

Sustainable Products Initiative: the right approach – but legislators must keep it workable

The European Commission issued today [the Sustainable Products Initiative \(SPI\)](#) that is meant to replace the current Eco-design Directive with a regulation on eco-design of sustainable products. Commenting on the proposal, EuroCommerce Director General Christel Delberghe said:

“The retail and wholesale sector plays a key role in nudging consumers to support sustainability and we have already made a range of private and global commitments to providing more sustainable products. But the design phase is central to reducing a product’s environmental impact. We are therefore pleased to see the Commission applying the proven eco-design approach here. A regulation will help ensure that the measures apply in the same manner in all Member States.”

EuroCommerce asks policymakers to ensure that

- the Regulation follows the product-specific approach of the Eco-design Directive which proved successful in the past with energy-related products and allows the specific characteristics of a product group to be reflected in implementing the Sustainable Product Initiative.
- the possible EU Digital Product Passport is designed to be open, inclusive and decentralised. Just last month (February 2022), EuroCommerce and GS1 Europe [jointly recommended](#) that the EU digital product passport should be driven by business needs, be agile and interoperable, inclusive and relevant, and be based on existing regulatory data.
- the initiative stays closely aligned and coherent with other product legislation, such as the New Legislative Framework and the Market Surveillance Regulation.
- the initiative guarantees continued close and productive involvement of stakeholders in the Eco-design Consultation Forum, in which retailers and wholesalers actively participate.

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