



Ympäristöministeriö
Miljöministeriet
Ministry of the Environment



Advancing public access to environment-related product information

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Finland implements the EU's circular economy policies

- March 2020: The EU commission published a new circular economy action plan (CEAP) https://environment.ec.europa.eu/strategy/circular-economy-action-plan_en
- March 2022: A package of European Green Deal proposals, among others
 - a proposal on new rules to **empower consumers in the green transition** so that consumers are better informed about the environmental sustainability of products and better protected against greenwashing.
 - Amendments to the Consumer Rights Directive and the Unfair Commercial Practices Directive
- All regulated goods will have an EU digital product passport



Finland

- 2016: first national road map to a circular economy (updated in 2019)
- 2021: new Circular economy strategy
- 2021: resolution on promoting a circular economy, including measures such as
 - compiling information on circular economy services for citizens
 - opening up and interlinking material and data flows
 - creating a sustainable circular economy market through legislation, economic instruments and digitalization
 - Incorporating expertise in circular economy into the education system and worklife skills.



Access to information on environmental characteristics of products

- The common EU market
 - harmonization of relevant legislation with the Ecodesign Directive
 - regulating specific substances
 - mandatory energy label
 - harmonised methodology for the calculation of the environmental footprint of products and organisations
- Voluntary eco labels
 - The Nordic Swan Ecolabel (1989)
- Partnerships: Sitra (www.sitra.fi)



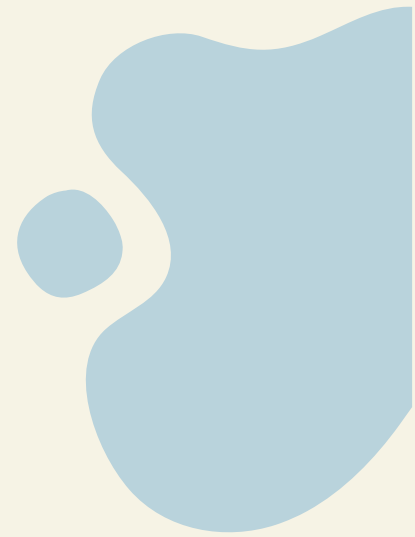
Thank you for your attention!

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