



This project is co-funded by the European Union and the Republic of Türkiye

**Technical Assistance for Assessment of Türkiye's Potential on  
Transition to Circular Economy  
EuropeAid/140562/IH/SER/TR**

Recent Actions and Initiatives Proposed in the scope of the EU Circular Economy Action Plan

Freek van Eijk – Holland Circular Hotspot  
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Strategy Development Workshop  
16-18 May 2023, Ankara, Türkiye



# PROGRAMME

1. Proposal for a Regulation on Packaging and Packaging Waste, repealing the current Packaging and Packaging Waste Directive 94/62/EC (30/11/2022)
  2. Proposal for a new Regulation on Shipments of Waste (17/11/2021)
  3. Proposal for Empowering Consumers in the green transition (20/03/2022)
  4. Proposal for a Directive on Green Claims (22/03/2023)
  5. Proposal for an Eco-design for Sustainable Products Regulation (30/03/2022)
  6. Proposal for a Regulation concerning Batteries and Waste Batteries, repealing the current Batteries Directive 2006/66/EC (10/12/2020)
  7. EU strategy for sustainable and circular Textiles (March 2022)
  8. Proposal for a revised Construction Products Regulation (30/03/2022)
  9. Proposal on common rules promoting the Repair of Goods (22/03/2023)
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The background features a dense field of small, translucent plastic fragments, likely microplastics, scattered across a dark blue gradient. Overlaid on this is a circular graphic composed of several concentric arcs in shades of blue and orange. The text is centered within a black rectangular box that is part of this graphic.

*Proposal for a Regulation on Packaging and Packaging Waste*



# Proposal for a Regulation on Packaging and Packaging Waste



Will amend Regulation (EU) 2019/1020 on market surveillance and compliance of products and the Directive (EU) 2019/904 on the reduction of the impact of certain plastic products on the environment (the Single-Use Plastics (SUP) Directive) and repeal Directive 94/62/EC on packaging and packaging waste



Will aim at addressing the shortcomings at the current PPWD such as confusing recycling labelling, increased used of non-recyclable packaging and overpackaging, very low use of secondary raw materials



Packaging continues to be one of highest consuming sector of raw materials whose production and disposal pollutes air, soil and water. Waste packaging amounts increase exponentially till today.

EU-level measures will need to be complemented by national measures, decided by MSs

# Proposal for a Regulation on Packaging and Packaging Waste

## OVERARCHING GOALS



- Prevent and reduce packaging waste
- Increase reuse and refill options, use of recycled plastics - while decreasing raw materials use
- Put the sector on track for climate neutrality by 2050
- Make all EU packaging recyclable in an economically viable way by 2030

## EXAMPLE TARGETS



- Reduce packaging waste by 15% by 2040 (per MS) with intermediate targets
- Mandatory reuse or refill for economic operators in selected packaging groups (retail, catering etc)
- Mandatory deposit return system for plastic bottles and aluminum cans

## EXAMPLE MEASURES



- Minimise and restrict packaging via new standards
- Ban unnecessary packaging such as SUPs
- Ease recycling via clear labels
- Mandatory minimum recycled content targets & compostability for some packaging types

# Proposal for a Regulation on Packaging and Packaging Waste: Practical Impacts

## Economy

- Expected savings of EUR +47bln
- Decrease in jobs related to SUP will be far exceeded by those created in recycling, reuse etc
- Standards applying to all products on EU market (facilitated imports)

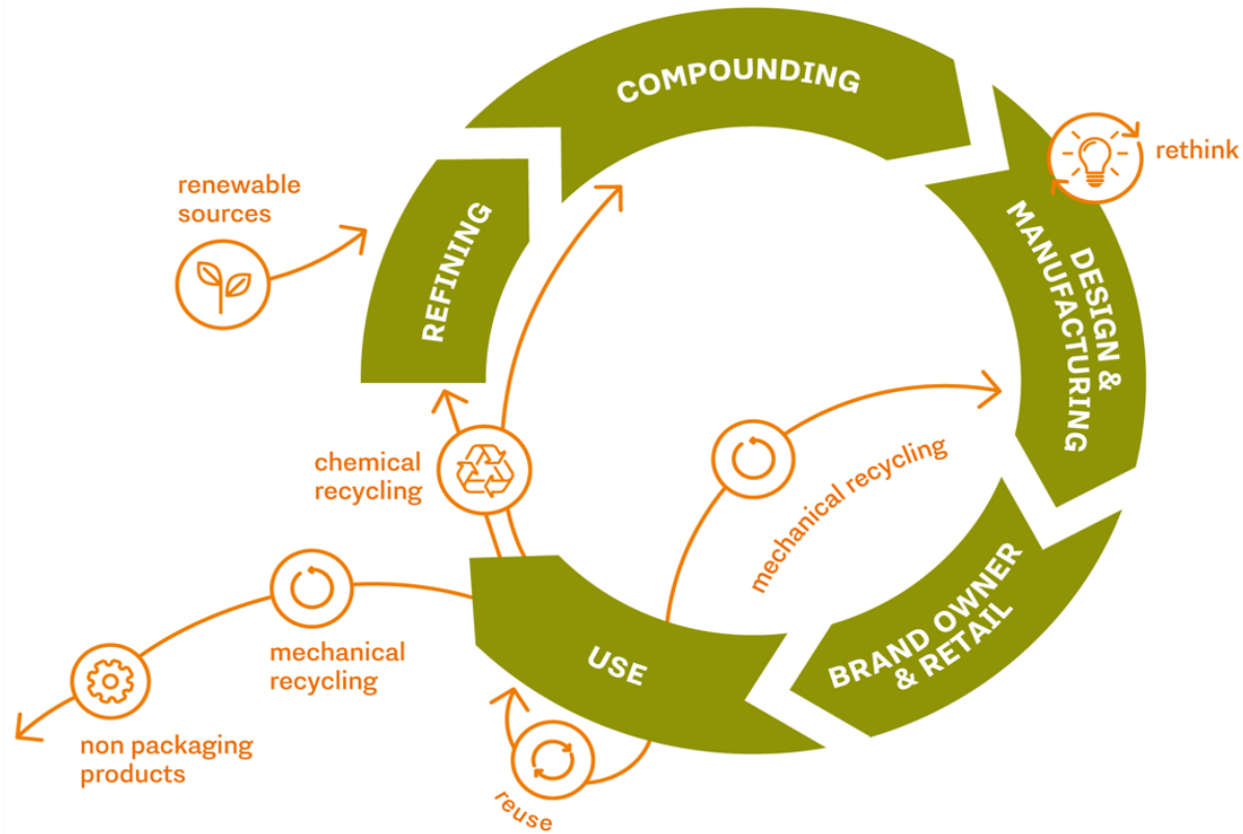
## Consumers

- Empowered to recycle correctly and easily
- Access to reusable, refillable, recyclable packaging or no packaging at all
- Clarity of information and enhanced packaging safety

## SMEs

- Benefits from improved certainty, clearer standards, reduced costs
- Provision for some exemptions for small businesses on specific targets achievement
- Guidance on compliance

# Circular Plastics





The background of the image is a dense field of microscopic, translucent plastic particles, likely microplastics, against a dark blue background. Overlaid on this is a circular graphic consisting of several concentric arcs in shades of blue and orange. A central black rectangular box contains the text.

*Proposal for a new Regulation on **Waste Shipments***

# Proposal for a new Regulation on Waste Shipments



Amending Regulation (EU) No 1257/2013 on ship recycling  
And Regulation (EU) No 2020/1056 on electronic freight transport information.



Aims at strengthening the enforcement of the current framework and improve  
management of EU's exported waste in view of a circular economy



Ultimate goal is halting waste exports to third countries to both reduce losses of  
value from waste materials and protect people and ecosystems from negative  
consequences of unsustainable waste management (landfilling, incineration)

Swedish Presidency aims at reaching agreement in  
June 2023 at the Environment Council

# Proposal for a new Regulation on Waste Shipments

## Strengthening Rules for EU Waste Exports

- Only exports of non-hazardous waste allowed are to non-OECD countries meeting required standards
- Closer monitoring of EU waste exports to OECD
- Companies exporting waste required to provide evidence of environmentally-sound practices

## Tackling Illegal Waste Exports

- Increase cooperation via new EU waste shipment enforcement authorities group
- Tightened rules on administrative penalties
- EU COM support to transnational investigations on waste trafficking

## Enhance Circular Waste Management

- Facilitate waste transport within the EU to boost R-practices
- Harmonise waste classifications
- Tightened rules on waste shipment for incineration and landfilling



*Proposal for a Directive on **Empowering Consumers** for the green transition*

# The Greenwashing Hydra

*"Greenwashing, whereby companies make themselves appear more environmentally friendly than they really are, has become a many-headed beast"*

Planet Tracker, 2023



# Proposal for a Directive on Empowering Consumers for the green transition



To amend Directives 2005/29/EC and 2011/83/EU with regards to consumers' empowerment by enhancing protection against unfair practices and improve information transparency



In particular, amending Consumer Rights Directive (amended in 2011) and Unfair Commercial Practices Directive (amended 2005)



Following the results a public consultation launched by the EU COM with multiple stakeholders, including +12k consumers:

- Unfair commercial practices are widespread in the EU (e.g. greenwashing)
- Consumers are ready to pay more for more durable products

# Proposal for a Directive on Empowering Consumers for the green transition

## Proposed Amendments to Consumer Rights Directive

- Mandate retailers to provide information on products' durability, repair options and later technological updates before purchasing
- Manufacturers and retailers to jointly decide info medium (on the packaging? via company website?)

