



Miljøministeriet  
Departementet

# Changing the scene: Sustainable product regulation

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# FACING ENVIROMENTAL AND GEOPOLITICAL CHALLENGES



**90% biodiversity loss**



**Stagnant amount of  
waste**



**Resource dependency**

## **MAKING SUSTAINABLE PRODUCTS THE NORM**

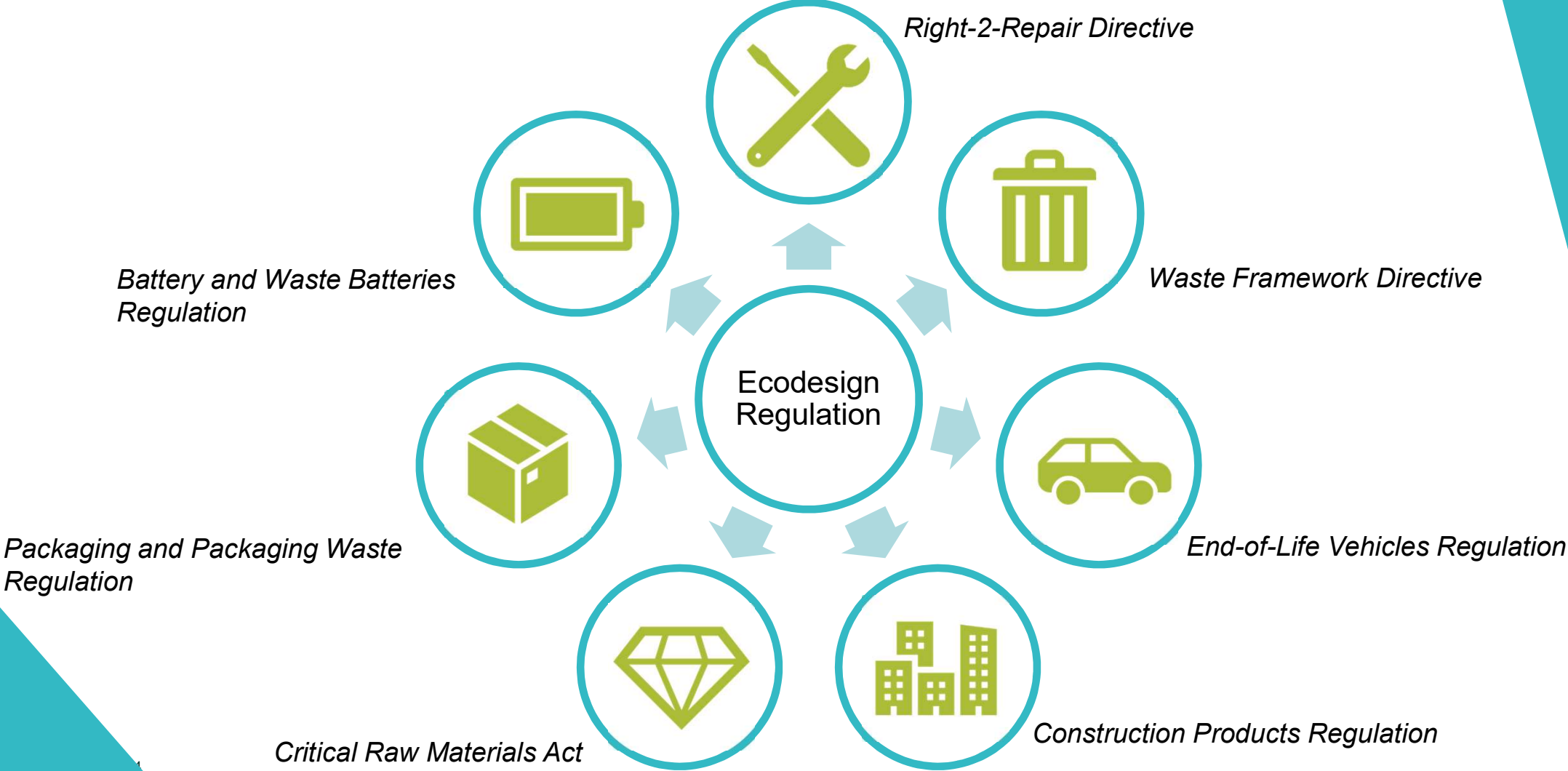
**Addressing the take-make-dispose model**

