



How is the EU Green Deal shaping the EU industry?

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How the Green Deal shapes the industry

3 main dimensions

- Industry (EU manufacturing base)
- Products (access to the single market)
- Environment (pollution of European air, water, soil)



Industry & single market

- Industrial policy (article 173 TFEU)
- Single market for products (article 114 TFEU)

**Green Deal Industrial Plan
(2023)**

**New Circular Economy Action
Plan (2020)**

Industry & single market

- Industrial policy
(article 173 TFEU)
- Single market for
products (article 114
TFEU)

Industry & single market

- Industrial policy
(article 173 TFEU)



Deep tech & digital

Clean tech & energy

Biotech & biomanufacturing



- Biomass as a feedstock for refineries/ crackers
- Bio-based content in polymers

[Chemicals Transition Pathway](#)
[Plastics Europe Transition roadmap](#)

Net-Zero Industry Act (NZIA)
Critical Raw Materials Act (CRMA)
Strategic Technologies Platform (STEP)

Industry & single market

- Industrial policy
(article 173 TFEU)
- Single market for
products (article 114
TFEU)

Industry & single market

- Single market for products (article 114 TFEU)

Packaging (PPWR)
Vehicles (EoLR)
Ecodesign (ESPR)
Construction (CPR)



Product requirements

Performance-based

Apply to imports



- Recyclable
- Recycled
- Reusable
- Compostable
- Substances
- ...

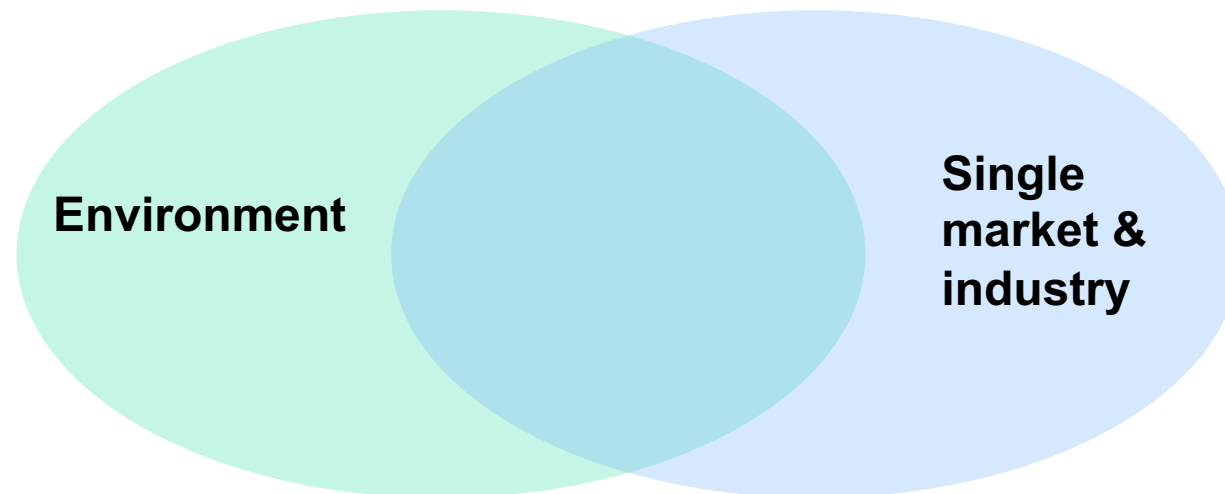
Environment (article 192 TFEU)

- Plant or installation level
- Focus is on pollution (air, water, soil) and/or waste management
- Impact on EU-based manufacturing, not third country

