



European
Commission

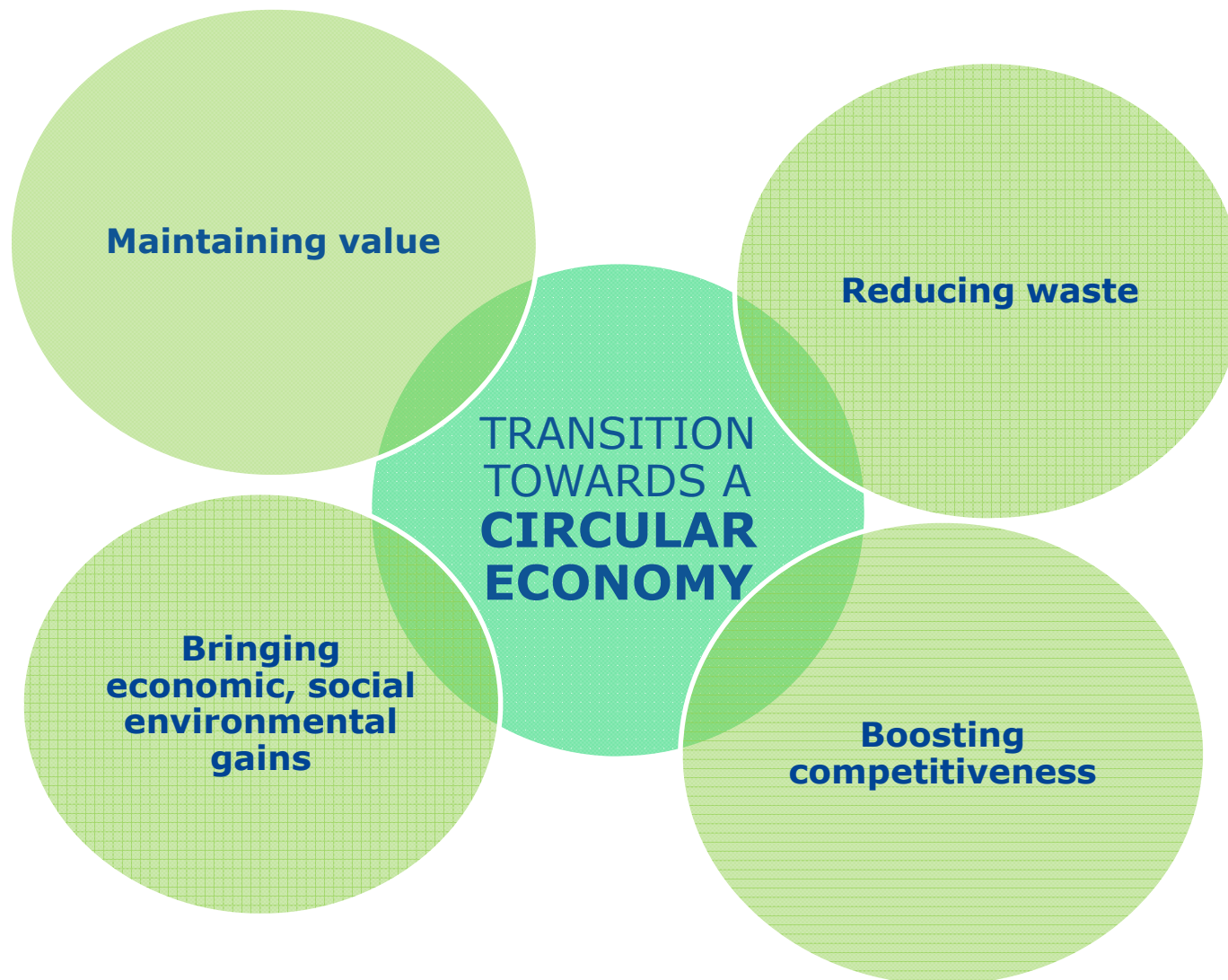
European policies for value retention processes

