



European
Commission

CIRCULAR ECONOMY

Closing the loop

HELPING CONSUMERS CHOOSE SUSTAINABLE PRODUCTS AND SERVICES

The action plan on the Circular Economy proposes wide-ranging measures that will help consumers to choose products and services that are better for the environment and, at the same time, provide monetary savings and an increased quality of life.

The choices made by millions of EU consumers can support or hamper the successful transition to a circular economy. Consumers through their market power can generate demand for improved and new types of products and services and support innovation in technology and business solutions.

KNOW THE FOOTPRINT OF YOUR PRODUCTS

New measures will be proposed to improve consumer information about the energy efficiency of products (in line with the Commission proposal for a revised EU Energy Label), the raw materials used in their production, and the possibilities for recycling at the end of their life.

BENEFIT FROM REPAIRING, SHARING AND NEW WAYS OF USING PRODUCTS AND SERVICES

Incentives will be given to companies to create products which can be repaired and returned rather than discarded, and to offer services such as sharing, recycling or recovery of raw materials.

- Encourage reuse and repair of products through the revised waste legislation;
- Promote energy savings as well as the reparability, upgradability, durability and recyclability of products in the future work on Ecodesign;
- improve the enforcement of existing rules on guarantees and step up the action to tackle false green claims;
- support the higher uptake of green public procurement and increase its focus on issues related to the circular economy;
- help examine how to improve reliable and adequate consumer information on the environmental impacts of products, such as enhancing the effectiveness of EU Ecolabel and how to address possible practices of planned obsolescence.

BENEFITS FOR THE ENVIRONMENT, CITIZENS, PUBLIC AUTHORITIES AND BUSINESSES

An increase in reuse and repair of products will extend their longevity, provide consumers with financial gains and reduce waste. Improved durability and reparability of products will also bring substantial benefits to consumers. Consumers will also benefit from better environmental information and improved enforcement of guarantees.

Public authorities will be encouraged to use green public procurement, which can provide financial savings as well as an economic stimulus, especially if the full life-cycle costs of a contract are considered and not just the purchase price. Purchasing durable, resource efficient and easily recyclable products can reduce the need to replace old equipment and cut costs through lowered utility bills and disposal costs. The European Commission will show the lead in its own public procurement.

Increased demand from consumers for products and services that are supportive of the circular economy will create **new business opportunities** for companies, as well as growth opportunities for companies that can offer cost-effective and innovative solutions. **New local jobs** will be created, for example, in the design, reuse and repair sectors that are difficult to automate.