

## Results and activities achieved in 2023

- ✓ The Ecodesign Sustainable Products Regulation (ESPR) with draft implementing act European Sustainable Reporting Standards (ESRS), and the Digital Products Passport (DPP) pending formal approval by Council and/or Parliament, with implementation already started, **meeting virtually all demands Ecopreneur.eu advocated on sustainable product regulation since our launch in 2016**
- ✓ In continuation of 2022, **unprecedented progress of EU Green Deal legislation** including: implementing and delegated acts or regulations for the Corporate Sustainability Reporting Directive (CSRD), Carbon Border Adjustment Mechanism / EU-ETS, Taxonomy for sustainable finance; adoption of the Deforestation-free Products Regulation and a ban on intentionally added microplastics; The Nature Conservation Law and Critical Raw Materials Act (CRM Act) pending formal approval by Council and Parliament; the Corporate Sustainability Due Diligence Directive (CSDDD), Sustainable Textiles Strategy, Construction Products Regulation (CPR), Sustainable Consumption of Goods / Right To Repair and Packaging & Packaging Waste Regulation (PPWR) in Trilogue negotiation; the Waste Framework Directive (WFD) reform and Green Claims Directive discussed in Parliament; and implementing act preparations on recycled content management under the Single Use Plastics Directive (SUPD)
- ✓ Advocating a **level playing field for high-quality mechanical recycling**, in close collaboration with Werner & Mertz, REMONDIS and (non-member) Alpla, calling for a fair method of calculating recycled content through an implementing act under the Single-Use Plastics Directive (SUPD)
- ✓ Meetings with European Commission officials Wolfgang Trunk, Małgorzata Gołębiowska (DG ENVI) and Benedicte van Ormelingen (DG JUST), Policy Advisor Axel Singhofen and MEP Malte Gallée (GREENS/DE), MEP Claudia Gamon (Renew/AT), the Right to Repair Campaign and the WBCSD, totalling **41 advocacy meetings**, of which 35 events, plus 80 meetings for the EU projects ORIENTING and Fashion for Change
- ✓ Establishing **collaboration with SMEunited** on the topic of SME Circularity Hubs and vouchers
- ✓ ECOPRENEUR.EU **challenging BusinessEurope** director Markus Beyrer in the European Parliament by disagreeing with a regulatory break, instead asking his support for our advocacy for economic incentives for sustainable products, a recommendation that was immediately supported by MEP Marin Hojsik (Renew)

Speaker / panellist / moderator at 11 events including

- ✓ Speaking at the plenary of a G7-B7 Meeting on Circular Economy to present the ECESP with sustainable business examples from the Ecopreneur.eu membership
- ✓ Speaking in the European Parliament at the Reusable Packaging Europe event “Paving the way to a circular and climate-neutral EU with reusable packaging”
- ✓ Moderating Circular Talks of the European Circular Economy Stakeholder Platform (ECESP) on the Right to Repair and on Circular Construction (represented by Myriam Tryjefaczka)
- ✓ Co-organising as closing moderator at a PlugNPlay 1- day in person meeting on Circularity Hubs in Brussels, with over 20 participants from the European Commission and stakeholders
- ✓ Board Member Kadi Kenk speaking at a Just Transition Panel at the European Greens Party meeting in Vienna

Publication of

- ✓ 11 position papers and advocacy responses on sustainable product design (ESPR and ESRS), the 2024 European elections, the digital products passport, recycled content measurement (SUPD), polluters pay principle, the European Innovation Council and SMEs Executive Agency (EISMEA) and a draft Manifesto of the European Greens Party (EGP)
- ✓ 2 papers on SMEs and Sustainability by Advocacy Europe, Ecopreneur.eu and the European Federation of Co-operative banks
- ✓ 7 co-signed letters on nature restoration (WWF, CLG Europe), sustainable food (EU Food Policy Coalition), packaging reuse (DUH), waste (Zero Waste Europe), Extended Producer Responsibility (Minderoo) and fossil-fuels phase out (CLG Europe)
- ✓ 9 news items resulting in a total of 19 .015 web page views.

Plus:

- ✓ 50 Internal calls with our members and member companies, 8 calls for new member acquisition and 6 fund raising calls
- ✓ Steady growth of 156 new registrations for the Circularity Check, totalling about 1250
- ✓ Significant contributions to the ORIENTING and Fashion for Change projects
- ✓ 4 Calls with True Animal Protein Price (TAPP) Coalition as Advisory Board Member
- ✓ Launch of the World Business Council for Sustainable Development Circular Transition Indicators 4.0, to which Arthur ten Wolde contributed for MVO Nederland



ecopreneur.eu

European Sustainable Business Federation

# Ecopreneur.eu highlights 2023



## Sustainable business calls for ambitious implementation of the European Green Deal – and more

December 8, 2023

With the 2024 European elections ahead, Ecopreneur.eu - the European Sustainable Business Federation - calls on policy makers to prioritise ambitious implementation of the European Green Deal, economic incentives and the creation of 100 Regional Circularity Hubs to support SMEs.