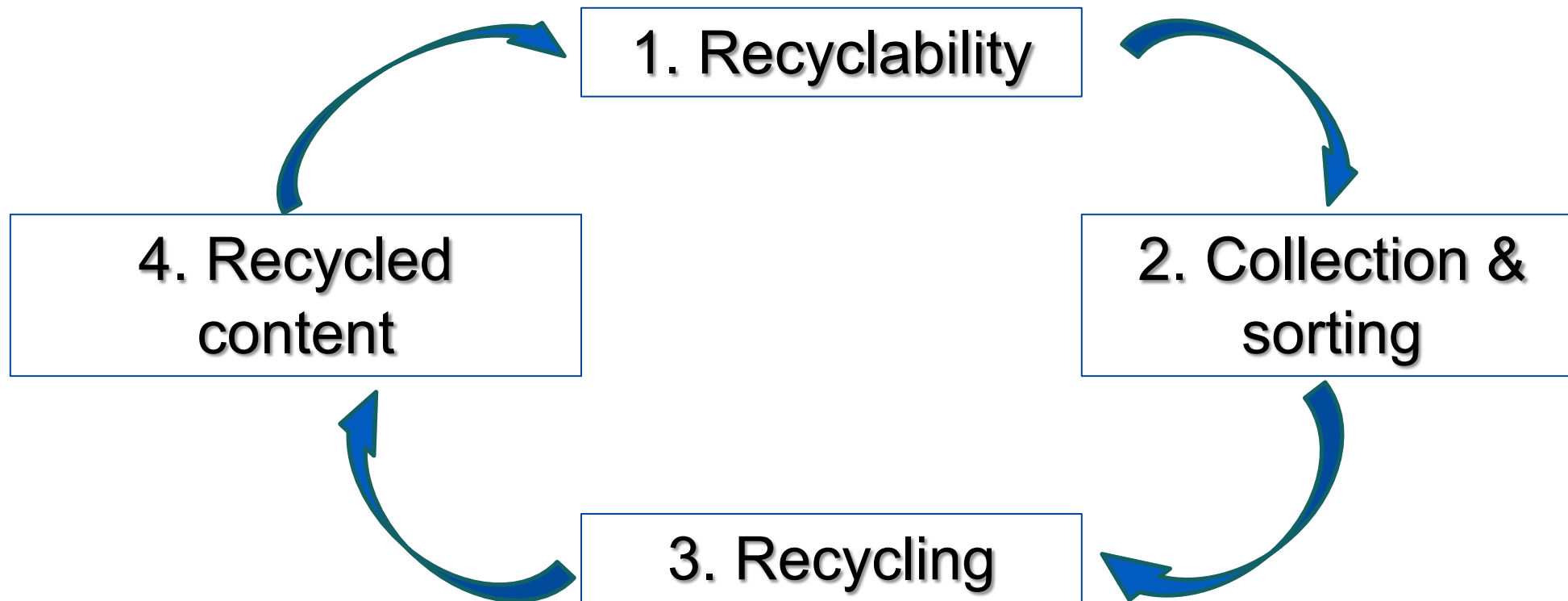
Industrial Emissions Directive (IED)
Regulation on pellets management (microplastics)
Waste Framework Directive
Waste Shipment Regulation (WSR)

Perspectives for the future?

- Reduce CO2 and pollution
- Business case
- Avoid strategic vulnerabilities
- Reinforce EU economy



The Circular Plastics Alliance's vision for recycled content in the EU

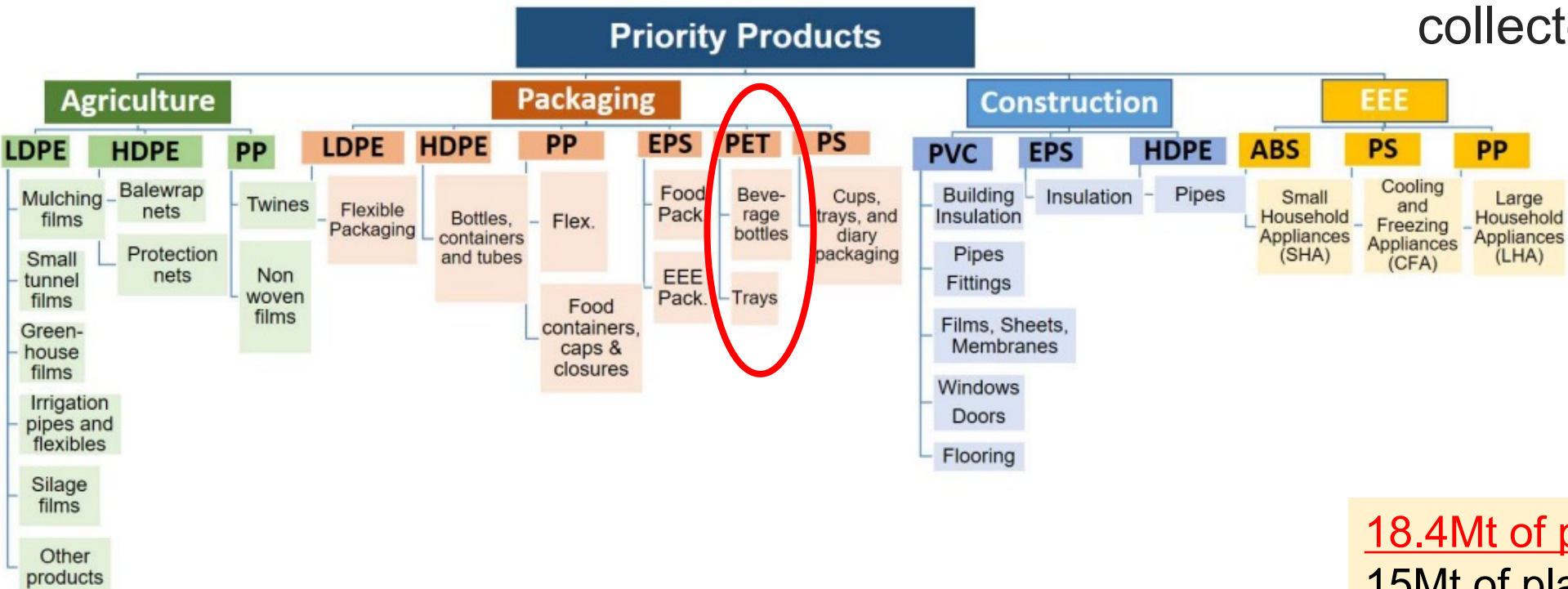


Step #1

1. Recyclability

CPA [Design Work Plan](#)
[CEN standards](#)

26 plastic products
60% of plastic waste
collected



18.4Mt of plastic waste generated
15Mt of plastic packaging waste

Step #2

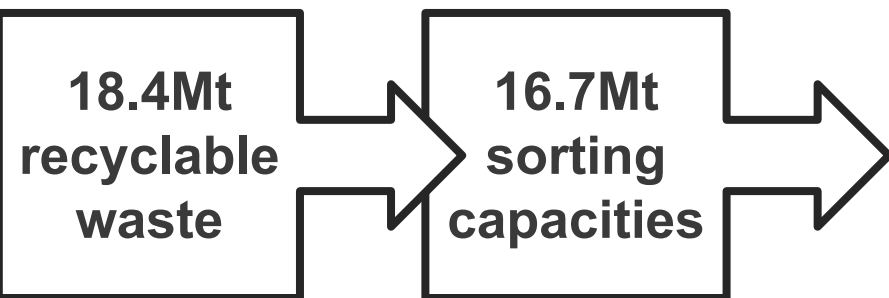
NEW JRC study on analysis of plastic flows in the EU (Mass Flow Model)

CPA roadmap

CEN standards (sorted wastes)

2. Collection & sorting

2023 JRC Material Flow Analysis



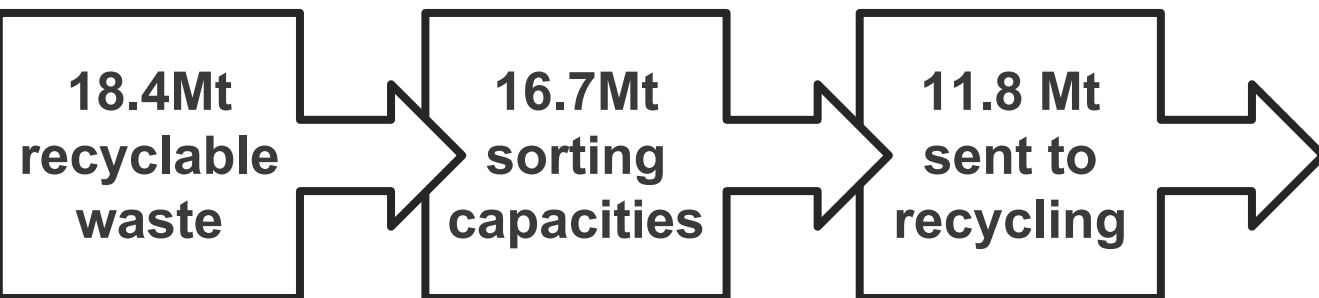
Step #3

NEW JRC study on economic viability of chemical recycling

Recycling capacities
New technologies
Business case

3. Recycling

[CPA roadmap](#)



Step #4

4. Recycled content

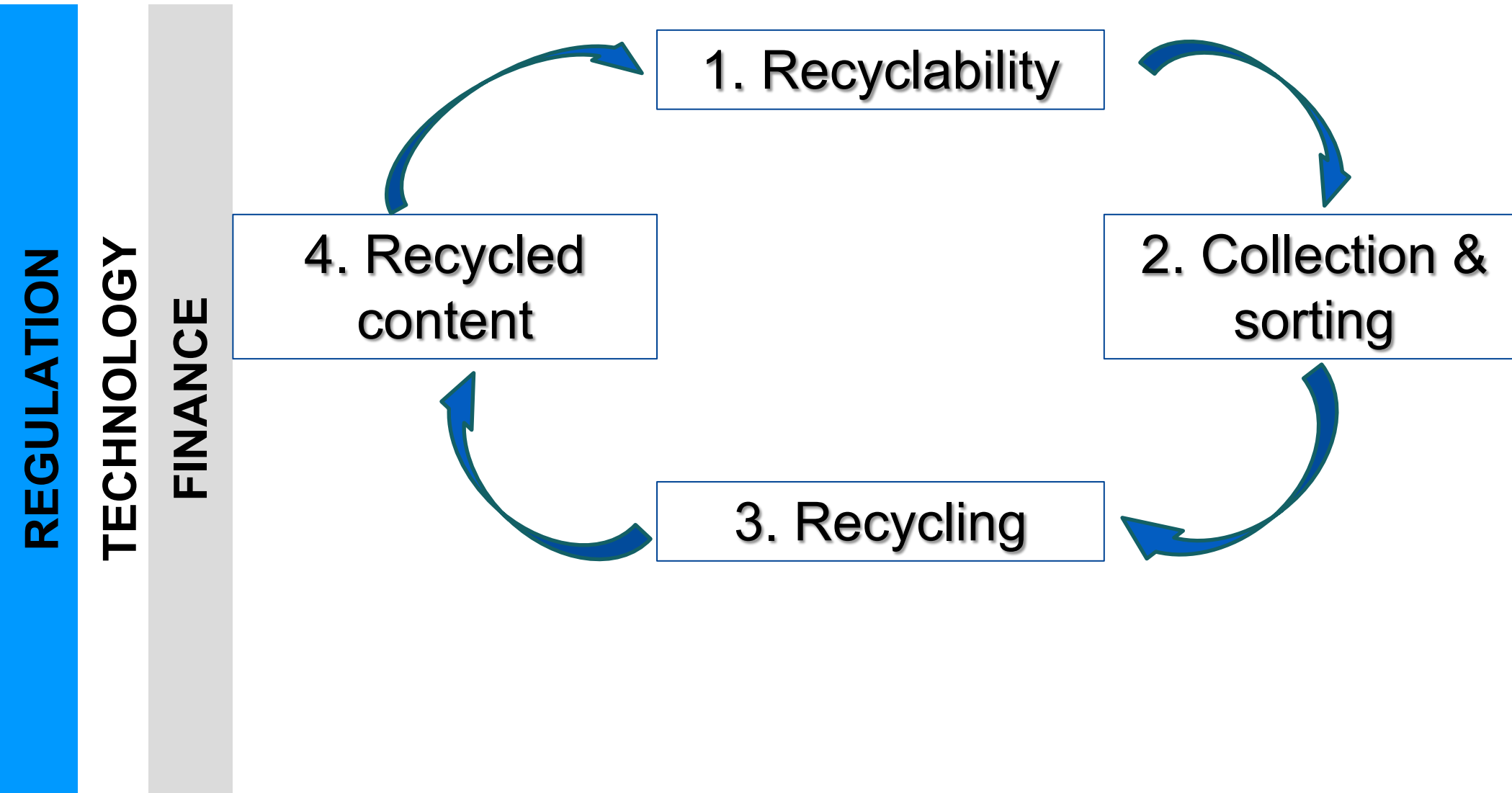
[CPA recycled content report](#)

[CEN standards](#) (quality of recyclates)

[Pledges](#)



A vision for the competitiveness of the EU value chain?



Thank you