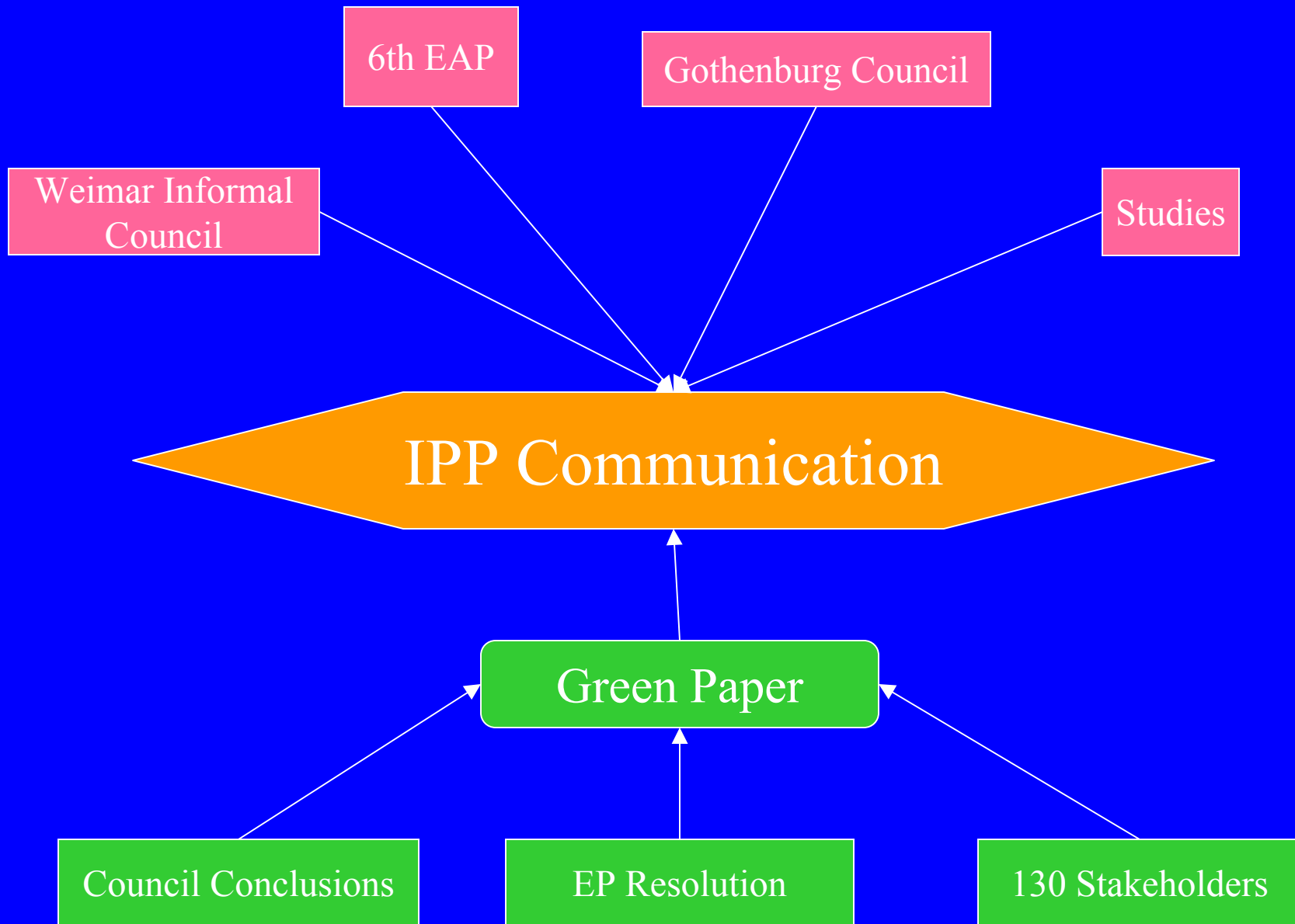


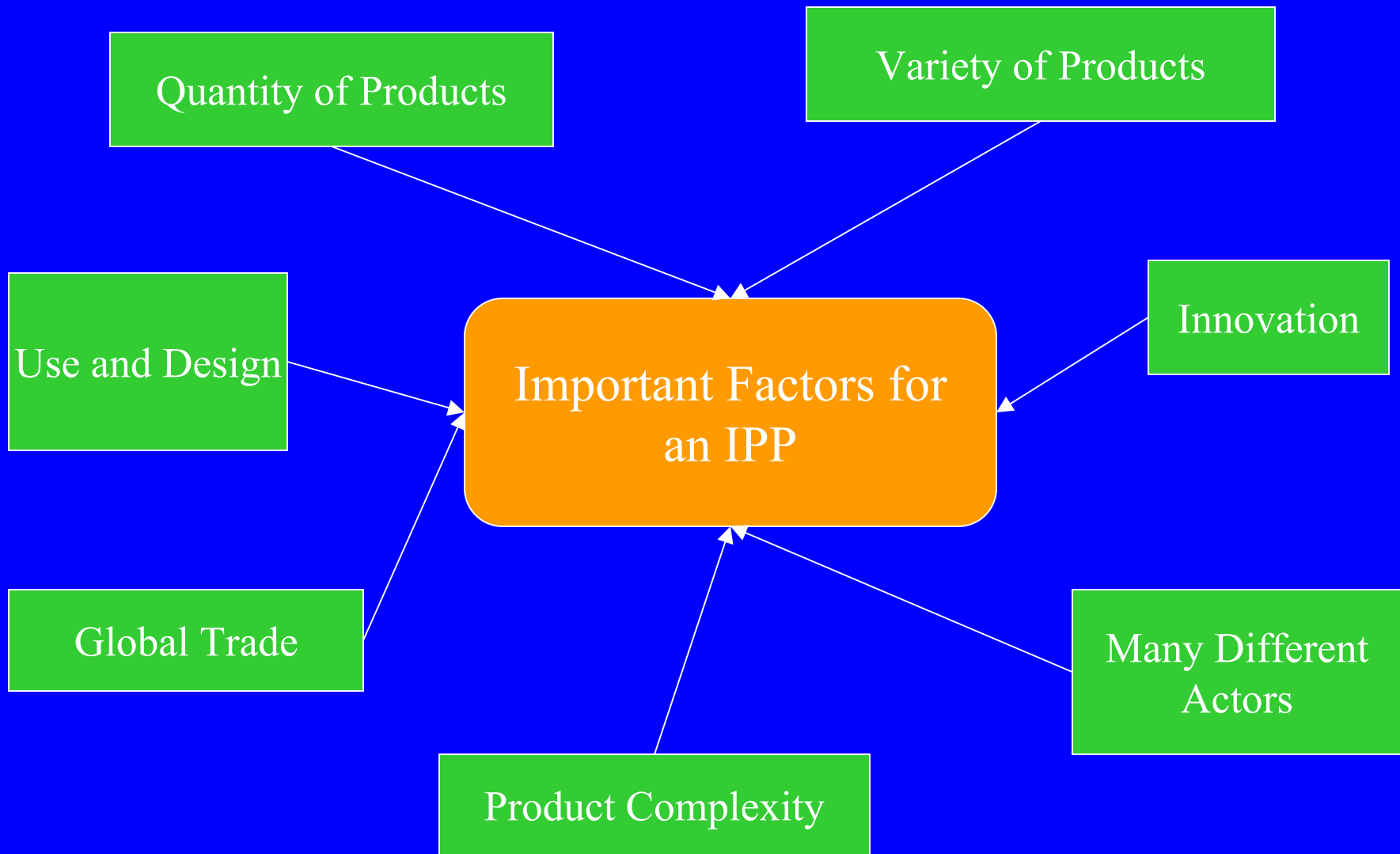
The European Commission's Communication on Integrated Product Policy

Robert Goodchild
DG Environment
European Commission

The IPP Communication:

- Its development
- Important underlying factors
- What is the IPP approach?