## Proposed amendments to the Unfair Commercial Practices Directive (UCPD)

- No more misleading practices: info on 'environmental and social impact' and 'durability and reparability' must be accurate and clear
- Expanded list of prohibited unfair commercial practices: including omitting info on planned obsolescence
- A ban on greenwashing, defined as generic or vague claims not substantiated nor verifiable and thus hampering informed purchase choices of consumers (including unverified voluntary sustainability labels)

## Benefits of the Proposed Amendments to UCPD



Enhanced Products' Sustainability: competition towards better practices and more informed consumers' choices



Strengthened protection of consumer's collective interests from infringements via representative actions



Ensured legal certainty for traders & facilitated enforcement of greenwashing or obsolescence instances



The background features a globe with a blue and white color scheme, partially obscured by a dense field of translucent, irregular plastic fragments. A circular graphic overlay is positioned at the top and bottom of the frame, consisting of concentric arcs in shades of blue and orange. The text is centered within a black rectangular box.

*Proposal for a Directive on substantiation and communication  
of explicit **Environmental Claims** (Green Claims Directive)*

# Proposal for a Green Claims Directive

## WHY



- ~50% of the +230 sustainability labels in EU lack third-party verification
- Unfair practices that mislead consumers are widespread (e.g. greenwashing)
- Strengthening EU Ecolabel (1992) as reliable and verified voluntary label

## WHAT



- Enabling informed and green consumers' choices
- Halt unfair and misleading communications by companies on products
- Work alongside the proposed Directive on empowering consumers for the green transition on claims not currently covered by other EU rules

## HOW



- Clear regime of third-party verified environmental labels
- A ban on the creation of new schemes <> EU Ecolabel
- Voluntary green claims continue only if verified ex-ante based on common criteria (allow fair and solid comparisons)

# Proposal for a Green Claims Directive: Practical Impact

## Member States

- Must ensure compliance also with regards to voluntary green claims
- Will establish verification and enforcement processes following the Directive
- Will work with independent verifiers whose certificates are valid across EU

## Consumers

- Are protected from infringements by traders of EU law, via representative actions
- Can make informed choices towards greener products
- Can compare products on solid and shared sustainability criteria

## SMEs

- Supported via exemptions from obligations when micro: <10 employees and <€2 million turnover
- Aided in compliance by MSs & Eu COM via financial means and technical assistance

# Proposal for a Green Claims Directive

## Advantages for the Private Sector



Lower costs for verification of claims under EU recognition



Increased demand for green products & competitive advantage for those compliant



Level-playing field & increased credibility for companies across and beyond EU



*Proposal for a Regulation establishing a framework for setting **Ecodesign** requirements for sustainable products and repealing Directive 2009/125/EC*

# Proposal for Ecodesign for Sustainable Products Regulation (ESPR)

## WHY



- Products in EU are not durable nor long-lasting, with difficulty to reuse, repair and recycle them
- Production is polluting EU environment and consumers huge amounts of resources
- 80% of products' impact is determined during design phase

## WHAT



- Paving the way for a sustainable product policy framework
- Making circular production and sustainable consumption the norm, empowering consumers to make green informed choices
- Applying to **all** products placed on the EU Market

## HOW



- Extending the scope beyond energy-related products (replacing Eco-Design Directive)
- Complementing or setting new ecodesign requirements, and mandatory green public procurement criteria
- Improve information availability & market surveillance

# ESPR: A more comprehensive framework step by step

## Product Categories

- Identified via preliminary assessment by the JCR, followed by online open consultation (Jan-May 2023)
- Categories have high footprint & high potential for improvement
- Include: final goods like furniture and intermediate products like steel

## Ecodesign Product Aspects

- Durability & Reusability
- Repairability & Upgradability
- Resource & Energy Efficient
- In order to: prevent waste and pollution, extend product lifespans, reduce costs and raw material dependency

## New Measures & Features

- Digital Product Passport to enable information transparency and widen access (+ Labels)
- Halting destruction of unsold goods through information disclosure, bans and anti-circumvention rules

