

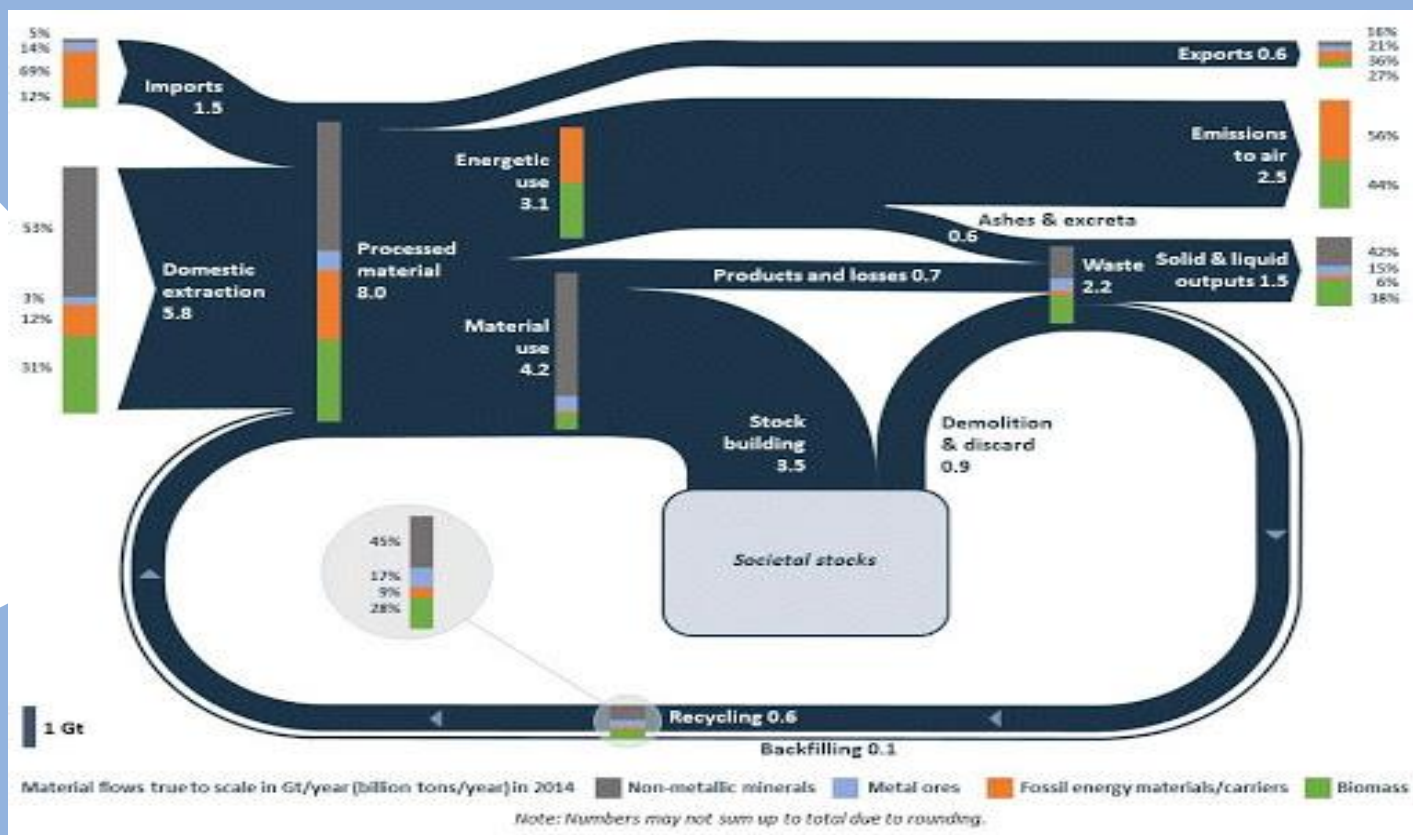
"A CIRCULAR ECONOMY AT THE HEART OF CLIMATE ACTION: HOW MATERIALS CONNECT THE DOTS IN THE EU GREEN DEAL"

