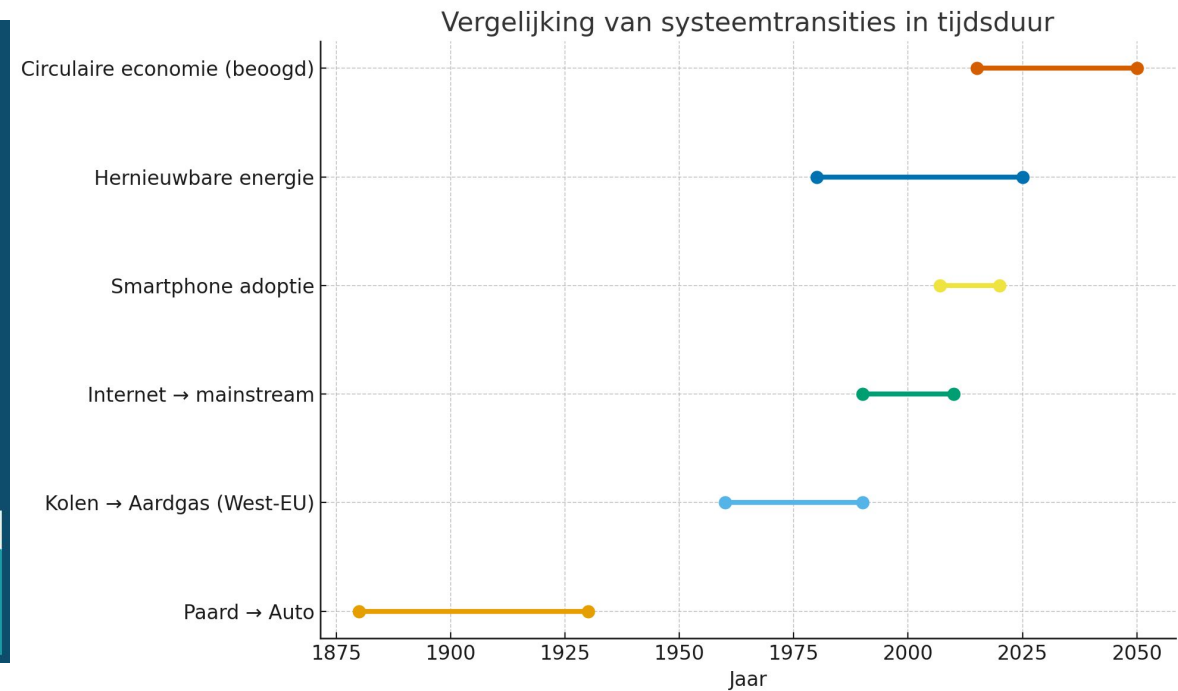
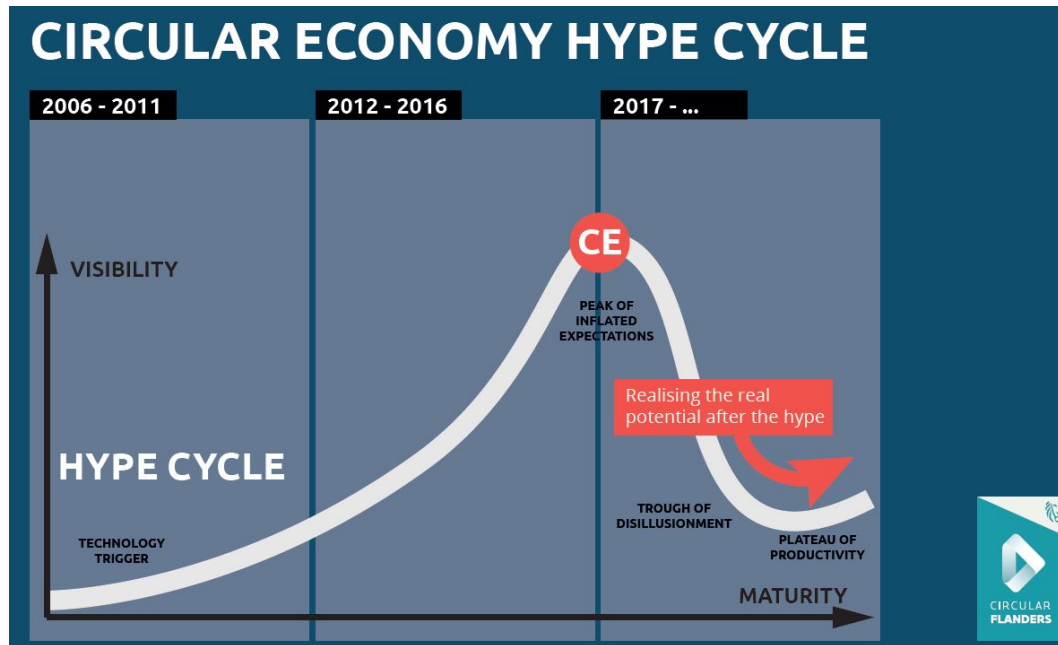


