



**Governance and Sustainability.
From Government to Governance:
The case of Integrated Product Policy**

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**Integrated Product Policy:
Practises in Europe**

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Organised by:

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Content – six topics:

- Emergence of product focus
- Definition of IPP
- Regulation concepts
- Capability and capacity
- IPP-policy formulation and implementation in selected countries
- Conclusions and challenges

Changes of environmental policy:

- * **single harmful substances**
- * **single issues**
- * **reactive behaviour of actors**
- * **horizontal separation of issues**
- * **vertical separation of issues**
- * **technology related environmental standards**
- * **orientation towards production processes**
- * **waste-oriented reduction**

- * **groups of substances**
- * **system issues**
- * **proactive behaviour of actors**
- * **horizontal integration of issues**
- * **vertical integration of issues**
- * **quality related environmental standards**
- * **orientation towards product's life cycle and substance chain**
- * **source-oriented reduction**

The emergence for an IPP - some reasons:

- Increasing importance of product-related environmental burdens
- Increasing importance of diffuse non-pointal sources
- Life-cycle-thinking
- Shift in environmental policy paradigm
- Relationship between sources and sinks
- Products as globetrotters
- Increasing usage requirements
- Strategic niche management

A definition:

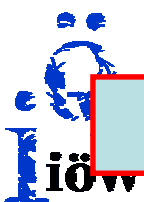
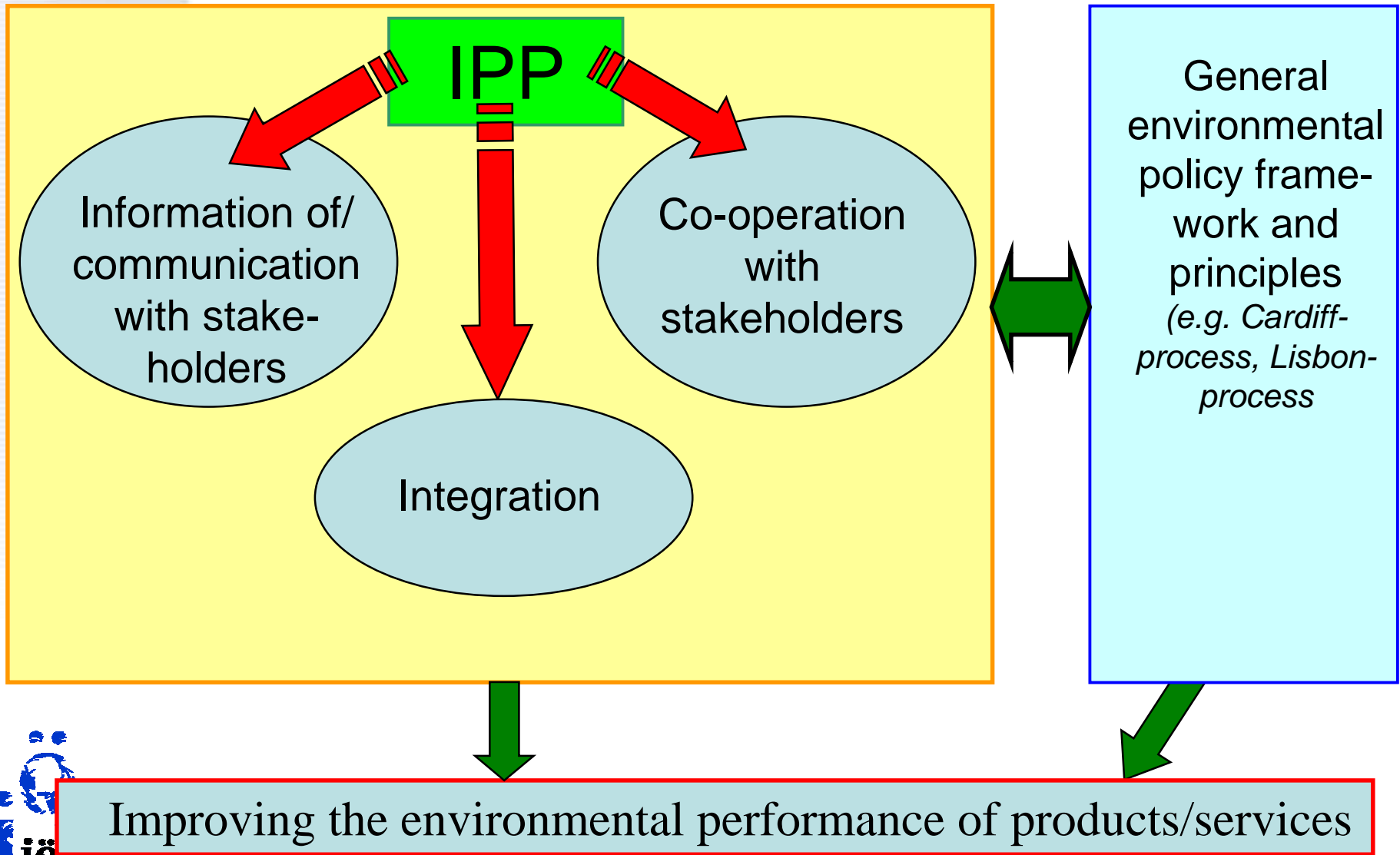
Integrated Product Policy (IPP)
is oriented towards products and services
and their environmental features
along the whole life-cycle;
it aims at improvements of their
environmental performance and promotes
innovations of products and services.

