

CONTENTS

CONTENTS	3
LIST OF ABBREVIATIONS AND/OR CORRESPONDING CONCEPTS	6
LIST OF FIGURES	9
EXECUTIVE SUMMARY	10
1. INTRODUCTION	15
1.1. Basic understanding of a product's lifetime	15
1.2. Benefits: A longer lifetime for products in the context of a circular economy	16
1.2.1. Sustainable material use	16
1.2.2. Enduring knowledge and skills	16
1.2.3. Extended utility	16
1.2.4. Continuing transactions	17
1.3. Exclusions from the scope of the study	18
1.4. Report structure	18
2. LONGER LIFETIME FOR PRODUCTS: AN EVALUATION OF SECTORS MOST AFFECTED	19
2.1. Sectors likely to benefit or likely to be affected	19
2.2. An overview of the effects of longer product lifetimes	21
2.3. Geography and the value chains of global structures	23
2.4. Quantification of impact in the European economy (EU-28)	24
2.4.1. Quantification, first-order economic effects	24
2.5. Describing groups of consumers in society	25
3. CASE STUDIES OF VOLUNTARY INITIATIVES ON LONGER PRODUCT LIFETIMES	28
3.1. Best examples of voluntary initiatives aimed at a longer lifetime for products	28
3.2. Overview of case studies per sector representing the scope of this report	32
3.3. Value creation vs. market distortion of potential business cases	34
4. IMPACT OF A LONGER PRODUCT LIFETIME	36
4.1. Economic benefits, being smart	36
4.1.1. Change in value-added	37
4.1.2. Change in trade balance	38
4.1.3. Change in labour market	40
4.2. Social benefits, being inclusive	40
4.2.1. Distribution of skills (social capital) to enable inclusive growth	40
4.2.2. Competitive advantages for the EU as a whole	41
4.3. Environmental benefits, being sustainable	41

4.3.1. Quantifying selected environmental impacts	42
5. CURRENT EU REGULATORY AND LEGISLATIVE FRAMEWORK	45
5.1. Producer support and regulation	47
5.1.1. Directive on Waste of Electrical and Electronic Equipment (WEEE)	47
5.1.2. Integrated Product Policy	48
5.1.3. EU Ecodesign Directive 2009/125/EC	49
5.1.4. Eco-innovation Action Plan (EIAP)	50
5.1.5. Directive on batteries and accumulators 2006/66	51
5.1.6. Regulation (EC) No 595/2009 on type-approval of motor vehicles and engines	51
5.1.7. EU action plan for the circular economy (COM 2015: 614)	52
5.2. Consumer protection	54
5.2.1. The Consumer Sales Directive (1999/44/EC)	54
5.2.2. EU Consumer Rights Directive (2011/83/EC)	55
5.2.3. Green Paper on consumer rights preceding the CRD (COM 1993)	55
5.2.4. European Ecolabel initiative	56
5.3. Other regulations or legislation	57
5.4. Potential synergies of EU policy aimed at business and consumer behaviour	57
5.4.1. Circular economy initiative and European innovation policy	57
5.5. Synergies resulting from initiatives discussed in this chapter	60
6. POTENTIAL EU INITIATIVES AIMED AT A LONGER LIFETIME FOR PRODUCTS	61
6.1. Exogenous developments directing initiatives	62
6.1.1. Internet of things	62
6.1.2. Privacy needs	62
6.1.3. Need for inclusive growth	62
6.1.4. Research, development and innovation	62
6.2. Initiatives to provide information for producers	63
6.2.1. Technical information on product design and standards	63
6.2.2. Initiatives to incorporate product lifespan in business decision making	63
6.3. Initiatives to provide information to consumers	64
6.4. Initiatives relating to government responsibilities	67
6.4.1. Public procurement	67
6.4.2. Education and research	67
6.4.3. Active labour-market policies	68
6.4.4. Taxation	68
7. POTENTIAL MEASURES FOR SMART, SUSTAINABLE AND INCLUSIVE GROWTH	69

7.1. Measures related to consumers and consumer protection	72
7.1.1. Public debate about longer product lifetimes	72
7.1.2. Empowering repair initiatives	72
7.1.3. Communication with consumers	73
7.1.4. Further extension and harmonization of consumer rights	73
7.2. Measures related to strengthening the internal market	74
7.2.1. New business models, based on substitution from ownership to use	74
7.2.2. New business models, based on individualization	75
7.2.3. Capitalizing upon social enterprises	76
7.2.4. Autonomous growth of digital services	76
7.2.5. Environmental risk communication	77
7.3. Measures related to synergies with other EU policies	77
7.3.1. Application of policy synergy models	77
7.3.2. Autonomous expenditures of public R&D&I	78
7.3.3. Digital single market	78
7.3.4. Circular Economy Package	79
7.3.5. European Fund for Strategic Investments or Juncker plan	79
8. CONCLUSIONS AND RECOMMENDATIONS	81
8.1. The value of initiatives at an EU level	81
8.2. What are the potential benefits for businesses, consumers and the environment?	82
8.3. Who is benefitting from a longer lifetime for products?	83
8.4. How can the benefits of a longer lifetime for products be better communicated to consumers?	83
8.5. Which non-legislative or legislative measures at the European level would be effective and proportionate? Are there existing gaps in legislation that could be closed?	84
8.6. Recommendations	85
REFERENCES	92
INTERVIEWS	101