



FLEISHMANHILLARD

HOW CAN CONSUMER PROTECTION LEGISLATION ENABLE SUSTAINABLE CONSUMPTION?

*A new study for the EP's Internal Market
and Consumer Protection
gives some pointers...*

"MORE THAN 80% OF A PRODUCT'S ENVIRONMENTAL IMPACT IS DETERMINED AT THE DESIGN STAGE"

**Sustainability in design & production of products
could be promoted by:**

1. New ecodesign requirements on material efficiency aspects
2. More ecodesign requirements for energy-related products
3. New ecodesign requirements for products with high environment impacts (textiles and furniture)
4. Introduction of standards on durability and resource efficiency



STOP MISLEADING COMMERCIAL PRACTICES & IMPROVE PRODUCT INFORMATION

The marketing and precontractual stage can enable sustainable consumption by:

1. Integration of Product/Organisation Environmental Footprint (PEF/OEF) methods in Ecolabel
2. The use of the PEF/OEF methods to substantiate green claims and blacklisting of greenwashing under the Unfair Commercial Practices Directive
3. Inclusion of durability and repairability information under the Consumer Rights Directive

CONSUMER PROTECTION LEGISLATION SHOULD EXTEND THE LIFESPAN OF PRODUCTS

The contractual stage can stimulate sustainable choices by:

1. Linking the guarantee period to average expected lifetime & stimulating the offering of a commercial lifespan guarantee
2. Making the hierarchy of remedies under the Sale of Goods Directive more sustainable by promoting repair
3. Ensuring access to repair and maintenance information to independent repairers and DIY repair
4. Exploring the possibilities of mandatory European legislation on services contracts

"REGULATING THE WASTE STAGE IS OF UTMOST IMPORTANCE TOWARDS SUSTAINABLE CONSUMPTION"

Waste legislation should help prevent waste generation by:

1. Refinement of the waste hierarchy to align it with the circular economy principles
2. Adapt definitions so products are considered first as a resource then as waste at end-of-life
3. Broadening and strengthening of the extended producer responsibility.



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