



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 areas

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 protecting humans and environment, the European Commission presented the Chemicals Strategy for Sustainability in autumn 2020. The paint and printing ink industry will be impacted by this strategy. When implementing it, care must be taken to ensure that discussions are based on scientific findings and requirements are practicable. The Action Plan for Water, Air and Soil is also part of this initiative and entails, among other things, a revision of the Industrial Emissions Directive.

Sustainable Industry is another key objective of the Green Deal. A major contribution to this is to be made by the New Circular

Economy Action Plan, which intends to decouple resource use from economic growth in a cross-sectoral approach – while ensuring long-term competitiveness. The focus is on three fields of action “A Sustainable Product Policy Framework,” “Key product value chains,” and “Less waste, more value”. The EU Commission attaches great importance to strengthening consumer interests.

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 architectural coatings and plasters provide essential products for this purpose.

This is
what
we are
calling
for

✓ Industry is part of the solution

Paints and coatings significantly contribute to the various goals of the Green Deal, such as the circular economy, building energy or fuel efficiency, as well as to the energy and mobility transformation.

✓ Science-based dialogue

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

✓ Innovation-friendly policy

The application of paints and coatings can contribute significantly to sustainability, which is why the entire life cycle of a product must always be considered. After all, sustainability has three dimensions: Ecology, economy and social aspects.

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



The role of paints and coatings within the Green Deal

Paints, coatings and inks are part of the solution on the way to a sustainable society, e.g.:



High-performance coatings reduce fuel consumption of cars, trucks, trains, ships and aircrafts.
#Mobilitytransition



Corrosion protections coat electricity pylons and wind turbines for decades.
#Energytransition

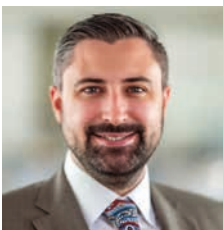
Decorative paints contribute to building energy efficiency.
#Renovationwave



Powder coatings protect electric components in e-vehicles.
#Transporttransition



Coatings protect surfaces in the long term, are repairable and thus avoid waste. Intelligent printing inks enable versatile recycling.
#Circulareconomy



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On our website you will find all VdL position papers on the political and regulatory measures of the Green Deal:

