Ecopreneur.eu Activities Report 2025

Legislative landscape

✓ In 2025, the political tide shifted decisively: EU competitiveness and regulatory simplification replaced the Green Deal as the Commission's dominant agenda. Several landmark Green Deal regulations came under attack via the Omnibus simplification packages, including:
- CSRD (Corporate Sustainability Reporting Directive) — scope drastically narrowed, deadlines delayed
- CSDDD (Corporate Sustainability Due Diligence Directive) — value chain scope cut to Tier 1 only, assessment frequency reduced
- EUDR (EU Deforestation Regulation) — implementation delayed to December 2026
- Green Claims Directive (Substantiation and Communication of Environmental Claims) — likely to be abandoned (substituted by "Empowering Consumers for the Green Transition")

✓ However, the following laws continued or advanced on track in 2025:
- ESPR (Ecodesign for Sustainable Products Regulation), including DPP (Digital Product Passport) and a 2025–2030 Work Plan for Textiles and Apparel adopted in April 2025; implementation proceeding
- PPWR (Packaging and Packaging Waste Regulation) legally applying to all EU member states from August 12, except for some Extended Producer Responsibility provisions
- CPR (Construction Products Regulation) — entered into force January 2025, legally applying from January 2026
- Right to Repair Directive — adopted 2024, transposition underway
- EmpCo (Empowering Consumers for the Green Transition) — adopted in 2024, legally applying from September 27, 2026
- CBAM (Carbon Border Adjustment Mechanism) — actually simplified: exemptions broadened, administrative requirements lowered
- NRL (Nature Restoration Law)
- CRMA (Critical Raw Materials Act).

Key results and activities

✓ The Commission also launched the following new initiatives on which we actively engaged:
- Circular Economy Act (CEA): new position paper with photo moment handed to Commissioner Roswall, participation in high-level event with Executive Vice President

Ribera and Séjourné and Commissioner Roswall, Cabinet and policy officials' meetings, key topic on our own events.
  - Public Procurement Directive (PPD) revision: new position paper, 2 Cabinet meetings, 1 meeting with the key MEP's staff
  - The Clean Industrial Deal, which included:
    - the Clean Industrial deal State Aid Framework (CISAF), to which circularity was added after a business statement co-signed by Ecopreneur.eu
    - a Winter Package, which included protective measures for mechanical recycling and EU-standard recycled content in response to a joint statement with business members Werner & Mertz, REMONDIS, Alpla and European Waste Management Association FEAD.

✓ Welcoming 4 new members: **New ERA**, the leading trade association for reusable packaging; **Change for the Better**, the leading sustainable business association in the Czech Republic; **ELCA**, bringing in 11 000 landscape contractors across Europe into the membership; and the Brussels-based scale-up **Resortecs**, driving circularity in the textile industry through patented design-for-disassembly technology, as our first associated company and new Advocacy Group member.

✓ The **staff of two operating at maximum capacity** thanks to a grant supporting Ecopreneur.eu's advocacy and capacity building in 2025-2027

✓ **Publication** of two position papers, 14 co-signed statements, 3 responses to EU public consultations as well as sending 2 letters to President Ursula Von der Leyen and 1 to the Polish Presidency, 8 news items and press releases, and 26 LinkedIn posts resulting in a total of 17 900 (+1 100) web page views with 330 new followers

✓ Two **own events:**
  - Parliamentary Breakfast meeting about the Circular Economy Act with MEPs Gerben Jan Gerbrandy (Renew) and Anna Cavazzina (Greens), 50+ in-person and 186 online participants
  - An in-person meeting between William Neale (DG Environment) and Jan Dusík (DG Climate) and our members, advocacy group company members, Resortecs, Tomra and Decathlon

✓ Two **media interviews** and 1 **mention** in a report

✓ 7 **in-person meetings with European Cabinet members and staff,** including Luis Planas-Herrera, Olivia Gippner, Terhi Lehtonen, Valentina Schaumburger, Vincent Hurkens and Mikkel Boedsen-Diederiksen and Karol Krzysztof Rzęsiewicz, assistant to MEP Piotr Mueller (ECR)

✓ 42 **advocacy meetings:** 17 with the Commission, 2 with MEPs, 4 with the European Economic and Social Committee (EESC), 11 with other stakeholders, 2 interviews, 5 workshops / conferences, and 1 with BNW; and 21 **meetings with potential funders**

✓ Continued **membership** of the Business For a Better Tomorrow Coalition and Business for Nature, **collaboration** with SMEunited, Corporate Leaders Group (CLG) Europe, the

European Environmental Bureau (EEB), WWF and ECOS, Client Earth, Solar Impulse, and Transport & Environment and Zero Waste Europe, and participation in the **International Advisory Board** of the True Animal Protein Pricing (TAPP) Coalition and the Austrian Circular Economy Forum.

- ✓ **Speaker / panellist** at 5 events:
  - The COP30 Brascam Webinar on sustainable fashion
  - Packaging Waste and Sustainability Forum in Brussels
  - Ahr Flood Day with MEP Jutta Paulus in Germany
  - European Commission meeting on the European Research Area in Brussels
  - The Good Lobby Summer Academy in Bilbao, Spain

In addition:

- ✓ The staff personally participated in the 2025 **BNW Annual Event** and **Circular Economy Working Group** in Berlin and the **London Climate Action Week in London**
- ✓ Intensified **fundraising**, supported by the intern onboarded in 2024, chasing dozens of leads and submitting 10 project proposals (8 rejected, 1 granted, 1 pending), resulting in a 4-year grant (2026 - 2029) of 25 000 EUR per year for Ecopreneur.eu from the European Commission for being the SME Representative for the EU Ecolabel, together with German think tank Adelphi, and a 50 000 EUR top-up grant from Porticus for further fundraising activities

Despite funding challenges for the years to come, **Ecopreneur.eu continued to punch above its weight in EU advocacy**. With a strong network and clear mission, we look forward to building on this momentum in 2026.

(see next page for some highlights)

Ecopreneur.eu highlights 2025

December 1, 2025

Ecopreneur.eu welcomes ELCA as a new member

Ecopreneur.eu welcomes ELCA, the European Landscape Contractors Association as a new member

> Read more

October 1, 2025

Ecopreneur.eu welcomes Resortecs as its first associated company member

Ecopreneur.eu welcomes Resortecs as its first associated company member of the European Sustainable Business Federation.

> Read more

July 7, 2025

Ecopreneur.eu hands position paper to Commissioner Roswall during high-level dialogue

Our Executive Director met Commissioner Jessika Roswall, Executive VP Teresa Ribera, and Executive VP Stéphane Séjourné

> Read more

June 2, 2025

White Paper on Extended Producer Responsibility

Whitepaper on EPR schemes: "Current state and recommendations for improvement"

> Read more

May 22, 2025

Ecopreneur.eu welcomes Change for the Better as a new member

Ecopreneur.eu welcomes Change for the Better as a new member of the European Sustainable Business Federation.

> Read more

February 10, 2025

Ecopreneur.eu Urges EU to Continue LIFE Operating Grants for Environmental NGOs

Open letter to urge Commission to keep supporting environmental NGOs through the LIFE operating grant programme

> Read more

January 21, 2025

Ecopreneur.eu Joins the European Commission's Ecodesign Forum

Ecopreneur.eu has been appointed by the European Commission as a member of the Ecodesign Forum

> Read more

January 14, 2025

Ecopreneur.eu welcomes New ERA as a new member

Ecopreneur.eu welcomes New ERA as a new member of the European Sustainable Business Federation.

> Read more