(Rubik 2002)

Important characteristics of Integrated Product Policy (IPP):

- Focuses on **products** and **services**
- Enables **continuous improvement** of products and services.
- Supports and stimulates **innovations** of products and services.
- **Innovations** are regarded as **transmission** mechanism for a market transformation
- Is an **“integrated”** approach:
 - it **analyses** the whole **environmental life cycle** of goods and services,
 - it considers the **economic life cycle** of goods and services,
 - It involves **all possible stakeholders** and asks for taking their responsibilities,
 - But: what’s about sustainability and its **three pillars**?

IPP – key words and policy framework:



The IPP-toolbox:

- **Regulatory instruments**
- **Economic instruments**
- **Mandatory information instruments**
- **Voluntary information instruments**
- **Voluntary agreements**
- **Consumer instruments**
- **Co-operations**

Three „lines“/traditions of IPP-development in the last years:

- **Research**
 - Oosterhuis et al. 1996
 - Ernst & Young 1998

- **Policy concepts and measures**
 - EU
 - Several Member States

- **Workshops and conferences**

European Union:

■ **Policy concept:**

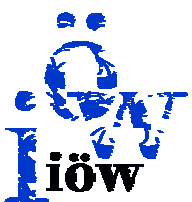
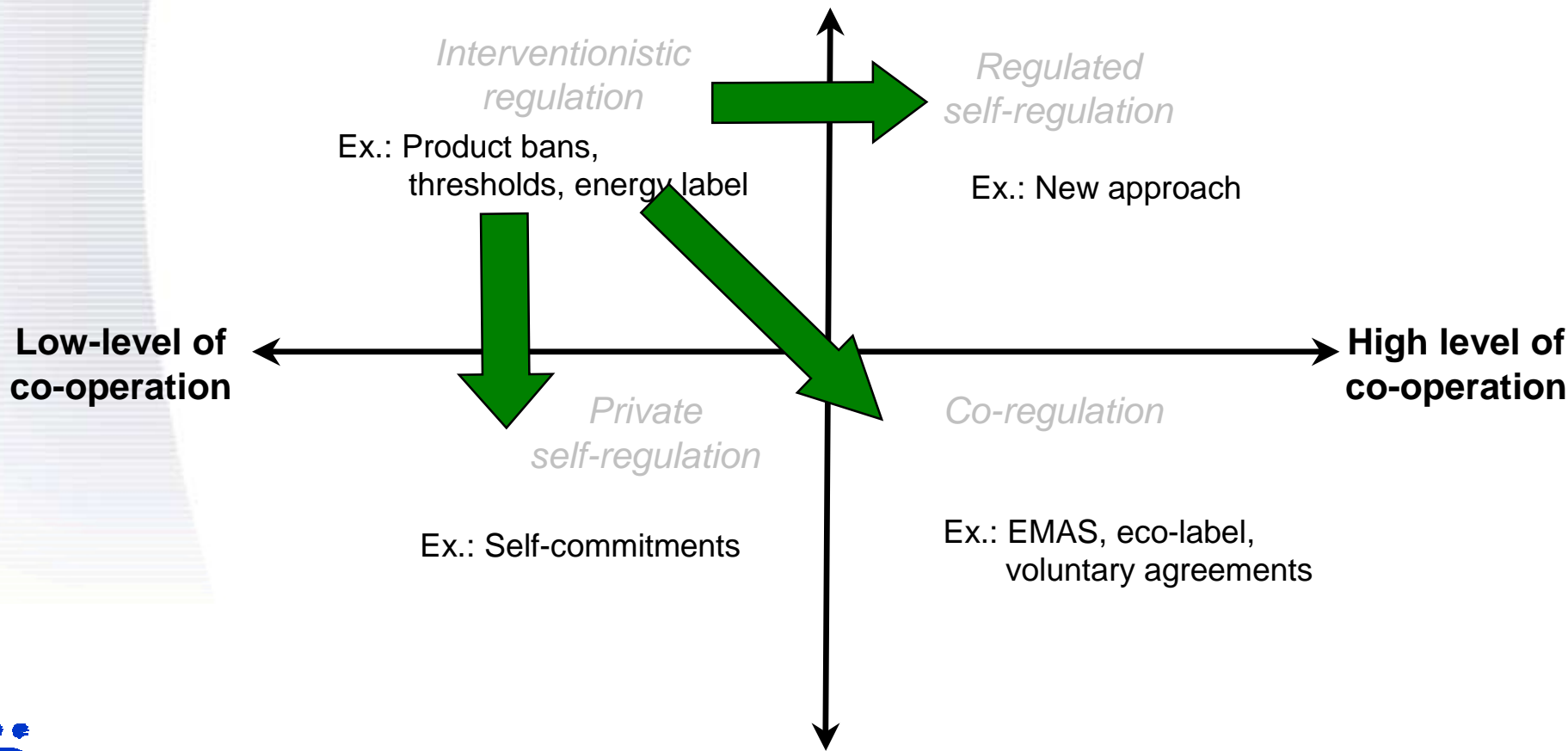
- 1992: 5th EAP: Some (modest) reference to IPP
