



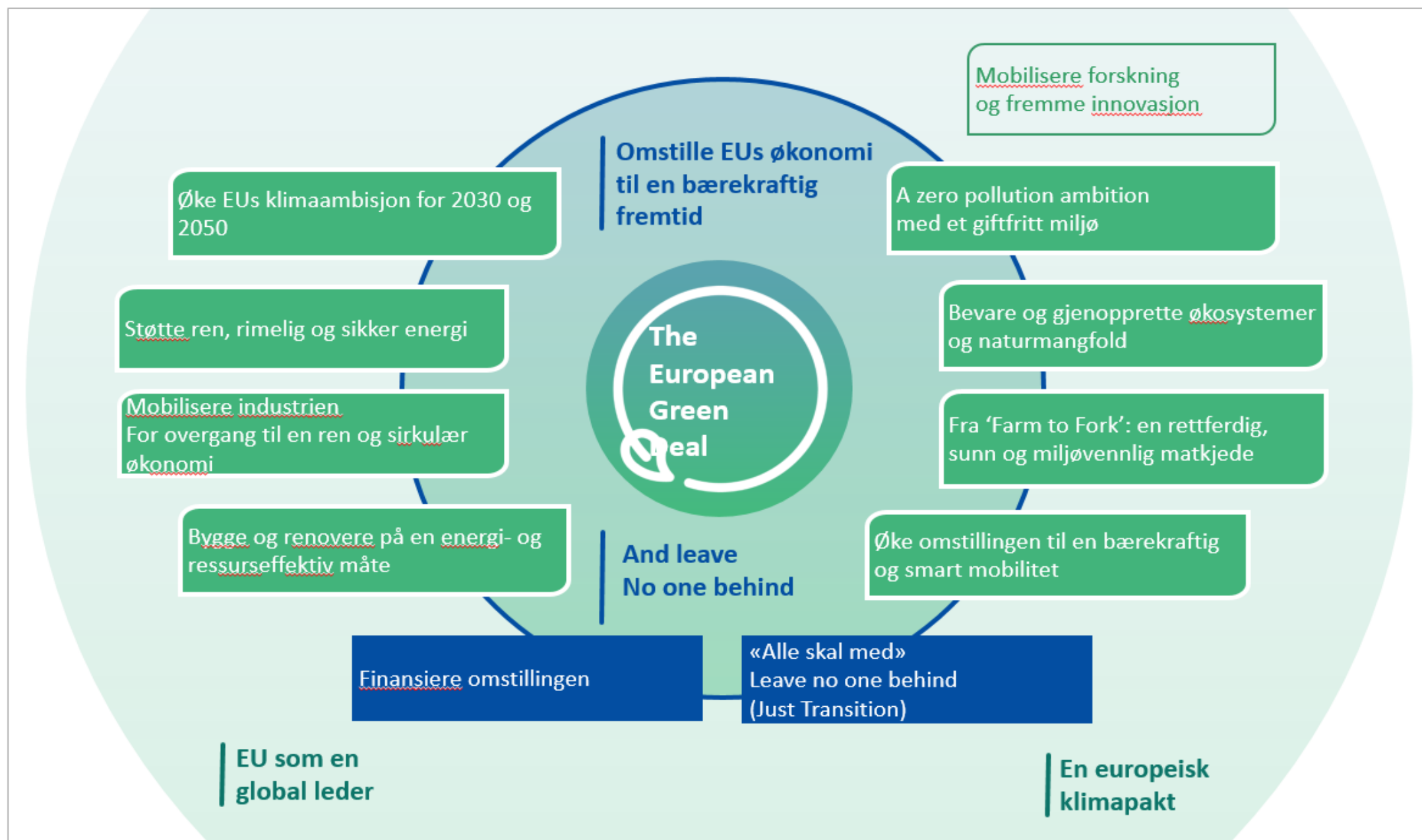
Norges delegasjon
til den europeiske union

EUs grønne giv



Kaya Grjotheim
Councillor for Environment

The European Green Deal



A new vision for Europe



35 actions along the entire life cycle of products, to:

- Make **sustainable products** the norm in the EU
- **Empower** consumers and public buyers
- **Focus also on key product value chains:** electronics and ICT; batteries and vehicles; packaging; plastics; textiles; construction and buildings; food; water and nutrients
- **Reduce waste**
- Make circularity work for **people, regions** and **cities**
- **Lead global efforts** on circular economy

Why circular economy?

Urgent actions are needed



- From 1970 to 2017, the annual global extraction of materials **tripled** and it continues to grow.

Source: The International Resource Panel, [Global Resources Outlook](#), 2019



- More than **90%** of biodiversity loss and water stress come from resource extraction and processing.

