



***Raising standards for consumers***

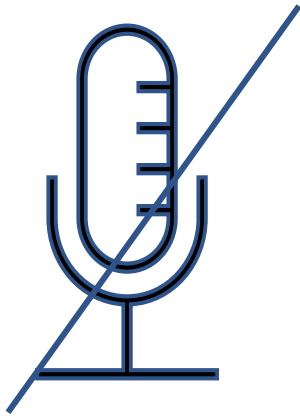
# ANEC Webinar Sustainable lifestyles & products

World Consumer Rights' Week | 11 March 2025



# Housekeeping

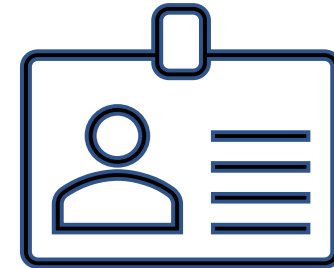
Recording in progress



Mute your mic unless  
you are taking the floor



Type your  
questions on the  
Q&A box



Add your first name  
& surname on Zoom

# Agenda



- 
- 10:30 Welcome – Chiara Giovanni, ANEC
- 10:35 Setting the scene: ANEC on sustainable lifestyles & consumer products - Michela Vuerich & Isabel Lopez-Neira, ANEC
- 10:55 Ecodesign standards for sustainable products – Boštjan Okorn, ZPS & ANEC expert
- 11:15 How good is 'as good as new'? Are refurbished goods the way forward? – Olivia Brown, Euroconsumers
- 11:35 Q&A & Closing – Chiara Giovanni, ANEC
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***Raising standards for consumers***

# Opening words

**Chiara Giovanni**  
ANEC Deputy Director-General  
[cgi@anec.eu](mailto:cgi@anec.eu)



# World Consumer Rights' Day

## 2025: "A just transition to sustainable lifestyles"

How we eat, travel, power our homes  
The products and services we buy and use

Transition to more sustainable lifestyles not  
at the expense of people's rights and needs,  
but an opportunity for advancement





***Raising standards for consumers***

# Setting the scene: ANEC for Sustainable lifestyles

***Michela Vuerich***


*ANEC Lead Programme Manager  
Sustainability & Services ([mvu@anec.eu](mailto:mvu@anec.eu))*



# Resource Consumption Impact

## Global Resource Use

Humanity consumes resources **1.7 times** faster than the Earth can regenerate.

 **Sources:** Overshootday.org, statista.com

## European Statistics

- If everyone consumed like the average European, we would need **2.8 Earths** 🌍
- EU's **consumption footprint** and its **pollution impact** are increasing.
- **85% of pollution** comes from food, housing, and mobility.

 **Sources:** [EEA Data \(3 March 2025\)](#), statista.com ; WWF



# Living Within Our Planetary Boundaries

94% of Europeans consider environmental protection important.

Consumers are increasingly aware of environmental and social impacts.

Many choose durable, second-hand, or leased products. Demand for sustainable, energy-efficient options.

- Confusing information makes choices difficult.
- Policies to ensure product availability and affordability.



# EU Policy Response

- **EU Green Deal**

Leading the green transition towards climate neutrality by 2050.

- **8th EAP**

The 8th Environment Action Programme is the roadmap for Europe's environmental policy until 2030.

- **Current Status**

EEA: Progress made, but **more action needed** on climate, biodiversity & circular economy.





# EU Clean Industrial Deal & Competitiveness



## Compass

- ◆ Key Focus: Competitiveness & Simplification

**Circular Economy:** Reduce waste, extend material life, and promote recycling 🔄 .

**Affordable & Clean Energy:** Lower costs, boost renewables, and improve efficiency ⚡

**Resource Efficiency:** Reduce reliance on external raw materials for a resilient EU 🌍



✓ **Circular Economy, Ecodesign & Energy Efficiency** remain essential to save resource & for European strategic independence.