- The Communication's strategy
- The tool-specific approach
- The product-specific approach



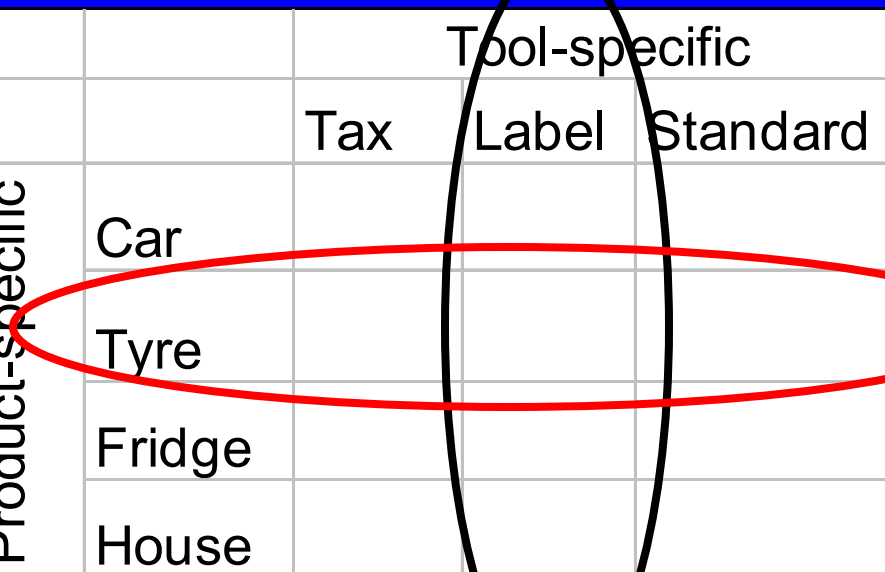


The IPP Approach is

- Life-cycle thinking
- Working with the market
- Stakeholder Involvement
- Continuous Improvement
- A variety of policy instruments

