



NEWS RELEASE

02/07/2014

For immediate release

EU COMPANIES SUPPORT RESOURCE EFFICIENCY

BUSINESSEUROPE WARNS AGAINST A TARGET-BASED APPROACH

Today, the European Commission published a Circular economy package, including the communication 'Towards a circular economy: A zero waste programme for Europe', devoted to resource efficiency and productivity and accompanied by concrete legislative proposals on waste, recycling and landfilling.

Markus J. Beyrer, BUSINESSEUROPE Director General said: "*BUSINESSEUROPE fully supports the vision to make the EU a more resource efficient and competitive workplace. The business community has made significant progress so far and will continue to do so. However, the target-based approach - 30% resource productivity target by 2030 - proposed today by the European Commission is far too simplistic to capture the complexity of resources use, production and consumption. The EU should abstain from any target rather than having an inappropriate one.*"

European businesses across different sectors are already working individually or collaboratively to better understand the environmental impact of their companies, products and processes. They do so because understanding these impacts helps to develop ways to unlock resource efficiency opportunities, deliver better environmental stewardship, build up resilience and become more competitive.

The proposed Resource Efficiency target, based on the GDP relative to Raw Material Consumption, wrongly focuses on quantity only rather than looking at efficiency of the resources use. The use of resources should not be penalised, while the efficient use should be our objective. The policy-makers should establish a commonly accepted methodology integrating a value throughout the whole life cycle of materials. Only then we can proceed to effective assessment and use of resources, key element of the production and consumption in Europe.

ENDS

BUSINESSEUROPE is the leading advocate for growth and competitiveness at European level, standing up for companies across the continent and actively campaigning on the issues that most impact their performance. We speak for enterprise in 35 European countries whose national business federations are our direct members.

Contact:

Peter Sennekamp

Director of Communications

168 Avenue de Cortenbergh

1000 Brussels - Belgium

GSM : +32 496 919 315

p.sennekamp@businessseurope.eu