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# Setting the scene: ANEC for Sustainable products

***Isabel Lopez-Neira***

*Project Manager,*

*Resource efficiency & Mobility (ilo@anec.eu)*



# Quiz time

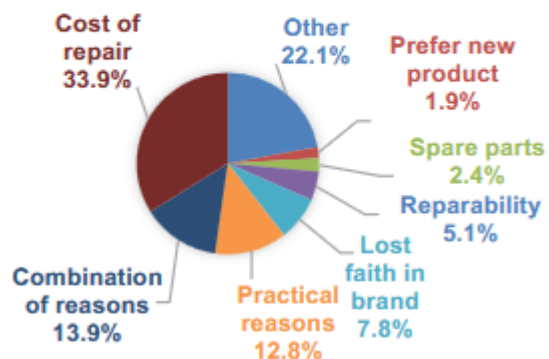
**Have any of the products you've owned broken or worn out too soon / not lasted up to your expectations?**



# Towards more sustainable products



REASONS FOR NOT REPAIRING



Source: PROMPT project (2021)

- Many consumers report products not lasting as they expect
- Barriers to repair: often more expensive to repair than buy new
- Low energy efficiency impacts energy bills
- Other criteria for improvement: recyclability, ease to reuse...

# So what can we do?

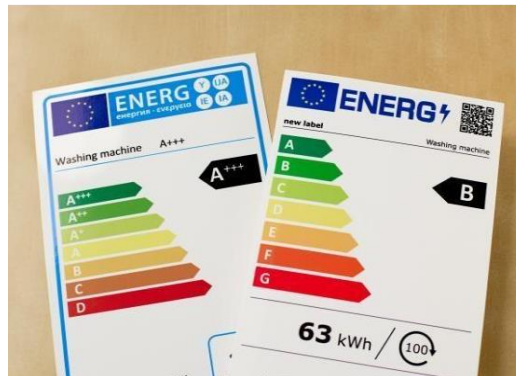
## Rules & standards

- Product design  
"Ecodesign"



Ecodesign req. 'filter':  
Manufacturers to produce more  
energy-efficient, durable,  
repairable products

- Consumer information



Comparing products:  
Energy Label starts adding  
material efficiency info, Digital  
Product Passport

 Source: EC image

- Circular services



Quality and information:  
Repair beyond legal guarantee,  
European online platform for  
repair, info on expected cost  
and time, quality standard (R2R  
Directive)

# New rules to make sustainable products the norm

Ecodesign for Sustainable Products Regulation (**ESPR**), applies from July 2024

- Beyond energy efficiency (Ecodesign Directive), ESPR brings new sustainability aspects
- Applies to almost all products on the market

**New Ecodesign Forum & First ESPR Work Plan in development**

## Key product aspects under ESPR

- Durability
- Reliability
- Reusability
- Upgradability
- Reparability
- Possibility of maintenance and refurbishment
- Presence of substances of concern
- Energy use or energy efficiency
- Resource use or resource efficiency
- Recycled content
- Possibility of remanufacturing and recycling
- Possibility of recovery of materials
- Environmental impacts, including carbon and environmental footprint
- Expected generation of waste materials



eco—  
designed  
• 4LIFE

# Q&A

# Ecodesign standards for sustainable products

Boštjan Okorn, ZPS & ANEC Expert

**Boštjan Okorn**

*ANEC Sustainability WG & Traffic & Mobility WG  
Chair (bostjan.okorn@zps.si)*



## Why standards for Ecodesign & sustainable products?

- Harmonised standards help implement Ecodesign rules & compliance (giving presumption of conformity)
- Regulation sets the exact parameters and thresholds, supported by testing and measurement standards

## ESPR & standards

- New standards will be needed for new types of products/sectors
- More focus on material efficiency / circularity requirements
- Digital Product Passport, DPP (infrastructure, access, interoperability) – new mandate for harmonised standards and new JTC 24



