



# The European Green Deal – Core piece of the EU Commission’s programme

The European Green Deal is meant to lay the foundations for a sustainable EU and promises nothing less than a major transformation of the European economy. The new growth strategy is intended to show Europe the way to a modern, resource-efficient and cycle-oriented economy while increasing its competitiveness. All this under the premise of climate neutrality by 2050. These extremely ambitious goals come with a strong pressure for change which will lastingly transform European industry.

## Change in several policy area

The ambitious European growth strategy is to be accompanied by a large number of planned measures. The following initiatives are particularly relevant for the German paint, coating and printing ink industry:

In order to achieve the **“zero-pollution ambition for a toxic-free environment”** the European Commission wants to present a Chemicals Strategy for Sustainability in autumn 2020. The paint and printing ink industry will be impacted by this strategy. When developing it, care must be taken to ensure that discussions are based on scientific findings as a matter of principle and that the social benefits of our products – which can all be used safely – are taken into account. Further initiatives of the European Commission have already been announced for 2021 and include, for example, *the action plan for water, air and soil*.

**Sustainable industry** is another central element of the Green Deal. The already published *Circular Economy Action Plan* wants to decouple economic growth from resource use while ensuring long-term competitiveness. Focal points are, inter alia, supply chains of the packaging and plastics industries and construction. The three fields of action “A sustainable product policy framework”, “Key product value chains” and “Less waste, more value” will be applied. In addition, the **New Industrial Strategy for Europe** will develop new markets for climate-neutral and circular products.

**From Farm to Fork** aims to introduce a circular bioeconomy. One component of this strategy addresses the entire food chain, including food packaging. This concerns the manufacturers of coatings and printing inks used in food packaging production.

The EU Commission has recognised the great potential of building renovation as an important element in the energy transition and is planning considerable investments with the **“Renovation Wave”** initiative. Manufacturers of building paints and plasters provide essential products for this purpose.

This is  
what  
we are  
calling  
for

### ✓ Industry is part of the solution

Transformation on this scale is unattainable without a well-performing industry – because sustainability has three dimensions: ecology, economy and social.

### ✓ Science-based dialogue

Regulatory decisions must rely on robust and science-based assessments. Simple hazard-based approaches cannot bring the aspired results.

### ✓ Innovation-friendly policy

In order to achieve a leadership role for Europe in the global marketplace, industry depends on a policy framework that is characterized by technology-friendliness and openness to investment.



**The European Green Deal**  
for the German paint and printing ink industry



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