



SUMMARY OF PREVENTION AND ECODESIGN PLANS DIY AND THERMAL GARDEN PRODUCTS

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PRELIMINARY NOTE

Please note that a translation tool was used to help us produce the present document in a decent delay.

If any formulation or information seem inexact or incorrect, do not hesitate to contact us.

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INTRODUCTION

Prevention and eco-design are two levers aimed at reducing waste production and environmental impacts. The French Anti-Waste and Circular Economy Act therefore requires producers to draw up and manage a five-year prevention and eco-design plan (PEP)¹ to meet today's challenges.

This PEP aims to:

- Reduce the use of non-renewable resources.
- Increase the use of recycled materials.
- Increase the recyclability of its products at processing facilities located in France.

It is understood here that:

Prevention refers to "all measures taken before a substance, material or product becomes waste, when these measures contribute to the reduction of at least one of the following items:

- The quantity of waste generated, including through the reuse or extension of the useful life of substances, materials or products;
- The harmful effects of waste products on the environment and human health;
- The content of substances hazardous to the environment and human health in substances, materials or products" - definition taken from article L.541-1-1 of the French Environment Code.

Eco-design is a "methodical approach that takes into account the environmental aspects of the design and development process with the aim of reducing negative environmental impacts throughout a product's life cycle", according to ISO 14006.

To support its members in their first exercise in drawing up these PEPs, Ecologic has developed and deployed tools to help them make the process their own, and to express their commitments in these three mandatory areas.

In association with the eco-organizations **Léko, Screlec and Valdelia**, a joint project was launched in early April 2023 to provide their members with an Excel template (see Appendix 2), designed to help them draw up their plans and facilitate the processing of the documents received.

Another means of completion was also offered to members in the form of a questionnaire, making the exercise more accessible and simpler. Of the 64 company PEPs received for the ABJth

¹ "Art. L. 541-10-12-Any producer mentioned in article L. 541-10-1 is required to draw up and implement a prevention and eco-design plan with the aim of reducing the use of non-renewable resources, increasing the use of recycled materials and increasing the recyclability of its products in processing facilities located on national territory.

[&]quot;This plan is revised every five years. It may be individual or common to several producers. It includes an assessment of the previous plan and defines the prevention and eco-design objectives and actions to be implemented by the producer over the next five years. The eco-organization set up by the producers may draw up a joint plan for all its members.

[&]quot;The individual and joint plans are forwarded to the eco-organization set up by the producers, which publishes a summary that is accessible to the public, after presentation to the body representing the sector's stakeholders.

sector, 34 were submitted via this form, with an average completion time of around 20 minutes, and options to go further on each theme. ²

Ecologic has run a number of **communication campaigns** in the form of emailings and webinars to help members understand and take ownership of these new regulations and turn them into an opportunity.

The extensive feedback we received enabled us to identify needs and examine the difficulties and questions raised by the variety of players involved. Some of these can be found in the Frequently Asked Questions (see Appendix 3).

We have also responded by offering the full range of tools, materials and information in French and English. Similarly, this summary is available in English.

The aim of this document is to review the results of the ABJth sector, analyze the various issues and identify the prospects for progress envisaged by Ecologic and the stakeholders in this still young sector.

The exercise is not intended to provide an exhaustive quantitative analysis of prevention and ecodesign work in the thermal ABJ sector, for various reasons:

- Some of the strategic work carried out by marketers has not been included in the PEP for reasons of confidentiality.
- The performance indicators for the proposed actions have not been filled in systematically and are not all homogeneous.
- To present a more detailed analysis would risk compromising the confidentiality of the information transmitted.

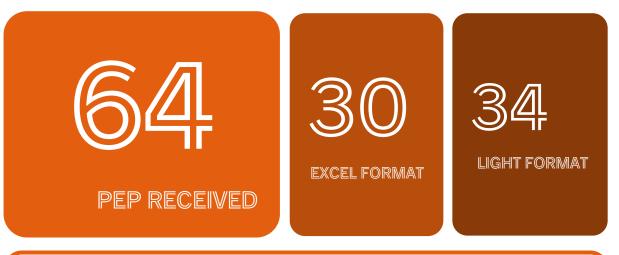
However, while this summary is descriptive and introductory, inferential analyses can be developed at a later stage.

