Review of
the Sustainable Consumption
and Production Action Plan

Directorate for Sustainable Resource Management, Industry and Air
DG Environment - European Commission
Role of SCP AP in EU 2020

SCP AP will:
- Implement certain elements of the RE Roadmap
- Contribute to Industry and Innovation flagships
- Focus on specific microeconomic measures directly affecting companies and consumers

SCP AP will NOT
- be a broad, political or comprehensive new sustainable development policy initiative
- SCP will contribute to decoupling
- SCP will implement some but not all actions proposed by RE Roadmap
- SCP time horizon 2020 compared to RE Roadmap 2050
Policy objective
Reduce resource use and limit environmental impact of production and consumption by:

- Improving environmental performance of companies
- Improving environmental performance of products
- Influencing consumer behaviour and creating or stimulating demand for better products
A more balanced approach

SCP 2008

Primary production
raw materials, agri.

SCP 2012

Production

Products

Consumption

Knowledge base,
methodologies

Waste
I - Sustainable and resource efficient production

Possible actions:
- Promote existing or create EU company environmental reporting platform
- Develop performance benchmarks for priority sectors
- Link reporting, managing and attaining the benchmark with incentives set at EU and/or national level
- Mandatory/voluntary actions modulated by sectors, environmental impacts, company size, etc.
# Optimal policy mix

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<tr>
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<th>Product clusters relevant for emissions to air/soil/water</th>
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**Policy instruments**

- Ecolabel
- GPP
- Energy Label
- Fiscal & Financial incentives
- Green VAT
- ...

**RESULT:** Optimal Mix Optimal Mix Optimal Mix Optimal Mix Optimal Mix

The actual coverage of product groups with policy instruments can be analysed in this matrix (X)
### Optimal policy mix

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RESULT: Optimal Mix Optimal Mix Optimal Mix Optimal Mix Optimal Mix

Subsequently "policy gaps" can be identified (X)
II - Resource efficient and sustainable products

Actions:

- Analyse what is the optimal policy mix for different priority product categories
- Propose modification of existing instruments (e.g. Ecodesign and UCP)
- Propose new instruments (e.g. VAT, mandatory GPP, etc.)
- Propose a legal framework for sustainable product policy that would allow adoption of implementing measures for individual product categories
Sustainable Consumption

1) Systematically analyse of consumer behaviours and impacts in:
   • Purchasing decisions
   • Use of products
   • Disposal of products after their useful life

2) Identify priorities and develop effective strategies for the priority issues by using behavioural economics

Possible actions:
   • Implement 3-5 pilot projects, including awareness/educational campaigns, social marketing, etc. Possible topics – purchasing of green products, reducing the food waste, build-in obsolescence
   • Create partnerships for implementation of pilot projects with important stakeholders – retailers, food and drink industry, etc.
European Commission
DG Environment
Sustainable Consumption
and Production Unit

Thank you!