

EU-ontwikkelingen circulaire economie met relevantie voor de maakindustrie

Arthur ten Wolde
Executive Director Ecopreneur.eu

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About Ecopreneur.eu – European Sustainable Business Federation



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ORIENTING

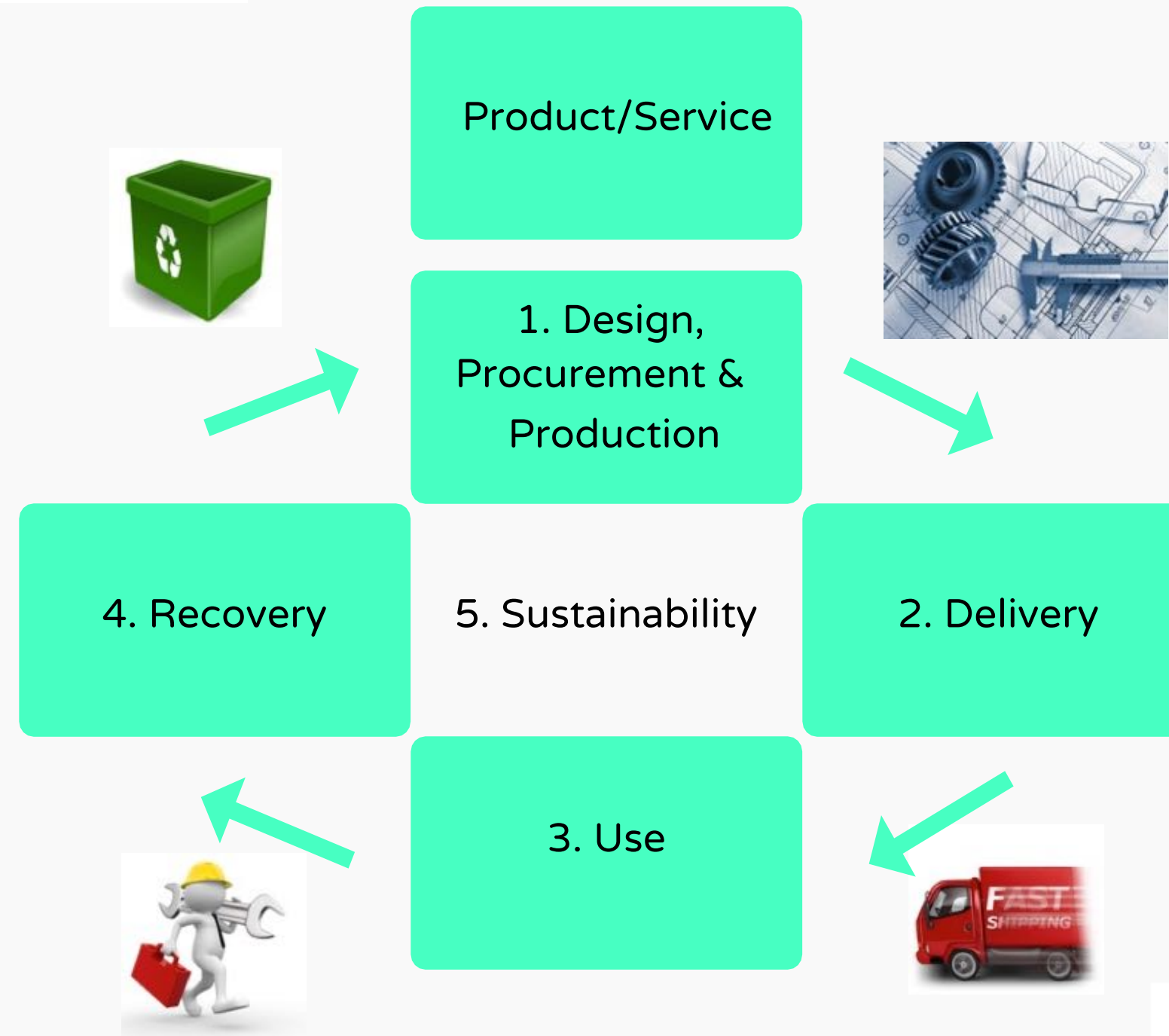


3000 companies, 97% SMEs



Circularity Check

- First complete, strategic scan at product level
- For a product and/or service
- SMEs/companies
- With several GO/NO GO questions
- Life cycle approach
- 5 indicators
- About 60 questions
- Outcome: % circularity
- Many ways to become circular
- Energy and social aspects included
- Based on 2 earlier pilots