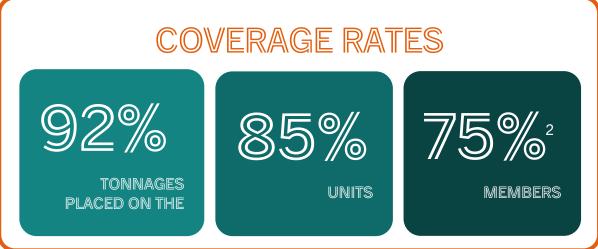
⁻ On sustainability, with Ethikis: https://longtime.ethikis.com/fr_FR/survey/start/diagnostic-maturite-durabilite-229

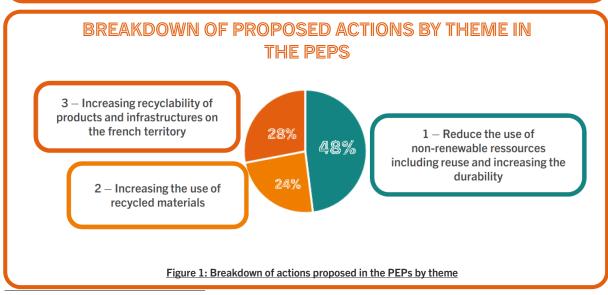
⁻ On the use of recycled materials: https://forms.office.com/e/Xu1iDQWcYh

⁻ On recyclability: https://forms.office.com/e/qKz0xLxXj6

1. KEY FIGURES







 $^{^{\}rm 2}$ Among those who are members and have declared a market launch in 2022

1.1. ACTIONS PROPOSED BY

An initial analysis was carried out on a sample of **30 PEPs from** the DIY and Thermal Garden products sector. 97% of the PEPs submitted and used proposed at least one action per mandatory theme, which is the minimum required in Ecologic's communications.

A total of **842 actions** are proposed in the ABJth sector's PEPs on mandatory themes³. Most of these actions focus on reducing the use of non-renewable resources, with little disparity depending on the type of member. In the documents analyzed, this is illustrated by the average of 13 actions allocated to this theme, compared with 7 for increasing the use of recycled materials and 8 for increasing recyclability. This trend is confirmed indiscriminately for each of the major product families (lawnmowers, chain saws, etc.) on the market.

An initial explanation for this trend, which has also been observed in the Electrical and Electronic Equipment (EEE) and Sporting Goods and Leisure Equipment (ASL) sectors, is that this theme appears first in the PEP framework proposed to members to help them draw up their plans. It is therefore possible that this may have generated a filling bias. At the same time, the decarbonization of the energies used is a key topic in the regulatory and technical news, and the levers put forward to reduce greenhouse gas emissions and achieve carbon neutrality by 2050 on the European continent.

More specifically, the actions detailed by members in their PEP show a strong focus on training, awareness-raising and communication around these themes linked to resources and their origins, as well as reflections on the development of assessment tools and labels.

Members who share a significant number of training, awareness and communication initiatives propose actions such as:

- Training sales teams and purchasing departments;
- Developing and sharing technical guides;
- Repair training for after-sales service and customers.

In terms of assessment tools and labels, the actions taken mainly concern the need to define roadmaps and use decision-making tools. This can be attributed to the fact that the industry is in the early stages of reflection, given its recent establishment.

Among the other avenues mentioned, the desire to extend the useful life of products and to optimize manufacturing processes by refining knowledge of inputs/outputs and by controlling consumption are notable.

What's unusual about the ABJth sector's PEPs is that they almost always include optional actions and/or objectives, although these are not predominant. At this stage, however, there is not enough material to provide a detailed picture of the concrete actions behind the stated intentions. A better understanding of the options raised could enable us to extend the scope of the items proposed, in order to better meet members' needs.

³ To complete the analysis of actions implemented within companies, the method adopted consisted in assessing which levers were most frequently mentioned in the PEPs, with concrete actions associated with them. It should therefore be noted that the data presented in this summary is not weighted by the tonnage placed on the market.

