



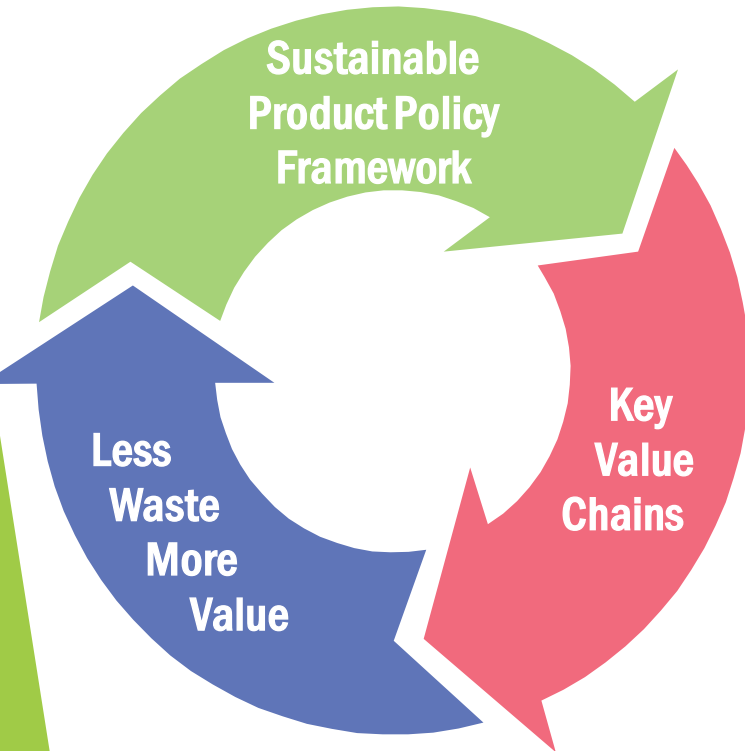
## Circular Economy Action Plan

For a cleaner and  
more competitive  
Europe

Circular  
Economy Act

**Olga Pozlevič**  
**DG GROW unit I4 Sustainable Products**  
**European Commission**

# *Circular Economy Action Plan*



35 actions

Make sustainable products the norm in the EU  
Empower consumers and public buyers  
Sustainable production processes

Electronics and ICT  
Batteries and vehicles  
Packaging  
Plastics  
Textiles  
Construction and buildings  
Food, water and nutrients

Reduce Waste  
Reduce Waste Exports  
Boost market for high quality and safe secondary raw materials

**Making circular economy work for people, regions and cities**

**Circular economy as a requisite for climate neutrality**

**Getting the Economics Right**

**Financial Markets**

**Investments and R&I**

**Global Level Playing Field**

**Monitoring**



European  
Commission

# Challenges

- ▶ Stagnating EU circularity rate
- ▶ Waste volumes not decreasing
- ▶ Many MS missing 2025 prepare for reuse and recycling targets under WFD
- ▶ Separate collection is lagging behind
- ▶ Consumption level not sustainable
- ▶ Low rates of repair/refurbishment

# Circular Economy Act

## References:

- Political Guidelines
- Clean Industrial Deal
- Steel and Metal Action Plan
- Single Market Strategy

## What:

- Regulation (revision of Waste Framework Directive + Directive for Waste from Electronic and Electrical Equipment (WEEE)).
- Single Market focus. Considering simplification and harmonization of EPR, End of Waste, by-products.

**When:** end of 2026

**Next steps:** Call for Evidence and Open Public Consultation in July 2025