

Circular Producer Responsibility

How can EPR promote circular consumption?

Elmar Willems

Facilitator Circular Economy and Project lead Circular Cities



Flanders
State of the Art



circular-flanders.be

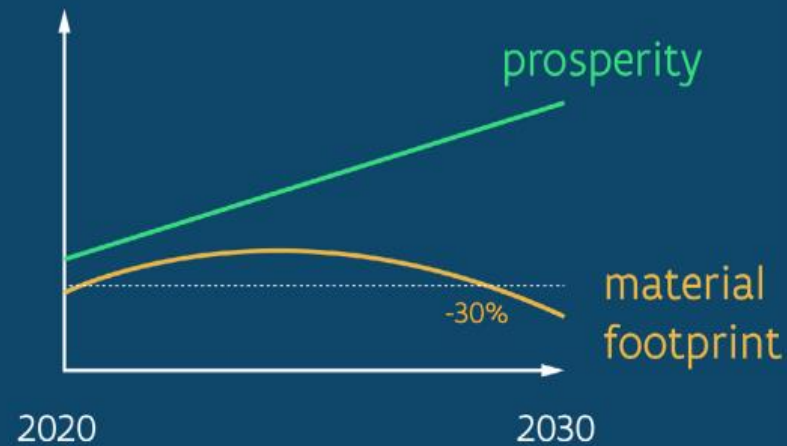


OUR AMBITION

Cross-cutting transition priority Flemish government:

FLANDERS AS A FRONTRUNNER IN CIRCULAR ECONOMY

- 1 DECOUPLING**
material footprint from consumption by 2030
- 2 REDUCTION**
of material footprint by 30% towards 2030
- 3 A PUBLIC-PRIVATE EFFORT**
doing this in a **partnership** across society



Circular Flanders was launched in 2017 to ensure the Flemish transition to a circular economy by 2050.

The current Flemish Government confirmed this objective and voiced their ambition to transform Flanders into a circular trendsetter in Europe by 2030.

To do that, Flanders aims to decouple the material footprint created by Flemish consumption from economic growth and reduce that footprint by 30%.

R-STRATEGIEËN



CIRCULAIRE
ECONOMIE

PRODUCT
SLIMMER
MAKEN EN
GEBRUIKEN

R0 REFUSE

product overbodig maken door van de functie af te zien of die met een radicaal ander product te leveren

R1 RETHINK

productgebruik intensiveren (bijvoorbeeld door producten te delen of multifunctionele producten)

R2 REDUCE

product efficiënter fabriceren door minder grondstoffen en materialen in het product of gebruik ervan

R3 REUSE

hergebruik van afgedankt, nog goed product in dezelfde functie door een andere gebruiker

R4 REPAIR

reparatie en onderhoud van kapot product voor gebruik in zijn oude functie

R5 REFURBISH

opknappen of moderniseren van oud product

R6 REMANUFACTURE

onderdelen van afgedankt product gebruiken in nieuw product met andere functie

R7 REPURPOSE

afgedankt product of onderdelen daarvan gebruiken in nieuw product met andere functie

R8 RECYCLE

materialen verwerken tot dezelfde (hoogwaardige) of mindere (laagwaardige) kwaliteit

R9 RECOVER

verbranden van materialen met energierugwinning

LEVENSDUUR
VERLENGEN
VAN PRODUCT
EN ONDERDELEN

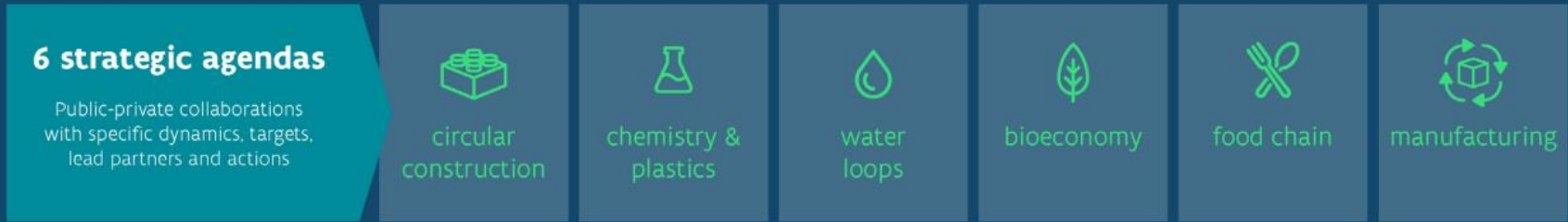
NUTTIG
TOEPASSEN VAN
MATERIALEN

LINEAIRE
ECONOMIE

TOENEMENDE CIRCUIRTEIT

OUR APPROACH

APPROACH



Roadmap Circular Economy



STRATEGIC AGENDAS

The circular transition is far too big to assign to a single team or organisation. For the next step – the scale-up and mainstreaming – we need lots of assistance and many different types of expertise. And that’s why Circular Flanders is splitting up the work into six themed strategic agendas:

1. circular construction
2. chemicals and plastics
3. water cycles
4. biobased economy
5. food chain
6. manufacturing (textiles, electronics)

Each strategic agenda is a partnership in itself and is assigned a public and a private lead. They come up with targets together, define strategy, but first and foremost, they get things moving.