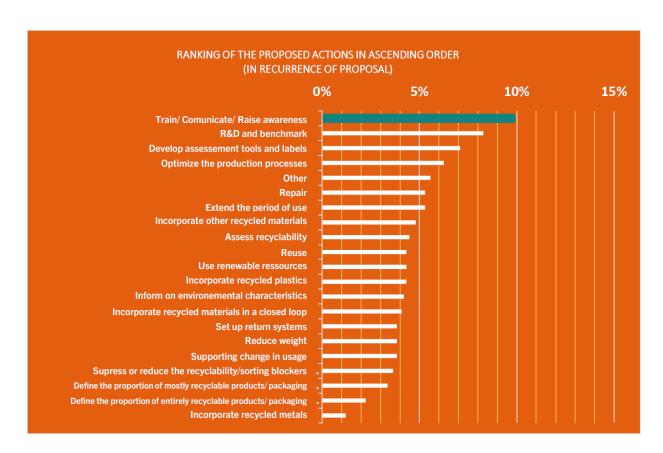
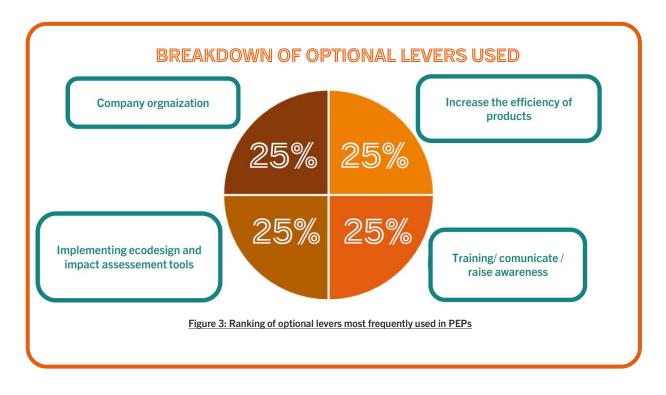
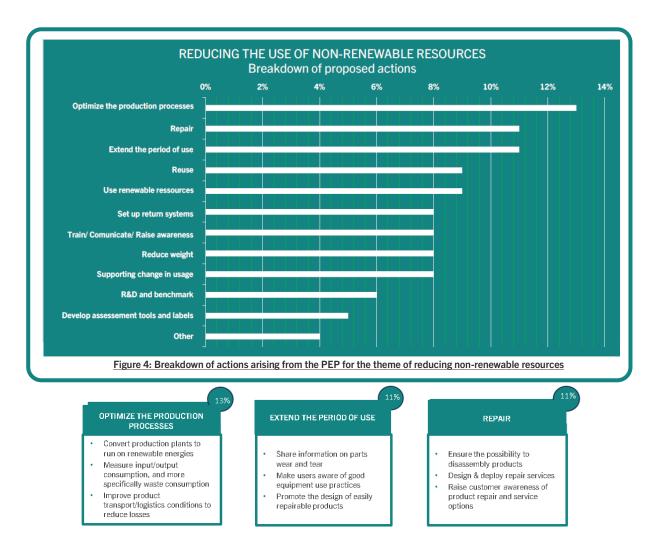


Figure 2: Ranking of levers most frequently used in PEPs, all themes combined (N=842)



1.2. OVERVIEW OF MANDATORY THEMES

1.2.1 REDUCING THE USE OF NON-RENEWABLE RESOURCES

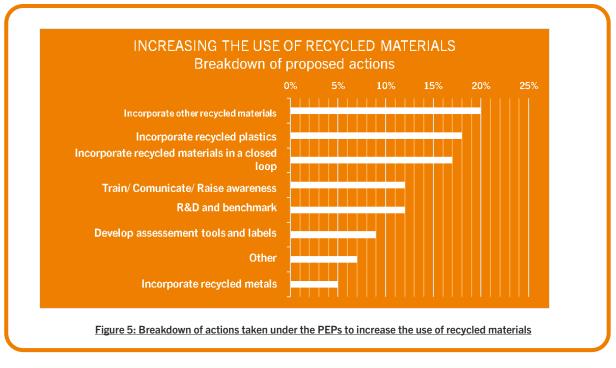


Most of the actions in this first theme focus on two main areas: the need to optimize and transform production processes, and the need to inform customers about their product's end-of-life.