The Commission's Strategy

		Tool-specific		
		Tax	Label	Standard
Product-specific	Car			
	Tyre			
	Fridge			
	House			



Tool Specific Approach

Economic
and Legal
Framework

Taxes and Subsidies

Voluntary Agreements

Legislation

Applying Life-
cycle Thinking

LC Information

EMS

Design Obligations

Consumer
Information

GPP

Corporate Purchasing

Labelling

Product-Specific Approach

```
graph TD; A[Product-Specific Approach] --> B[Pilot Product Exercise]; A --> C[Products with Greatest Potential for Environmental Improvement]; B --> D[Tackle identified products, building on methods in the pilot products exercise.]; C --> D;
```

Pilot Product Exercise

Results:
Experience with IPP
Approach
Successful Examples

Products with Greatest
Potential for
Environmental
Improvement

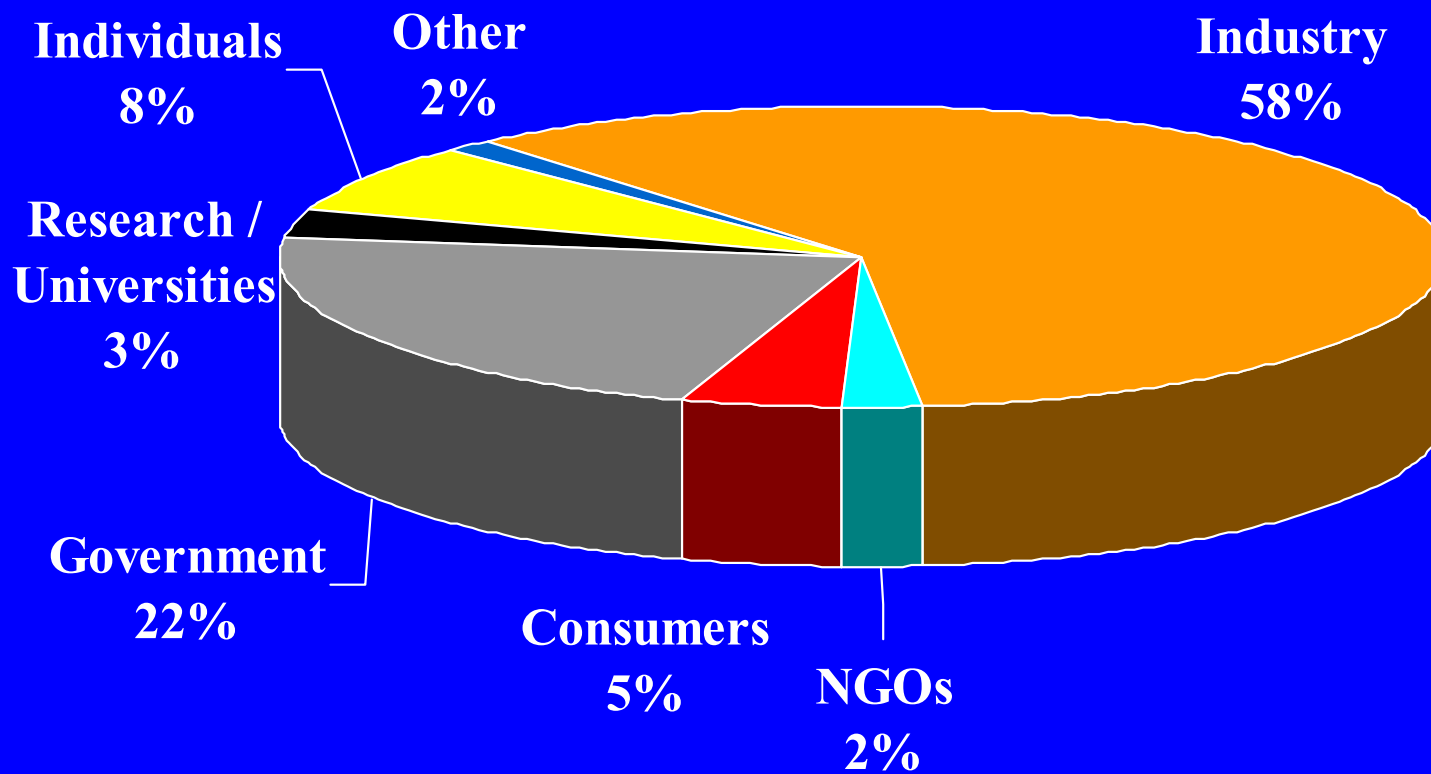
Result: List of products to
address

Tackle identified products, building on
methods in the pilot products exercise.

