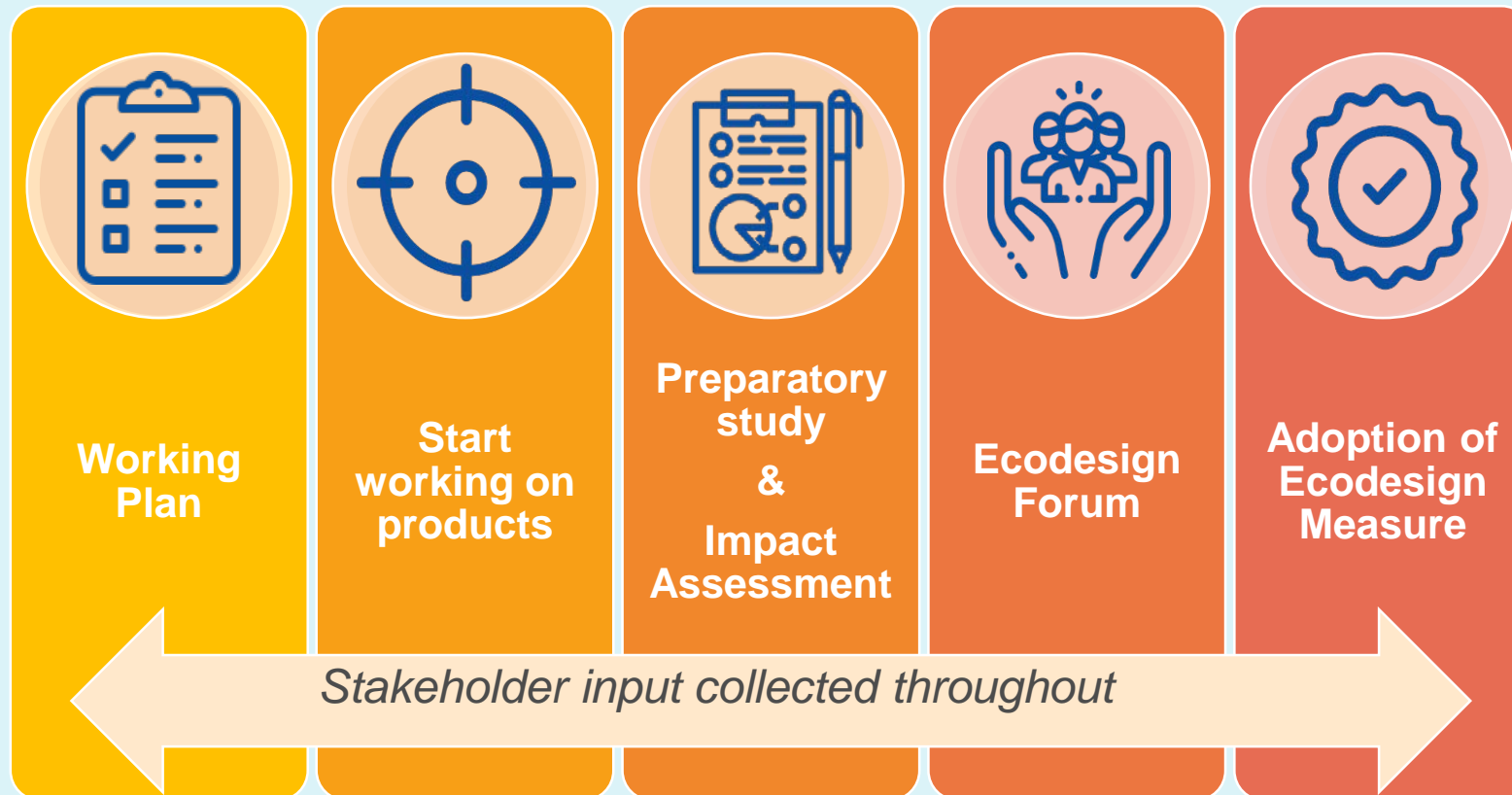


Market surveillance and customs controls

Reinforcing controls on regulated products, including market surveillance implementing plans, possible targets on checks, support to common projects and investments

Process under ESPR

Improved process for adoption of new Ecodesign measures



Digital Product Passport (DPP)

- A **single, digital entry point** to collect, store and access **product specific information** throughout the life cycle to improve circularity
- It will contain:
 - For **consumers**: data on e.g. environmental impact, circularity, substances of concern
 - For value retention: information to **facilitate for reuse, remanufacturing or recycling**
 - For authorities: **compliance information** (e.g. technical documentation)

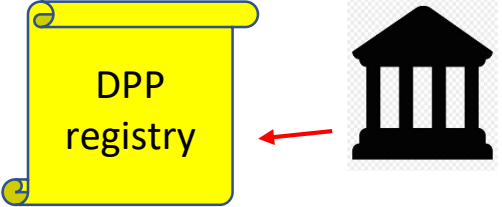
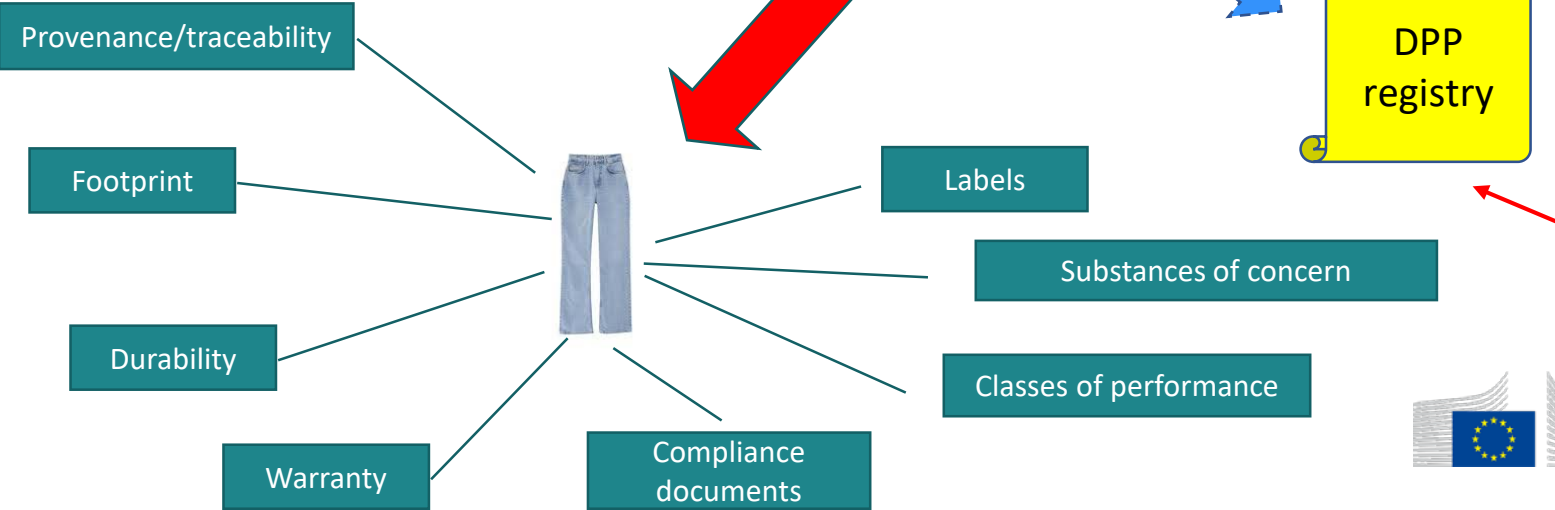
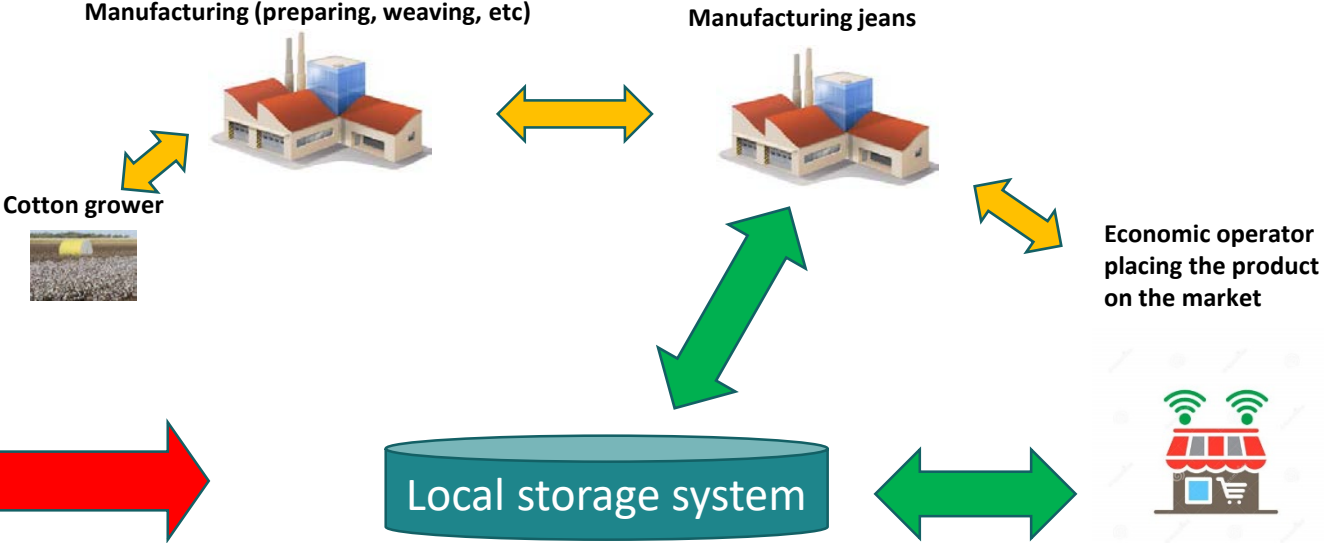
Info available on a need-to-know basis