Reports



MAIN BARRIERS

FOR ALL SMEs:

Lack of:

- Demand for sustainable products/services
- Transparency throughout the value chain
- Access to funding
- Awareness
- Collaborative networks
- Circular metrics
- Green Business advocacy

As well as:

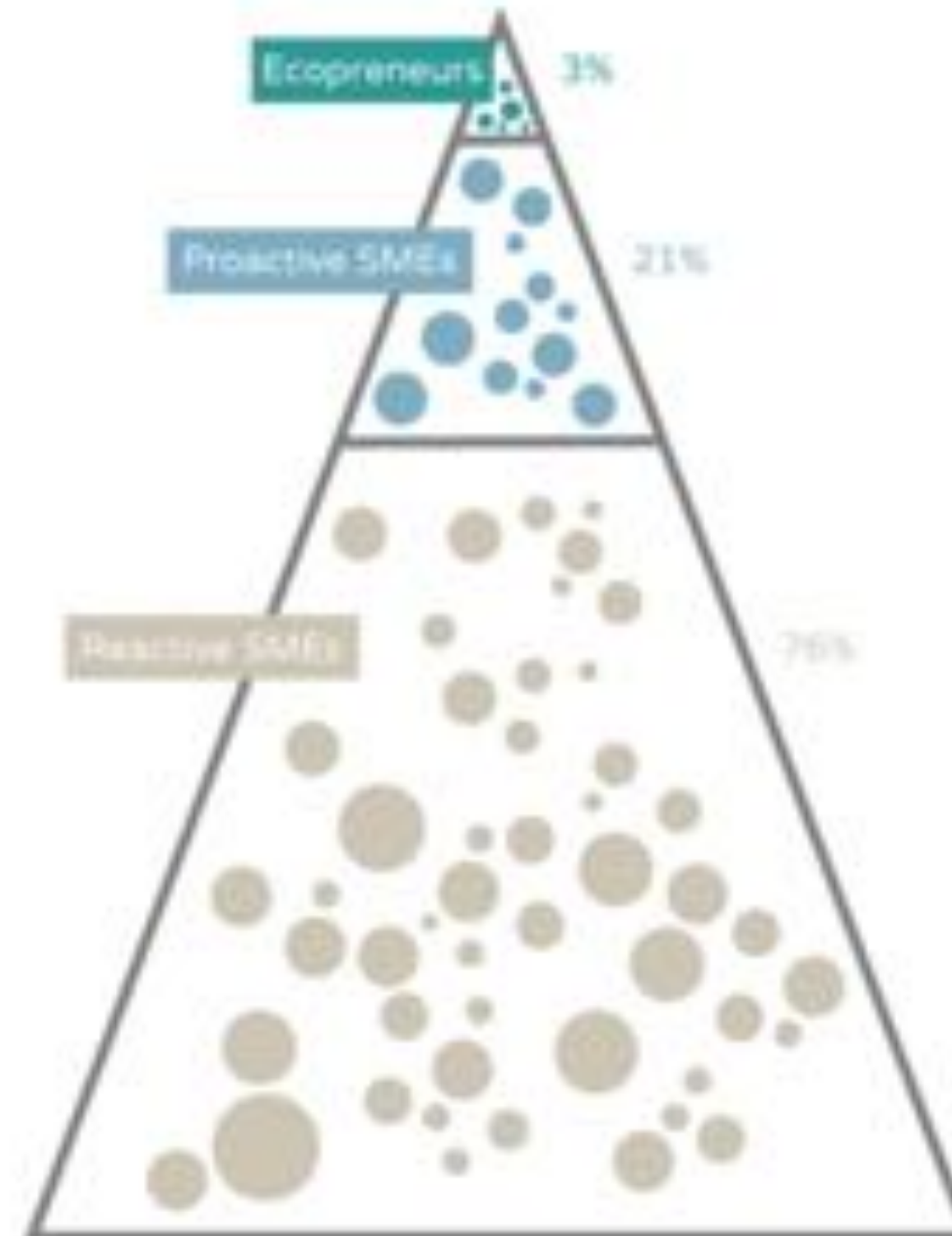
- Unlevel playing field: fierce competition from unsustainable products/services
- Complexity of circular design
- Regulatory barriers