The first axis is illustrated by the presence of actions all along the value chain referring to aspects of energy transition (notably in factories) and restructuring of logistics chains to ensure efficient transport with as little loss as possible. It is also illustrated at product level by a desire to make products more repairable at the design stage, and to gain a better understanding of the amount of waste produced by ABJth.

Customer information, the second priority, is illustrated by a desire to provide customers with more detailed information, to make spare parts available and to raise awareness. It is possible that these actions are partly due to the repair funds that are being set up in the sector, helping manufacturers to take these steps.

1.2.2 INCREASING THE USE OF RECYCLED MATERIALS





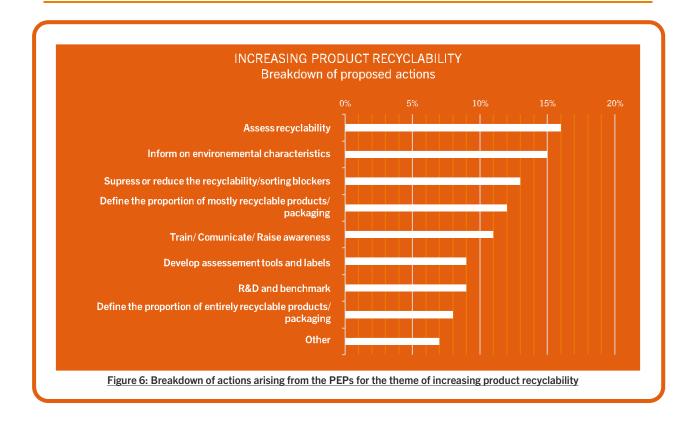
As in the case of the Electrical and Electronic Equipment (EEE) and Sport and Leisure Equipment (SLA) sectors, the levers for incorporating recycled materials have been clearly identified by the sector's players, who are keen to incorporate recycled plastics, but also to find substitute materials for plastic resins.

Companies want to review their purchasing strategies to meet the new challenges and revise their manufacturing processes to incorporate production offcuts more efficiently. This ties in with the need to reduce waste and control inputs/outputs.

Packaging is also highlighted, and work will be carried out to improve its recyclability or propose alternatives made from recycled materials. Several players are also looking at more durable packaging, which could be used to extend the product's lifespan by enabling it to be stored more efficiently and in a well-considered position to limit the risk of long-term malfunctioning.

The low proportion of recycled metals is unexpected but may be due to a bias when drawing up the plans. As metal recycling is already in place, it may be perceived as a low priority and therefore not mentioned in an action plan.

1.2.3 INCREASING PRODUCT RECYCLABILITY





Regulations have a particularly significant impact on the players in this sector, who focus their efforts on compliance and understanding the various laws and obligations.

Product evaluation and consumer information are the main thrusts of this last mandatory theme. In fact, assessing recyclability accounts for 16% of the proposed actions. Marketers are therefore looking for tools and are in the process of training their staff in concepts related to recyclability.

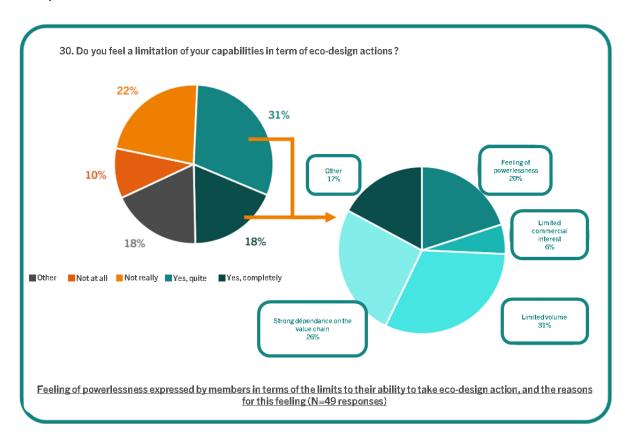
Ecologic will therefore have to support companies by providing the necessary tools, as well as relevant documentation on the various end-of-life scenarios and issues raised, and the opportunities generated.

