

**Starting with the promotion of IPP approach in Mediterranean countries**  
**LIFE 04 ENV/PT/716**

2007

Start-IPP is a Project financed by the LIFE Programme of the European Union in 2004, within the scope of a highly present theme on European level: the Integrated Product Policy (IPP). It is coordinated by CENDES Centre for the Sustainable Entrepreneurial Development - of INETI, the Portuguese National Institute of Engineering, Technology and Innovation.

## 1. WHAT IS THE IPP

The Integrated Product Policy (IPP) is an initiative of the European Union with the purpose of reducing environmental impacts of products and services throughout their life-cycle, using management instruments which act in the production stage (development of products, manufacture and distribution/sales) as well as in the consumption of products (consumption patterns, markets). The implementation of the IPP intends to, in an efficient way, improve the environmental profile of products, with the acknowledgment and preference of the consumer.

With the great variety of products available in the market and the different actors involved along their life-cycle, it is not possible to apply just one policy measure. The IPP is thus a policy which will be integrated in already existing European policies and uses a set of tools, voluntary and mandatory, that can be used to achieve its goals. These include economic instruments, legislation, voluntary agreements, environmental management, ecologic labelling and eco-design.

## 2. PERFORMED ACTIVITIES

### IPP NATIONAL STUDIES

A thorough literature review of the current IPP status in Europe was done to identify the common and different IPP approaches as well as the constraints of IPP implementation initiatives in the participating countries. Also, national studies for Portugal and Greece were addressed through questionnaires, product-related policies at national level, identification of important products/sectors/services for IPP and stakeholder workshops. All this was integrated into two documents: the Portuguese and the Greek National report, along with the results and an economic, environmental and innovation potential analysis.

Some results from the national studies are referred below.

#### Portugal

- There is not an IPP as such; however there are some elements of product policy oriented to specific life-cycle phases of products.
- The important sectors for IPP from an environmental point of view are: food (agriculture, cattle production, slaughterhouses and agro-industry), transportation (individual, vehicles, air transportation, and merchandise transportation), energy (production and transformation, electricity), housing (buildings), domestic equipments and forestry (agro-forestry, wood and furniture).

#### Greece

- Key policies have been developed in the manufacturing and disposal life-cycle phases of some sectors.
- Initiatives have been taken using specific instruments such as the eco-label, EMAS, life-cycle analysis and implementation of producer responsibility. However, they are rarely linked. Moreover, it is the clear view of the industry that some incentives must be provided for them to initiate changes in the specific life-cycle phases.
- Consideration must be also given to service oriented sectors and there is a need to raise consumer awareness, so that they may also act as a positive driver for IPP.

### 3<sup>RD</sup> PROJECT MEETING IN LISBON

In June 2006 the 3<sup>rd</sup> Project Meeting took place in INETI, Lisbon, with all the partners of the project, Portuguese and Greek, to discuss the tasks of the project. The main topics were the reformulation of the project's website, the results and contributions from meetings with stakeholders to the Plans of Action for IPP (in Portugal and Greece) and a first survey on which are the most interesting instruments for the activities and strategies of the companies involved in the project.

#### 4<sup>TH</sup> PROJECT MEETING IN LISBON

The 4<sup>th</sup> Project Meeting occurred in INETI, Lisbon, on December 2006, with the Greek partners, the ERS (Ecological Recycling Society) and the EPTA Ltd. The outcome of this meeting were the drafts of the IPP Toolbox and of the IPP Training Package, which will be a document including information on the current situation of IPP, on IPP related instruments, internet sites and relevant biography.

#### IPP TOOLBOX

The **IPP Toolbox** is an electronic instrument intended to motivate eco-innovation, facilitating the selection process of the most adequate instruments to the particularities of each company's or organization's activities.

The main objective of this tool is thus supporting organisations in selecting the instrument or set of instruments (e.g. Eco-Design, Environmental Product Declarations, etc.) which is more relevant to their activity, entrepreneurial strategy and involvement stage with environmental instruments and policies.

The structure of the IPP Toolbox is the following:

- Introduction (about IPP Toolbox and each instrument);
- Electronic checklist;
- Guidance to assist companies to implement chosen instruments (technical sheets).

Currently in development phase, the first version of the tool has already been tested in several institutions, both public and private.

### 3. IPP HEADLINES

#### IPP in the European Community

- The new study "Green Public Procurement in Europe" identifies seven leading countries that already practice greener public procurement to a significant extent. In Austria, Denmark, Finland, Germany, Netherlands, Sweden and the UK, 40-70% of major public tenders in the last year have included environmental criteria. Its recommendations focus on helping the other 18 EU member states to catch up.
- More than a year after a 2006 deadline, Sweden has become one of the first EU member states to seek parliamentary approval of an action plan for greener public procurement under the EU's integrated product policy (IPP) launched in 2003.
- 12 March 2007 - Consumer electronic manufacturers including Sony, Nokia and HP, and NGOs ranging from Greenpeace to Friends of the Earth, have called on the Commission to take action against 11 member states that have transposed the WEEE directive (on management of waste from electrical and electronic equipment) without making producers fully responsible for the recycling of electrical and electronic products.
- The European commission has issued guidance to help businesses and regulators decide when leftover materials from industrial processes should be classed as waste and when as non-waste by-products. The publication of the non-legislative guidelines on Wednesday fulfils a promise made in a 2005 thematic strategy on waste (EED 21/12/05).

### 4. FOLLOWING ACTIVITIES

- Meetings with the Portuguese partner companies to implement IPP instruments
- Workshops for dissemination of IPP and its instruments
- Development and testing of the IPP Toolbox

#### For further information

Sites : [www.ineti.pt](http://www.ineti.pt) and [www.startipp.gr](http://www.startipp.gr)

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