It’s no coincidence: the topics covered by the strategic agendas fit in seamlessly with the priorities that Europe puts forward in the Green Deal, among other things.

OUR APPROACH

APPROACH

6 strategic agendas

Public-private collaborations with specific dynamics, targets, lead partners and actions


circular construction


chemistry & plastics


water loops


bioeconomy


food chain


manufacturing

Roadmap Circular Economy

7 levers

Accelerators for overcoming barriers and spreading good practices

Policy and policy measures

Cities and municipalities
Regional policy
Intra-Belgian cooperation
Federal policy
European agenda

Circular procurement

European project ProCirc
Government leading by example
Innovative public procurement

Communication & Reporting

Raising awareness
Co-creation
Sharing knowledge
Sharing best practices
Monitoring, reporting

Research

Strategic research agenda
CE monitor
CE-Center for policy research

Innovation & entrepreneurship

I&E support & service
Partnerships
Experimentation

Financing

Incentive and investment policy
De-risking CE financing
CE Fund

Jobs & skills

Education and training
Starters en scalers
Employment
Social economy

collaboration of
30 organisations
100 coworkers

LEVERS

Drawing up and implementing strategic agendas, however, doesn't guarantee success. To make the transition to the circular economy a reality, there is a whole series of habits, rules, and barriers native to the 'linear economy' that need to be tackled. What's more, support in the areas of communication, funding, and robust scientific research are also required. For that reason, we are juxtaposing the strategic agendas with seven levers:

1. financing
2. communication
3. research
4. jobs and skills
5. circular procurement
6. innovation and entrepreneurship
7. policy instruments

EPR favorable to CE-measures

Art. 21

“encourage product design which reduces the environmental impacts”,

“measures may encourage, inter alia, the development, production and marketing of products that are suitable for repeated reuse, that are technically durable (...)”

Art. 21/1

§ 1, 5° “measures will include the obligation to inform [the consumers] about waste prevention, reuse, preparing for reuse, take back systems and collection systems (...)”

§ 2, 2° “differentiated tariffs for specific products or products groups, taking into account the whole life cycle and the sustainability, reparability, reuse and recyclability and the occurrence of hazardous substances.”

EPR favorable to CE-measures

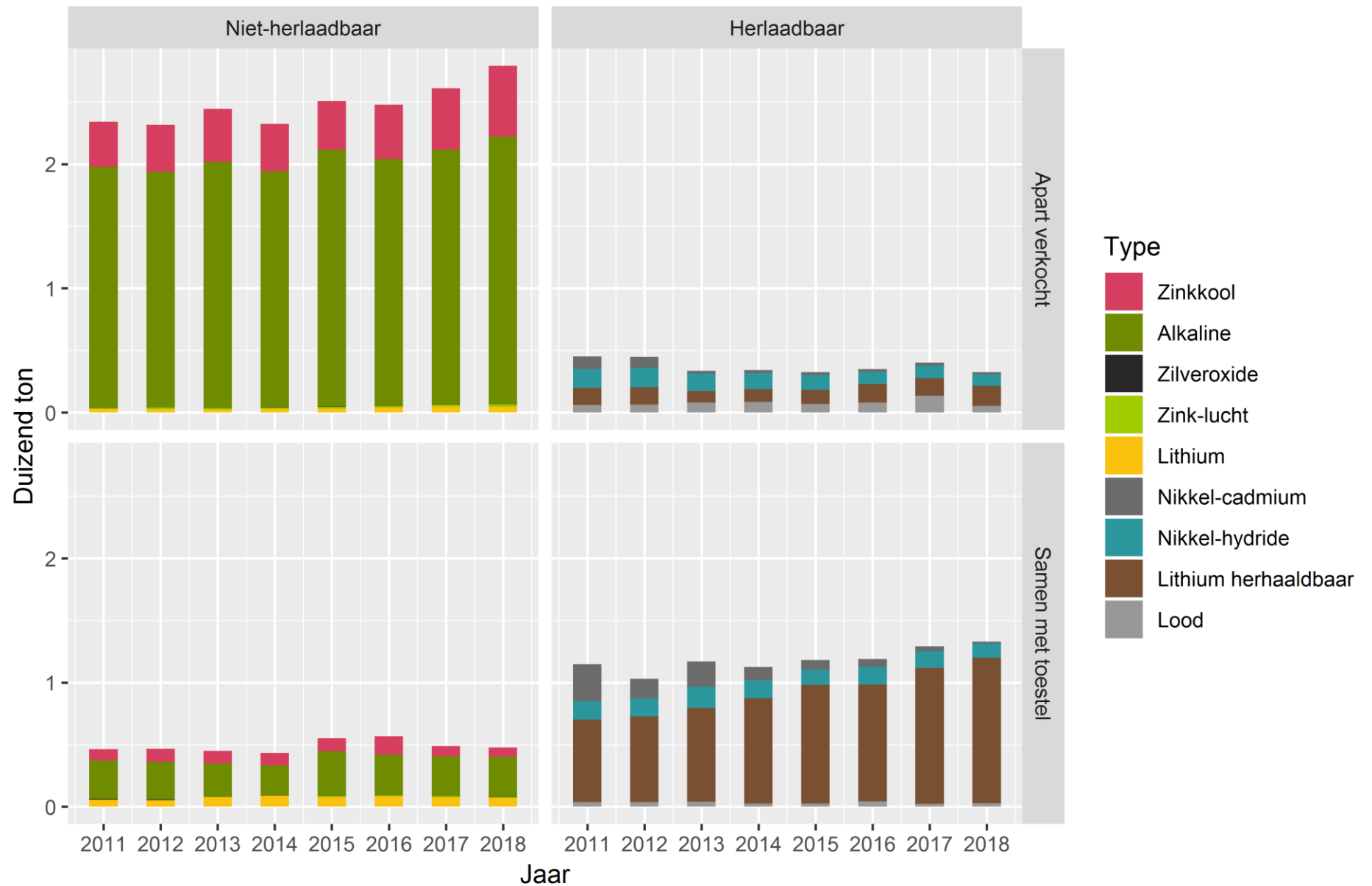
Explore new measures and product groups to promote prevention, durability, reuse and repair:

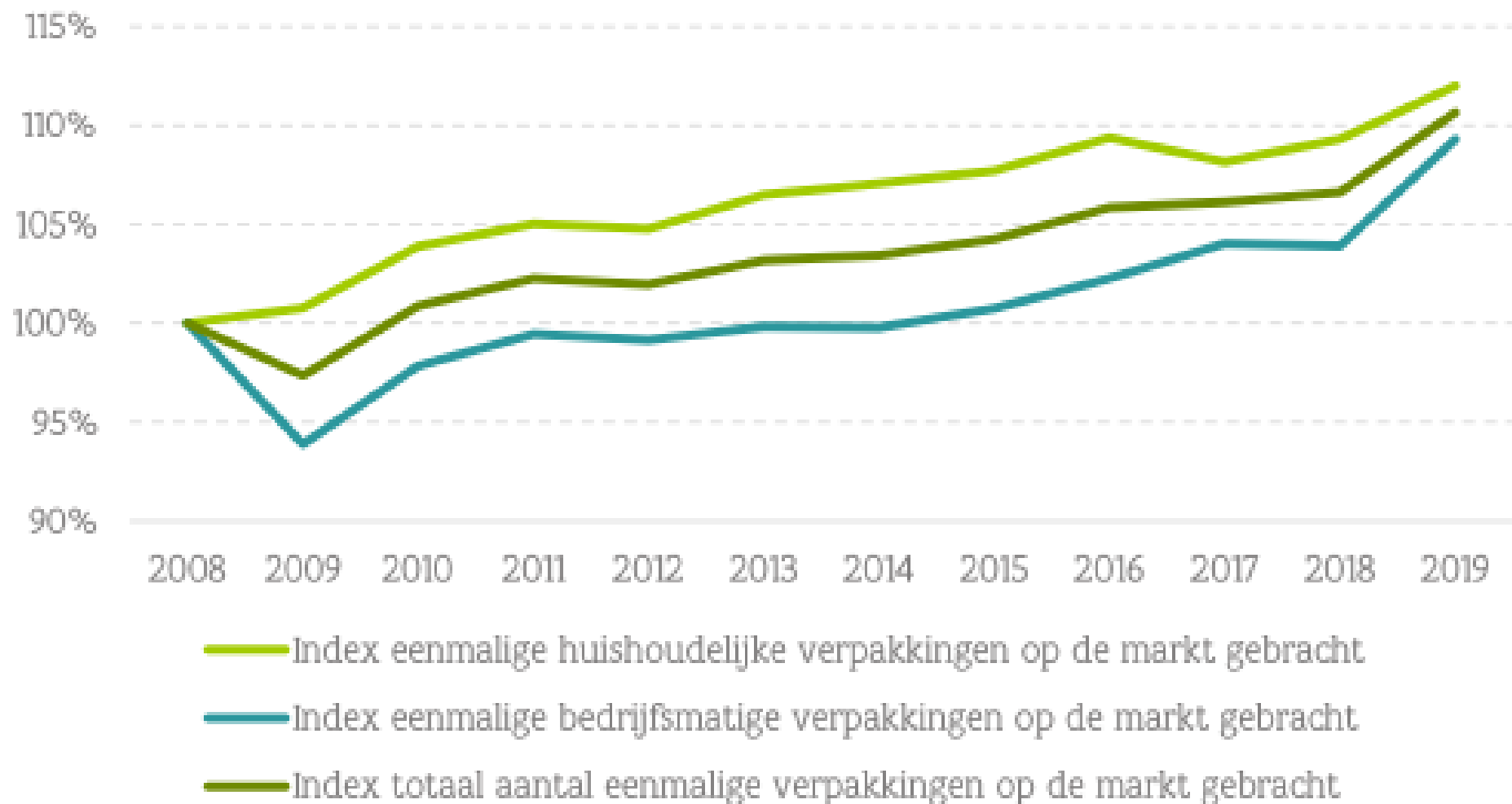
- New targets (all EPR-schemes)
- New product groups (**diapers, textiles**)
- Financing schemes

Prevention of packaging (less **single-use plastics**) and **textiles**

Reuse monitoring: **textiles, WEEE, furniture, mattresses, diapers, ...**

In practice?





Figuur 3: Evolutie van de hoeveelheid eenmalige verpakkingen op de Belgische markt gebracht (huishoudelijk, bedrijfsmatig, totaal) in de periode 2008-2019 (index 2008) (Bron: IVC, rapportage Verpakkingsrichtlijn).



*“From a circular economy perspective, it is important to explore options to **increase the reuse of car parts**. Although recycling and recovery have experienced noticeable growth since 2010, the reuse of vehicle parts (e.g. engine, gearbox, alternator and lamps) has generally **remained stable**. Efforts to increase the supply of used parts must be accompanied by incentives to **stimulate demand**.”*

PBL/CPB, July 2021

Why?



“EPR has indeed led to good results regarding collection and recycling, but it is not – or has not been – a good instrument to force ecodesign rules, new business models or other ways of consumption”

Policy officer – EPR Expert

“Although there are several examples that can be used as pioneers in the EPR for reuse and repair, in most countries there are no incentives – fiscal or otherwise for such options. Moreover, producers will pressure national authorities to stall the adoption and enforcement of extended EPR legislation for repair and reuse for fear of additional costs and a decrease in sales.”

EEB, October 2020



CLEAN TECH

Bill Gates by asking

PUBLISHED THU, SE

"I don't think it's realistic to say that people are utterly going to change their lifestyle because of concerns about climate"

"You can have a cultural revolution where you're trying to throw everything up, you can **create a North Korean-type situation** where the state's in control. Other than immense central authority to have people just obey, I think the collective action problem is just completely not solvable," Gates said.

"Anyone who says that we will tell people to stop eating meat, or stop wanting to have a nice house, and we'll just basically change human desires, I think that that's too difficult," Gates said.

The solution, according to Gates, is creating **better technological alternatives** where it is the same price or cheaper to accomplish the same goal in a climate-conscious way.

Art. 21. “The Government of Flanders (...) shall take into account the **technical and economic** feasibility and the overall impacts on the environment, public health and society, respecting the need to **ensure the proper functioning of the market.**”

*“(...) it is likely that the **established actors** involved in the second and third discourse will succeed in shaping pathways of incremental change” [Discourse 2: repair and recycling on an equal footing and Discourse 3: repair as a market opportunity]
OVAM/CE Center “Narratives of repair”, March 2022*

> **Is EPR fit for a system change?**



Transition path 1: Optimizing EPR as an instrument for post-use circularity

Path 2: Redesigning EPR as an instrument for the transition to a circular economy

Path 3: More than EPR: how other instruments can support EPR and the CE

Tran
produc
op weg na



“

Het Papillon project verenigt de doelstellingen van economische groei en verminderde impact op het klimaat en milieu met een actieve bijdrage tot de vermindering van energiearmoede bij kansarmen.

”

Bruno Vermoesen
Senior Expert EU Governmental Affairs for Circular Economy -
BSH Home Appliances Group





Bedankt! Vragen?

elmar@vlaanderen-circulair.be

Lokaalcirculair@vlaanderen-circulair.be

www.vlaanderen-circulair.be

www.lokaalcirculair.be