# Advantages of the ESPR

Businesses & Supply Chain Actors



1. Costs reduction in material use



2. Enhanced competitiveness & customer satisfaction



3. Relying on level-playing field



4. Clarity from Harmonised Rules



# Advantages of the ESPR

## Consumers & Citizens



1. Long-term savings



2. Ability to make informed green purchases



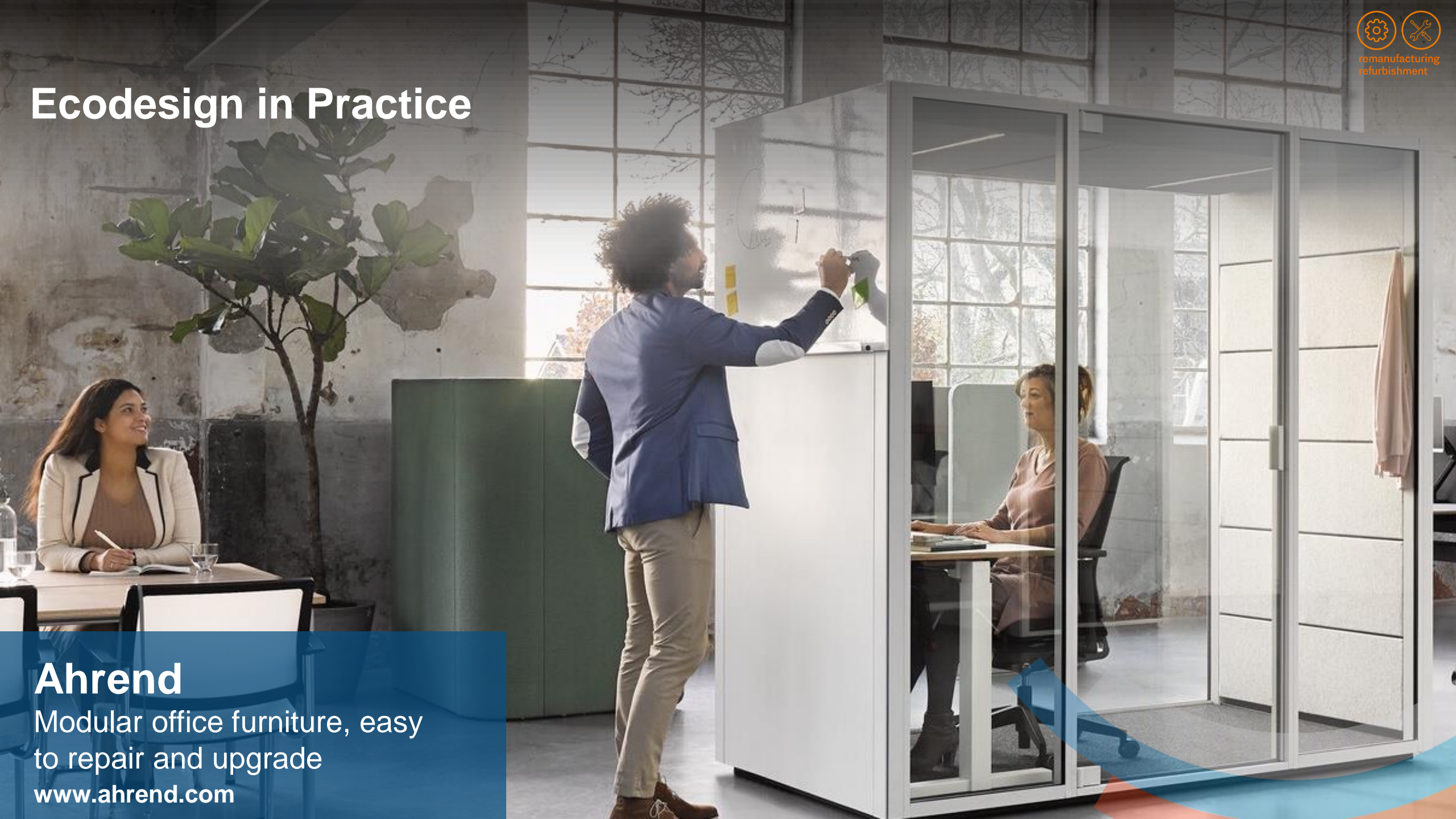
3. Higher products quality and durability





remanufacturing  
refurbishment

# Ecodesign in Practice



## Ahrend

Modular office furniture, easy  
to repair and upgrade

[www.ahrend.com](http://www.ahrend.com)

# Ecodesign in Practice

WHEN MY JOB IS DONE  
PLEASE PUT ME  
IN THE EMMA  
RECYCLING CONTAINER



LET'S  
MAKE A  
POSITIVE  
FOOTPRINT

## EMMA – Circular Safety Shoes

Designed for re-use, with a reverse logistics system to take back valuable materials

[www.thepositivefootprint.com](http://www.thepositivefootprint.com)

The image features a dense field of microscopic, irregularly shaped granules in shades of light blue and white, set against a dark blue background. A semi-transparent circular graphic is overlaid on the granules, consisting of concentric arcs in orange, light blue, and grey. The text is centered within a black rectangular box that is also semi-transparent, allowing the granules to be seen through it.

