



**Produktu  
jasangarriak arau  
izateko Europako  
Ekimena**

*Iniciativa europea  
para que los  
productos sostenibles  
sean la norma*

Jose María Fernández Alcalá  
**Ihobe**

# Making sustainable products the norm in Europe:



## Key actions for circular and sustainable products:

30 March 2022  
#EUGreenDeal



Make products greener, circular and energy efficient through **ecodesign requirements**



Improve products **environmental sustainability information** for consumers and supply chain actors by introducing **Digital Product Passports**



**Prevent destruction** of unsold consumer products

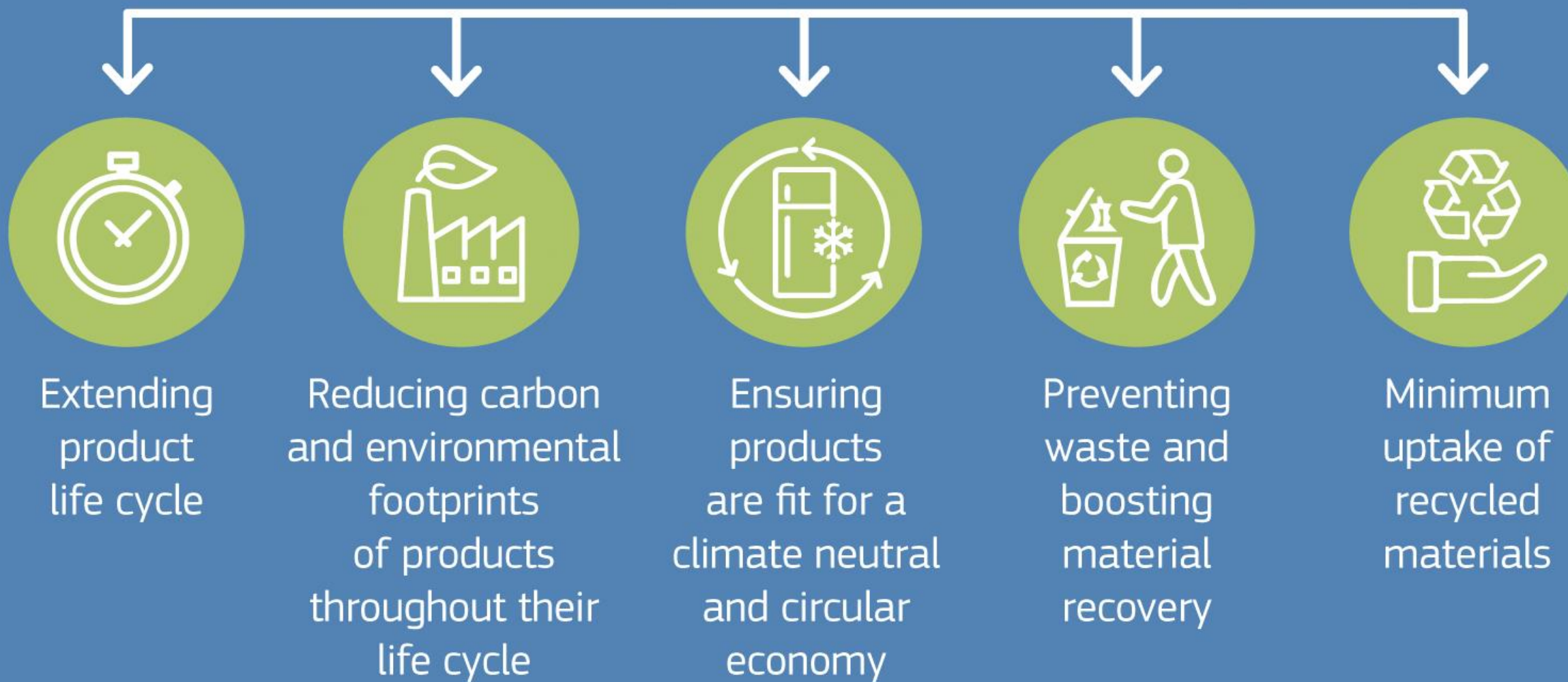


Promote **sustainable business models**



Set mandatory requirements for **green public procurement**

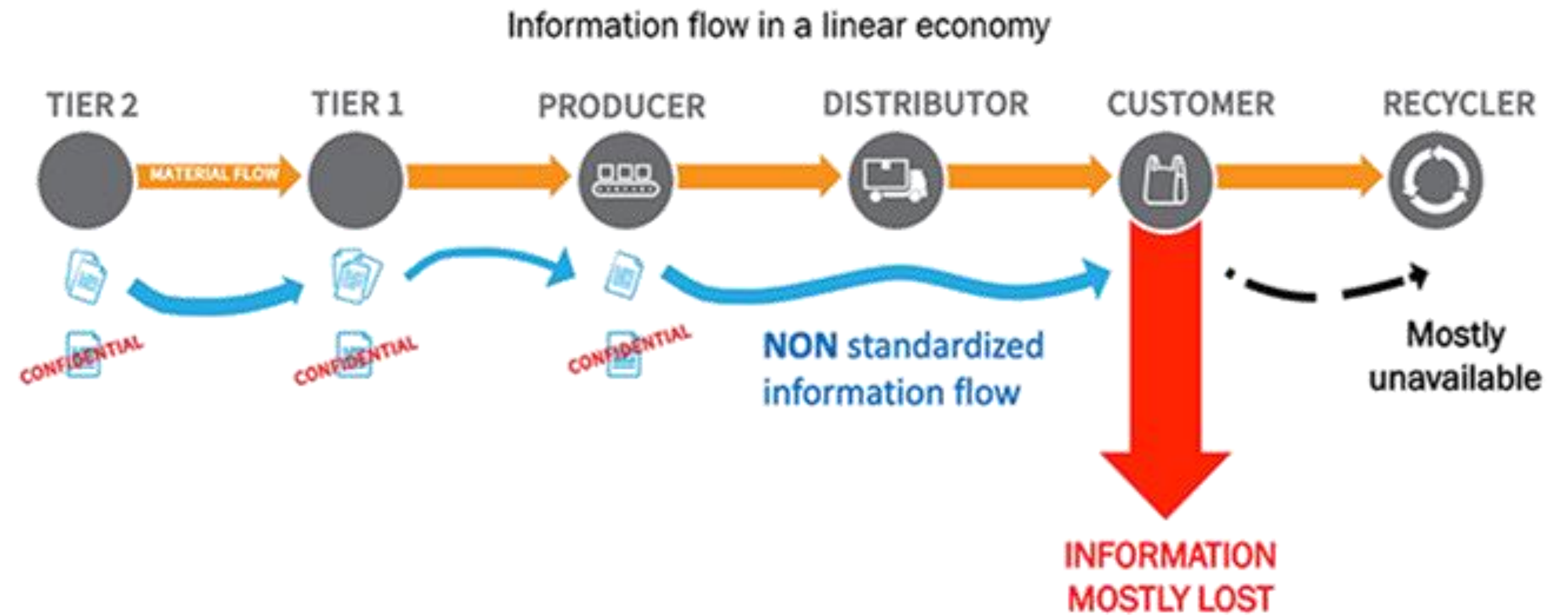
# Ecodesign requirements for sustainable products:



## DIGITAL PRODUCT PASSPORT

New 'Digital Product Passports' - provide information about products' environmental sustainability. They help consumers and businesses **make informed choices** when purchasing