Resource Efficiency Policies – Companies' experiences and effects on their offerings

Mattias Lindahl – EEEN conference

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Method – Data Collection

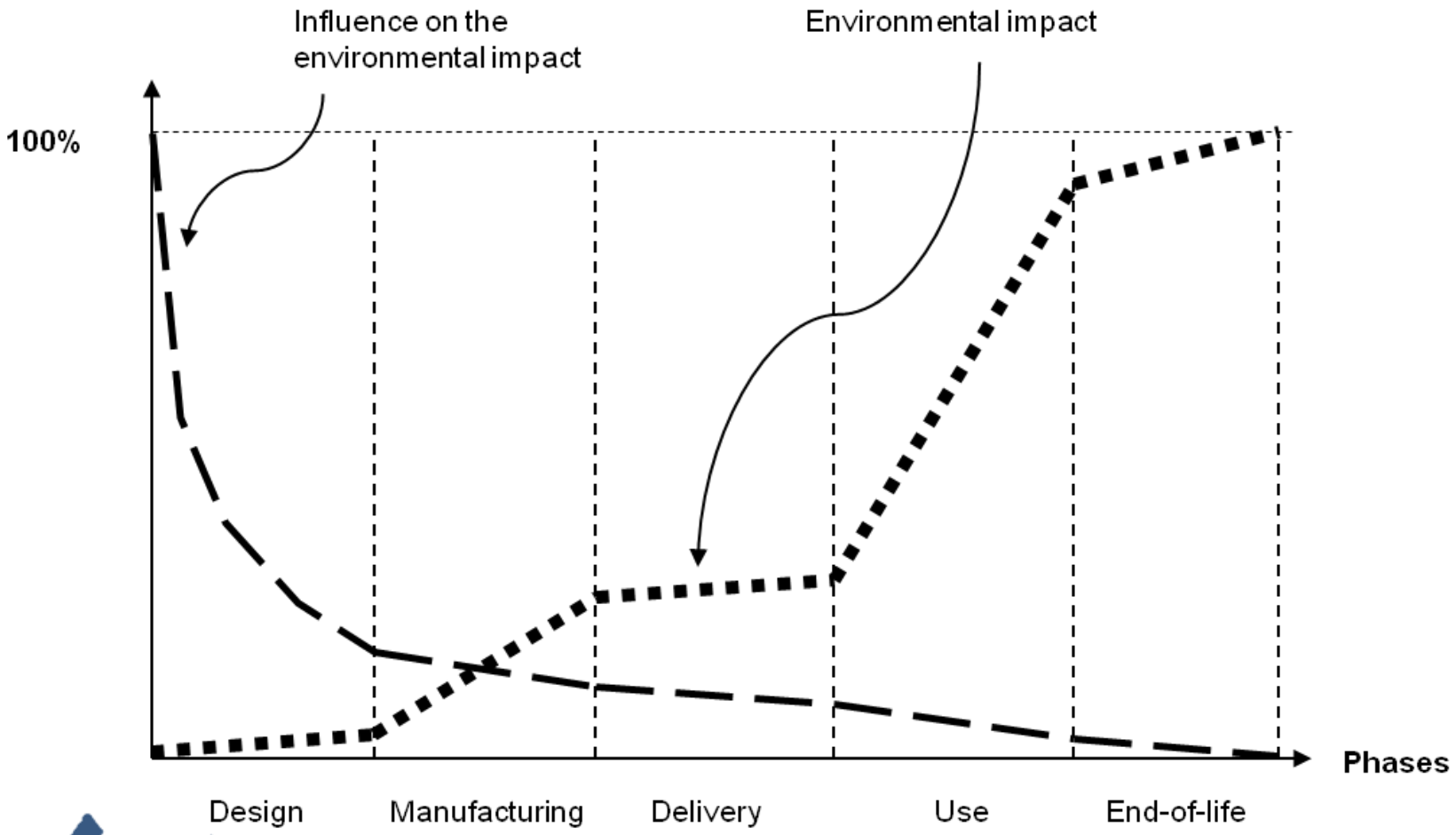
- Projects
- Formal / Informal
- Meetings
- Interviews
- Workshops
- Actors and System maps
- Etc.