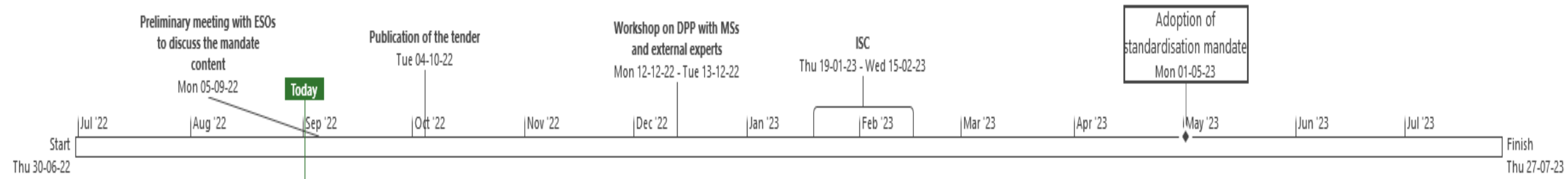
DPP Working principles

Access to information is enabled through a data carrier and the corresponding unique identifier



<https://{domain}/identifier1>





Digital Product Passport

Future milestones

- ✓ Adoption of the standardisation mandate: **mid-2023**
- ✓ Proof of concepts implemented for 3 value chains – CIRPASS project (batteries, textiles, ICT): **March 2024**
- ✓ First products regulated at EU level with a mandatory DPP: **2025-2026**

Where ESPR stands: the political process

- **Inter-institutional process** underway:
 - In the **Council**: regular discussions have taken place under CZ Presidency; set to continue under SE Presidency
 - In the **EP**: Committee reports currently being prepared; plenary vote scheduled in July 2023
- In parallel, **technical preparations for ESPR** continuing:
 - **Public consultation on new product priorities under ESPR** to be launched in January 2023