products, **facilitate repairs and recycling** and improve **transparency** about products' life-cycle impacts on the environment. The passports also help public authorities to **better perform checks and controls**.

# Digital Product Passport: information to improve transparency and recyclability



# Empowering Consumers for the Green Transition

30 March 2022

#EUGreenDeal



**\* DIRECTIVE (EU) 2024/825 of 28 February 2024 as regards empowering consumers for the green transition through better protection against unfair practices and through better information**

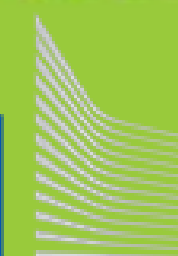
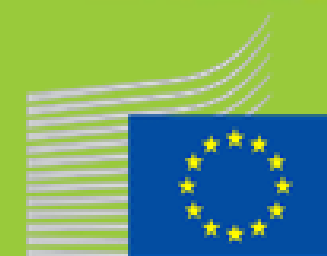


European Commission

# Green Claims Directive Proposal: common criteria against greenwashing and misleading environmental claims

22 March 2023

#EUGreenDeal



European  
Commission

# Making sustainable products the norm in Europe:



**Eskerrik asko!!**  
**¡¡Muchas gracias!!**

Jose María Fernández Alcalá  
jose\_maria.fernandez@ihobe.eus

 <https://www.linkedin.com/in/jose-maria-fernandez-alcala/>