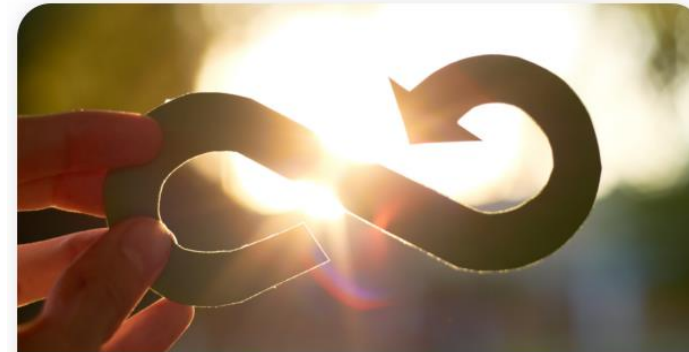
## Work ongoing: focus on material efficiency

### Ecodesign horizontal standards

EN 4555X series Material efficiency standards:

- EN 45552 Durability
- EN 45554 Repair, reuse and upgrade
- EN 45553 Remanufacturing
- EN 45555 Recyclability
- ...
- EN 45559 Information on material efficiency
- EN 45560 Circular-ready design

They set the blueprint for product-specific design and testing standards.



26 November 2024

#### **New standard sets the basis for circular design of products, writes ANEC**

EN 45560: A guide to circular products and business models Last week, the new European standard 45560 'Methods to achieve circular design of products' has been completed in CEN CEN...

## Ecodesign horizontal standards

EN 4555X state of play:

- All standards in a revision phase
- No major changes, the only exception is EN 45553 (remanufacturing), to add refurbishing
- Widening the scope in line with the ESPR: new experts needed
- EN 4555X standards are (wrongly) referred to as if they apply directly to products
- Challenging work on refurbishing



26 November 2024

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## Product-specific standards

Washing machines as a precedent: first durability standard soon to be published

- EN 50731 aims to measure durability of washing machines
- Could help have more reliable products on the market: manufacturers could show consumers test results comparable with competitors
- Innovative standards can inform future Ecodesign rules
- Precedent that can inspire work for other products

Dishwashers and vacuum cleaners next in line



The lifespan of the 200 million washing machines in Europe has decreased in recent years, with units replaced on average every 8 years – far less than consumers expect. What can be...

# Q&A



**euroconsumers**

Empower people,  
improve the market.

# How good is 'as good as new'?

Are refurbished goods the way forward?

# About Euroconsumers



Gathering five national consumer organisations and giving voice to a total of more than 1,5 million people in Italy, Belgium, Spain, Portugal and Brazil, Euroconsumers is the world's leading consumer cluster in innovative information, personalised services and defence of consumer rights.

Our European member organisations are part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.



member organisations

 1.5 Million

people



**euroconsumers**

Empower people,  
improve the market.

Belgium



Italy



Spain



Portugal



Brazil



## Environmental Concerns...

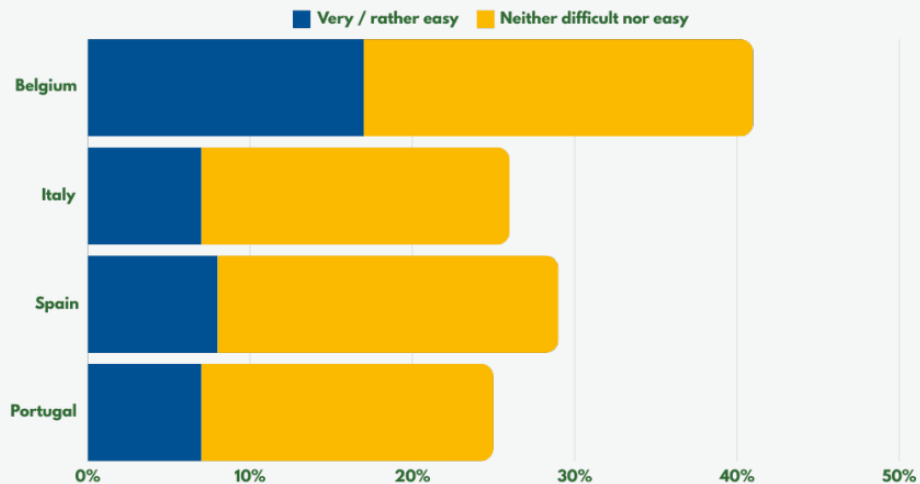
- 77% of consumers in Belgium, Italy, Spain and Portugal indicate sustainability is important when buying a product and actively pay attention to it.
- Climate change weighs heavily on the minds of 45% of individuals, with 65% highlighting the importance of EU policies for a green transition.