*EU Strategy for Sustainable and Circular Textiles*

# EU Strategy for Sustainable and Circular Textiles

## WHY



- Only 1% of materials used in clothing are recycled globally
- Textiles production doubled between 2000-2015 worldwide
- EU's textiles consumption has the 4th impact on ecosystems and climate change after food, housing, mobility

## WHAT



- Create jobs and leverage opportunities of second-hand textile market
- Make fast fashion a thing of the past to prevent waste (exports) and pollution
- Promote industry resilience at home and sustainable practices along the value chains internationally

## HOW



- Circular design requirements and establishment of Digital Product Passport (ESPR)
- Halting destruction of unsold textiles; combating greenwashing; limiting microplastics release
- Propose mandatory EPR schemes with eco-modulation of fees

# EU Strategy for Sustainable and Circular Textiles

## EU Commission Actions



Setting circular design and information requirements to enhance durability and ease repair, reuse and recycling



Making companies accountable for their green claims to protect consumers and tackle greenwashing



Engage consumers through public campaigns to change consumption patterns and increase sustainable consumption and behaviour



Restrictions on textile waste exports & incentives for circular business models

Textiles Ecosystem Transition Pathway Policy (2023)

# EU Textiles Sector by 2030

The Goals of the EU Commission



1. Competitive, innovative & resilient EU textiles



2. Durable, repairable, recyclable textiles respectful of planet and people

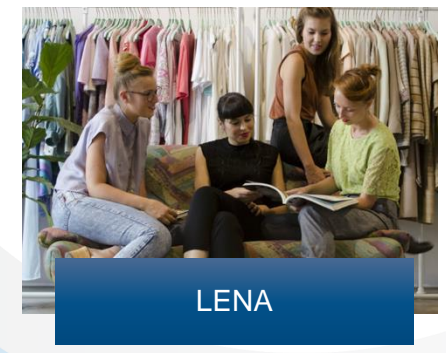
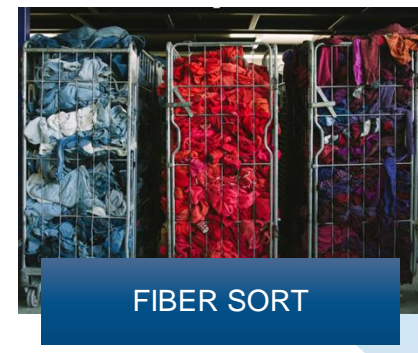
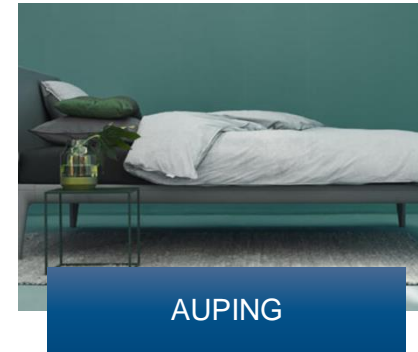
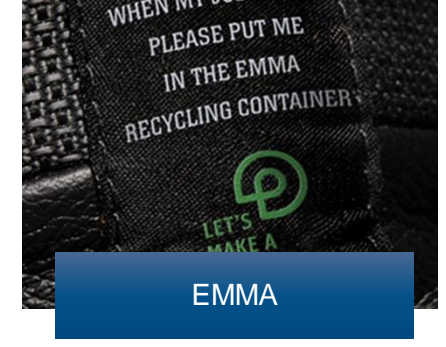
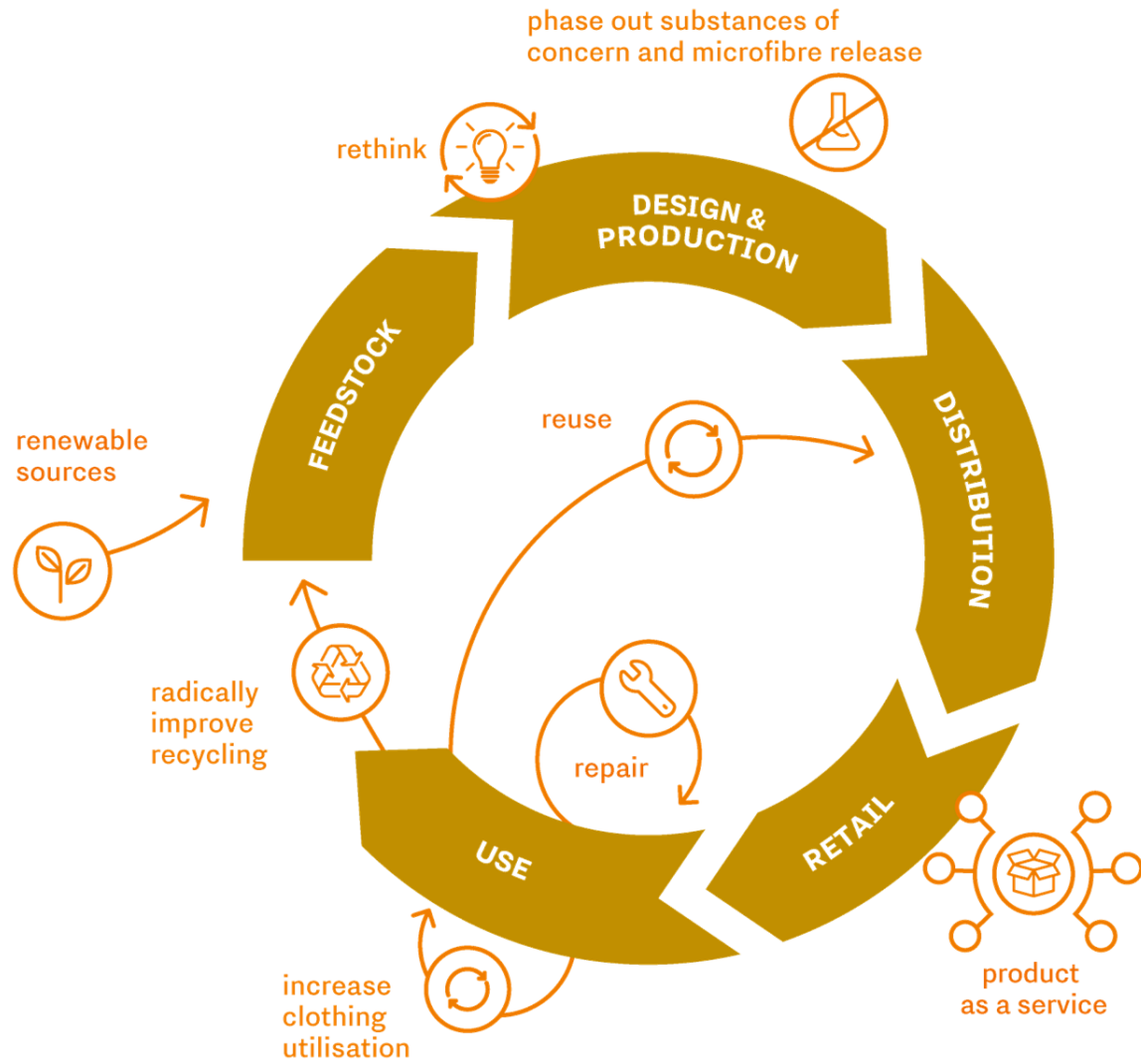


