

## ADVOCACY PLAN

### Ecodesign for Sustainable Products Regulation (ESPR) and Digital Product Passports (DPPs)

#### What is the issue and why is it important? (max 200 words)

The objective of the proposed **Ecodesign for Sustainable Products Regulation (ESPR)** - published by the Commission in March 2022 and developed under the new Circular Economy Action Plan - is to make sustainable products the norm in the EU. The ESPR will replace the current Ecodesign Directive (2009/125/EC), introducing more ecodesign criteria for a broader range of products.

The ESPR framework will improve the environmental sustainability of products and ensure free movement in the internal market by setting ecodesign requirements that products must fulfil to be placed on the market in the EU or put into service on:

- product durability, reusability, upgradability and reparability
- presence of substances of concern
- energy and resource efficiency
- recycled content
- remanufacturing and recycling
- carbon and environmental footprints
- information requirements, including a Digital Product Passport (DPP)

New mandatory (DPPs) will be established for all products regulated under ESPR and will provide information about products' environmental sustainability. This information will be easily accessible by scanning a data carrier. It should help consumers and businesses make informed choices when purchasing products, facilitate repairs and recycling and improve transparency about products' life cycle impacts on the environment. DPPs should also help public authorities to better perform checks and controls.

#### Key Orgalim objectives

1. Prepare and support Orgalim members for this transition to sustainable products becoming the norm in the EU.
2. Develop proactive input from Orgalim members with recommendations and proposals to support policy makers to turn these sustainable products and Digital Product Passports challenges into opportunities / drivers of prosperity for our industries by shaping the ESPR to make the upcoming new mandatory product requirements and Digital Product Passports as harmonised, workable, proportionate and enforceable as possible for our industries.

See Orgalim [position](#) on the Sustainable Products Initiative, 8 June 2021

See Orgalim [Position and recommendations](#) from Europe's technology industries on the proposed Ecodesign for Sustainable Products Regulation, 1 June 2022.

Institutional Process/Advocacy milestones			
When	Development	Orgalim advocacy	Members' advocacy suggestion
11 March 2020	Publication of Commission's new Circular Economy Action Plan ( <a href="#">CEAP</a> )	<b>15 October 2020:</b> Orgalim <a href="#">Position Paper</a> on the new Circular Economy Action Plan (CEAP) + <a href="#">webinar</a> "A Circular Economy supporting Europe's Green Deal climate ambition"	
September – November 2020	Commission inception Impact Assessment	Engagement with Commission	
17 March – 9 June 2021	Commission open <a href="#">public consultation</a> on the Sustainable Products Initiative legislative proposal	<p><b>8 June 2021:</b> Orgalim <a href="#">Position Paper</a> on the Sustainable Products Initiative (SPI) including the Digital Product Passport (DPP)</p> <p><b>29 June 2021:</b> Orgalim policy exchange <a href="#">webinar</a> on SPI &amp; DPP</p> <p><b>25 November 2021:</b> meeting with the European Commission DG GROW &amp; DG ENV on SPI &amp; DPP</p>	
30 March 2022	Commission <a href="#">published</a> its proposal for a new Ecodesign for Sustainable Products Regulation (ESPR)	<b>1 June 2022:</b> Orgalim <a href="#">position and recommendations</a> from on the ESPR proposal + policy exchange <a href="#">webinar</a> on ESPR & DPP with the participation of DG GROW attended by 400 participants	Engagement with own governments (incl. PermReps)
October-December 2023	Consideration of draft reports in EP IMCO, ENVI and ITRE	<p><b>28 October 2022:</b> joint BusinessEurope – Orgalim amendments suggestions to the Members of the European Parliament (MEPs)</p> <p>Orgalim reached out to key MEPs (Rapporteurs &amp; Shadow Rapporteurs in EP ENVI, ITRE &amp; ITRE) to shape their upcoming opinions on ESPR</p>	Engagement with own MEP contacts
January – May 2023	The Commission launched a <a href="#">public consultation</a> on the categories of products to be selected under the first ESPR Working Plan	<b>12 May 2023:</b> <a href="#">Orgalim comments</a> on the draft ESPR Working Plan	