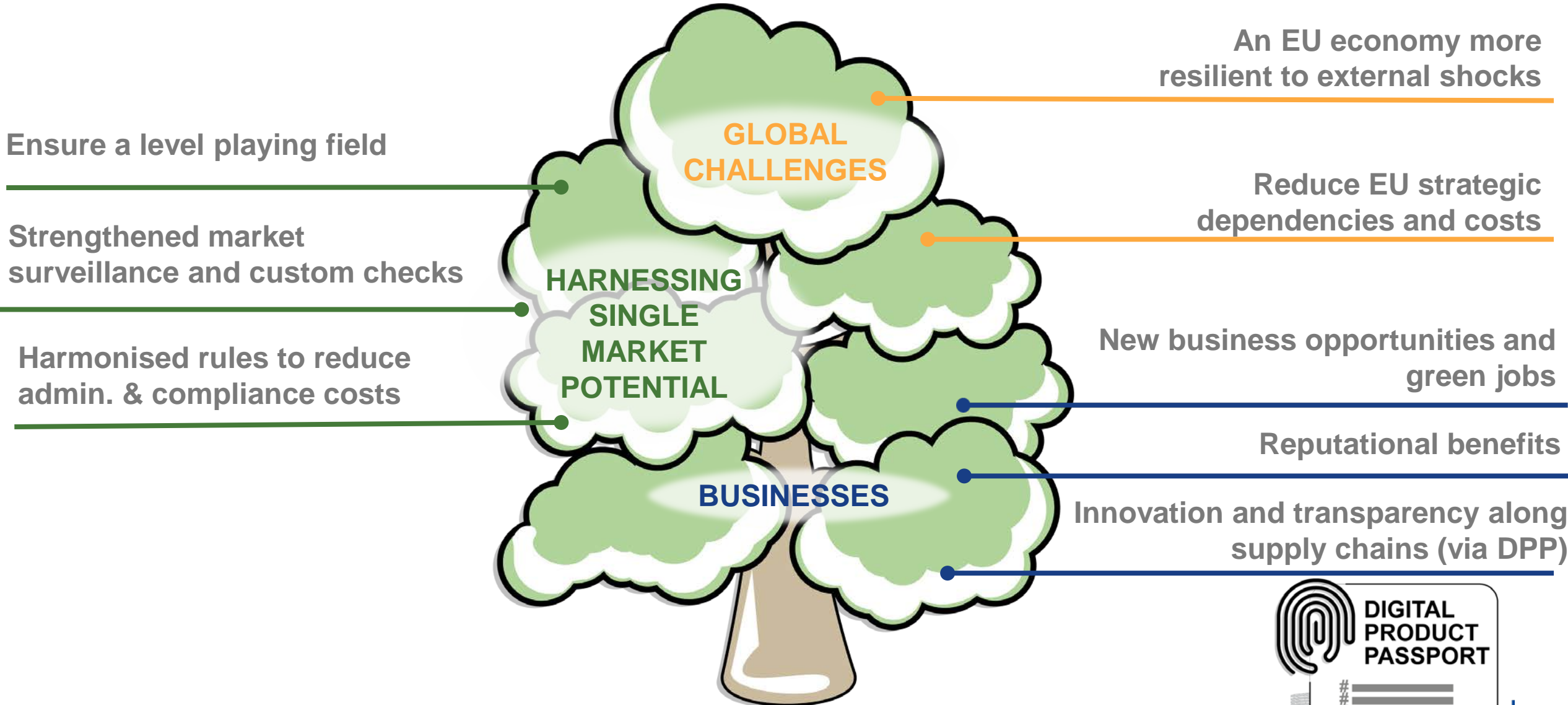
Entry into force by mid-2024?

Supporting businesses and SMEs in the green and digital transition

- **Transparency, adequate time and predictability for businesses:** work plans and full engagement with stakeholder along the way
- **Proportionality:** dedicated consultation and impact assessments before adoption of product specific rules
- **Dedicated SME provisions and support:** Art. 19 (e.g. financial support, trainings) and SME test in impact assessments
- **Incentives:** to steer demand towards sustainable product options (classes of performance for GPP and MS incentives)



The ESPR Economic and Business Case



ESPR is rooted in the Single Market



Proposal for a Green Claims Directive

Why set requirements on green claims?

- Announced in **European Green Deal, Circular economy Action Plan & New Consumer Agenda**
 - Promote transition towards a climate-neutral and resource-efficient economy
- **Reduce consumer confusion & build consumer trust**
 - Enable consumers to trust green claims and take informed purchasing decisions
 - Not overlaps with existing and planned EU rules
- **Level the playing field**
 - Set minimum requirements for B2C voluntary claims made by operators on their products and organisations

Aims at reliable, comparable and verifiable green claims across EU

Requirements for communication and labels

- ***Communication of claims must not be misleading***
 - allows for transparency towards consumers and other stakeholders
 - does not overstate benefits (claims must be rigorous and monitorable, not hidden trade-off)
- ***Labels must be reliable, transparent & third party verified***
 - Minimum requirements on substantiation, communication & verification
 - methodologies must be based on comparable information & data
 - Based on certification schemes with independent & transparent governance

Thank you

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