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# Unboxing the EU Product Act

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# Today's agenda



## Introducing the EU Product Act

NEREA RUIZ, GLOBAL ENGAGEMENT DIRECTOR



## New Legislative Framework

EMILY BEST, SENIOR PROGRAMME MANAGER



## Market Surveillance Regulation

VALERIA BOTTA, PROGRAMME DIRECTOR



## Standardisation Regulation

AMINA AISSANI, SENIOR PROGRAMME MANAGER





# Introducing the EU Product Act

**Nerea Ruiz**

Global Engagement Director



# The EU Product Act

**New Legislative  
Framework**

**Market  
Surveillance  
Regulation**

**Standardisation  
Regulation**

**Legislative proposals or  
proposal expected in  
September 2026**





# New Legislative Framework

**Emily Best**

Senior Programme Manager





# Overview

- Framework of **product legislation**
  - Two main pieces: Regulation (EC) No 765/2008 + Decision No 768/2008/EC
  - 30 pieces of legal acts are aligned with it
- **Main areas:** accreditation, CE marking general principles, common definitions, conformity assessments, etc.
- Evaluation published in 2022 – updates needed in making it “future proof”, especially re: **digitalisation and circularity**
- The NLF has not traditionally been used to **support sustainability aims**



# What's being discussed 🤔

- How to **clarify CE marking**
- Updated **conformity assessment** systems
- Updating **definitions to align with ESPR** and other circular considerations (e.g. repair, refurbishment)
- Facilitating broader use of **Digital Product Passports** (and the specifics of what should be included in DPPs)

📎 See our paper on DPPs here: [Everything you need to know about the Digital Product Passport](#)



# The way forward 👍



**HARMONISED  
DEFINITIONS**



**EXTENDED  
PRODUCER  
RESPONSIBILITY**



**DIGITAL  
PRODUCT  
PASSPORTS**



**LEGISLATION VS  
STANDARDS**



# Market Surveillance Regulation

**Valeria Botta**  
Programme Director





# Overview

- **Ambitious and effective market surveillance framework** key to advancing safeguards and deterring non-compliant products
  - Main pieces: Regulation (EC) No 2019/ 1020
  - Applies to over 70 EU harmonised laws on product safety and compliance, to all products entering the EU market
  - Enforced by market surveillance authorities in MSs and by designated authorities at the EU external borders
  - Covers product withdrawals, recalls, and sanctions to stop or correct non-compliant products
- **Main points:** Boost market surveillance capacity, strengthen cooperation, possible establishment of EU-level governance of market surveillance
- **Ongoing evaluation & Impact Assessment** to assess performance and explore improvement options



# What's being discussed 🤔

- **2025 EU Single Market strategy's** call for higher levels of product compliance

Issues:

- **Online** market surveillance
- **Inconsistent enforcement** at national level, throughout the EU or at the EU external borders, and
- **Lack of resources** to enforce the obligations of economic operators
- Insufficient **pooling of expertise and EU-wide coordination**
- Inadequate IT tools



# The way forward 👍

- **Adequate resources** for MSAs across Member States
- **EU-level governance** of market surveillance for **systematic coordination** and guidance
- Full **recognition of online marketplaces as economic operators** and full liability to prevent illegal practices and non-compliance
- Effective **cooperation of MSAs with customs** in all EU countries
- Effectively **dissuasive measures**
- **Verification targets** for MSAs to secure sufficient checks
- **Fast screening** methods, **capacity building and information exchange** on specific product groups



# European Standardisation Regulation

**Amina Aissani**

Senior Programme Manager





# Interplay between policy & standards



**POLICY** - defines overall objectives



**LAW** - define essential requirements, indicate WHAT without specifying HOW

**MANDATORY**



**STANDARDS** – the HOW:

standards set out technical specifications to meet regulatory requirements

**VOLUNTARY**

Public Private Partnership

Regulated by the European Standardisation Regulation



# What's being discussed

- Improve speed & timeliness
- Increase quality
- **Flexibility in the System**

## RESPONSIVENESS



## INTERNATIONAL



- Increase EU influence
- Promote strategic autonomy
- **Level of autonomy in EU standardisation**

## ACCESS

- Ensure legal certainty
- Foster participation & inclusiveness
- **Level of access granted to hENs**



# The way forward 👍





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**Questions**

# Thank you



## Environmental Coalition on Standards

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