3. Empowered consumers access high quality clothes



4. Producers take responsibility for their textiles from start to end

# Circular Textiles







*Proposal for a Regulation concerning **Batteries and Waste Batteries**,  
repealing the current Batteries Directive 2006/66/EC*

# Paving the way towards the Proposal for a Regulation concerning batteries & waste batteries



Since 2006, sector regulated by Batteries Directive (2006/66/EC)



New battery Regulation proposed under EU Green Deal to capitalise on market growth opportunities while reducing environmental impact



Need to support EU's clean energy transition while developing a competitive battery industry



Commission Proposal in Dec. 2020, Provisional Agreement between EU Parliament and Council in Dec. 2022, Currently pending formal adoption

[Launch of European Battery Alliance in 2017](#)

# Proposal for a Regulation concerning batteries & waste batteries

## WHY



- Annual market value for batteries in EU from 2025 is EUR 250bln
- Demand for lithium-ion batteries (automotive) projected to increase 17-fold by 2030 – 26% from EU
- High dependance on imports
- Enormous sustainability impact (people & planet)

## WHAT



- From a Directive to an EU-wide Regulation on the path to clean mobility and climate neutrality
- A focus on safety, environmental sustainability AND social responsibility
- Striving to reach coherence across different policy fields

## HOW



- Covering entire lifecycle and applying to all batteries sold in EU
- Stronger requirements to enhance performance, durability, sustainability
- Due Diligence Policy, minimum recovered material content & mandatory collection

# Proposal for a Regulation concerning batteries & waste batteries

## Scope

- All batteries placed on the EU market:
  - Portable batteries
  - Automotive batteries (both SLI and LMT)
  - EV batteries
  - Industrial batteries

## Collection Targets

- Increasing over time and different by battery type
- To ensure a steady stream of recycled material and feed EU production
- By 2027, EU COM assessment of deposit system potential

## Recovery & Recycling Requirements

- Lithium recovery requirements from waste batteries (50% by 2027, 80% by 2031)
- Recycling efficiency targets by 2025 for nickel-cadmium batteries (80%) & other batteries (50%)

# Proposal for a Regulation concerning batteries & waste batteries

## Recycled Content (RC) Targets

- Mandatory minimum levels of recycled content for industrial, SLI batteries and EV batteries
- Batteries must be accompanied by RC documentation

## Sustainability Standards

- Limiting use of hazardous substances to enhance safety and reduce pollution
- Batteries must be designed for easier removal, repairability and replacement
- Second-life options for industrial and EV batteries