FOR PROACTIVE SMES:

- Lack of successful national examples

FOR REACTIVE SMES:

- No obvious cost reductions



MAIN ENABLERS

FOR ALL SMEs:

- Regional Circularity Hubs to support SMEs
- Economic incentives: carbon pricing, extended producer responsibility, fiscal
- Green procurement by large companies
- Green public procurement
- Carbon border adjustment levy
- New standards
- Transparency policies
- New trade policies
- Voluntary actions

FOR ECOPRENEURS:

- Joint ventures
- Corporate venturing
- Co-creation

FOR PROACTIVE AND REACTIVE SMEs:

- 2-3 years to innovate and comply with new rules and standards



Wat voor beleid komt eraan uit Brussel?





What is the European Green Deal?

December 2019
EU Council Deal

The European Green Deal is about **improving the well-being of people**. Making Europe climate-neutral and protecting our natural habitat will be good for people, planet and economy. No one will be left behind.

The EU will:



Become climate neutral by 2050



Protect human life, animals and plants, by cutting pollution



Help companies become world leaders in clean products and technologies



Help ensure a just and inclusive transition



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Hoofdpijnen uit Circulaire Economie Actieplan

“A circular economy will cut CO2-emissions, whilst stimulating economic growth and creating job opportunities.”

- Sterk focus op afvalpreventie en -management
- Voort-/ uitbouwen Ecodesign richtlijn: right to repair, eis recyclebaarheid
- Sectorale aanpak: kunststoffen, textiel, elektronica, verpakkingen, voedsel, water en nutriënten, batterijen en voertuigen, gebouwde omgeving



Welk beleid komt er concreet in 2021 aan uit Brussel?