Resource-Efficient Products – a strategic business issue

Driving Forces for Companies

- Increased competition
- Increased raw material costs
- Increased energy costs
- Increased focus on environmental-related issues
- **Staff**
- **Financing and Insurance**
- Product-related environmental regulation
  - Extended producer responsibility, WEEE, RoHS, ELV, EuP, etc.

The focus has shifted from selling new products to satisfying the customer and utilizing the offer, as long as it is economically viable for the provider.


Influence on the environmental impact
Environmental impact
100%
Phases
Design
Manufacturing
Delivery
Use
End-of-life

Existing EU policies – conflict with each other

- Use recycled materials – Companies may still choose virgin materials because they are not certain that recycled materials will comply with EU legislation on chemicals.
- Reuse of "waste" – related rules implies that transport of waste destined for reuse and remanufacturing becomes too expensive.
- Web of Constraints

Circular Business Models

- Get the prices right for second-hand vs. new products – taxes on labour
- Inform consumers to make the right choice
- Use public procurement to create demand
- Regulate product development and design
- Provide political leadership through long-term strategies and targets.

Reuse, Reconditioning and Remanufacturing

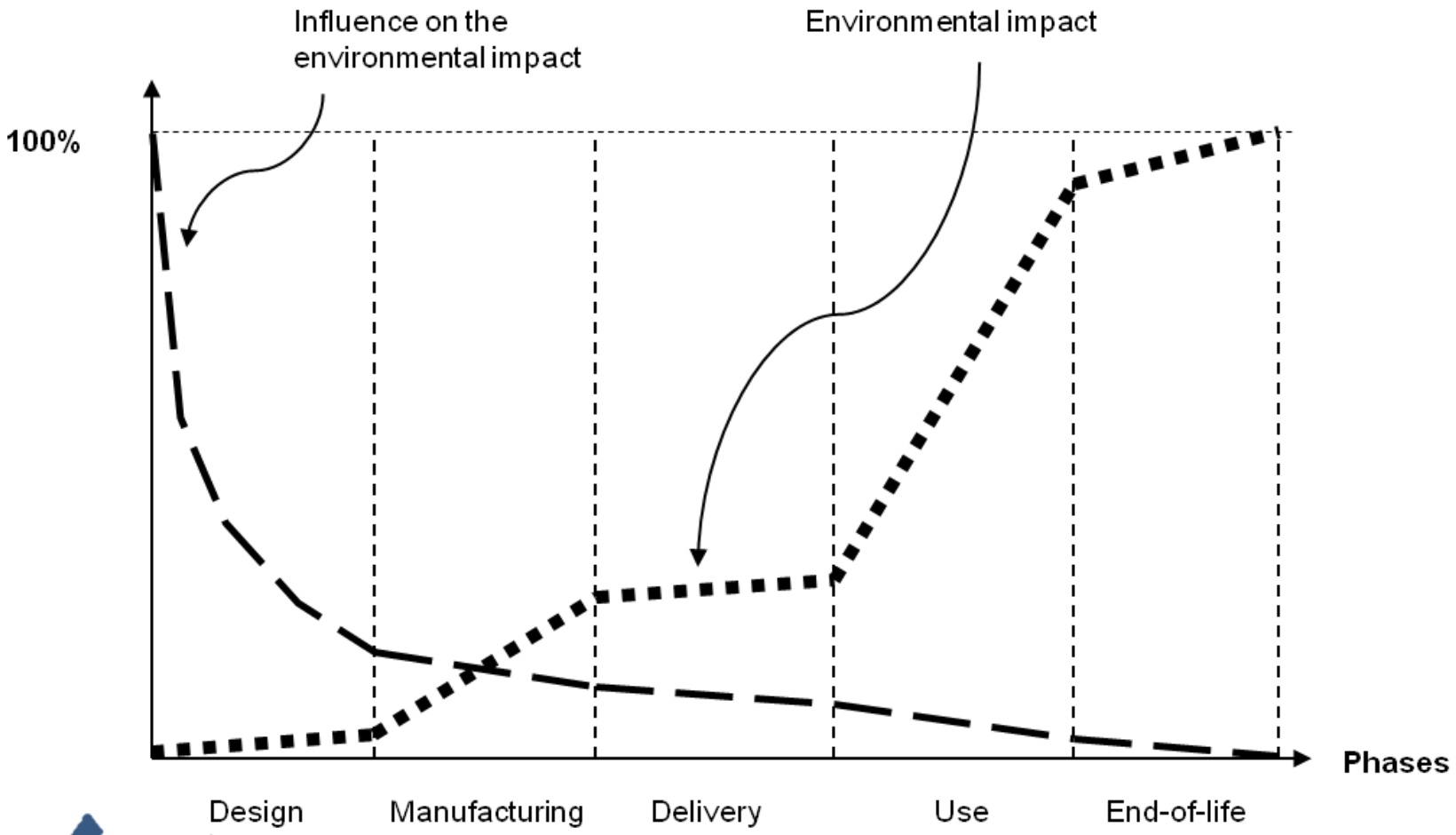
- Poor product design
- Lack of steady access to used products
- High taxes on labour
- Legal definitions
- Trade-related rules
- Waste-related rules
- Consumer acceptability
- Costly reverse logistics
- Lack of skilled workers