2.QUALITATIVE FINDINGS

2.1. PERCEIVED LIMITS

Following the discovery of this obligation, Ecologic's members quickly raised a number of questions and doubts. The novelty of the exercise meant that companies had little experience of the methods of analysis, presentation and use of the information collected.

Some of our members also shared their feeling of powerlessness when it came to these issues, as they didn't see what their areas of action and possible levels of intervention might be. Ecologic will need to provide support, explanations and skills upgrading in order to reduce this feeling and help the various companies in the three sectors to consider concrete action plans that will have an impact across the entire value chain.



According to feedback, 49% of respondents feel this limitation. More communication and information is needed to overcome this, as well as the lack of commitment in terms of the volumes involved and dependence on the value chain.

2.2. CORPORATE COMMITMENT

Despite the novelty of the sector, companies are showing a clear commitment and willingness to learn and improve. As in the ASL and EEE sectors, there is a clear desire to make the transition to green energy in factories and stores.

Controlling the supply chain, sharing information and recommendations, and even raising demands on suppliers is a key issue.

A consumer awareness campaign is underway and should help to ensure that products are repaired more systematically, even outside their legal warranty period.

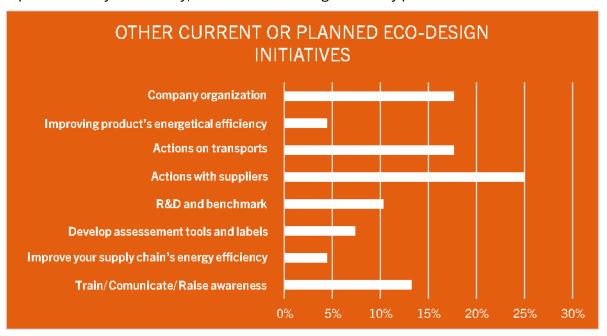


Figure 8: Other actions underway or planned in light PEPs (N = 68 actions)

3.PROSPECTS

3.1. REGULATORY DEVELOPMENTS

European regulations are in the process of evolving, as the 2009/125/EC eco-design directive will be repealed and replaced by a European regulation (ESPR: Ecodesign for Sustainable Products Regulation), currently under discussion. This will set new eco-design requirements for a wide range of products to make them "more durable, reliable, reusable, upgradable, repairable and easier to maintain, refurbish and recycle, as well as to make more efficient use of energy and resources." ⁴ In particular, it includes a "Digital Product Passport" (DPP) by 2027, designed to enable finer product traceability and better knowledge of the value chain, an expected tool for more accurate assessment of the environmental impact of complex products.

The final text was adopted by the European Parliament and the Council in spring 2024. It then entered into force, and will apply after the latter, in spring 2026.

It will be crucial to inform and support players in the industry as they apply the directive, as well as the <u>Corporate Sustainability Reporting Directive</u> (CSRD) for companies concerned from 2025 onwards.

3.2. AREAS FOR IMPROVEMENT IN PEP

Following the various problems identified during this first PEP reception and consolidation exercise, Ecologic has defined an action plan to continuously improve the services offered to members.

Discussions are currently underway along five main lines:

- 1. Improve the framework for receiving future PEPs for new members, as well as for members who have already submitted their PEPs but wish to update them. Changes could concern both the content of the PEPs, and the tools used to submit them to Ecologic (e.g.: submission via an extranet directly to a space dedicated to the member). Indeed, members have encountered difficulties in completing a harmonized grid for all, in a context where the problems and realities of each can vary drastically. However, this harmonization was necessary to be able to consolidate all the PEP and produce a synthesis as required by the AGEC law and its article 72. However, the format of the forms is likely to evolve to better meet the expectations of our members.
- 2. Identify the right contact upstream, to ensure that information is properly disseminated, provide support to members at the right level, and manage the PEP over time, so that it can evolve in line with regulatory and technical developments.

