Sustainability of Toys in the Current Legislative Environment in the EU
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This session aims to give an overview of the evolving product safety and sustainability frameworks in the EU, with a particular focus on the toy industry.

### Key drivers for sustainability of toys

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<th><strong>CONSUMER DEMAND</strong></th>
<th><strong>ENVIRONMENTAL IMPACT</strong></th>
<th><strong>LEGALIZATION ON SUSTAINABILITY AND TOYS</strong></th>
<th><strong>SAFETY AND QUALITY</strong></th>
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#### Recycled Materials

Materials such as recycled paper, plastics, that can be used in the same purpose that virgin paper, textiles, and plastics are used.

#### Natural Materials

Materials such as wood, or natural textiles such as bamboo, cotton, or hemp that may replace the need for synthetic fabrics or plastics.

#### Bio-based Materials

Materials derived from biological origins, such as plant-based origins to manufacture many types of common plastics.

#### Mass Balance Materials

Materials derived from both bio-based or plant-based feedstock and fossil-based feedstock to offer a more sustainable way of manufacturing common plastics.
Poll questions

What is your biggest challenge when considering/manufacturing products made of sustainable materials?

A – Sustainability legislation compliance
B – Product Safety
C – Quality Control
D – Carbon Footprint at production
E – Circularity
F – Cost
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Questions #1

What is the EU legislative framework relevant to sustainability in toys now?
EU Legislative Environment

Toy Safety Directive (2009) – Recital 25: “the environmental concerns presented by toys are addressed by horizontal environmental legislation…”

- EEE
  - RoHS
  - WEEE

- Batteries
  - Batteries Regulation

- Waste
  - Waste Directive
  - Packaging and Packaging Waste Directive

Ecodesign Framework Directive (‘energy related products’): Standby/off-mode and external power supplies.
What are the major legislative developments set to impact the toy category in terms of sustainability requirements?
## EU Legislative Developments

<table>
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<th>Date</th>
<th>Events</th>
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<tr>
<td>March 2020</td>
<td>• Circular Economy Action Plan adopted</td>
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<tr>
<td>December 2020</td>
<td>• Proposal on Batteries Regulation (now adopted and in force since 17 August 2023)</td>
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</table>
| March 2022 | • Proposal for the Ecodesign for Sustainable Products Regulation (ESPR)  
|            |   • EU strategy for sustainable and circular textiles                  
|            |   • Proposal for empowering consumers in the green transition          |
| November 2022 | • Revision of EU rules on Packaging and Packaging Waste              
|            |   • Communication on a policy framework for biobased, biodegradable and compostable plastics |
| March 2023 | • Proposal on Green Claims Directive                                  
|            |   • Proposal on common rules promoting the repair of goods (Right to Repair) |

Proposal for a Toy Safety Regulation (July 2023)
Question #3

What types of new requirements are coming for sustainable toys in the EU?
Future Requirements

• Toy Safety Regulation
  o (More) stringent new chemical safety requirements
  o A digital product passport

• New Ecodesign Requirements
  o Areas with medium/high improvement potential for toys:
    ❖ Waste generation and management
    ❖ Material efficiency
    ❖ Lifetime extension
    ❖ (Human toxicity – chemical safety)
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Question #4

What is the parameter when choosing a toy with sustainable materials and examples?
Question #5

What are the viable sustainable materials? Can you share a few examples?
Question #6

What are the main challenges for sustainable toys in terms of product safety and performance?
Thank You