[Read More →](#)



## 5 Reasons why sustainability matters for SMEs

November 27, 2023

In collaboration with Ecopreneur.eu, Accountancy Europe has published a paper detailing 5 reasons why SMEs should not wait to start transitioning to more sustainable business models. The sustainable transition is a collective effort and a matter for society as a whole. SMEs, as the backbone of Europe's economy, also have a key role to play. The transition poses challenges, but also offers opportunities. However, it can feel daunting to get started and to imagine how the sustainable transition affects the business, even before being fully informed.

[Read More →](#)



## 5 Reasons why sustainability matters for SMEs

November 27, 2023

In collaboration with Ecopreneur.eu, Accountancy Europe has published a paper detailing 5 reasons why SMEs should not wait to start transitioning to more sustainable business models. The sustainable transition is a collective effort and a matter for society as a whole. SMEs, as the backbone of Europe's economy, also have a key role to play. The transition poses challenges, but also offers opportunities. However, it can feel daunting to get started and to imagine how the sustainable transition affects the business, even before being fully informed.

[Read More →](#)



# Sapporo

## G7 Ministers' Meeting on Climate, Energy and Environment

## Ecopreneur.eu presents European Circular Economy Stakeholder Platform at G7-B7 meeting

November 8, 2023

On 6 November 2023, Arthur ten Wolde, ECESP Coordination Group member and Executive director of Ecopreneur.eu - the European Sustainable Business Federation, represented the European Circular Economy Stakeholder Platform (ECESP) at a G7-B7 online meeting on Circular Economy and Resource Efficiency Principles.

[Read More →](#)



ecopreneur.eu

European Sustainable Business Federation

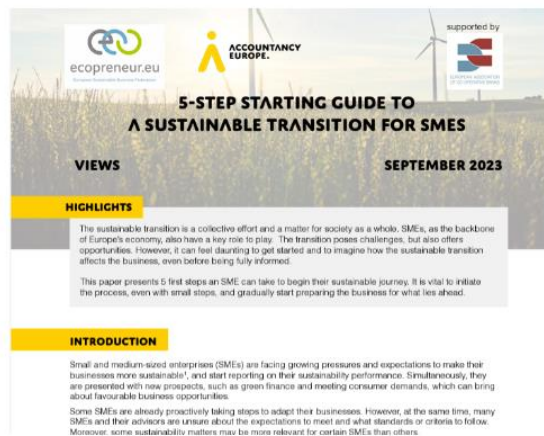


### A revised Waste Framework Directive to boost circular design, durability and recyclability of all products

October 30, 2023

In our position paper on a revised EU Waste Framework Directive (WFD), Ecopreneur.eu supports the European Commission's initiative to substantially reduce the ever growing waste of resources in Europe. While we understand the prioritisation of textiles and food waste, the ultimate goal must be a EU regulatory framework for any...

[Read More](#)



### 5-step starting guide to a sustainable transition for SMEs

September 5, 2023

In collaboration with Ecopreneur.eu, Accountancy Europe has published a 5-step starting guide to a sustainable transition for SMEs. This paper presents 5 first steps an SME can take to begin their sustainable journey. It is vital to initiate the process, even with small steps, and gradually start preparing the business for what lies ahead.

[Read More](#)



### Sustainable business calls for ambitious European sustainability reporting standards

July 7, 2023

Ecopreneur.eu advocates to make the directive mandatory for reporting as of financial year 2024, launch massive information campaigns for companies and give maximum support to the European Financial Reporting Advisory Group (EFRAG) to finalise the European non-financial reporting standard in time.

[Read More](#)



### European Sustainable Business advocates full application of the Polluter Pays Principle

May 30, 2023

The European Sustainable Business Federation – Ecopreneur.eu – welcomes the Polluter Pays Principle fitness check as a basis for recommendations in 2024 on how to better implement the principle. Existing EU regulation is inadequate. All prices should reflect the true costs of external environmental and social impacts. This requires an...

[Read More →](#)



### Sustainable plastics recycling relies on transparent recycled content claims

May 23, 2023

Consumers need to be empowered to take informed purchasing decisions based on clear and trustworthy information, enabling them to play an active role in the green transition. In a joint position paper with Werner & Mertz, Remondis, Alpla and the 3000 sustainable frontrunners from our membership, we call on the...

[Read More →](#)



### Don't let the ambition of the new Packaging Waste regulation get compromised

January 12, 2023

The mandatory targets for waste reduction, recycled content, reuse and refill suggested by the European Commission in their reviewed packaging & packaging waste regulation (PPWR) are ambitious and constructive. Watering them down before they cross the regulatory finish line would be counterproductive for green innovation, the advance of the circular...

[Read More →](#)