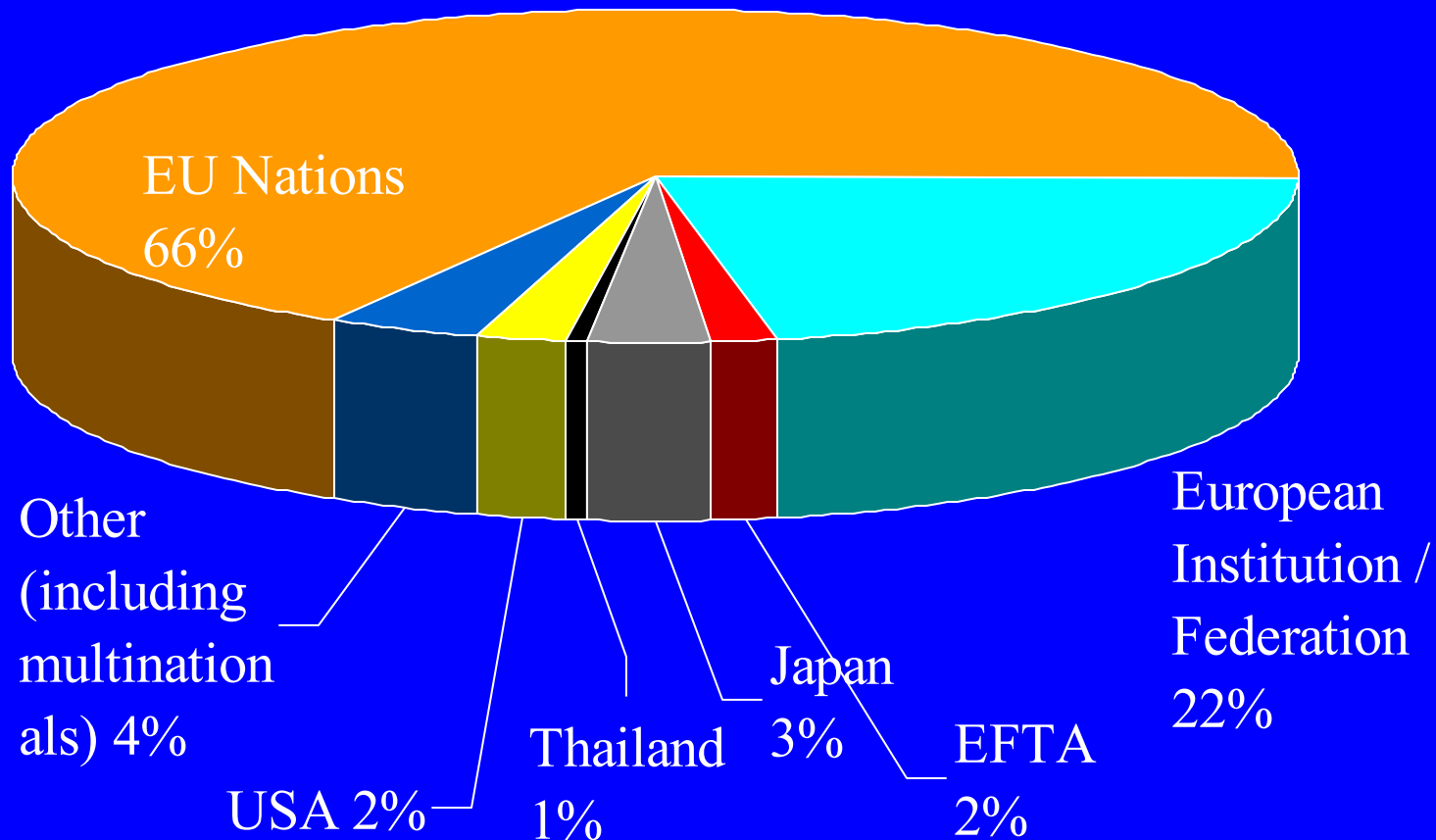
Find out more at:

europa.eu.int/comm/environment/ipp

Written Responses



Written Comments - By Country



Written Comments - EU