February – June 2023	<b>28 March 2023:</b> EP ITRE vote	<b>28 February 2023:</b> Orgalim key messages and voting recommendations on EP ITRE ESPR amendments	Engagement with own MEP contacts
	<b>25 April 2023:</b> EP IMCO vote	<b>5 April:</b> Orgalim key messages and voting recommendations on EP IMCO ESPR amendments	Engagement with own MEP contacts
	<b>15 June 2023:</b> EP ENVI vote	<b>22 March 2023:</b> Orgalim <a href="#">spoke</a> at the European Forum Manufacturing event about sustainable products hosted by ESPR ENVI Rapporteur MEP Alessandra Moretti  <b>11 May:</b> Orgalim key messages and voting recommendations on EP ENVI ESPR amendments	Engagement with own MEP contacts
May 2023	<b>22 May 2023</b> (Competitiveness Council): Council general approach on ESPR	<b>1 June 2022:</b> Orgalim <a href="#">position and recommendations</a> from on the ESPR proposal	Engagement with own governments
July 2023	EP Plenary Vote	<b>12 July 2023:</b> <a href="#">Orgalim Statement</a> "Orgalim welcomes the EP Plenary vote on the ESPR"	Engagement with own MEP contacts
September - December	ESPR trilogue negotiations	<b>10 October 2023:</b> Orgalim recommendations for the ESPR trilogue negotiations  <b>30 October 2023:</b> Orgalim meeting with the European Commission (DG GROW & DG ENVI) on the DPP	Engagement with own MEPs/ governments
December 2023 or January 2024	Final text of the Ecodesign for Sustainable Products Regulation (ESPR)	<b>February 2024:</b> Orgalim Policy Exchange webinar to present the final ESPR text and latest news on the DPP (exact date to be confirmed)	
<b>Key decision-makers (10 max)</b>			
<b>Name</b>	<b>Institution / Role</b>	<b>Rationale</b>	<b>Relationship w/ Orgalim</b>

Stefano Soro	Commission, DG GROW, Head of Unit, Department on Circular Economy,	DG GROW's role is to support the industry  DG GROW is leading the work on the Digital Product Passports	Met several times and received our position papers.
Michele Galatola	Commission, DG GROW, Policy Officer, Chair of the Commission cross- DG working group on the Digital Product Passport (DPP)	DG GROW is leading the work on the Digital Product Passports	In very regular contact with Orgalim, met several times (last meeting was on 30 October 2023) and spoke at several Orgalim meetings and webinars (29 June 2021: Orgalim policy exchange <a href="#">webinar</a> on SPI & DPP and 1 June 2022: Orgalim policy exchange <a href="#">webinar</a> on ESPR & DPP )
Aurel Ciobanu Dordea	Commission, DG ENV, Director, Directorate B Circular Economy & Green Growth	DG ENV has the lead on environmental policies	Received our position papers
William Neale	Commission, DG ENV, Circular Economy, Adviser for Circular Economy  He is the right hand of Aurel Ciobanu Dordea	DG ENV has the lead on environmental policies	Met several times, in regular contact with Orgalim
Matjaž Malgaj	Commission, DG ENV, Circular Economy - Sustainable Products (ENV.B.4)  He is the ESPR coordinator in the Commission coordinating the work between the different DGs	DG ENV has the lead on environmental policies	Met several times, in regular contact with Orgalim
MEP Alessandra Moretti (S&D)	EP ENVI Rapporteur	EP ENVI has the lead on ESPR	Received our amendments suggestions and acknowledged them
MEP Jessica POLFJÄRD (EPP)	EP ENVI Shadow Rapporteur	EP ENVI has the lead on ESPR	Received our amendments suggestions and supported several of them

Maria Spyraiki (EPP, Greece)	EP ITRE Rapporteur	ITRE is an Associated Committee	Received our amendments suggestions and acknowledged them
MEP Kokalari (EPP)	EP IMCO Shadow Rapporteur	IMCO is an Associated Committee	Received our amendments suggestions and supported several of them
<b>Orgalim Team</b>			
<p>Stéphanie Mittelham (Lead), Manager Green Transition</p> <p>Lead Working Group: Green Transition WG in close cooperation with its Chemicals TF and Waste TF, Digital Transformation WG, Internal Market WG and its CPR TF and Standardisation TF</p> <p>WG Chair: Louise Bünemann, Danish Industries WG Vice-Chair: Ulrike Witz, FMTI</p>			