

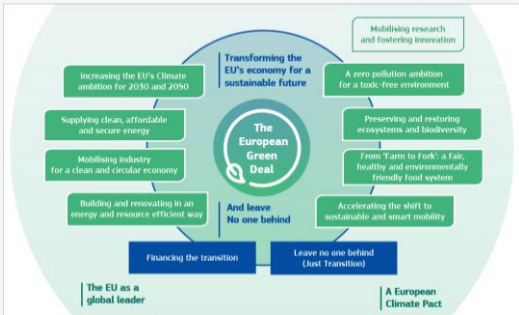


Inclusive circular economy business models and supporting policies

01/06/2022

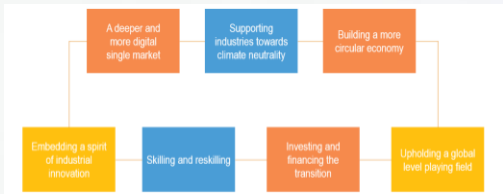


European Green Deal → 2nd Circular Economy Action Plan



2nd circular economy action plan measures

- To promote sustainability of products by design
 - To foster sustainable consumption
 - For resources used to be kept in the EU economy for long.
- ➔ **Responding to citizens' interests**
- ➔ **Growing competitive business sectors & jobs**



Regulatory framework enabling CE business models



Products placed on the EU market are designed to last longer, are easier to reuse, repair and recycle, and incorporate as much as possible recycled material



Restriction of single-use
Tackling premature obsolescence
Banning destruction of unsold durable goods



Consumers will have access to reliable information on issues such as the reparability and durability of products



Consumers to benefit from a true 'Right to Repair'



Avoiding waste altogether and transforming it into high-quality secondary resources that benefit from a well-functioning market for secondary raw materials



Putting forward a series of actions to minimise EU exports of waste and tackle illegal shipments

Regulations empowering consumers!!



| A verified sustainability label

The new rules will ban displaying sustainability labels which are not:

- based on an independent third party verification system
- established by public authorities



Comprehensive strategy for sectors using most resources / high circularity potential, e.g. textiles

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-  Set **design requirements for textiles** to make them last longer, easier to repair and recycle, as well as requirements on minimum recycled content.
 -  Introduce clearer information and a **Digital Product Passport**
 -  **Tackle greenwashing** to empower consumers and raise awareness about sustainable fashion
 -  Reverse **overproduction and overconsumption**, and **discourage** the destruction of unsold or returned textiles
 -  Propose mandatory **Extended Producer Responsibility for textiles** with **eco-modulation of fees**
 -  Address the **unintentional release of microplastics** from synthetic textiles
 -  Restrict the **export of textile waste** and promote sustainable textiles globally
 -  Incentivise **circular business models**, including reuse and repair sectors
 -  Encourage companies and Member States to **support the objectives** of the Strategy

Seize business opportunities:

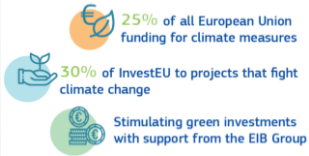
- new markets for sustainable textiles
- **20 to 35 jobs created for 1000 tons textiles put in reuse**

Investing in a circular economy – for a just/green recovery

- Research, innovation
- Pilot projects
- Public-private investments
- Regional/city developments



ReTuna: the world's first recycling mall (Sweden)



Philips circular solutions for medical equipment (refurbish, biz. as service)



Design for flexible/transformable buildings. Product passports R&D.



Collaborating/trade with international partners to grow global circular economy + twinning opportunities

Global Alliance on Circular Economy and Resource Efficiency (GACERE)

Partner and the European Union



International organisations



African Circular Economy Alliance

Africa's path to circularity

Five Big Bets for Africa's path to circularity

We are supporting five industries that offer immediate opportunities for increased circularity in sectors that will improve the economy, jobs, and the environment on the continent in the long term.



Food systems



Packaging



Electronics



Fashion & Textiles



Built environment