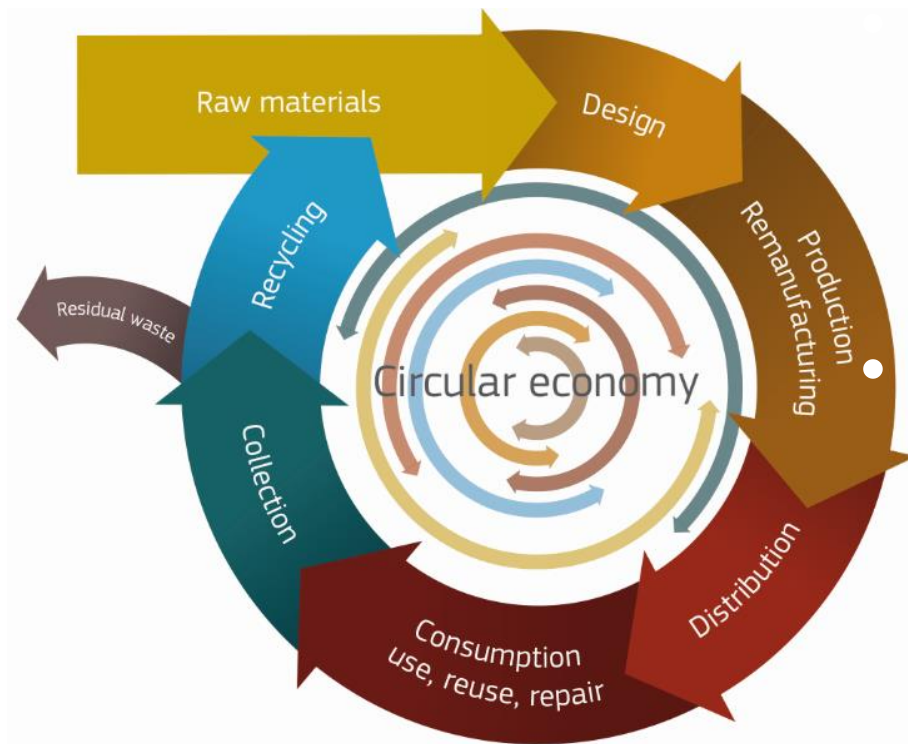




**Peter Czaga,**  
**European Commission, DG Environment**  
**Unit A1 Eco-innovation and the circular economy**

- **The new circular economy package**
- **Implementation of the GAP Action Plan for SMEs**

# What is Circular Economy?



Circular economy systems **keep the added value in products** for as long as possible and **eliminate waste**.

They **keep resources within the economy** when a product has reached the end of its life, so that they can be productively **used again and again** and hence create further value.

Source: COM (2014) 398 "Towards a circular economy"

# Why do we need Circular Economy?

- **Environment:** inefficient use of resources has negative environmental impacts
- **Access to raw materials:** scarcity or depletion of resources, dependence of EU on imports from often politically unstable countries- question of price volatility
- **Societal pressures:** global middle class to double to nearly 5 billion by 2030, which will cause rise in consumption and increase pressure on resources
- **Innovation and growth potential**



# Areas for intervention

Extraction and production processes



Mining and industrial waste represent more than 50% of waste generated in the EU

Product design



Product design predetermines the longevity of the useful phase, and future re-use, recycling and recovery opportunities.

