



News release
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EU circular economy: full-circle thinking is a good step

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Full-cycle thinking, closer business and governmental cooperation and a long-term transitional perspective for the circular economy to be fully implemented are positive elements of the new package the European Commission presented today.

In a first reaction **BUSINESSEUROPE's Director General Markus J. Beyrer** said:

"The renewed approach is a good step to support business in this long-term transition agenda.

Acceleration of the circular economy entails stronger commitment and collaborative approach involving governments, businesses and science as well as consumers and increased value chain cooperation."

Key points of our first assessment:

- The new package outlines a more coherent and consistent way to approach all phases of the circle. While waste management remains an important part, it is now better included in a full range of initiatives required all along the wheel.
- It is also positive to see circular economy shaped as a long-term transition, avoiding one-size-fits-all and quick-fix solutions. While the word "*transition*" was totally absent in the previous package, it now occurs several times.
- The implementation phase will be critical. In particular, concrete implementing measures must be carefully shaped to make sure the overall positive thinking of the new package is kept and not undermined by "silo approaches".

ENDS

BUSINESSEUROPE

Contact:

Peter Sennekamp
Director of Communications
168 Avenue de Cortenbergh
1000 Brussels - Belgium
GSM : +32 496 919 315
p.sennekamp@businessseurope.eu

Peter Vertessy
Senior adviser, Press and media
168 Avenue de Cortenbergh
1000 Brussels - Belgium
Tel : +32 (0) 2 237 65 03
p.vertessy@businessseurope.eu