⁴ Extract from the proposal for a Regulation of the European Parliament and of the Council establishing a framework for the setting of ecodesign requirements for durable products and repealing Directive 2009/125/EC

In addition, in order to consolidate all PEPs and enable cross-analyses between different databases, Ecologic must ensure that members completing their PEPs are easily identifiable in these databases, and that their names are identical. Identifying the right contact is also crucial for efficient sharing of information and documentation.

- 3. Orient the content of the PEPs to develop actions that specifically address:
 - Production or use of raw materials: What? What? When? When?
 - Use of spare parts and repair-related services
 - o The study of the characteristics mentioned in article 13 of the AGEC law



One way of facilitating this orientation is to **propose** more precise **sector plans.** These could be semi-directive, with drop-down lists of levers, actions, objectives and indicators to choose from, along the lines of the online form.

- **4. Refine the automatic consolidation of** databases and support the translation of these tools, so that we speak a single language and do not reinforce the language barrier.
- 5. Clarify the intentions declared in the PEPs, to know in detail the actions planned by members according to their nature, the products they market and the developments they would like to deploy. Indeed, the PEPs are indicative at this stage. This factor, as well as concerns about the confidentiality of the data provided, has reduced the willingness of some members to share strategic information of a sensitive nature.

3.3. TOOLS DEPLOYED BY ECOLOGIC

The services offered by Ecologic are based on the 3R strategy: Repair - Reuse - Recycle: Repair -Reuse and Recycle.

To these 3Rs must be added "Reduce", directly linked to the notion of waste prevention.

3.3.1 REPAIR

Deployment of the repair fund and repairer labeling campaigns are underway to support the industry's efforts in this area. At the same time, a regulatory study will provide further information on the repair of ABJth.

Another study on extending the life of ABJths will also be carried out, addressing product design aspects to improve equipment repairability.

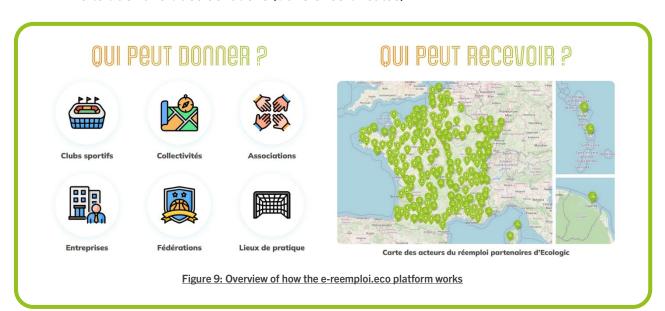
For consumers, Ecologic's e-reparation.eco website offers diagnostic aids and support in finding a "BonusRepar" approved repairer nearby.

3.3.2 REUSE

For functional equipment held by companies, Ecologic offers a new service to facilitate reuse and give more meaning to donation: e-reemploi.eco.

This platform, which members are invited to visit, reflects our commitment to:

- Put organizations (businesses, local authorities, public institutions, etc.) in touch with those specializing in reuse in your area.
- Facilitating the collection and transport of donations to local reuse organizations
- Ensure that the donation benefits a local structure listed by Ecologic, which has a reuse activity.
- And to track and trace donations (transfer certificates).



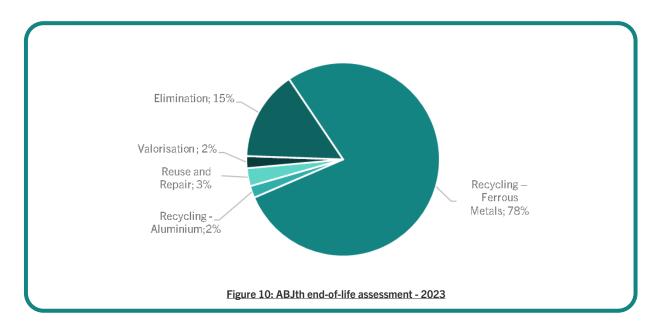
This web service, **entirely free of charge**, is offered exclusively to all companies, especially Ecologic members... to encourage donations between professional organizations. It relies on a network of over 400 Social and Solidarity Economy (SSE) structures.

Members wishing to work on reusing their ABJTh can donate products to the platform.