Distribution and consumption



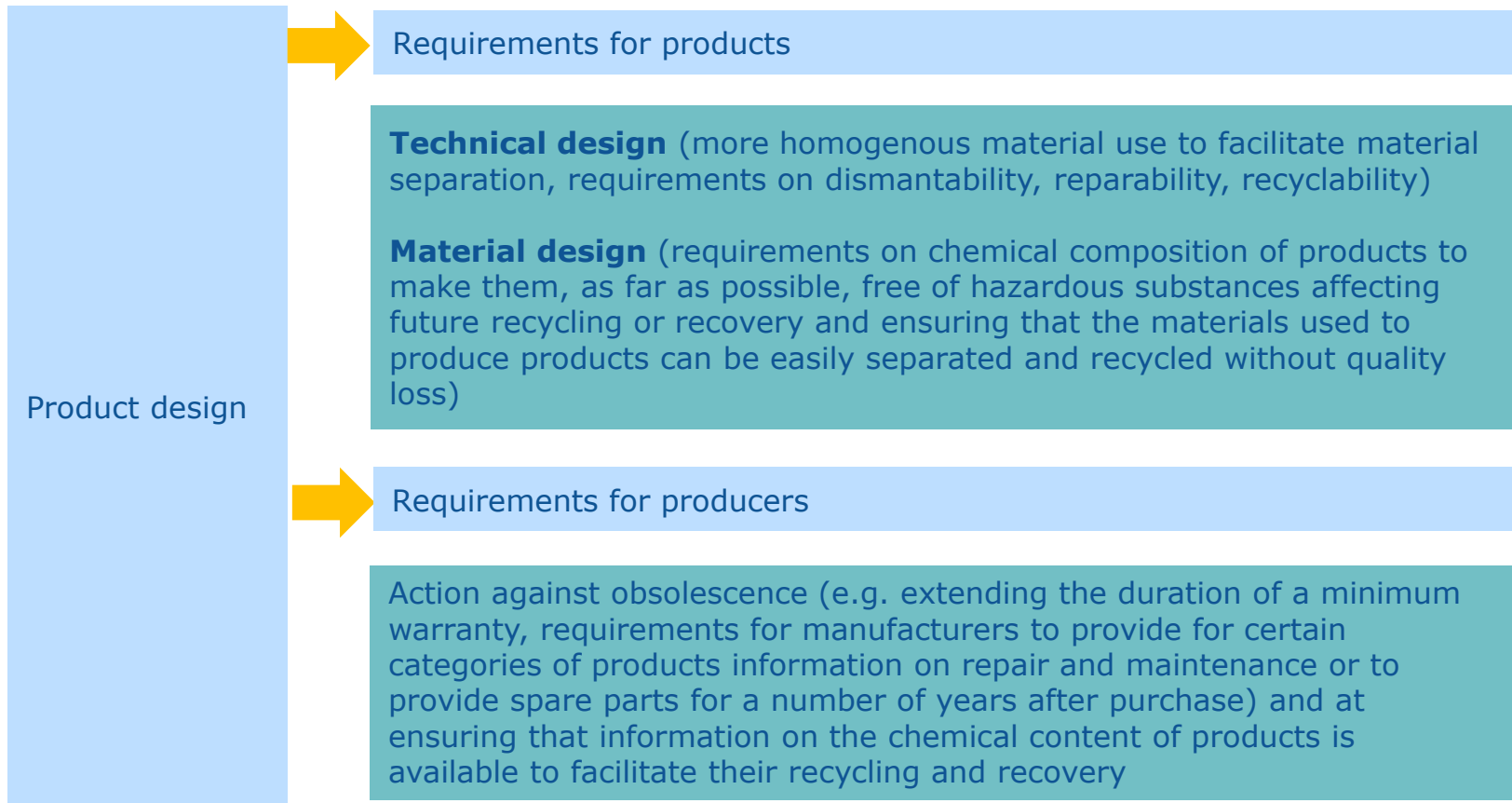
Consumers choices impact the design and marketing of products. However, consumers face confusing information about products and services.

Waste

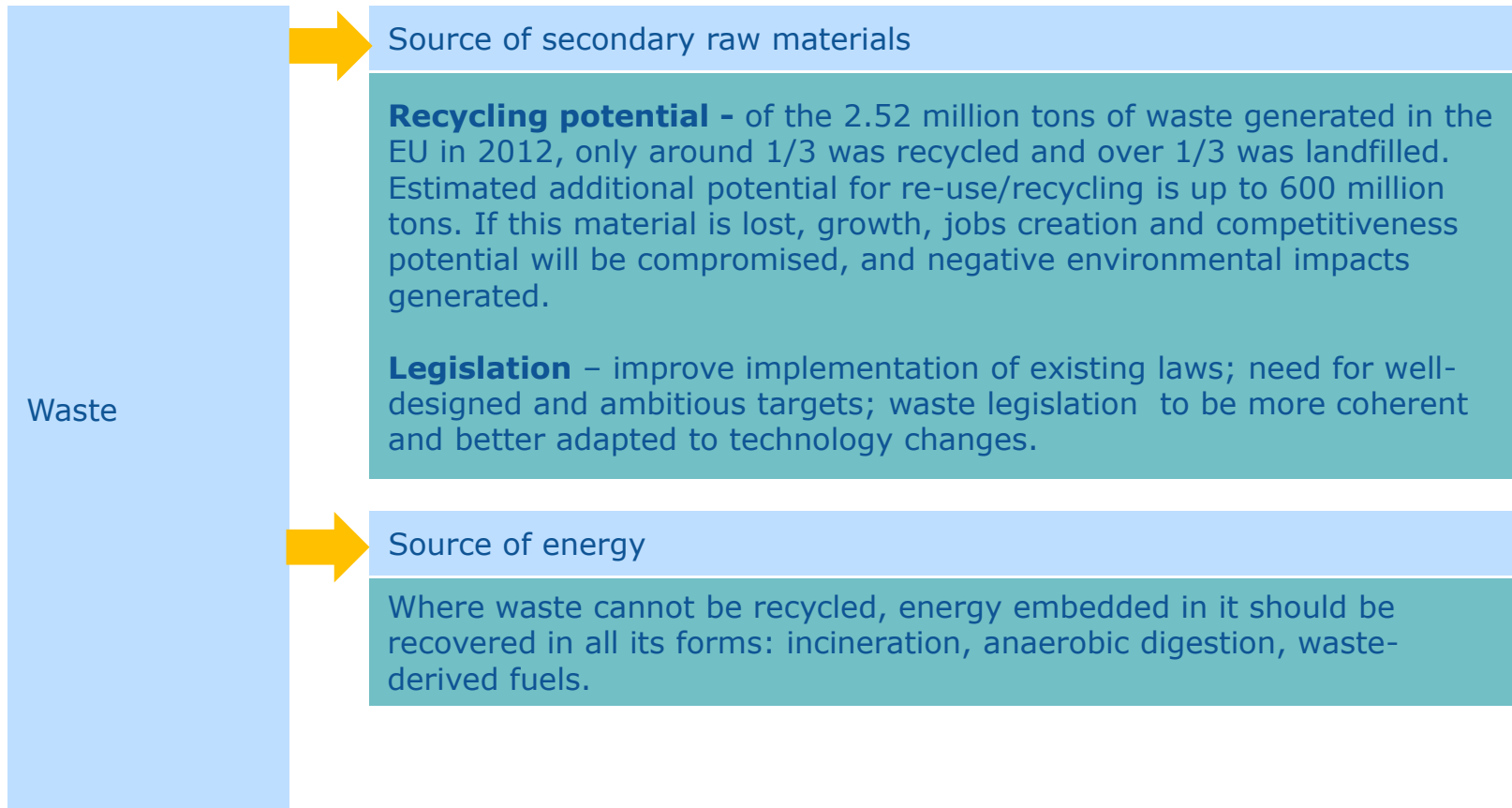


All waste management measures must aim at bringing materials and energy used back to the economy.

# Focus on products



# Focus on waste



# Next steps

- **Withdrawal of the Waste Proposal**
- **New proposal by end 2015**
  - Reflection on the proposal involving all relevant Commission services
  - Stakeholder consultation planned for May – July 2015
  - Conference with stakeholders planned for 25<sup>th</sup> June 2015
  - Proposal planned for Q3/Q4 2015



## Commission communication: "Green Action Plan for SMEs"

Adopted in July 2014

Draws together **new or revised EU level action** that promote resource efficiency and circular economy among SMEs (information, capacity building, promoting cooperation and networking, direct financing, facilitating access to finance, etc.)

**Positive agenda:** focus on competitiveness and business opportunities; "Turning environmental challenges into business opportunities" (Small Business Act)

- Actions fall into four groupings:
  - 1. Greening SMEs
  - 2. Green entrepreneurship
  - 3. Greener value chains
  - 4. Access to markets

## Implementation:

- Implementation table at : [http://ec.europa.eu/growth/smes/business-friendly-environment/green-action-plan/index\\_en.htm](http://ec.europa.eu/growth/smes/business-friendly-environment/green-action-plan/index_en.htm)
- Implementation Task Force
- Resource Efficiency Self Assessment Tool
- European Resource Efficiency Excellence Centre