## ...But Money Matters too

- The cost of living was listed as the top concern for consumers in the run up to the European elections, with affordable medicines and food coming in as top priorities for the EU to address.
- Consumers are ‘surviving not thriving’

How easy was it for your household making savings during this past year?



% difficulty affording/paying for...				
	Dental Care	Glasses / Hearing aids	Doctor's consultation	Medicines
<b>Belgium</b>	33%	33%	18%	23%
<b>Italy</b>	51%	31%	52%	37%
<b>Portugal</b>	57%	52%	43%	41%
<b>Spain</b>	50%	32%	30%	19%

Consumers need *Affordable Sustainable* options

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# Are refurbished products the way forward?

Euroconsumers' study on the refurbished goods market

- Product tests
- Consumer Surveys

***Yes... but there is still some work to be done.***

Study objectives:

- Understand the issues consumers face when buying refurbished.
- Identify what needs to be done for consumers to embrace refurbished as sustainable, affordable options.



# Time to refurbish the refurbish goods market



No rules  
for your  
playlists.

Clear rules for  
your refurbished  
phone.



No rules  
for your  
shaving  
style.

Clear  
rules for  
refurbished  
shavers.



# 1. What is a 'Refurbished' product?

## Second-hand device:

- Has been used
- Is resold in the condition it was left in (little to no repairs).

## Refurbished

- Has been used
- Is checked and repaired (if necessary) before being resold.

*But this isn't always legally defined! - warranty*

EU level: no official definition of refurbished products.

Ecodesign for Sustainable Products Regulation (ESPR) - refurbishment

- **“actions carried out to prepare, clean, test, service and, where necessary, repair a product or a discarded product in order to restore its performance or functionality within the intended use and range of performance originally conceived at the design stage at the time of the placing of the product on the market”.**



## 2. Who did what to make it refurbished?

### TestAchats investigation: April 2022

44 'as good as new' refurbished iPhone X and 11 models

**External analysis:** 6 were deemed too damaged to be sold 'as new'.

**Internal analysis:** 8 had serious problems (oxidation, touch screen defects, cheap housing cases)

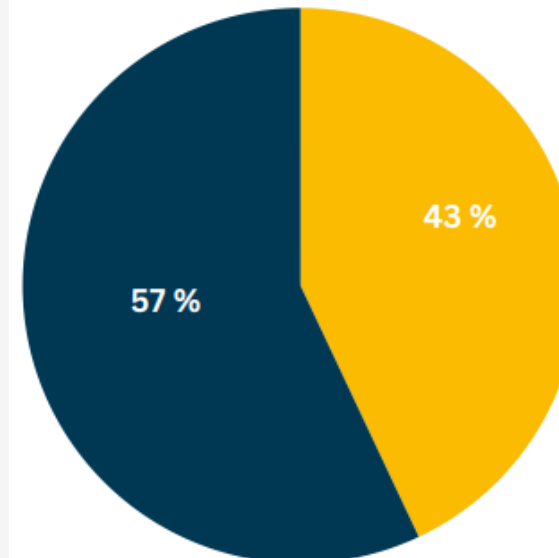
#### Results:

- 1 stopped working after a few hours of use
- Only 2 were awarded 70/100

### The consumer experience

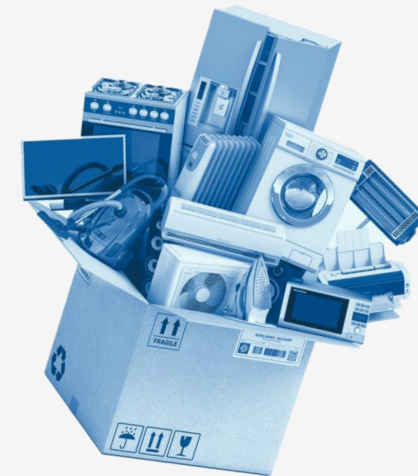
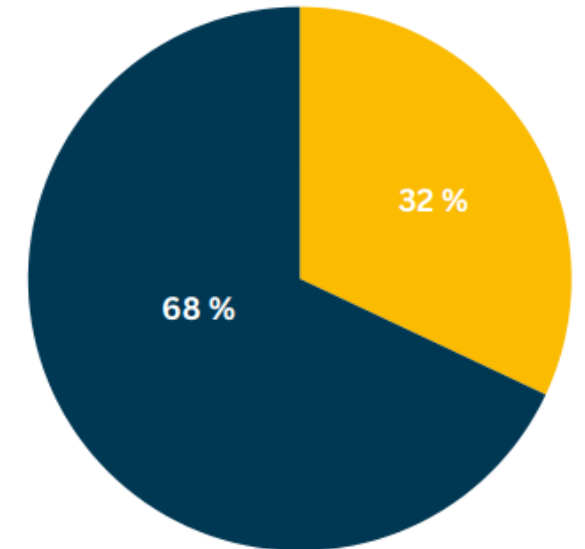
Were you informed on which repairs and checks were carried out to put the refurbished device back on the market? \*\*

■ Yes ■ No



Did you experience any problems with your refurbished device? \*\*

■ At least one problem ■ No problems



### 3. How good is ‘as good as new?’

Refurbished products tend to be grouped into different categories depending on the quality of the product.

*“as good as new” or “with visible signs of use”*

*‘A’, ‘B’, ‘C’*

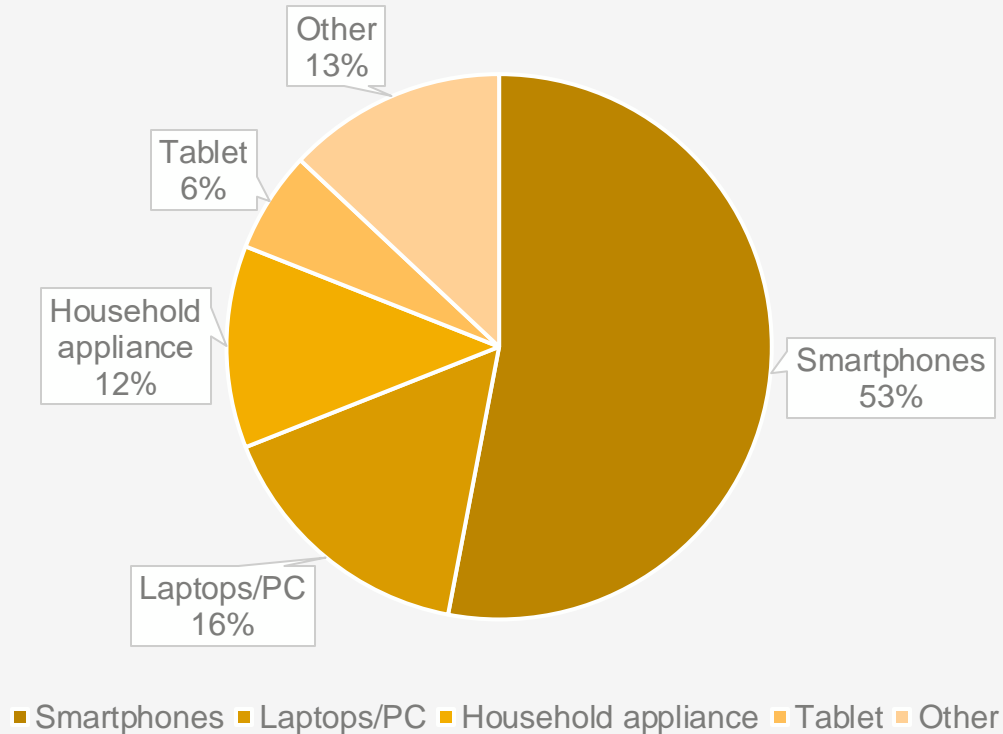
However, the seller designs these rankings, and the methods used can vary greatly from one seller to another, making it highly subjective and **difficult to compare and assess the best deal.**

Deco Proteste’s investigation found that most of the problems with refurbished mobile phones were linked to the category (or grade) advertised. Overall, **the advertised category proved to be more optimistic than the condition of the device.**



## 4. What about the software?

What was the last refurbished product you bought?



