



Turning environmental challenges
into business opportunities:
recent developments in EU environmental policies

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ENV A.1. Eco-innovation and circular economy
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A gradual shift from:

emphasis on regulations and compliance

To a focus on:

green economy, green growth,
resource efficiency and circular economy
voluntary instruments, eco-innovation
streamlining regulation and aiding compliance



A New Commission: a new Agenda for Jobs, Growth, Fairness and Democratic Change

"Protecting the environment and maintaining our competitiveness can go hand-in-hand, and environment policy also plays a key role in creating jobs and stimulating investment"

"This is why the "Green Growth" approach to environmental policy should be further developed as a way to promote a sustainable environmental framework, with environmental innovations which our industries can successfully implement and export."



A Roadmap to a resource efficient Europe (2011)

- ✓ Decoupling economic growth from resource use and its environmental impacts
- ✓ Greening the economy for future competitiveness
- Reducing the total material requirements by 17-24% can lead to boosting GDP by up to 3.3% and creating 1.4 -2.8 million jobs
- Potential gains for businesses of between 3 and 8% of turnover by using resources more efficiently

EU initiatives: EU 20/20/20 targets, agricultural, fisheries and cohesion policy reform, Horizon 2020, Industrial Policy Update, EIPs on raw materials, energy performance of buildings, smart cities and agriculture, Eco-design, Eco-labelling, SMEs and green entrepreneurship, Urban Mobility Package, etc.



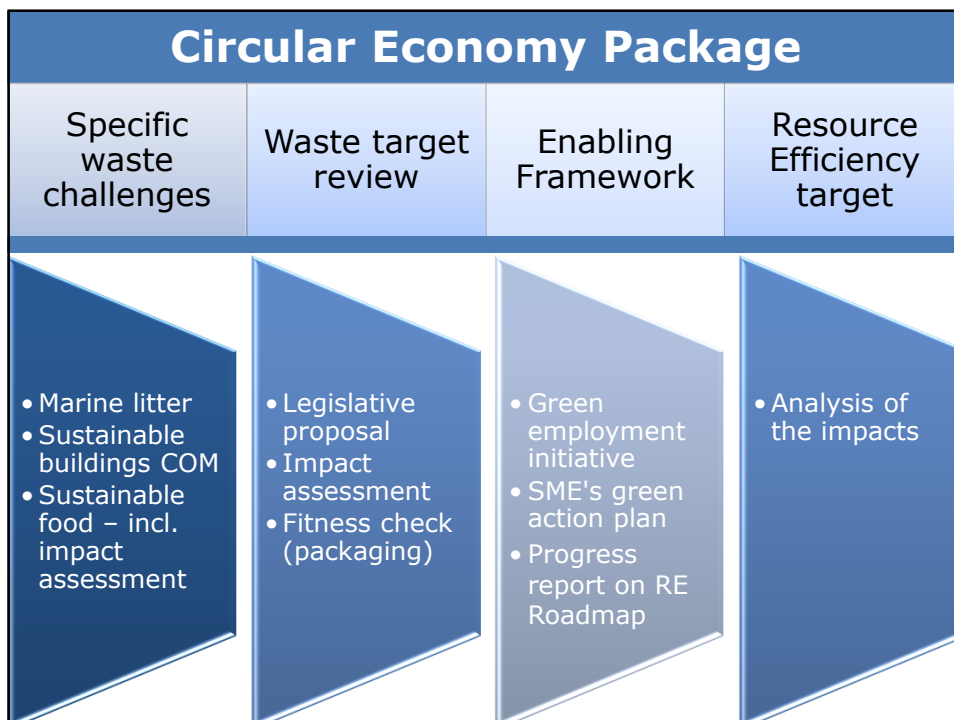
The circular economy package (2014)