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CLEAN TECHNOLOGIES
AND PRODUCTS



European
Commission



Competitiveness & Resource Efficiency

Jobs, growth and investment in circular economy sectors



3.9 million jobs



Value added in 2014
EUR 141 billion



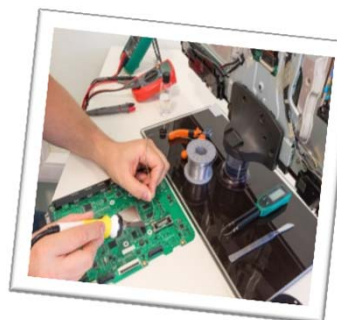
An increase of **6.1 %**
compared to 2012



Private investments
EUR 15 billion



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Defining value retention processes

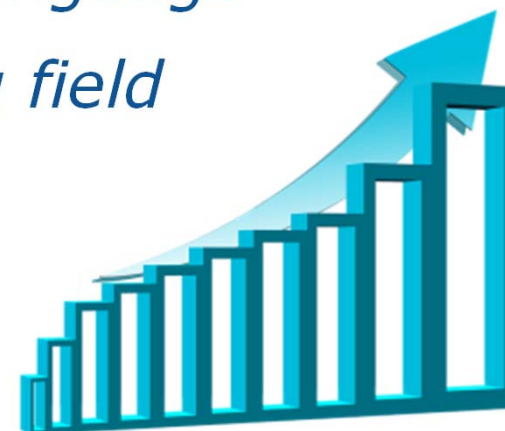
- direct reuse,
- repair,
- refurbishment and
- remanufacturing





Standards matter

- *Drive towards international standards*
- *Metrics, definitions and common language*
- *Potential to support a level playing field*
- *Product-specific approach*





European standards for remanufacturing

European Standardisation request M/543

CEN-CENELEC draft standards on material efficiency.

Topics: durability, reparability, reusability, ability to remanufacture

Baseline for future product specific standards



Creative business models: essential for remanufacturing

Redefined value chains

Vertical product integration

From products to services

Disruptive economic models



Why Public policies are needed



Regulatory and access barriers

*Primarily encouraging enabling
facilitating role*

*Legislative action only when
markets failures occur*

A prerequisite for European policies: Inclusive stakeholders consultation



- *Industry players possess essential knowledge*
- *Balancing diverging views*
- *Inclusive consultations*
- *European Innovation Deals*



EU Stakeholder Platform



#CEstakeholderEU
European Circular Economy Stakeholder Platform
A joint initiative by the European Commission and the European Economic and Social Committee

Home Good Practices Strategies Knowledge Policy & Commitments Dialogue Contribute! News & Events About

- **Advancing the circular economy concept on the ground**
- **Strengthening cooperation among stakeholders' networks**



Coordination Group:
representatives of networks of businesses, civil society and local, regional and national public authorities



Submit your own good practices, knowledge, strategies and voluntary commitments!

Link to website: <http://circulareconomy.europa.eu/platform/>

Options for European value retention policies

- Research and disruptive innovation
- Self-regulation and voluntary agreements
- Product design standards for value retention

- Competition and level playing field
- Green public procurement.
- Waste legislation
- Foster product reverse logistics
- Market making measures





The role of European waste legislation

"Commodization" of waste & secondary raw materials

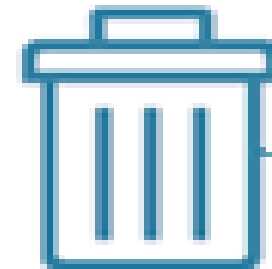
Quality standards, certification, data systems.

CEN/CENELEC planning standards for key waste and secondary raw materials

ECHA develops information database

European legal framework under substantial change

The legal situation is yet not clear



European green public procurement

Green public procurement

Integrate VPR criteria

Lead by example

Help establish VPR markets





CIRCULAR ECONOMY

Closing the loop

European policies for Value Retention Processes

Thank you for your attention!

Fulvia Raffaelli