Source: The International Resource Panel, [Global Resources Outlook](#), 2019



- Annual waste generation will increase by **70%** by 2050

Source: [World Bank](#) What a waste 2.0, 2018



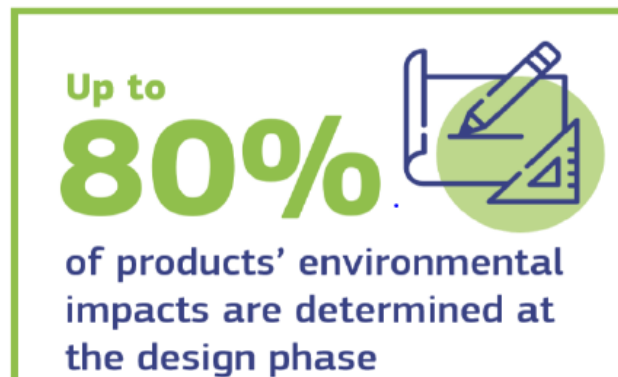
- Only **12%** of the materials used by EU industry come from recycling.

Source: [Eurostat](#), 2016 figures

Sustainable product policy legislative initiative

- To widen the Ecodesign Directive beyond energy-related products
- To set principles for product policy and requirements on products placed on the European market

“Sustainable products should be the norm, not the exception”



1. Product Design

Legislative Initiative



- Better **durability, reusability, upgradability and reparability**
- Address **hazardous chemicals** and **increase recycled content**
- Restrict **single-use** and counter **premature obsolescence**
- Incentivise “**product-as-a-service**” models
- A digital **product passport**

Empowering consumers and public buyers

- Revision of **consumer law**
- Establishing a new “**Right to repair**”
- Legislative proposal to ensure companies substantiate their **environmental claims** using Product and Organisation Environmental Footprint methods
- Include more systematically durability, recyclability and recycled content in EU Ecolabel criteria



- Proposal for **mandatory Green Public Procurement** criteria and targets in sectoral legislation
- Phasing-in **mandatory reporting** on GPP

Creating new jobs

An opportunity for our business

Cost savings

- ✓ Potential net savings from improved resource efficiency (waste prevention and re-use, focus on eco-design etc) could reach €600 billion, or 8% of annual turnover for EU businesses

New Business opportunities

- ✓ Unlocking or generating value from assets circulating in the economy

Key product value chains



Food, water & nutrients



Electronics and ICT



Batteries & vehicles



Construction & buildings



Textiles



Plastics



Packaging



Biodiversitet strategi og Farm to Fork

Vicepresident European Green Deal Frans Timmermans:

“The coronavirus crisis has shown how vulnerable we all are, and how important it is to restore the balance between human activity and nature.”



Kommissær for helse og mattrygghet Stella Kyriakides:

“We must move forward and make the EU's food system a driving force for sustainability. The Farm to Fork Strategy will make a positive difference across the board in how we produce, buy and consume our food that will benefit the health of our citizens, societies and the environment.



Kommissær for Miljø-, hav- og fiskeri Virginijus Sinkevicius:

“This new Biodiversity Strategy builds on what has worked in the past, and adds new tools that will set us on a path to true sustainability, with benefits for all. The EU's aim is to protect and restore nature, to contribute to economic recovery from the current crisis, and to lead the way for an ambitious global framework to protect biodiversity around the planet.”



Kjemikaliestrategi for bærekraft

Chemicals strategy

The EU's chemicals strategy for sustainability towards a toxic-free environment

Chemicals are essential for the well-being, high living standards and comfort of modern society. They are used in many sectors, including health, energy, mobility and housing.

However, most chemicals have hazardous properties which can harm the environment and human health.

The EU already has sophisticated chemicals laws in place, but global chemicals production is expected to double by 2030. The already widespread use of chemicals will also increase, including in consumer products.

The European Commission published a [chemicals strategy for sustainability](#) on 14 October 2020. It is part of the EU's zero pollution ambition, which is a key commitment of the European Green Deal.



Nullforurensnings handlingsplanen



"For the health of our citizens, our children and grandchildren, Europe needs to move towards a zero-pollution ambition. My Commission will put forward a cross-cutting strategy to protect citizens' health from environmental degradation and pollution."

Ursula von der Leyen, President of the European Commission

The Zero Pollution Action Plan – Targets by 2030

- ➔ **Air:** reduce by more than **55%** premature deaths caused by air pollution;
- ➔ **Water:** reduce waste, plastic litter at sea by **50%** and microplastics released into the environment by **30%**;
- ➔ **Soil:** reduce nutrient losses and chemical pesticides' use by **50%**;
- ➔ **Biodiversity:** reduce by **25%** the EU ecosystems where air pollution threatens biodiversity;
- ➔ **Noise:** reduce by **30%** the share of people chronically disturbed by transport noise;
- ➔ **Waste:** reduce significantly total waste generation and by **50%** residual municipal waste.

The zero pollution vision for 2050:

Air, water and soil pollution is reduced to levels **no longer harmful to health and natural ecosystems** thus creating a toxic free environment.

Why do we need a Zero Pollution Action Plan?

- ➔ In the EU, every year, pollution causes **1 in 8 deaths**.
- ➔ Pollution can cause **cancer, coronary heart disease, obstructive pulmonary disease, mental and neurological conditions, diabetes and more**.
- ➔ The most **vulnerable groups** are hit the hardest, creating further inequalities.
- ➔ Pollution is **1 of the 5 main drivers of biodiversity loss**
- ➔ Pollution is **threatening** the survival of **more than 1 million of the planet's estimated 8 million plant and animal species**.