## Other Requirements

- Information & Labelling, including QR codes and separate collection symbols
- Digital battery passport to enable R-practices scale-up
- Due Diligence to address abuses and misconduct along value chain

# Circular Batteries

## EcarACCU

pioneering refurbishing process to recover, reuse and recycle up to 98% of multiple battery packs

Hoope



*Proposal for a revised **Construction Products Regulation***

# Proposal for a revised Construction Products Regulation (CPR)



Setting sustainability criteria and Harmonising rules and conditions for the marketing of construction products



Amending Regulation (EU) 2019/1020 on market surveillance and compliance of products and Repealing Construction Products Regulation (EU) 305/2011



Member States may choose to exempt micro-enterprises from certain obligations of the CPR, if they do not trade across borders



Connected to the ESRP (general framework) but with specific rules for this product category





# Proposal for a revised Construction Products Regulation (CPR)

## WHY



- EU construction sector responsible for ~1/2 of all the extracted materials and energy demand, and ~1/3 of all water consumption, waste and CO2 emissions
- ~90% of existing EU buildings will be in use in 2050, but 75% currently energy-inefficient

## WHAT



- A harmonised framework to assess and communicate the environmental and climate performance of construction products
- Ensure that design & production is state of the art
- Make CPs more durable, repairable, recyclable, easier to re-manufacture

## HOW



- New CPs requirements for safer and greener products
- Enhanced digital product information for all stakeholders
- Rules to support innovative business models (3D printing)
- Standardisation of EU performance rules to ease delivery and accountability

# CPR for manufacturers

## Obligations

- Compliance required on:
  - Sustainable & Circular design & manufacturing
  - Prioritise recyclable and recycled materials
  - Respecting minimum recycled content requirements

## Providing Information

- Mandatory delivery of environmental information about the whole lifecycle of CPs
- Make info available in product databases, including instructions for reuse and repair to boost circularity

## Accountability

- Compliance must be evidenced:
  - Declaration of Performance
  - Declaration of Conformity
  - Technical Documentation
  - CE symbol attached on CPs

