

The Green Deal – transformation project for several legislative periods

The European Green Deal aspires to establish the groundwork for a sustainable EU and envisions a comprehensive transformation of the European economy. The growth strategy aims to guide Europe towards a modern, resource-efficient, and circular economy while simultaneously enhancing its competitiveness. While the Commission has set various initiatives into motion, the nature of such a transformation project entails several challenges and measures that extend into the new legislative period.

Change for several policy areas

The ambitious European growth strategy includes numerous individual measures that fall within different policy areas. Several initiatives hold particular relevance for the German coatings and printing ink industry:

The Commission has presented the **Chemicals Strategy for Sustainability** with the aim of *eliminating environmental pollution* to protect people and the environment. Of the two major building blocks, the revision of the CLP and REACH regulations, the former has mostly been finalised. The adaptation of the REACH Regulation must be addressed by the next Commission. The additional time should be used to scrutinise the scientific viability of new concepts and assess their impact on key sustainable technologies.

Sustainable industry is another key objective of the Green Deal. The new **action plan for the circular economy** is intended to contribute significantly. The Commission has launched the new **Ecodesign Regulation (ESPR)** and the **Packaging and Packaging Waste Regulation (PPWR)**. However, crucial aspects in both cases will be regulated by delegated acts in the next legislative periods, including the „design for recycling rules“ of the PPWR and ecodesign requirements for specific product groups of the ESPR. Recycling processes should be considered alongside design aspects.

Only a few concrete measures have been implemented so far as part of the announced **wave of renovations** and many construction sites remain. One component of the strategy **from the farm to the table** is the revision of the legal framework for food packaging. This is behind schedule and should be prioritised by the new Commission.

This is
what we
are calling
for

Swiftly finalise the revision of the legal framework

Paints and coatings can contribute significantly to Green Deal objectives but measures in within the REACH revision and Ecodesign Regulation must enable this. The remaining time should be used to consider critical voices from the scientific community on the plans for the chemicals strategy.

Sustainability goes beyond product design

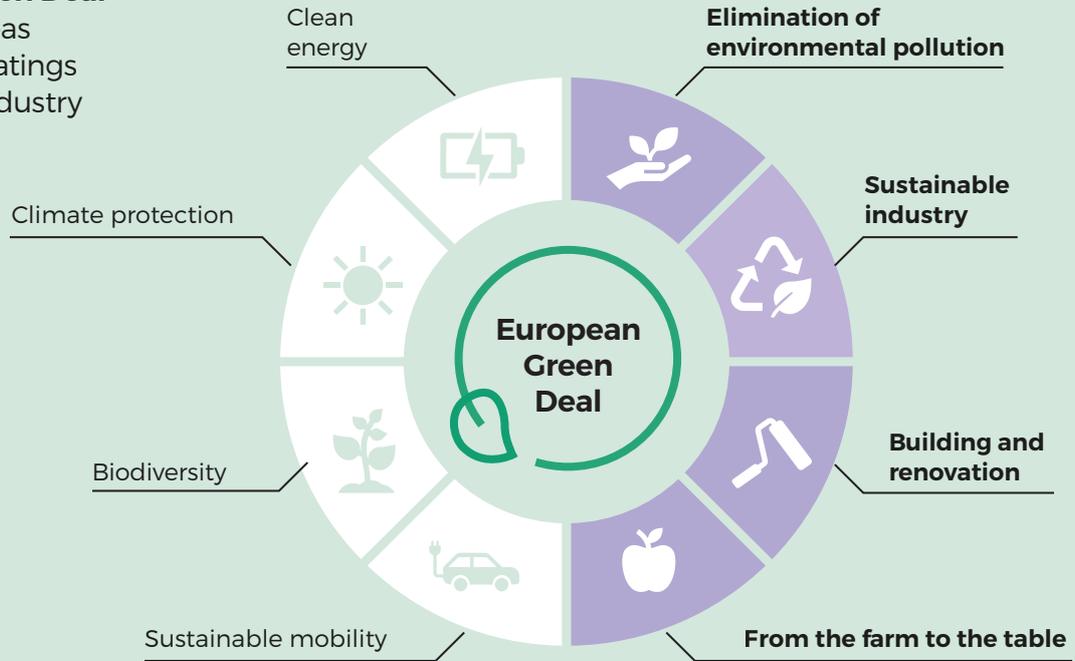
While design for recycling is crucial, a one-sided focus does not fully address the circular economy. The entire product life cycle, including the contribution of paints and coatings to sustainability and the optimization of recycling processes, should be considered in PPWR and ESPR design.

