

The European Commission's Communication on Integrated Product Policy

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Environmental / SD Targets

Integrated Use of Policy Tools

many different 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**

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.**

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

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)**

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

**[europa.eu.int/comm/environment/
waste/strategy.htm](http://europa.eu.int/comm/environment/waste/strategy.htm)**