

Circular Economy Action Plan (CEAP)

Establishing a strong and coherent product policy framework to make sustainable products, services, and business models the norm and transform consumption patterns so no waste is produced in the first place

Towards making Europe climate neutral in 2050



Circular Economy

A system that places emphasis on restoration and shifts towards the use of renewable energy, eliminates the use of toxic chemicals, and aims for the elimination of waste through superior design of materials, products, systems, and business models



Aim

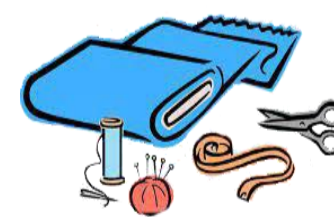
- Make sustainable products the norm
- Target resource-intensive sectors with high potential for circularity
- Ensure less waste
- Empower consumers and public buyers
- Lead global efforts on circular economy



Regulation

A Sustainable Products Policy which focuses on the improvement of product reusability, reparability, and integration of recycled contents

HOW WILL IT WORK?



Sector-specific initiatives

- Electronics and ICT
- Batteries and Vehicles
- Packaging
- Plastics
- Textiles
- Construction and buildings
- Food
- Waste reduction

Examples of initiatives and legislative proposals

- A 'Circular Electronics Initiative' to promote longer product lifetimes, and improve the collection and treatment of waste
- New regulatory framework for batteries to enhance sustainability and boost the circular potential of batteries
- New mandatory requirements on what is allowed on the EU market, including the reduction of (over) packaging
- New EU Strategy for Textiles to strengthen competitiveness and innovation in the sector and boost the EU market for textile reuse
- New legislative initiative on reuse to substitute single-use packaging, tableware, and cutlery with reusable products in food service

Sectors Affected

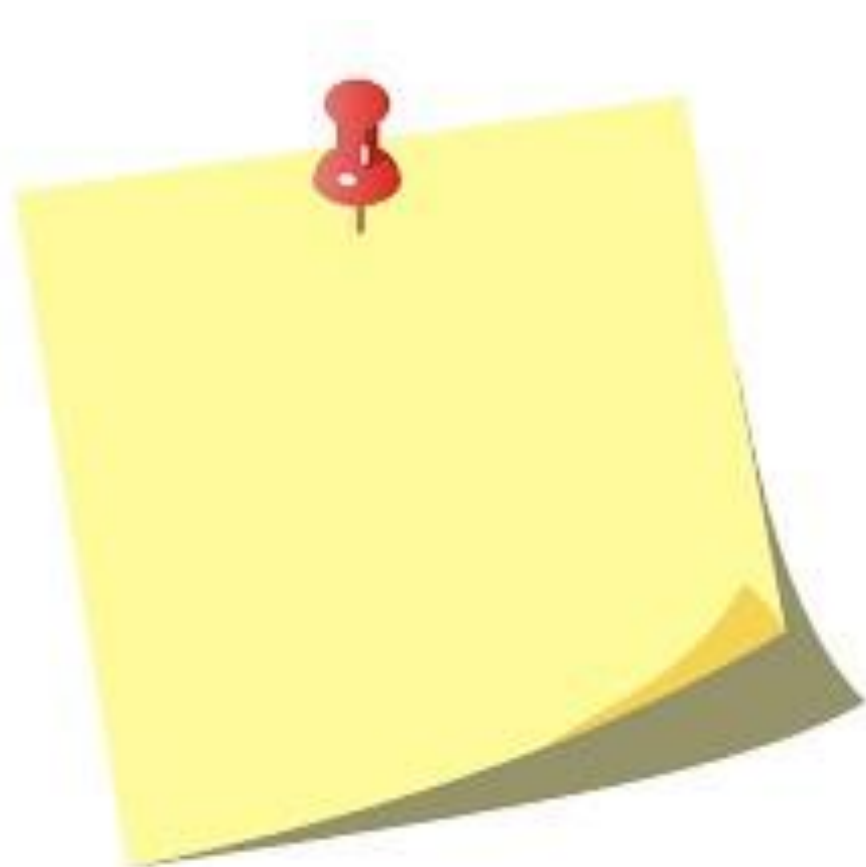
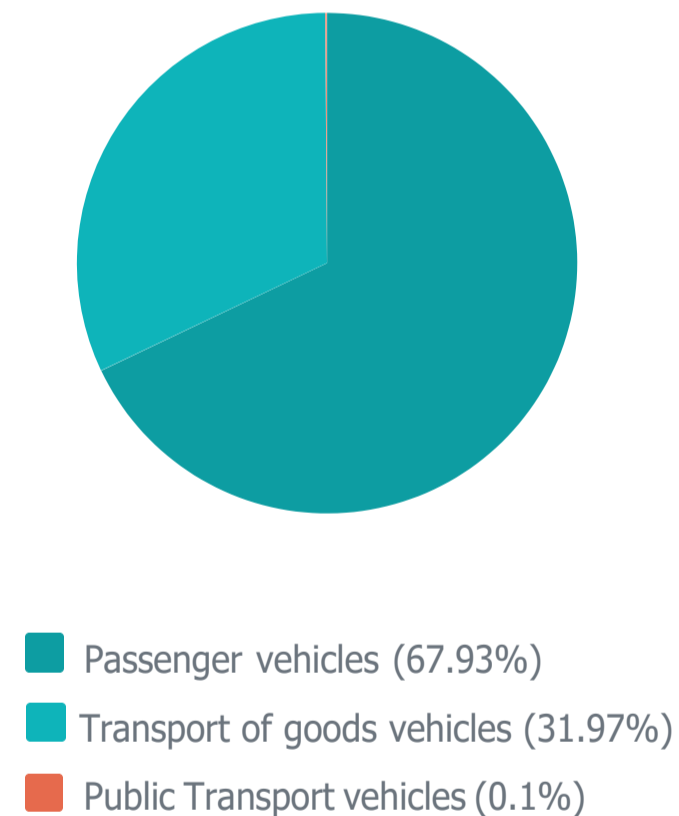
Food, Packaging, Textiles, Motor Vehicles



SADC EPA exports

EU Market remains important for South Africa's motor vehicle exports

Exporters	2020 (USD millions)	% share total exports to EU
SADC EPA Group Total	4177	21%
South Africa	4177	21%
Namibia	0.14	0%
Mozambique	0.07	0%
Botswana	0.01	0%
Lesotho	0	0%
Eswatini	0	0%



Notes for SMEs

- Monitor consumer demand – for cleaner production, product reusability, less packaging
- Circular economy policies could result in decreased demand for primary material production and trade
- Trade in waste and scrap will be affected in response to emerging environmental concerns
- Conventional motor vehicle demand will decline as EGD seeks to encourage the use of renewable energies in transport