



# Circular Economy Action Plan

The European  
Green Deal

March 2020  
#EUGreenDeal

The new **Circular Economy Action Plan** presents new initiatives along the entire life cycle of products in order to modernise and transform our economy while protecting the environment. It is driven by the ambition to make sustainable products that last and to enable our citizens to take full part in the circular economy and benefit from the positive change that it brings about.

According to a recent Eurobarometer survey the growing amount of waste is among the 3 top environmental concerns to citizens. The interviewed considered that the most effective ways of tackling environmental problems are by **changing the way we consume and the way we produce**.

SOME EXAMPLES OF SUGGESTED MEASURES AND HOW THEY ARE APPLIED IN DIFFERENT SECTORS:

## ELECTRONICS and ICT



**Electrical and electronic equipment** is one of the fastest growing waste streams in the EU.

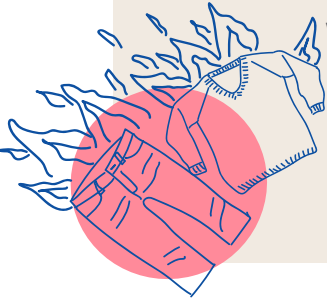
Two in three Europeans would use their digital devices for longer provided performance is not significantly affected.



Products placed on EU market will be designed to **last longer, to be easier to repair and upgrade, recycle and reuse**.

Providing incentives for **product-as-a-service**: companies will keep the ownership and responsibility for the product throughout its lifecycle.

## TEXTILES



Worldwide, a full truck of **textiles** is sent to incineration or landfilled every second.

It is estimated that less than 1% of all textiles worldwide are recycled into new textiles.



**Driving new business models** will boost sorting, reuse and recycling of textiles, and allow consumers to choose sustainable textiles. Ecodesign will apply to a broader range of products: clothes will be made to last longer.

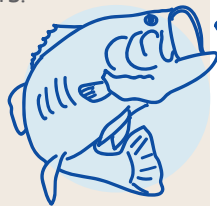


## PLASTICS



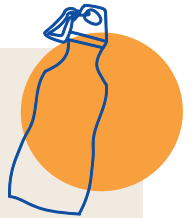
**Consumption of plastics is expected to double** in the coming 20 years.

By 2050, plastics could account for 20% of oil consumption, 15% of greenhouse gas emissions, and there could be more plastics than fish in the ocean.



**Single-use products** will be **phased out** wherever possible and replaced by durable products for multiple use.

**Acting on microplastics** - restricting intentionally added microplastics, increasing the capture of microplastics at all relevant stages of the product lifecycle.



## FOOD and PACKAGING



In 2017 packaging waste reached in Europe a record of **173 kg per inhabitant**.



New legislative initiatives on reuse to **substitute single-use packaging**, tableware and cutlery by reusable products in food services, as well as targets for reducing packaging waste will be proposed.

## WASTE



Each citizen produces nearly **half a tonne of municipal waste per year**.



Measures will be introduced for **waste prevention and reduction**, increasing recycled content, minimising waste exports outside EU. An EU model for separate collection and labelling of products will be launched.



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