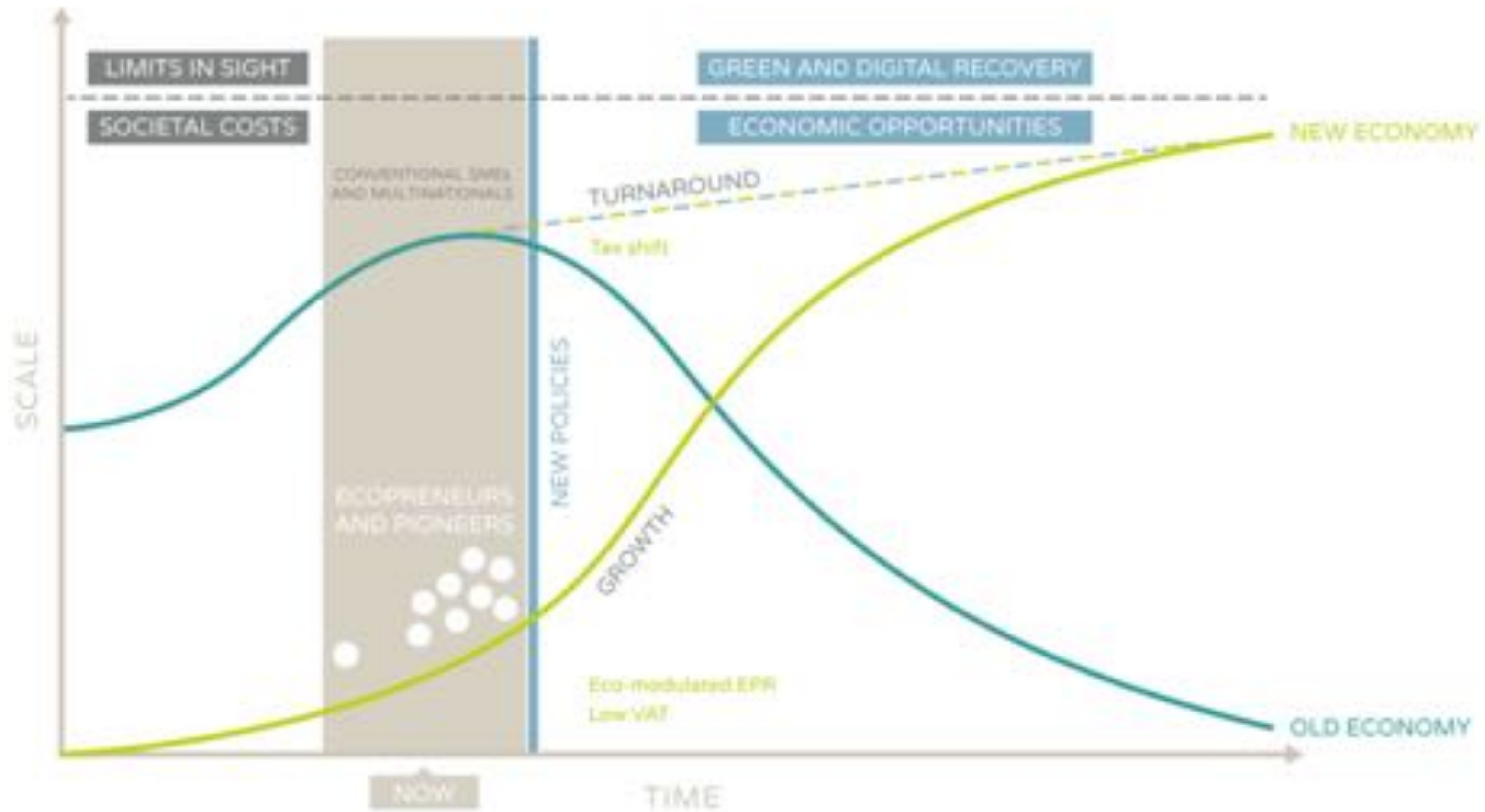
- Fit for 55 – juli 2021 – ten minste 55% minder CO2 uitstoot in 2030 (!)
- Corporate Sustainability Reporting Directive (CSRD – 27/10 publicatie)
- Sustainable Products Initiative
- Sustainable Finance Rulebook (Taxonomy)
- Revision of Packaging and Packaging Waste Directive (PPWD) and Essential Requirements
- Koolstofheffing (CBAM) – 28/10 deadline open consultatie
- Europese textielstrategie – eind 2021 publicatie
- Substantiating Green Claims (Anti-Greenwashing)
- Strengthening the Role of Consumers in the Green Transition
- Revision of EU legislation on hazard classification, labelling and packaging of chemicals
- Horizon Europe subsidies – vele calls en deadlines



Wat vraagt Ecopreneur.eu van de EU?



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Source: Ecopreneur.eu, 2021

Ecopreneur.eu key messages:

1. SMEs hold the key to the circular economy
2. The full innovation potential of SMEs is yet to be unleashed
3. Sustainable SMEs or “ecopreneurs” are already successful on a small scale
4. Ecopreneurs face numerous barriers to growth and mainstreaming



Ecopreneur.eu aanbevelingen aan EU:

1. **Geef economische prikkels door**
 - Geharmoniseerde UPV maatregelen met eco-modulatie van de heffing
 - Duurzame openbare aanbesteding (N.B. MKB)
 - Lage BTW-tarieven voor duurzame oplossingen
 - Gratis vouchers voor MKB voor eco-innovaties
 - Een effectieve koolstofheffing voor ALLE producten en diensten bij de Europese buitengrenzen (CBAM)
 - belastingverschuiving van arbeid naar grondstoffen
2. **Financier Regionale Circulaire Hubs**
3. **Verplichte gate-to-gate levenscyclusanalyse voor ALLE bedrijven**



THANK YOU



THE EUROPEAN SUSTAINABLE
BUSINESS FEDERATION

SUPPORT THE TRANSITION –
JOIN US!