- Many popular refurbished products such as smartphones, tablets or laptops are nearly useless without access to the latest software updates. As the security and functionality of devices largely depends on regular software updates, a lack of it condemns a product to obsolescence.
- European regulation compels manufacturers to be transparent about how long software updates will be provided for and obliging updates to cover the **'expected lifespan'** of devices.

What can be considered as the 'expected lifespan' of a device?

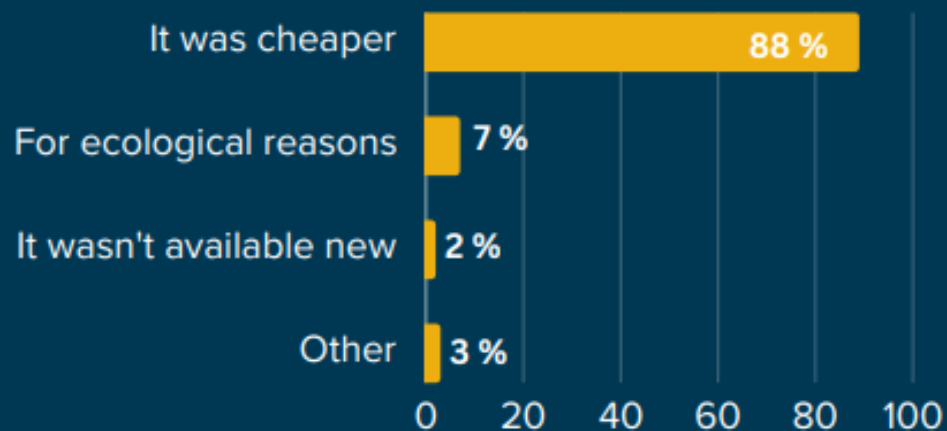
Does this take into account the second-life of a device?



## 5. Is it the best deal?

### Why did you want to buy a refurbished device?

(last purchase of a refurbished product)



- In Testachats' test the savings were generated based on the **original retail price suggested by manufacturer (MSRP)** from a few years before.
- In other words, **the price comparison did not use the current price of the models**, but the original listing price instead, with misleading presentation of actual cost savings as a result.

## Legislative gaps..

- The **Sale of Goods Directive** introduced a 2-year guarantee for all tangible goods to protect consumers in cases of non-conformity. This can be reduced to 1-year for second hand goods, as is the case in i.e. Belgium.
- **GPSR**: “including used, repaired or reconditioned products” but .. Article 3(7) defines “placing on the market” as “the first making available of a product on the Union market”.
- **Cyber Resilience Act** obliges manufacturers to provide software updates to connected products ‘for as long as they are expected to be used’ or for at least a minimum of five years for long-lasting products.



# Is Refurb the Future?



No rules for your hair style.

Clear rules for refurbished hair straighteners.

\*AI generated image

euroconsumers GROUP  
Empower people, improve the market.

ALTRCONSUMO DECO PRO Teste OCU proteste testachats testaanloop

- A **common definition** for Refurbished goods
- Clear **communication about the warranty**, which should be a **minimum of 2 years**
- **EU-wide standards** for the use of descriptive ranking categories
- **Clear information on the repairs and parts used**
- **Refurbishers to register with the national online platforms for repair**, created under the Right to Repair Directive.
- Consider circular products when tackling **software-induced hardware obsolescence**
- **Enforce existing consumer protection legislation**



Thank you.

[www.euroconsumers.org](http://www.euroconsumers.org)

# Q&A



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Thank you !

[www.anec.eu](http://www.anec.eu)



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