Swiftly finalise the revision of the legal framework for food packaging

The project is already behind schedule and should therefore be prioritised by the new Commission.

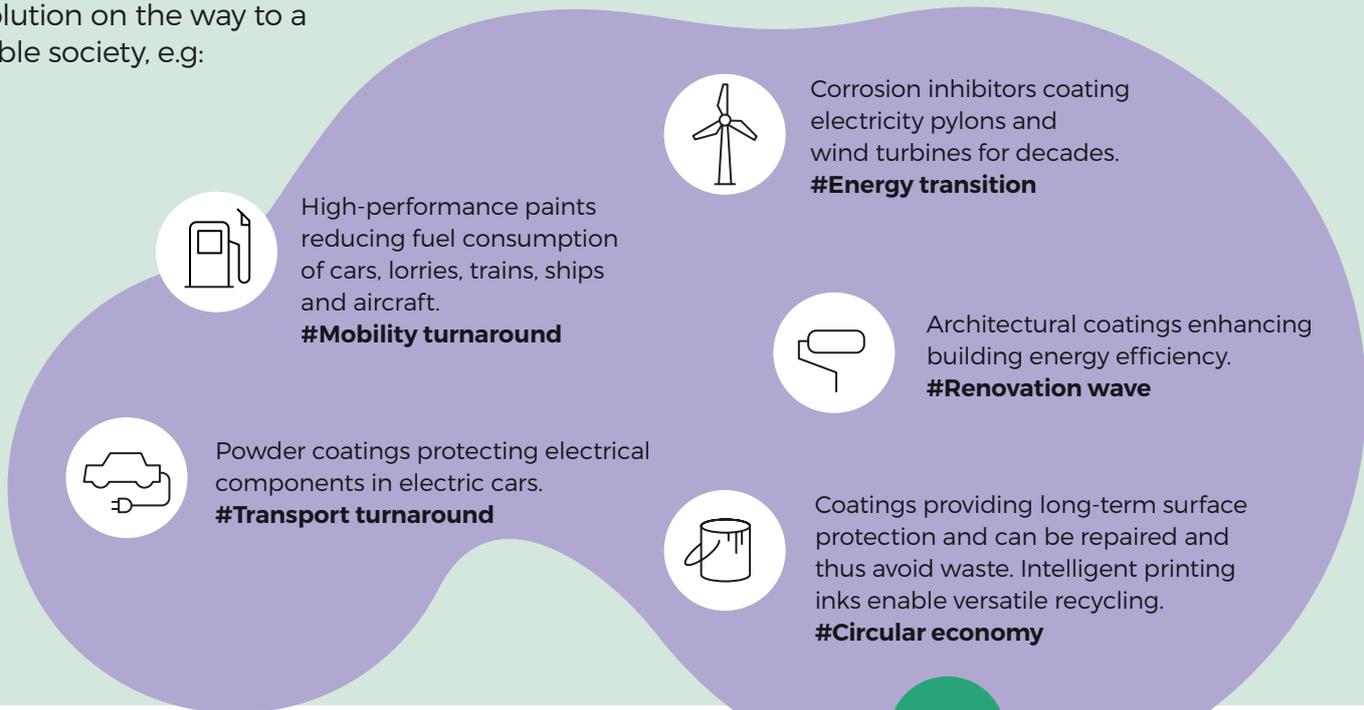
The European Green Deal

Relevant policy areas for the German coatings and printing ink industry



The role of paints and varnishes in the Green Deal

Paints, coatings and printing inks are part of the solution on the way to a sustainable society, e.g:



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Explore all VdL position papers on the political and regulatory measures of the Green Deal on our website:

