

Conference  
Growth In Transition

Workshop  
Sustainable Consumption & Production

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# INDUSTRIAL ACTIVITY CREATES WEALTH AND JOBS... ...BUT ALSO HAS UNDESIRABLE EFFECTS



**Climate change**

**Pollution of  
air, water, soil**

**Resource use**

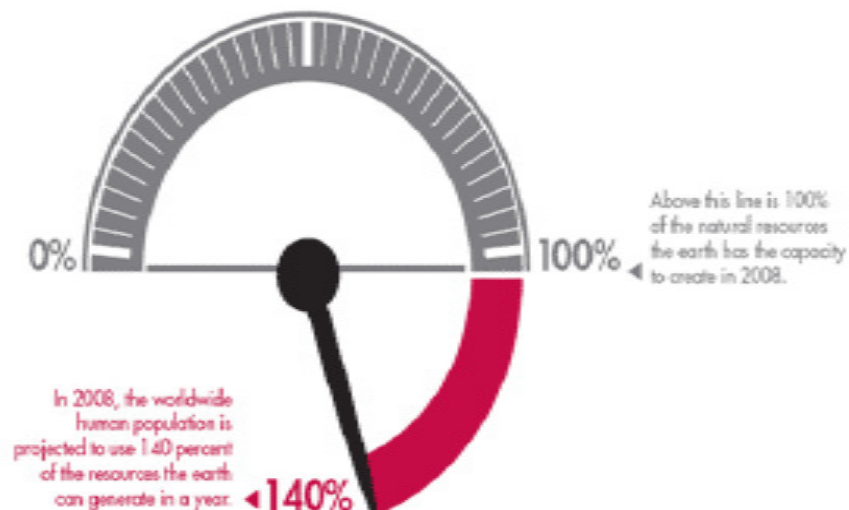
**Traffic congestion**

**Waste**



# The Challenge...

- EU committed to -20-30% by 2020 and -60-80% by 2050.
- CO2 sources- key source burning fuels, in industry, electricity production, transport, home heating.



# The Challenge...



# The challenge...



- Some sectors are particularly vulnerable
- These sectors represent 80%-90% of CO<sub>2</sub> emissions, direct and indirect, of manufacturing industry – excluding electricity sector.
- These industries demand special measures
- Goal to manage the transition

# The EU's response - Combining industrial policy with sustainability...

## Two lines of action

- **Proactively** improve business environment for industry
- **Act** at European level to tackle challenges insufficiently addressed at national level

## Three main blocks for win-win opportunities

- **Better products on the Internal Market:** A dynamic life cycle approach to product policy using labelling, minimum standards, public procurement and other incentives
- **An industrial policy for eco-industries:** examining those framework conditions which are crucial for competitiveness of eco-industry with a view to improving them
- **Contributing to a global low carbon and sustainable economy:** supporting lower emissions in energy intensive industries and the development of sectoral approaches in international negotiations on climate change

# Encourage global action...



- Engage industry globally in action
- Sectoral approaches
- Levelling of the playing field

# IDENTIFYING WIN-WIN SOLUTIONS: ACTION PLAN ON SUSTAINABLE INDUSTRIAL POLICY...

## Sustainable Product Policy

- Driving the energy and environmental performance of products upwards through ECODSIGN
- Creating a critical mass of demand through LABELLING and INCENTIVES for the best performing products
- Recast extended to energy-related products
- Review by 2012

## Eco-industry: Go for innovation

- Boosting the competitiveness of ECO-INDUSTRIES through appropriate framework conditions
- Promoting ECO-INNOVATION through networking, lead markets, clusters and ICT

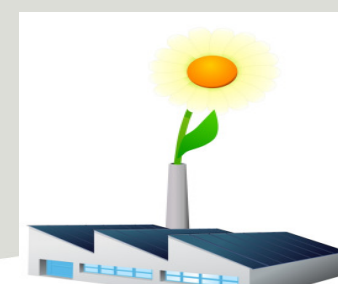
## Global approach for global issue

- Ensuring a level playing field for Energy Intensive Industries and creating first mover advantages through SECTORAL APPROACHES

## Retail Forum & Food SCP Roundtable

- Promote sustainable products; Reduce environmental footprint of retail sector
- Green supply chains; Share best practice; Wide stakeholder participation

## Green Public Procurement





# The window of opportunity...



- New markets, in Europe first,
- Growth in green collar jobs
- Opportunities to lead these markets internationally

# Environmental industries

**Examples** of sectors are environmental technologies, renewable energy, recycling and waste industry

- **Environmental impact:** the industry offers opportunities to other industries to reduce CO2 emissions while having a negligible environmental impact itself
- **Economic importance:** Core environmental industries have a turnover of more than €300bn and employ 3.4 mio people.
- DG ENTR Study:
- [http://ec.europa.eu/enterprise/policies/sustainable-business/eco-industries/index\\_en.htm](http://ec.europa.eu/enterprise/policies/sustainable-business/eco-industries/index_en.htm)



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