Source: Dalhammar & Milios (2016) **Policies to support reconditioning and reuse of ICT**

Policy interventions that could induce scaling up of the reconditioning and reuse business operations

Potential policy	Importance
Better waste infrastructure for collection for re-use, reconditioning and remanufacturing	5
Quality certification system for reconditioned and remanufactured products	3-4
Reduce the tax on labour.	5
Reduce the tax on labour for reconditioning and remanufacturing	5
Increase prices on raw materials to raise the price of new ICT	4
More ambitious targets and use of procurement in the public sector to promote reconditioned goods	4-5
More functional procurement in the public sector	3-5

Source: Dalhammar & Milios (2016) **Policies to support reconditioning and reuse of ICT**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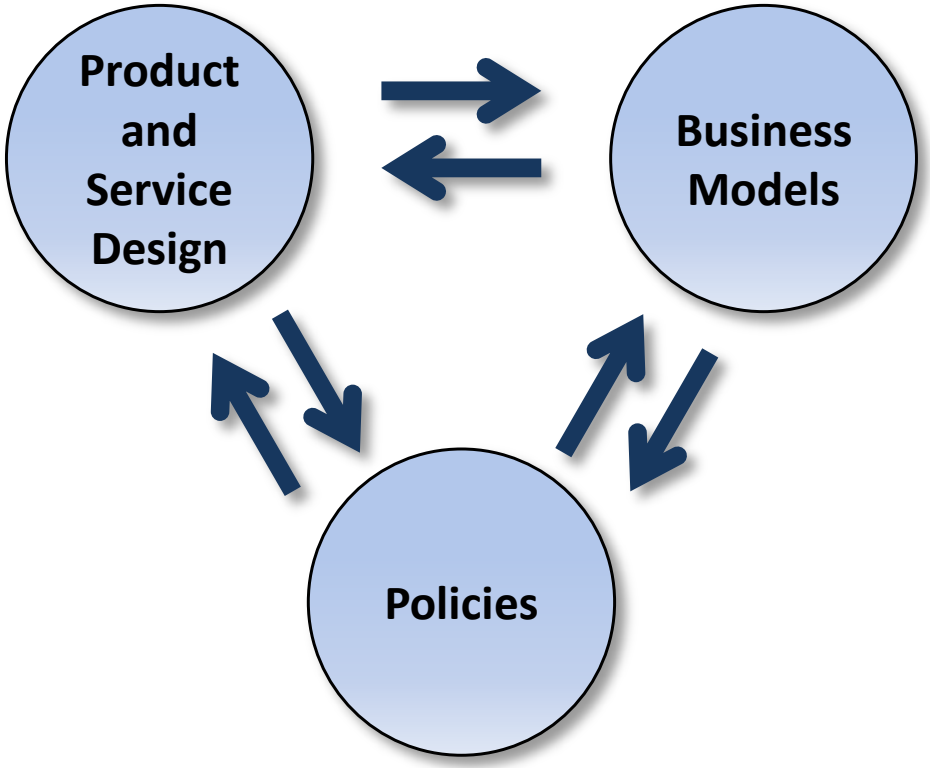
Product and Service Design
Business Models
Policies

Conclusions

- Today a strategic business issue
- Ongoing shift in industry – from products via service to offerings
- Focus on the design phase!
- Make consequence analyses of new policies
  - Work more integrated
  - Involve the ones that will be affected in a better way


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