# Advantages of the CPR

Businesses, Customers and Other Value Chain Stakeholder



Low compliance costs through improved standardisation



Promotion of CPs reuse and reduction of resource dependency

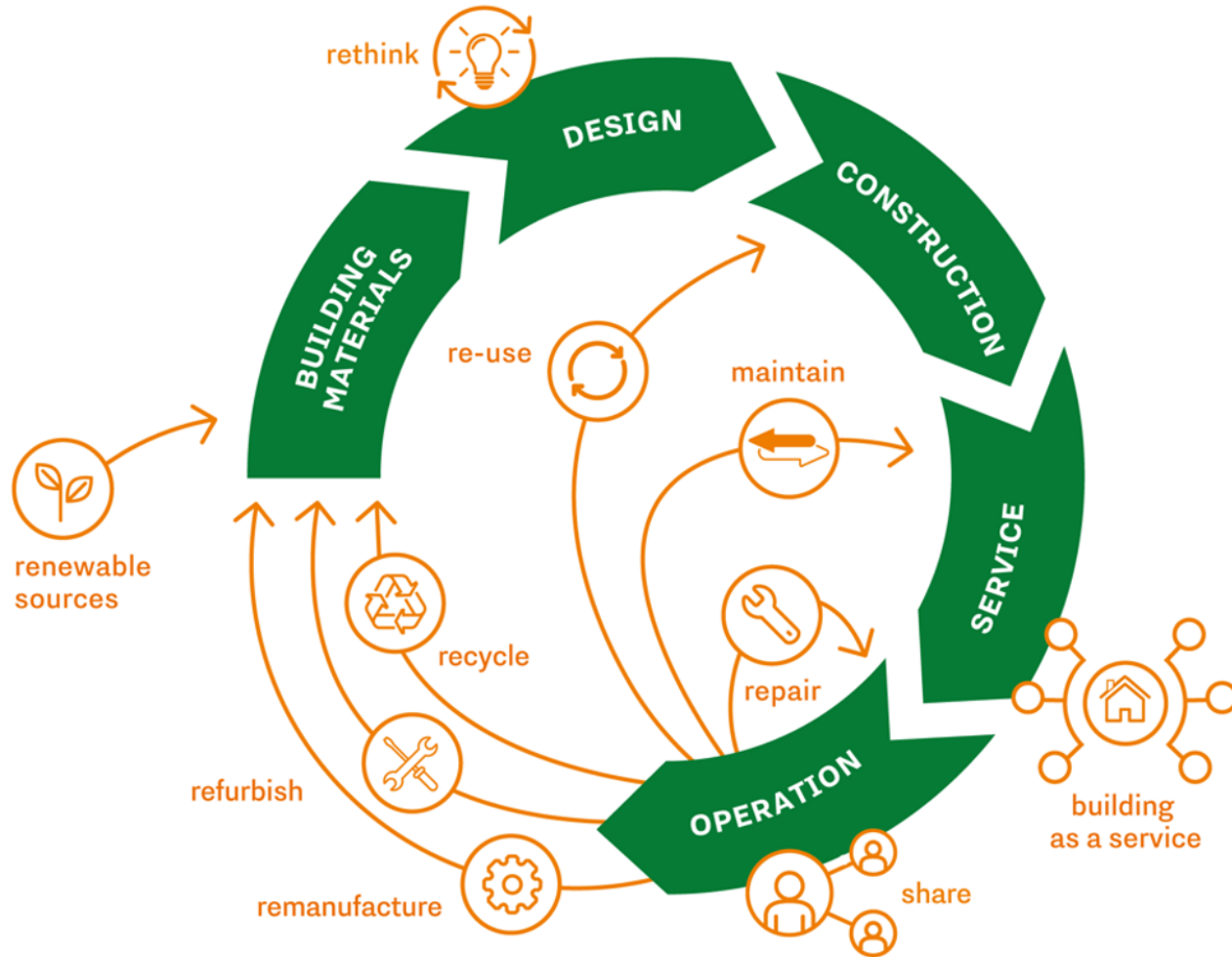


Level-playing field for all manufacturers across MSs, with free circulation of CPs



Reduced administrative burden by leveraging digitalised information

# Circular Construction Industry



MADASTER



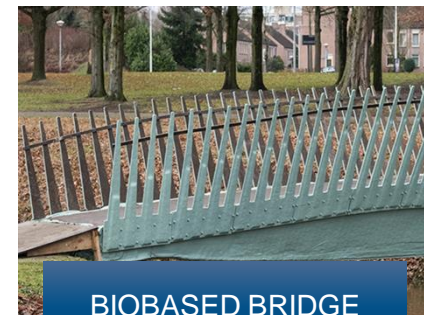
PARK 20/20



C-BETA



SMART CRUSHER



BIOBASED BRIDGE



NEW HORIZON



*Proposal for a Directive on common rules promoting the **Repair of Goods***

# Proposal for a Directive on common rules promoting the Repair of Goods



Amending 3 former provisions: Regulation (EU) 2017/2394 on cooperation between national authorities responsible for the enforcement of consumer protection laws, Directive (EU) 2019/771 on certain aspects concerning contracts for the sale of goods, & Representative Actions Directive (EU) 2020/1828



Applying to all consumer goods and their related damages/defects occurred during or after the legal guarantee



Working alongside other 3 milestone regulations (Eco-Design Regulation Proposal, Directive proposal on Empowering Consumers for the green transition, Green Claims Directive Proposal)



# Proposal for a revised Construction Products Regulation (CPR)

## WHY



- Increasing amounts of discarded defective goods can be prevented
- Under legal guarantee, still a preference for replacement over repair
- Beyond legal guarantee, repairs are discouraged and inconvenient for customers

## WHAT



- Significantly boost repair within and beyond guarantee
- Under legal guarantee, if repair is  $<$  or  $=$  in cost to replacement, sellers shall provide free repair as a remedy
- Beyond guarantee, easier and cheaper repair options must be provided to consumers (5-20 years after purchase, for a fee)

## HOW



- Creation on national matchmaking online platforms to locate repair options
- Development of a European repair standard to aid repairers commit to higher quality services
- Establishment of European Repair Information Form as new customer right

# Proposal for a Directive on common rules promoting the Repair of Goods: Practical Impact

## Environment

- Reduction of waste (3M tons waste saving over 15 years)
- Reduction of raw material dependency
- Reduction of carbon emissions and pollution from manufacturing

## Consumers

- Easy and affordable repairs instead of replacements of products
- Eased comparisons between and access to repair options
- Enabling greener choices and long-term costs reductions

## Economy

- Costs reduction (EUR 15.6 billion in the next 15 years) for manufacturers and retailers
- Boosting jobs and growth in repair sector
- Innovation towards ease to repair products and related business models



# Repair Services in a Circular Economy – Manufacturers of Consumer Goods

## Church's English Shoes – Made to last

Shoes constructed to be fully deconstructed and repaired

[www.church-footwear.com](http://www.church-footwear.com)





# Repair Services in a Circular Economy – Manufacturers of Consumer Goods



**Fairphone**

Durable, ethical and smart  
mobile phone

[www.fairphone.com](http://www.fairphone.com)



This project is co-funded by the European Union and the Republic of Türkiye

# Thanks for your attention.



Türkiye Döngüsel Ekonomi

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[dongusel.csb.gov.tr](http://dongusel.csb.gov.tr)