

Ecopreneur.eu activities and results 2022

- ✓ Major results: Publication of the Sustainable Products Initiative (SPI), the Textile Strategy and the Packaging & Packaging Waste Regulation by the European Commission, **meeting virtually all demands Ecopreneur.eu advocated since our launch in 2016**
- ✓ On top of this, **an unprecedented avalanche of new EU sustainability regulations** including: the Corporate Sustainability Reporting Directive (CSRD – adopted – in preparation), Carbon Border Adjustment Mechanism / EU-ETS (adopted – in preparation), Taxonomy for sustainable finance (adopted), Corporate Sustainability Due Diligence Directive (CSDDD – in Parliament)
- ✓ Successful 2nd Ecopreneur.eu Member Conference for members and their company members with high-ranking speakers from the European Commission
- ✓ Meetings with Diederik Samsom (1-1 Q&A) and Helena Braun from the Timmermans Cabinet, key MEPs Lara Wolters, Jan Huitema, Thomas Waitz and Peter Liese (1-1 Q&A), key European Commission officials from 3 DGs and other stakeholders (ZWE, CEFIC, E.E.B, WBCSD), totalling 77 advocacy meetings, of which 40 events, plus 64 project meetings
- ✓ Keynote at the Loop Forum Circular Economy Conference 2022 in Copenhagen

Speaker / panellist / moderator at 18 events including

- ✓ The SME Assembly in Prague, with **DG GROW, MEP Martina Dlabajová and Alain Coheur (EESC) confirming the importance of regional circularity hubs for SMEs** in direct response to a question from Ecopreneur.eu in the final plenary session
- ✓ Moderating a European Greens event in Brussels on SMEs and the Circular Economy
- ✓ Co-organising 4 Circular Talks of the European Circular Economy Stakeholder Platform (ECESP) Leadership Groups, on Carbon Emissions (one SME speaking), Digital Product Passport, the Textiles Strategy, and Circular Construction (2 companies speaking).

Publication of

- ✓ 9 position papers and advocacy responses on reporting, repairs, carbon pricing, chemicals, textiles, due diligence, green claims, sustainable products etc.
- ✓ 3 letters, to the Czech Republic EU Presidency, Timmermans & Samsom, and MEPs
- ✓ 3 newsletters, 12 news items resulting in a total of 23.110 web page views.

Plus:

- ✓ 43 Internal calls with our members and member companies about EU policy, EU funding and circular hubs, plus 19 fund raising calls,
- ✓ Steady growth towards approximately 1100 users of the Circularity Check
- ✓ Significant contributions to the ORIENTING and Fashion for Change projects



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Ecopreneur.eu highlights 2022



Fashion For Change Open Call launched

January 14, 2022

The EU wide project "Fashion for Change" launched an open call for SMEs, fashion designers and start-ups to participate in an Accelerator Programme aiming to bring circular fashion products, services and applications to scale. The 3-year project is funded by the European Commission's COSME Programme and run by a consortium...

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Labelling natural gas and nuclear as sustainable would be a huge mistake

February 3, 2022

Ecopreneur.eu, the European Sustainable Business Federation, strongly objects to the European Commission's inclusion of natural gas (until 2030) and nuclear power plants (until 2045) as sustainable investments in the EU Sustainable Finance Taxonomy. Their proposal was published yesterday in the Taxonomy Complementary Climate Delegated Act.

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Ecopreneur.eu supports global peace & climate strike on 25 March

March 17, 2022

Fraturdays for Future are calling for a global climate strike on March 25, 2022. The #EntrepreneursForFuture, an initiative of our German member BNW, have joined the call. Ecopreneur.eu is fully supporting them.

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Sustainable business calls for implementation of the Corporate Sustainable Reporting Directive as of 2024

March 17, 2022

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.

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"Right-to-Repair" must apply for the broadest range of products

April 4, 2022

In our position paper on the EU Directive on Sustainable Consumption of Goods Promoting Repair and Reuse, also known as "Right to Repair", Ecopreneur.eu supports the European Commission's initiative to extend the lifetime of consumer products through improved quality and ease of repair while promoting the purchase of second-hand and...

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Carbon pricing needs to reflect the true cost of climate impacts

April 11, 2022

Ecopreneur.eu advocates additional measures to accelerate the transition to a sustainable economy via carbon pricing

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Sustainable businesses demand mandatory due diligence on human rights and environment for all companies

May 23, 2022

Sustainable businesses demand mandatory due diligence on human rights and environment for all companies

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Deliberate greenwashing undermines stakeholder trust and the implementation of the Green Deal

May 27, 2022

Our position paper about "Substantiating Green Claims" hails the European Commission's consumer protection initiative as an important step to unmask and inhibit deliberate false claims and early obsolescence practices. An ambitious regulatory framework with strict rules and sanctions will strengthen the consumers' trust and help them recognise businesses with genuinely...