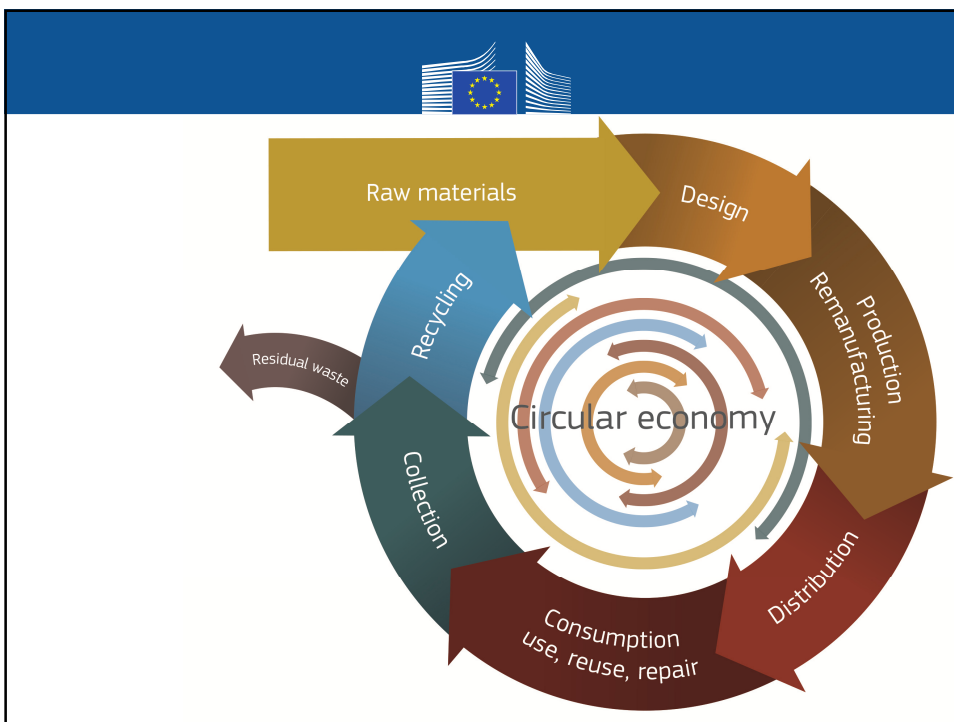
Full title: "Towards a circular economy: a zero waste programme for Europe"

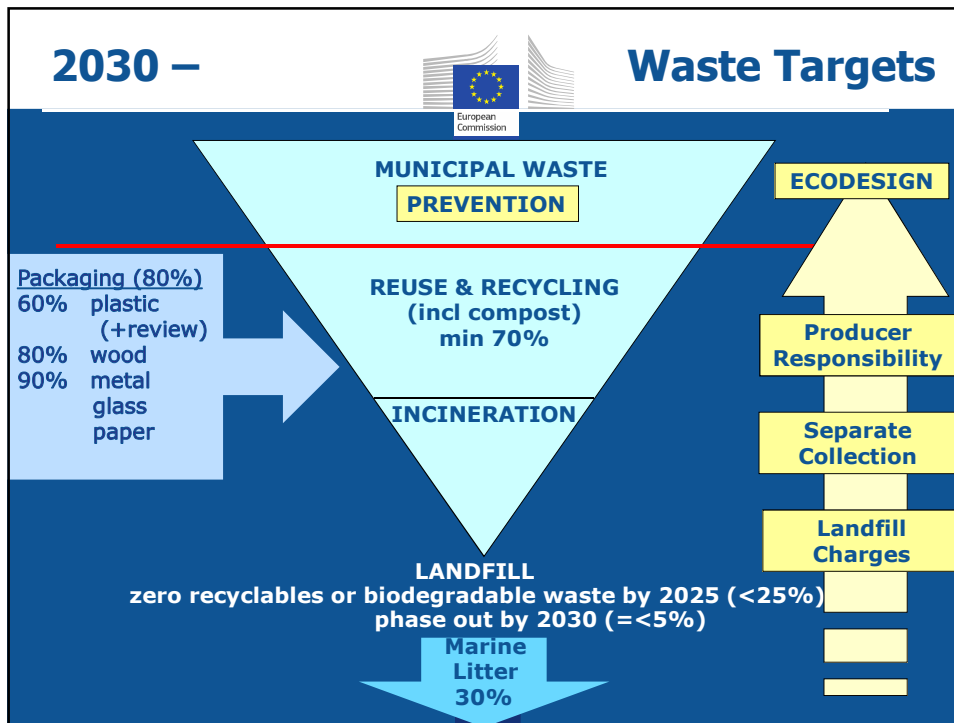
A logical follow-up to the Resource Efficiency Roadmap

Turning Europe into a more circular economy means:

- boosting recycling and preventing the loss of valuable materials;
- creating jobs and economic growth;
- showing how new business models, eco-design and industrial symbiosis can move us towards zero-waste;
- reducing greenhouse emissions and environmental impacts.







Green Action Plan for SMEs

Draws together **new or revised EU level action** that promote resource efficiency and circular economy among SMEs.

34 action points: information, capacity building, promoting cooperation and networking, direct financing, facilitating access to finance, etc.

Positive agenda:

- To improve SME resource efficiency as a driver of companies' competitiveness.
- To help SMEs' access to markets of green products and services



Environmental Compliance Assistance Programme (since 2007)

Action areas:

- Minimising the administrative burden on companies
- Helping SMEs integrate environmental concerns into their businesses
- Supporting regional and national networks
- Building up local know-how
- Improving communication
- Providing funding



More information

http://ec.europa.eu/environment/resource_efficiency/index_en.htm

<http://ec.europa.eu/environment/circular-economy/>

http://ec.europa.eu/enterprise/policies/sme/public-consultation-green-action-plan/index_en.htm