WEBINAR EBCD BRUSSELS – 06 JULY 2020

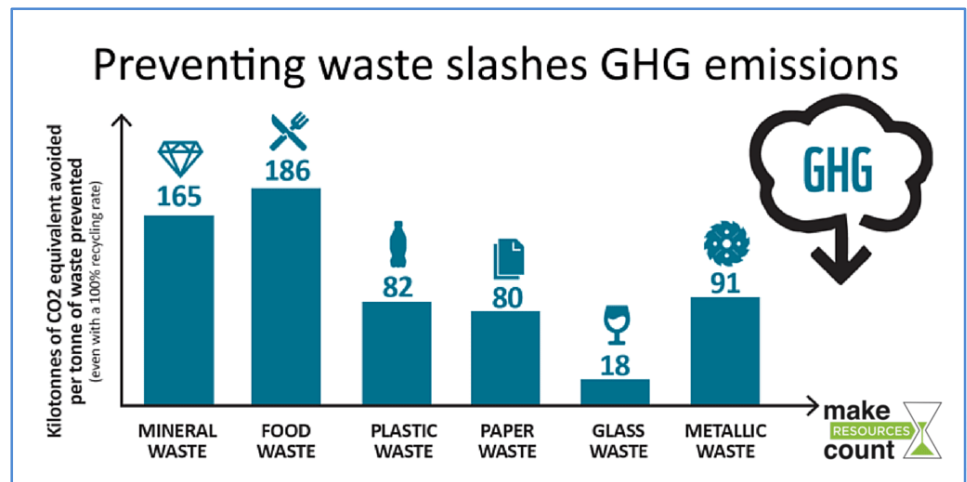
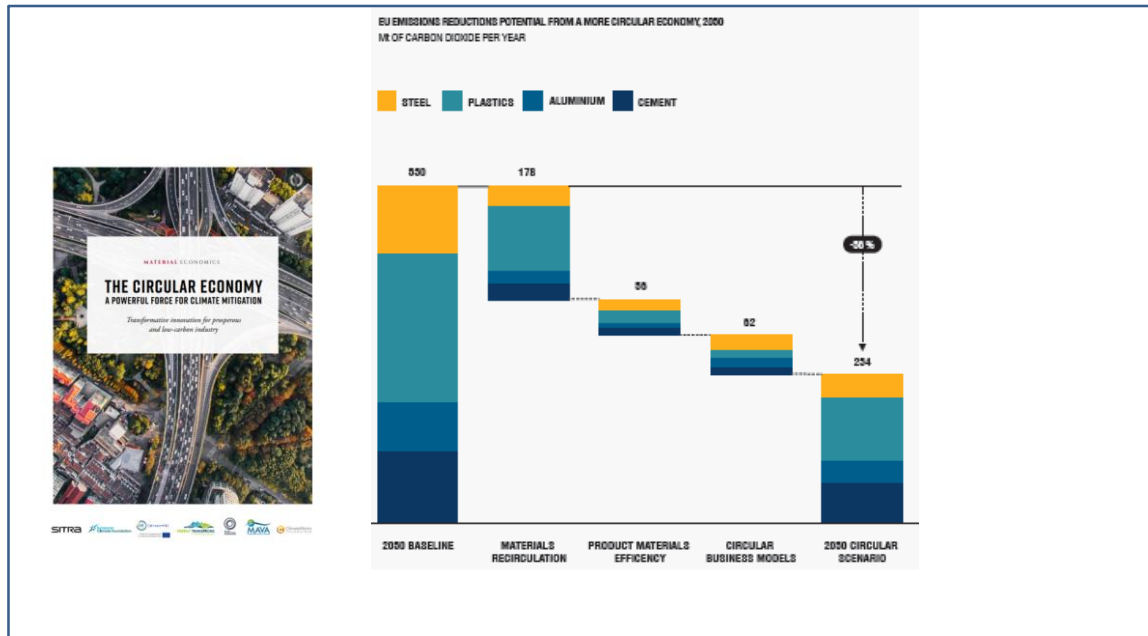
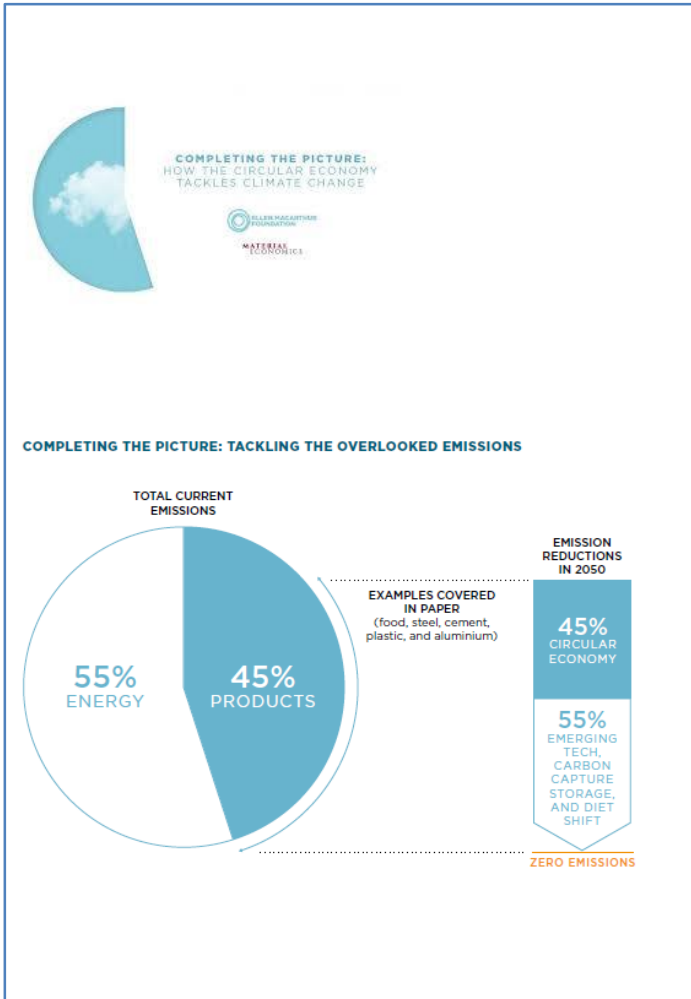
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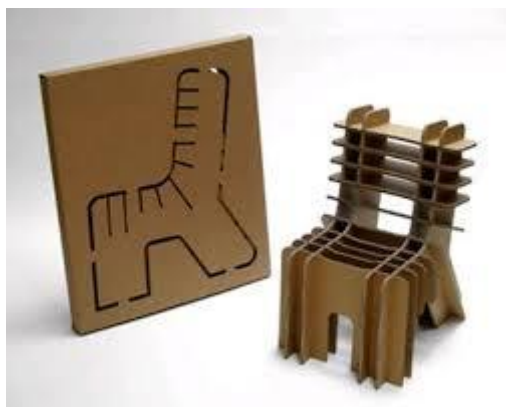


MATERIAL FLOWS: WHY IT MATTERS



PRODUCTS AS MATERIAL BANKS

Products should be designed to last and to be reused, disassembled, repaired, upgraded and finally recycled.
These could be requirements of product policy.



BAMB
- BUILDINGS AS MATERIAL BANKS



Todd Mc Lellan – Things come apart - Bicycle, 1980s; Raleigh; Component count: 893. Photo reproduced with the permission of Thames & Hudson

MATERIAL CONTENTS SHOULD BE MADE AVAILABLE

Accelerate the implementation of products/material passport

Transparent information
for supply chain and consumers



Enhance market surveillance



Help setting relevant
policy
Rules & incentives



- **Material and chemical contents** (safe material loops)
- **Circularity performances** (durability/reparability/recyclability)
- **Carbon and Environmental footprint** (embodied CO2 and impacts, sustainable sourcing)
- **Social and due diligence criteria** (fair trade, working conditions, gender equality)

SET MATERIAL RELATED TARGETS

We have climate emissions reduction targets, we have energy efficiency and renewable targets, WHERE IS THE EQUIVALENT RESOURCES USE REDUCTION TARGET ?



Targets help:

- ❖ *Secure investments*
- ❖ *Unleash action / innovation*
- ❖ *Unify community*
- ❖ *Inform policy*

- **A material/consumption footprint headline target could be set at EU level** (do we want each country to set its own, with own calculations?)
- **Material use prevention should prevail on material substitution** (do we need a paper disposable straw to replace a disposable plastic straw?)
- **Low impact carbon neutral material should be incentivised** (why not taxing virgin material use?)



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THANK YOU!

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