

# Step into the future – sustainability is the norm for our everyday products!

How did it happen? Years ago, the EU launched an ambitious Sustainable Products Initiative - SPI.

The SPI is a set of legislative acts aiming to give a boost to circularity. Among other things, it determines the requirements products must meet in order to be allowed on the EU market.



Thanks to an environmentally ambitious SPI, people benefit from new, game changing rules.

## Unsustainable products are banned

All products in the EU comply with minimum sustainability requirements, which makes them last longer, while using less energy and resources, and phasing out toxic chemicals. The bar is raised every few years.



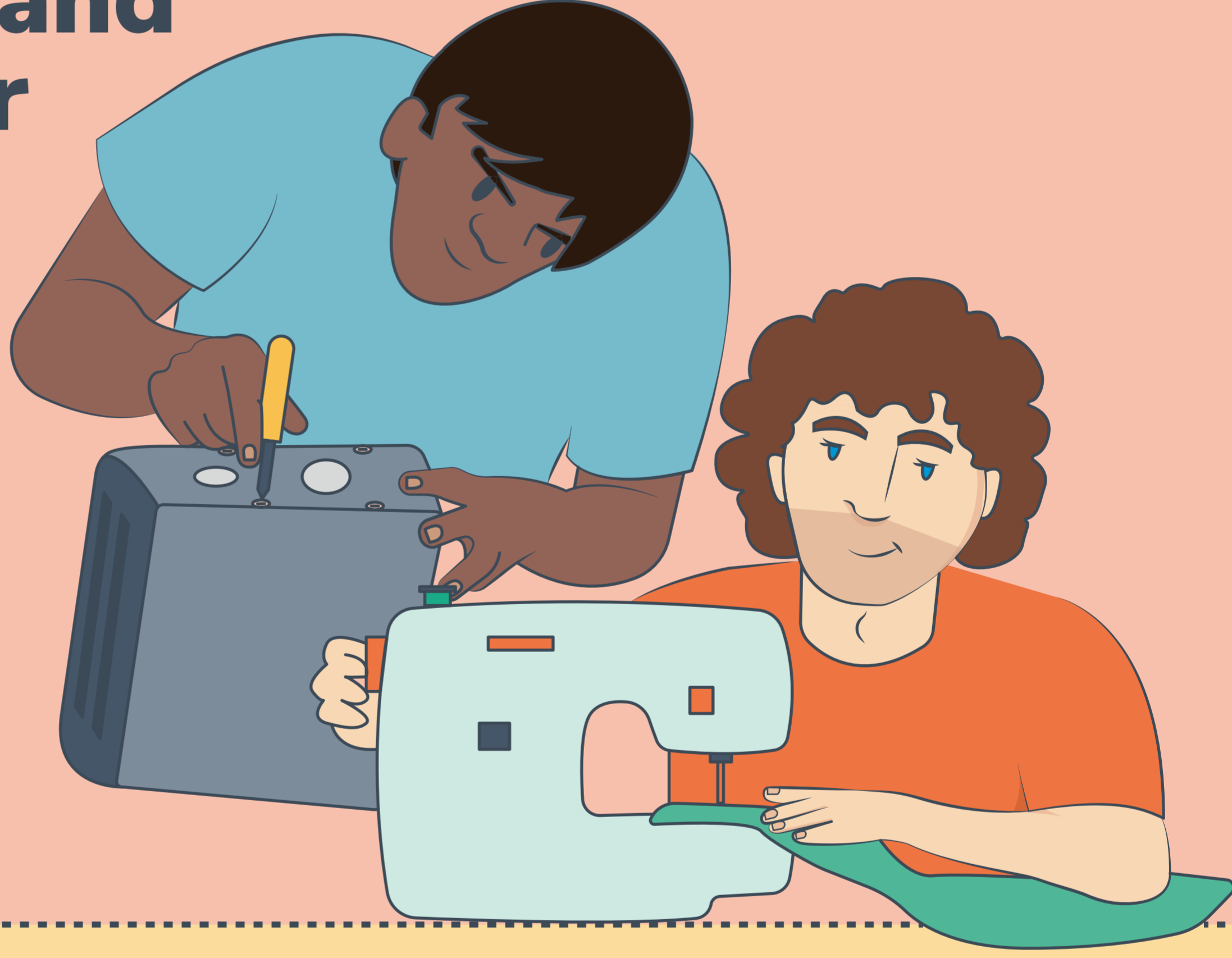
## People have reliable information

Labels provide clear and comparable environmental information, making it easy to find the most environmentally sustainable products.



## Products are made to last and easy to repair

Products are designed for long lifetimes and easy repair, while single-use items are completely phased out.



### • RENT A PRODUCT •



## Businesses make environmental sustainability easy

Businesses helping circularity such as product libraries are widespread. A wide range of devices and goods can be borrowed, especially when needed for a short time. With renting, leasing and community sharing common, owning is no longer the only solution.

## Reuse and refill become the norm

Excessive and single-use packaging are a thing of the past. Shops make it easier for everyone to lead a zero-waste lifestyle.



Like the idea? It's not a given yet. The EU must first agree on an ambitious Sustainable Products Initiative.