3.3.3 RECYCLE

Ecologic is working on the recycling of ABJth, with a recycling rate of 78% to date (figure 9). Ongoing work with operational players in the ABJth end-of-life channels should enable the generation of recycling raw materials that will feed the circular economy loop, mainly metals and plastics.

A tool for assessing the recyclability of ABJThs on the market is also available.



Lastly, it should be remembered that **recycling is first and foremost conditioned by collection in good conditions**, as recalled by the <u>decree implementing article 13 of the AGEC law</u>, which characterizes recyclability in five factors:

- 1. The ability to be efficiently collected on a regional scale, through access to local collection points.
- 2. The ability to be sorted, i.e. directed to recycling channels for recycling
- 3. The absence of elements or substances that interfere with sorting and recycling or limit the use of recycled materials.
- 4. The ability to ensure that the recycled material produced by the recycling processes implemented represents more than 50% by mass of the waste collected.
- 5. The ability to be recycled on an industrial scale and in practice, by guaranteeing that the quality of the recycled material obtained is sufficient to ensure long-term outlets, and that the recycling chain can demonstrate a good capacity to handle products that can be integrated into it.

To guarantee this, in addition to a dense territorial network of collection points, Ecologic has for over ten years been offering professionals, and in particular its members, a customized EEE collection service, free under certain conditions, via the <u>e-dechet.com</u> service. This service has now been extended to ASLs and ABJThs.

CONCLUSION

This first exercise in consolidating the prevention and eco-design plans shared by members of the thermal DIY and garden products sector (ABJth) ends on an encouraging note. Member participation has been high, and concrete actions have been identified.

The predominance of interest in reducing the use of non-renewable resources in PEPs, whatever the nature of the members or the products marketed, is notable. This is particularly true of shortand medium-term initiatives aimed at extending useful life, improving access to product repair and reuse. The integration of recycled raw materials and the improvement of product recyclability are nevertheless well identified.

The industry, which is still new, is in the process of being organized, and its players are focusing in part on regulatory aspects, translating them into action in their PEPs.

That said, a feeling of powerlessness and lack of interest was expressed by some members, particularly distributors and importers. It may indeed be difficult to visualize what their scope of action and possible level of intervention might be, for an exercise that is primarily seen as a **regulatory constraint.** These obstacles also need to be overcome.

Indeed, the PEPs are intended to reflect their commitment to reducing their environmental impact, and to deploy and then follow their own roadmap adapted to the regulations, but above all to their context and needs, which are highly variable by nature.

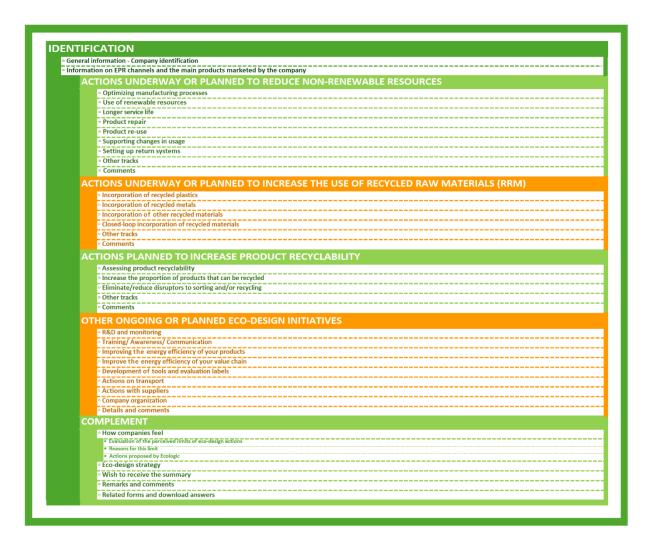
Based on these lessons, Ecologic is now looking at ways of offering its members appropriate solutions. We are encouraging recyclers to make information available to producers, and vice versa, based on normative documents,⁵ existing tools⁶ as well as webinars, on-site visits, and various projects and projects (Operational Technical Committee with recycling operators, working groups with members). Analyses of PEP by sector are also planned.