CE - from hype to act(ion)

VLEVA-event 17/09/2025

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0. Looking back in 2050 to 2027-2030

- “Was the CE Act be ‘THE’ gamechanger for the CE?” □ **Active** hope! (see Joanna Macy)
- The **stakes are high** (for climate risk mitigation, EU-dependency on resources and global supply chains, economic innovation for future EU-welfare, ...)
- Circularity strategies higher on ‘the **societal solutions** agenda’? + more **speed**?

Disclaimer: next slides show a non-exhaustive list of measures, but worth considering as...

- They relate to, or extend, current EU law, so EU(-MS) can move relatively fast while staying enforceable □ **potential impact x feasibility**
- They cover a large part of the life cycle:
 - **design (upstream)**
 - **demand (public procurement & buying power), and**
 - **EoL: (secondary) materials markets (downstream);**

1. Expand product design rules + speed-up the Digital Product Passport (DPP) roll-out

- Make **durability, repairability, spare-parts access, and minimum recycled content mandatory for priority groups** (construction materials/products, electronics/IT, textiles, furniture);
- Use the EU **ESPR as the legal backbone** and bring deadlines forward; align with the new Right-to-Repair directive so **repair is the default**;
The battery sector shows the path: DPPs become mandatory from 2027.

2. Make sustainable circular public procurement EU-wide binding (with true costing / pricing)

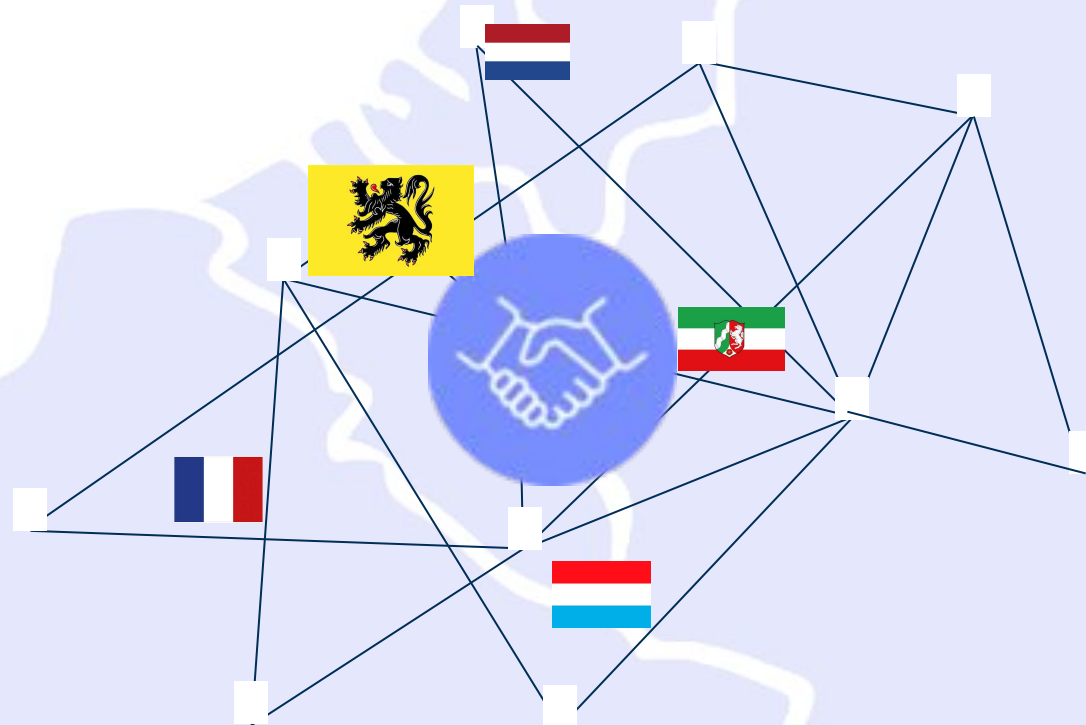
- Public buying is about 15% of EU GDP and drives sizable emissions □ binding criteria will drive demand towards circular options at scale;
- Move Green Public Procurement from voluntary guidelines to **mandatory** quotas per product category (buildings & infrastructure, furniture, ICT, textiles), **include circularity performance KPI's**, and/or require **true cost evaluation**;
 - Learning lessons at Flemish scale: <https://aankopen.vlaanderen-circulair.be/en>
 - True cost calculator example by VITO: <https://vito.be/en/news/new-tool-true-cost-calculator-maps-full-impact-garment>
- VDL State of The Union already referred to **Made in Europe-label** in public procurement / chance to involve circularity criteria?

3. Unlock secondary-materials markets: harmonized “end-of-waste” criteria + EPR 2.0 + recycled-content targets

