

# **The European Commission's Communication on Integrated Product Policy**

Klaus Kögler  
DG Environment  
European Commission

# **The IPP Communication:**

- **Its development**
- **Important underlying factors**
- **The IPP approach**
- **The strategy**
- **The tool-specific approach**
- **The product-specific approach**



**Environmental / SD Targets**



**Integrated Use of Policy Tools**

**The Market**

**millions of products**

**billions of users**

**unprecedented mobility**

**Quantity of  
Products**

**Variety of  
Products**

**Use and  
Design**

**Important  
Factors for an  
IPP**

**Innovation**

**Global Trade**

**Many  
Different  
Actors**

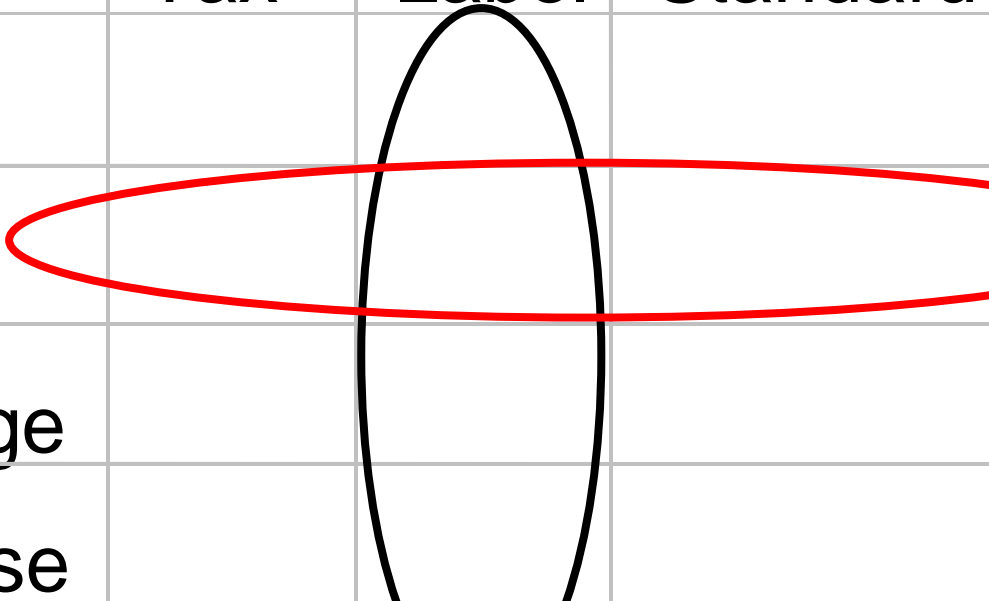
**Product Complexity**

## **The IPP Approach is:**

- **Life-cycle thinking**
- **Working with the market**
- **Stakeholder Involvement**
- **Continuous Improvement**
- **A variety of policy instruments**

# The Strategy

		Tool-specific		
		Tax	Label	Standard
Product-specific	Car			
	Tyre			
	Fridge			
	House			



# Tool-Specific Approach

**Economic  
and Legal  
Framework**

**Taxes and  
Subsidies**

**Voluntary  
Agreements**

**Legislation**

**Applying  
Life-cycle  
Thinking**

**Life Cycle  
Information**

**Design  
Obligations**

**EMS**

**Consumer  
Information**

**GPP**

**Corporate  
Purchasing**

**Labelling**



# **Product-Specific Approach**

**Products with  
Greatest Potential  
for Environmental  
Improvement**

**List of products to  
address**



**Tackle identified products, building on  
methods in the pilot products exercise.**

# **Products with Greatest Environmental Impact**

- **Assess existing knowledge**
- **Draft methodology**
- **Consult on methodology**
- **Amend (if necessary), then apply it**
- **Result: List of products with greatest environmental impact**

## **Working out the Potential for Improvement**

- **For selected products, identify IPP tools that could be used**
- **Assessment of socio-economic impacts of doing so**
- **Decide whether and how to take action. Possibly use pilot projects experience.**

# Product-Specific Approach

**Pilot Product  
Exercise**

**Experience with  
IPP Approach  
Successful  
Examples**

**Products with  
Greatest Potential  
for Environmental  
Improvement**

**List of products to  
address**

**Tackle identified products, building on  
methods in the pilot products exercise.**

# Pilot Products - Objectives

- **Show how IPP works in practice**
- **Bring IPP to life**
- **Possibly feed into doing something about “products with the greatest potential for environmental improvement”**

# Pilot Products

**End Oct 2003**

**Suggestions to EC**

**Nov-Dec 2003**

**EC discusses with  
stakeholders**

**Early 2004**

**EC decides on projects**

**1st half 2004**

**Projects begin**

**1st half 2005**

**Projects end**

**Find out more at:**

**[europa.eu.int/comm/environment/ipp](http://europa.eu.int/comm/environment/ipp)**