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Taking the circular economy to the next level

Reacting to the Commission's new Circular Economy Plan, Cecilia **Bonefeld-Dahl**, Director General of DIGITALEUROPE, said:

- “ *The transition to a low-carbon, climate neutral, resource efficient and circular economy is one of the world's most pressing challenges and the digital sector is ready to do its part.*”
- “ *We welcome the efforts made so far and the link recently made in the new industrial strategy, although we consider that the Commission's circular economy approach continues to focus too much on consumer products and not enough on industry.*”
- “ *Europe already has an extensive and well-established framework of regulations for consumer electronics. The problems lie in the coherence between existing tools, the implementation, and the enforcement across the Member States. Fixing this would take the circular economy to the next level*”
- “ *We also believe that there should be a greater emphasis on the digitalisation of our industrial sector, which is Europe's strength. Given its relative size compared to the market for consumer products, there is enormous untapped potential here to reduce the use of material resources, improve energy efficiency and cut emissions.*”

DIGITALEUROPE is convinced that digital technologies are key enablers for attaining the sustainability goals of the European Green Deal. At the same time, we are also aware of our footprint and are committed to ensuring a sustainable digitalisation.

The European framework of product policies plays an important role in promoting circular economy¹. It is an area where the EU has shown global leadership and, when done well, has the potential to drive international regulatory alignment. The lifecycle of Electrical and Electronic Equipment (EEE) is subject to a comprehensive set of different pieces of EU legislation covering the whole product lifecycle. This has expanded over the years to also integrate circular economy elements². For example, around 20 Ecodesign regulations, the Restriction of Hazardous Substances (RoHS) directive and the Waste Electrical and Electronic Equipment Directive

¹ See DIGITALEUROPE paper on “A Comprehensive EU Product Policy Framework”

<https://www.digitaleurope.org/resources/a-comprehensive-eu-product-policy-framework/>

² DIGITALEUROPE mapped the existing legislative framework in its call to action for digital and sustainability

<https://www.digitaleurope.org/resources/digitalisation-as-key-for-a-sustainable-europe-our-call-to-action-for-the-eus-strategic-agenda-2019-2020/>

(WEEE) directive. DIGITALEUROPE members are committed to complying with each of them and in many instances have initiatives or programmes in place that go beyond compliance.³

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³ See DIGITALEUROPE paper on “The Contribution of the Digital Industry in a Circular Economy”
<https://www.digitaleurope.org/resources/the-contribution-of-the-digital-industry-in-a-circular-economy/>

About DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies.

DIGITALEUROPE Membership

Corporate Members

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National Trade Associations

Austria: IOÖ

Belarus: INFOPARK

Belgium: AGORIA

Croatia: Croatian
Chamber of Economy

Cyprus: CITEA

Denmark: DI Digital, IT
BRANCHEN, Dansk Erhverv

Estonia: ITL

Finland: TIF

France: AFNUM, Syntec
Numérique, Tech in France

Germany: BITKOM, ZVEI

Greece: SEPE

Hungary: IVSZ

Ireland: Technology Ireland

Italy: Anitec-Assinform

Lithuania: INFOBALT

Luxembourg: APSI

Netherlands: NLdigital, FIAR

Norway: Abelia

Poland: KIGEIT, PIIT, ZIPSEE

Portugal: AGEFE

Romania: ANIS, APDETIC

Slovakia: ITAS

Slovenia: GZS

Spain: AMETIC

Sweden: Teknikföretagen,
IT&Telekomföretagen

Switzerland: SWICO

Turkey: Digital Turkey Platform,
ECID

Ukraine: IT UKRAINE

United Kingdom: techUK