**80% of a product's environmental impact is determined in the design phase**

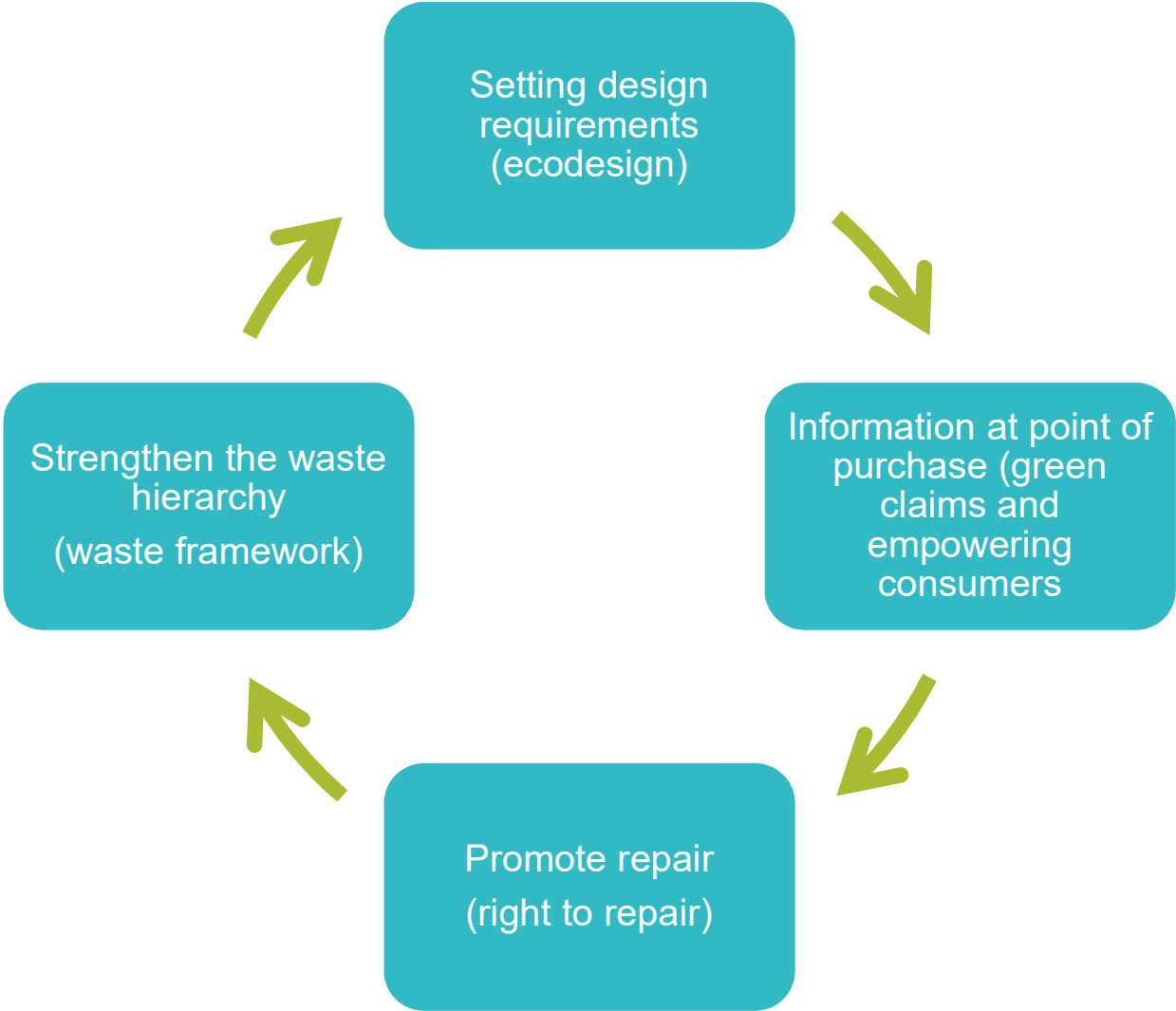
**Reduction in GHG emissions equivalent to IT and BE's annual emissions**



# ECODESIGN IN EU LEGISLATION



# ECODESIGN: A BROADER PRODUCT POLICY





# ECODESIGN REGULATION

## SETTING PRODUCT REQUIREMENTS

**Covers almost all products**

**Sets product group specific performance and information requirements**

**14 product aspects** (durability, reparability, presence of substances of concern, environmental footprint etc.)

**Prioritise product groups with greatest potential for improving climate and environment**



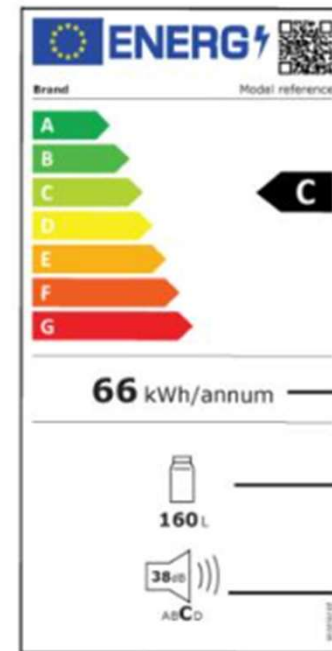
# INTRODUCING ECODESIGN LABEL

Possibility to require an EU label

Energy-related products is expect to maintain the energy-labelling

To give consumers a quick and comparable overview of product performance

Important to ensure the label is recognizable, trusted and standardized



The QR code gives access to more information on the model

The rescaled energy efficiency class for this fridge, an A+++ in the previous label

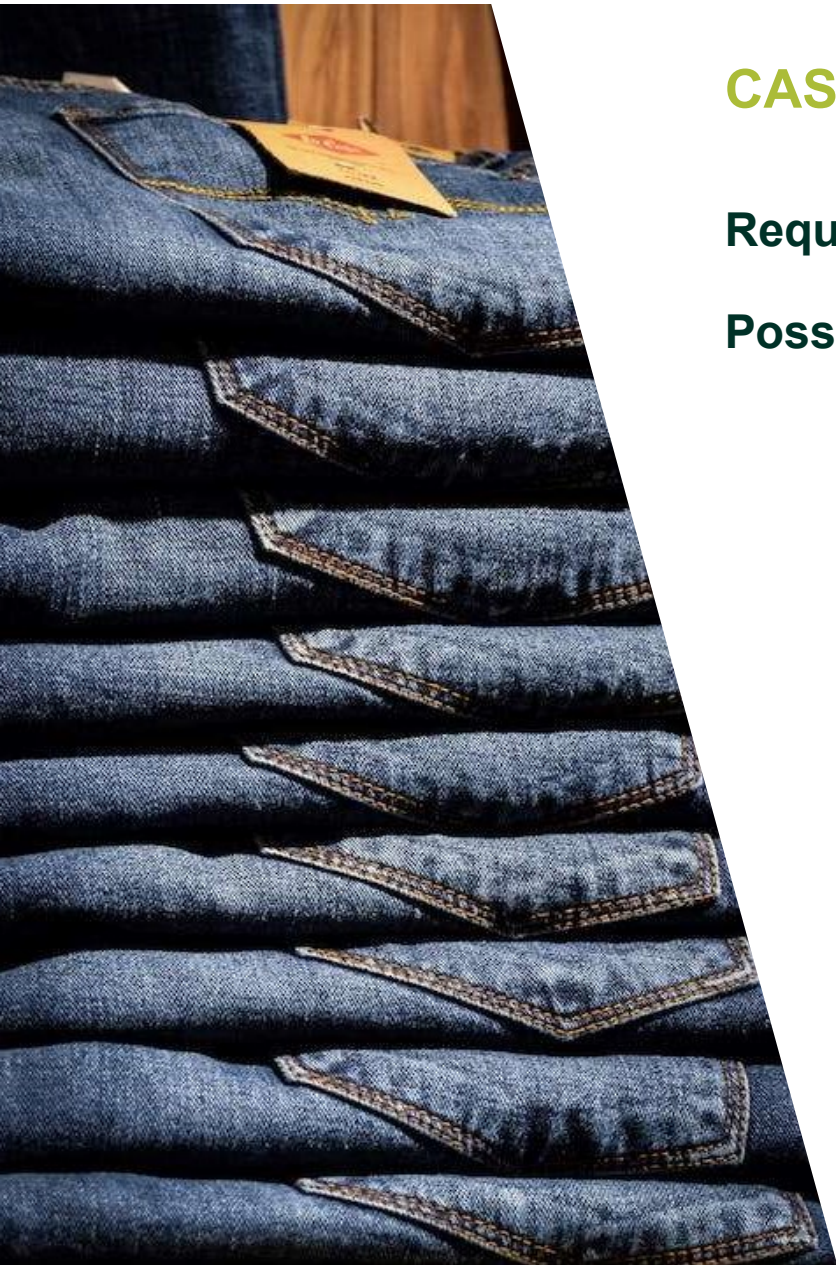
The annual energy consumption of this fridge is calculated with refined methods

The volume of the fridge expressed in liters (L)

The noise level measured in decibels (dB) and using a four classes scale

*Image from European Commission website*





## CASE STUDY: ECODESIGN ON JEANS

Requirement to have digital product passport

Possible labelling requirements

### Performance requirements

- Cap on CO2 emission
- Minimum number of home washes
- Recycled material requirement
- Limiting substances of concerns
- Limiting overall environmental impact

### Information requirements

- Durability (home washes)
- Maintenance information
- Disassembly

# CREATING A DIGITAL TWIN TO YOUR PRODUCT

Information throughout a products lifecycle is necessary for material value retention

Information given on a "need to know" basis (differentiated access)

Digital product passport pilots are under development



## Blue T-shirt



Where it is from



How is it made



Durability and reparability

# BANNING THE DESTRUCTION OF UNSOLD CONSUMER PRODUCTS



**Information on  
destruction of unsold  
consumer products**



**Banning destruction  
for relevant product  
groups**

Covers large enterprises

Disclose reasons for discarding products and how they are handled

Textiles and footwear subject to the first ban



# **MANDATORY MINIMUM GREEN PUBLIC PROCUREMENT REQUIREMENTS**

**Public procurement accounts for 14 pct. of EU GDP**

**Criteria will be developed along side ecodesign requirements**

**State, regional or local authorities, bodies governed by public law etc. will have to adhere to the GPP requirements**

**Mandatory technical specifications, selection criteria, award criteria, contract performance clauses or targets**



## **WORK ALREADY STARTED**

**Consultation on non-energy related product groups subject to potential prioritization**

**Preparatory work for ecodesign requirements already started: textiles, iron and steel products**

**EU standard for digital product passports is being developed**

**Ongoing revisions of existing directive set to continue**





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# Thank you