- 1996: Progress report on EAP: Explicit reference to IPP
- 1996-1998: Study of E&Y/SPRU on behalf of DG XI/DG III
- December 1, 1998: IPP-workshop Brussels
- 1998/99: Some comments of stakeholders
- May 7-8, 1999: Informal EU-Environmental Council on IPP
- June 1999: Two informal stakeholder meetings
- **February 2001: Green Paper Februar 2001 (COM [2001] 68 final)**
- Integration of IPP in 6.Environmental Action Programme (2001-2010)
- Stakeholder-meetings spring 2001
- EU-Environmental Council June 2001
- 18.10.2001: Hearing of stakeholders by EU Parliament
- January 2002: EU Parliament decision
- **June 2003: Communication on IPP**

■ **Some selected activities/measures:**

- European eco-label (Eco-flower)
- EMAS II
- Energy label

Regulation concepts:

Mandatory application of IPP-instruments



Capability and capacity:

- Structure of externalities, especially:
 - amount (multitude of externalities),
 - dynamics (development of new externalities),
 - complexity (combination of externalities and impacts),
 - principal fuzziness in perception and analysisand structurally overloaded government
- Fragmentary predictability of allocation processes on markets (micro-economic decisions on supply and demand sides)
- Overload of information
- Circulation of sensitive (confidential) data
- Perceptions of innovation research

Consequences:

- Phenomenon of non-knowledge and decentralised search
- “Arguing state“ (v.d. Daele/Neidhardt)
- Co-operative management encompassing:
 - Co-regulation
 - Regulated self-regulation
- Differentiation between product policy and product management
- Stages:
 - Policy objectives
 - Policy formulation
 - Policy implementation
 - Policy adaptation
 - Monitoring & feedback

Policy formulation:

■ European Union:

- Green paper
- Comments and hearings

■ Denmark:

- Hearings

■ The Netherlands:

- Comments and discussions

■ United Kingdom:

- Consultation process

■ Sweden:

- Nordic workshops (1998, 2000)
- National IPP-network (e.g. authorities, business)
- Dialogue process of draft government communication

■ Germany:

- Workshop BDI/BMU 2000

Policy implementation:

■ European Union:

- Announced pilot projects

■ Denmark:

- Environmental Council for Cleaner Products (20 members; e.g. experts, authorities, interest organizations)
- Product panels (e.g. textiles, construction, transport, electronics)

■ United Kingdom:

- ACCPE (Advisory Committee on Consumer Products and the Environment) (e.g. business, NGOs, research)

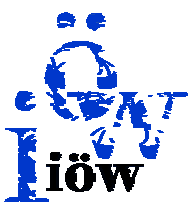
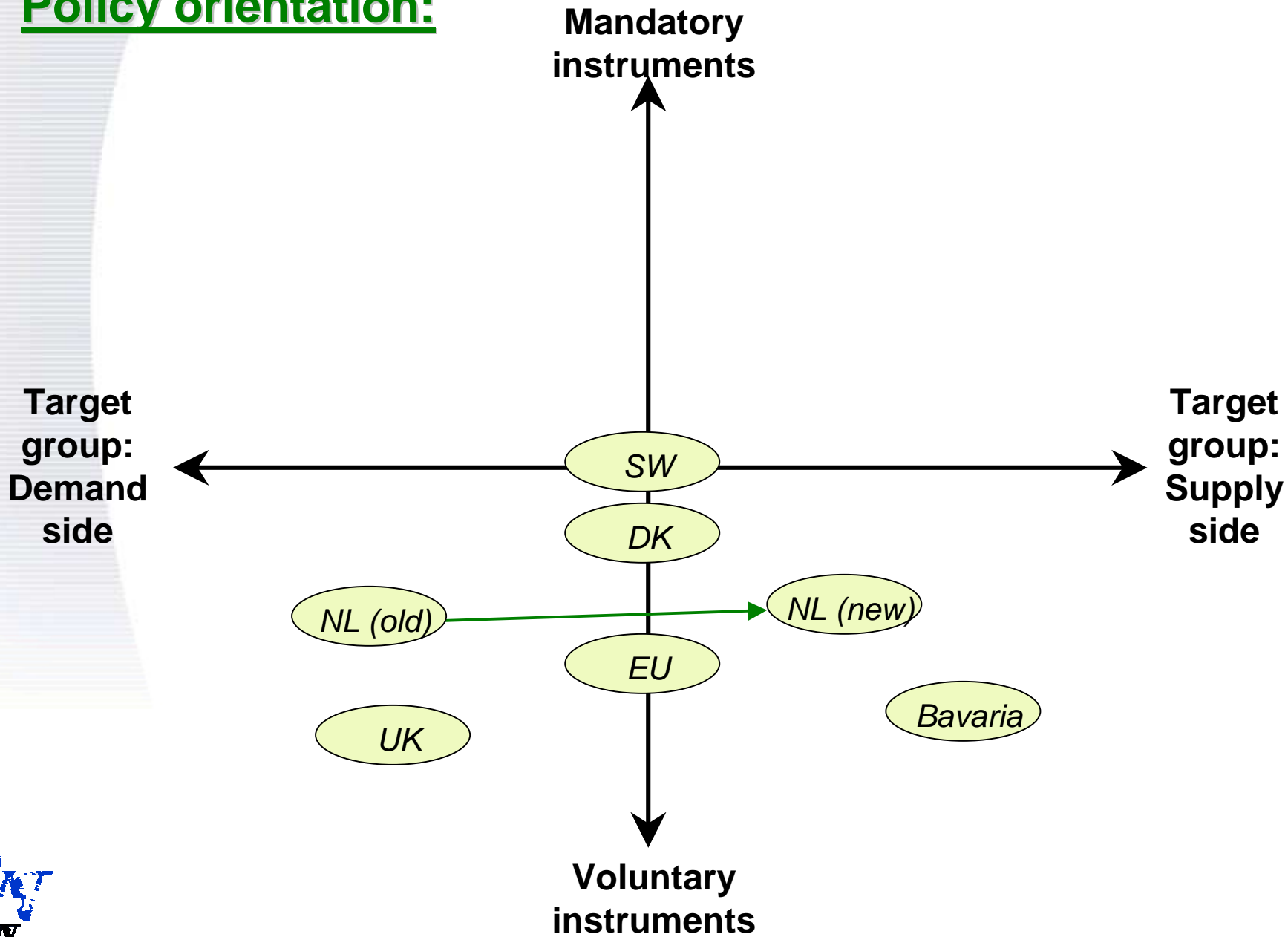
■ Sweden:

- National IPP-network (e.g. authorities, business)

■ Germany:

- Eco-label "Blue Angel" – reconstruction as pre-type of a product panel
- Environmental pact Bavaria („Umweltpakt Bayern“)
- Product panel projects Baden-Württemberg (textiles, paper products)

Policy orientation:



Some additional comments:

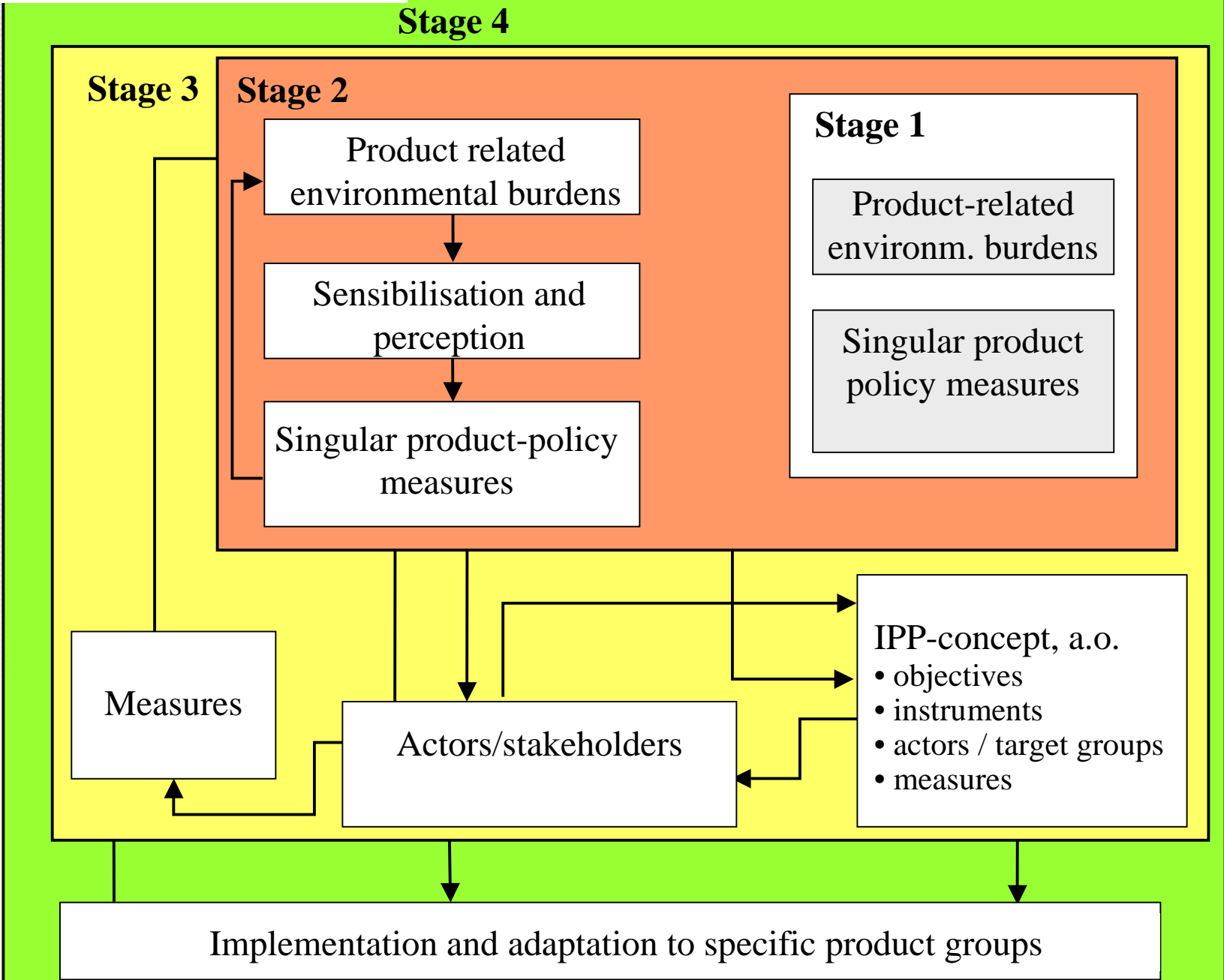
■ Integration:

- Involvement of stakeholders
- Life-cycle thinking and across environmental media
- All types of instruments
- Cardiff-process
- Lisbon-strategy
- Sustainable development strategy

■ Rational policy making:

- Embedment into
 - objectives
 - indicators
 - monitoring process
 - feedback mechanisms

IPP-development model:



Conclusions and challenges I:

- Tendency towards convergence:
 - Decrease of “traditional” instruments
 - Increase of soft, “new” instruments, especially
 - information strategy/transmission (supply and demand sides)
- EU-Member States have different tendencies:
 - Frontrunners (e.g. SW, DK, NL)
 - Laggards (e.g. E, P, GR)
 - “Middle field” (D, F, B, A)
- Elections and changes of government:
 - A, B, F, I and DK: Stop or “frozen” of IPP-activities
 - IPP as a “left” project?
 - But: exception Bavaria

Conclusions and challenges II:

- Deregulation versus regulation:
 - „Translation“ of role of state versus role of other actors (especially business)
 - Top-down versus bottom-up-approaches
 - Role of market
 - Role of Life Cycle Assessment
- „Sticks and carrots“ – Initiation of co-operative approaches:
 - Name of the game (Objectives...)
 - Key players (associations and “change agents“, chair...)
 - Playing field (rules, topics, requests, schedule, trust...)
 - Financial support
- Integration and Sustainability
- Products and other policy fields (“Cardiff-process”):
 - Fiscal policy
 - Economy policy
 - Education
 - Research
 - Consumer policy
 - Health policy
 - ...

Conclusions and challenges III:

- IPP still philosophical and abstract - pilot projects:
Role of „Change agents“
- IPP is an example of co-operative environmental policy-making:
 - dominance of co-regulation and regulated self-regulation
 - synergies between political strategy and actors' strategies.
- But: “Shadow of hierarchy” is necessary.
- IPP-formulation:
 - IPP as strategic approach
 - „Soft“ policy style need a two-sided communication process through networks and dialogues.
- IPP-implementation:
 - continuous involvement of actors/stakeholders (civil society and business)
 - new forms of dialogues
 - re-interpretation of existing dialogues.
- IPP has to address target groups and stakeholders at
 - supply („pushing strategy“) and
 - demand („pulling strategy“) side.



Fine

Ende

End

Slot

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