PEPs are to be updated every 5 years, and the present summary updated in 3 years' time. The integration of new members into this process, as well as an annual data update, will be proposed to guarantee dynamic monitoring of the plans. Ecologic is therefore already planning to structure itself to ensure regulatory compliance for itself and its members on these points, while exchanging with stakeholders in the ABJ sector and eco-organizations in other sectors to develop, harmonize and even standardize tools and best practices.

⁵ Such as IEC 62635: Guidelines for end-of-life information provided by manufacturers and recyclers 6 Like the i4rplatform: https://i4r-platform.eu/

APPENDICES

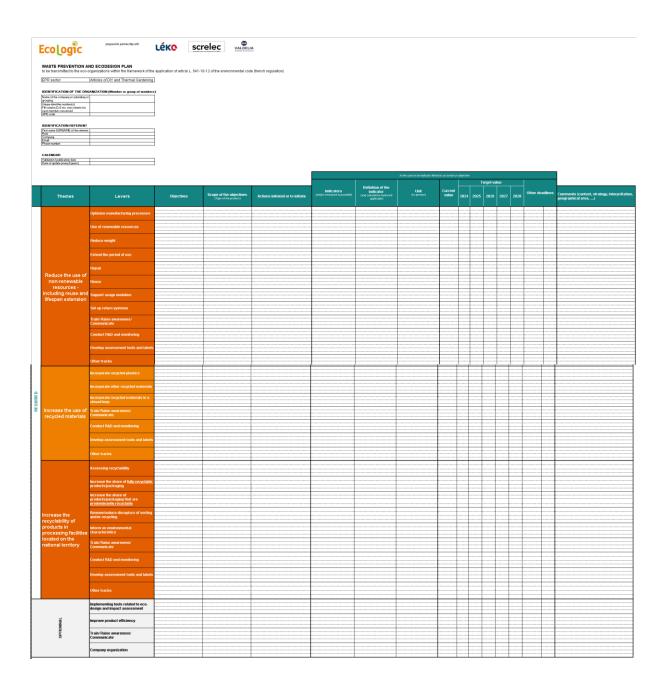
APPENDIX N°1 - PEP ONLINE FORM



The time horizon was requested in the evaluation of actions on the various levers. Respondents could choose between the following options:

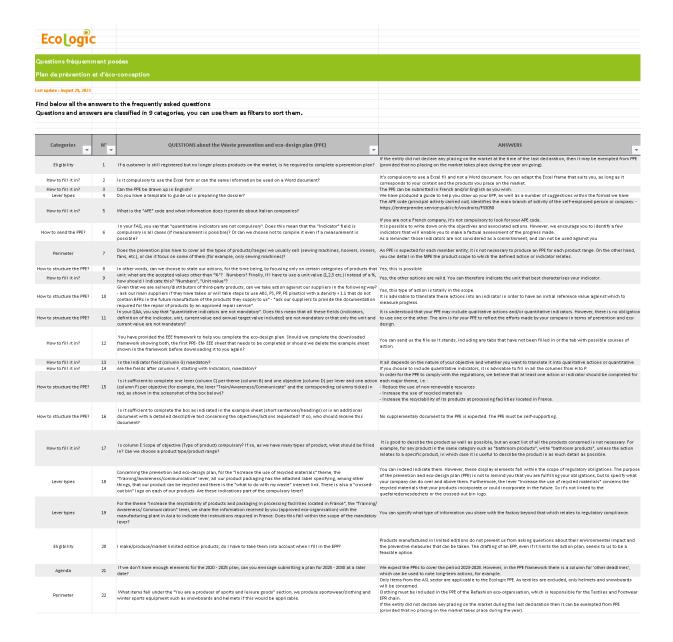
- Yes, it is set up
- Expected within 1 to 2 years
- Expected in 3 to 5 years
- Planned without precise deadline
- Nο

APPENDIX N°2 - PEP EXCEL TEMPLATE



APPENDIX N°3 - UPDATED Q&A

Extract from questions 1 to 22 out of 80. These questions are divided into **nine** themes: assistance with filling in, timetable, eligibility, scope, penalties, structuring of PEPs, transmission of PEPs, type of levers and validity of plans.



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