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2nd European Members Conference 2022

No Sustainable Economy Without SMEs!



European Members Conference 2022

June 10, 2022

On June 27nd 2022, Ecopreneur.eu hosted the second European Members' Conference. It brought together the members from our seven national associations with high-ranking EU lawmakers, giving them an exclusive opportunity to learn - and raise questions - about new EU legislation and how it will affect their businesses. Keynote speakers...

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European Sustainable Product Initiative should support SMEs in switching to circular models

June 23, 2022

Ecopreneur.eu highly welcomes the European Commission's proposal for a European Sustainable Product Initiative, including an extended Ecodesign for Sustainable Products Regulation and Digital Product Passport, but calls for six additional policy measures to make the Initiative work for SMEs.

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The new EU Waste Framework Directive must boost circular design, durability, reuse and recyclability of products

August 5, 2022

An ambitious review the Waste Framework Directive (WFD) is fundamental for reducing waste and improving waste collection to prevent primary resources from being lost at industrial scale. In a position paper shared with European lawmakers on behalf of our sustainable member organisations, Ecopreneur.eu, we emphasise that a meaningful revision must...

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Blog: Why low VAT rates for sustainable products are needed for a circular economy

October 10, 2022

Ecopreneur.eu, the European Sustainable Business Federation, calls for further opening up the EU Value Added Tax (VAT) Directive to allow low VAT rates for sustainable products during the transition to a new economy.

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- ✓ Online meeting with Helena Braun from the Timmermans Cabinet
- ✓ Keynote at the Loop Forum Circular Economy Conference 2022 in Copenhagen
- ✓ Online meeting with Matjaž Malgaj and William Neale from the European Commission about the Sustainable Products initiative
- ✓ Online meeting with Arnoud Passenier, Dutch government on circular economy positions by member states around the North Sea
- ✓ Meetings with Diederik Samsom (1-1 Q&A) and Helena Braun from the Timmermans Cabinet, key MEPs Lara Wolters, Jan Huitema, Thomas Waitz and Peter Liese (1-1 Q&A), key European Commission officials from 3 DGs and other stakeholders (ZWE, CEFIC, E.E.B, WBCSD), totalling 77 advocacy meetings, of which 40 events, plus 64 project meetings
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- ✓ Moderating a European Greens event in Brussels on SMEs and the Circular Economy
- ✓ Panelist in a panel on circular economy policy at the 30th BNW Anniversary in Berlin
- ✓ Co-organising 4 Circular Talks of the European Circular Economy Stakeholder Platform (ECESP) Leadership Groups, on Carbon Emissions (SME speaking), Digital Product Passports, the Textiles Strategy, and Circular Construction (2 companies speaking).
- ✓ Publication of 9 position papers and advocacy responses on reporting, repairs, carbon pricing, chemicals, textiles, due diligence, green claims, sustainable products etc.
- ✓ Sending out 3 letters, to the Czech Republic EU Presidency, Timmermans & Samsom, and MEPs
- ✓ 3 newsletters and 12 news items, resulting in a total of 23.110 web page views.
- ✓ 43 Internal calls with our members and member companies about EU policy, EU funding and circular hubs, plus 19 fund raising calls
- ✓ Steady growth with 131 registrations towards ca. 1100 users of the Circularity Check
- ✓ Monthly EU Policy update at MVO Nederland internal meeting
- ✓ Calls with True Animal Protein Price (TAPP) Coalition as Advisory Board Member
- ✓ Calls with Zero Waste Europe and CEFIC about position papers and letters
- ✓ In-depth interview on circular economy policies by the European Centre for Development Policy Management (ECDPM)



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- ✓ Launch of the World Business Council for Sustainable Development Circular Transition Indicators 3.0, to which Arthur ten Wolde contributed for MVO Nederland
- ✓ ORIENTING project: two General Assembly meetings; monthly calls with Working Party 6 Task force 6.1/6.2 and Working Party 2 Task 2.5; participation in Scientific conference as moderator; drafting of sections on SMEs and Life Cycle Sustainability Assessment (LCSA) for one of the final reports; active participation in the discussions on the “Entry level” documents for future users without life cycle assessment (LCA) experience; preparation of re-publishing a list of existing LCA tools and methods in an updated and interactive format
- ✓ Fashion for Change project: two General assembly meetings, one online Q&A session and one Matching event organised by Ecopreneur.eu; active participation in a “Hackathon” in Vilnius, Lithuania; Monthly update calls; weekly calls of the Communications Working group; circularity mentoring calls with 6 of the start-ups