- Adopt EU-aligned end-of-waste (EoW) criteria (start with plastics & textiles) so quality recyclates can move as a resource across borders;
- Pair this with modernized EPR (**eco-modulated fees rewarding good design**) and recycled-content targets beyond packaging;
- The new PPWR already sets binding reuse/recycled-content rules for packaging; the revised Waste Framework Directive adds textiles EPR: **use the CE Act to ensure fast, uniform implementation**;
- Require eco-modulation criteria for recycling based on output quality instead of mass volume recycled □ **demand-driven quality / from waste push to resource pull**

... and improved local collaboration

- “Trans-regional Circularity Hubs” mentioned in the Clean Industrial Deal
- Framework under development in preparatory study on the Impact Assessment for the CE Act
- Flemish coalition is currently preparing improved cross-border collaboration on CE



Enabling
Circular

Doing
Circular

Some extra statements for discussion / food for thought

- “We need another and less conceptual wording then ‘circularity’ to get the mass on board.”
 - More strategic communication, based on human behavioural insights is needed to help change consumer patterns
- “It’s all about people” (see Kahneman, Sapolski, ...) □ loss & risk aversion □ trust-building measures (e.g.) via convincing stories, true cost awareness building, public procurement, harmonization of national law hindering cross-border collaboration
- “To get circularity higher on the agenda of politicians, industry leaders, citizens, ... the negative effects of geopolitical instability & climate change will first need to be harder.”
 - cfr. novel The Ministry for the future by Kim Stanley Robinson

"Hitte is een stille doder": Klimaatverandering veroorzaakte 7 op de 10 Europese hittedoden deze zomer, berekenen wetenschappers



VITO's role(s) in the transition to a more circular economy

Enabling Circular

Enabling systemic transition

Assessment method & framework development



European Environment Agency



Indicator & standards development



Policy making



Knowledge building



AGENTSCHAP INNOVEREN & ONDERNEMEN



Doing Circular

Insight valorisation & tech transfer to (Flemish) companies

Manufacturing

Construction

Transport & logistics

Finance & IT

Services

Textiles

Retail

Waste



BEKAERT DESLEE

VELDEMAN GROUP





**Happy to further
discuss!**