## IAB EUROPE'S DIGITAL ADVERTISING SUSTAINABILITY SUMMIT

# Policy: The Future of EU Regulation on Sustainability



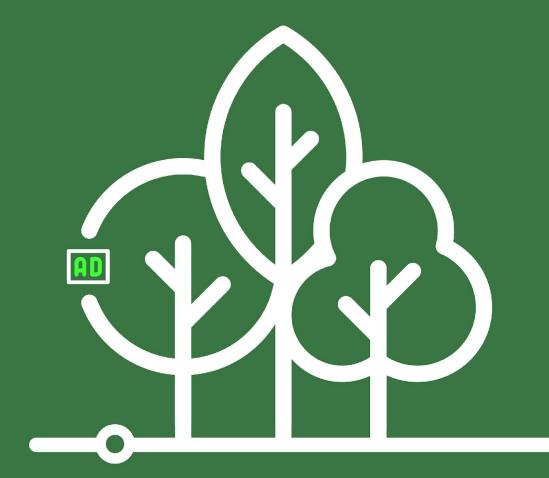
Ines Talavera de la Esperanza Policy Manager, IAB Europe





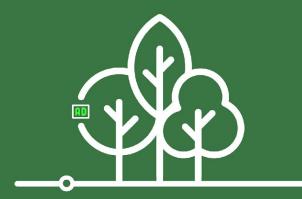


# THE FUTURE OF EU REGULATION ON SUSTAINABILITY





### **EU POLICY & REGULATORY LANDSCAPE**



### **PARIS AGREEMENT 2016**

- Legally binding international treaty on climate change.
- Goal: to keep global warming to no more than 1.5°C – as called for in the Paris Agreement – emissions need to be reduced by 45% by 2030 and reach net zero by 2050
- Nationally Determined Contributions (NDCs)
  are at the heart of the Paris Agreement and
  the achievement of its long-term goals.
- NDCs embody efforts by each country to reduce national emissions and adapt to the impacts of climate change.

### **EU GREEN DEAL**

- In 2020, the EU submitted its updated and enhanced NDC the target to reduce emissions by at least 55% by 2030 from 1990 levels, and information to facilitate clarity, transparency and understanding (ICTU) of the NDC.
- The European Green Deal is a roadmap to realign Europe's economy with the trajectory to net zero, help implement the Paris Agreement





### **THE EU TAXONOMY REGULATION 2023**

EU's sustainable finance framework and an important market transparency indicator of sustainable activities.

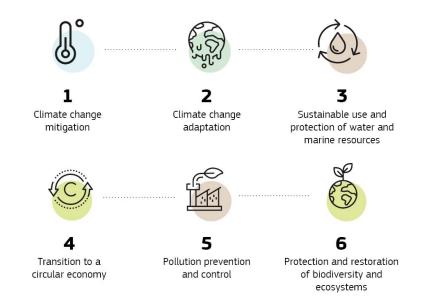
A classification system establishing a list of environmentally sustainable economic activities, by substantial contribution to at least **one of the EU's climate and environmental objectives.** 



### **THE EU TAXONOMY REGULATION 2023**

**4 conditions** economic activity to qualify as environmentally sustainable:

- Substantial contribution to min. one environmental objective;
- No significant harm to any of the other five environmental objectives;
- · Complying with minimum safeguards; and,
- Complying with the technical screening criteria set out in the Taxonomy delegated acts.





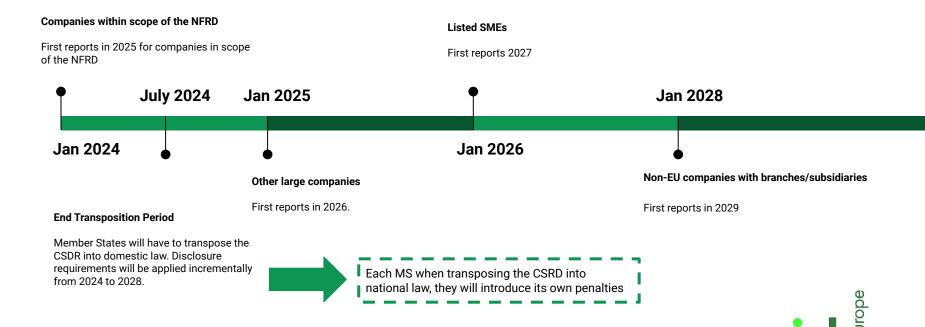


### CORPORATE SUSTAINABILITY REPORTING DIRECTIVE, 2023

- January 2023, entry into force
- Requires companies to report on the impact of corporate activities on the environment and society, and requires the audit (assurance) of reported information have to report in their annual reports to what extent their activities are
  - covered by the EU Taxonomy (Taxonomy-eligibility)
  - comply with the criteria set in the Taxonomy delegated acts (Taxonomy-alignment)
- Report according to European Sustainability Reporting Standards (ESRS)
- Exception for broader set of large companies and listed SMEs



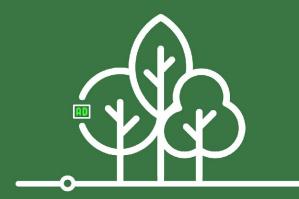
### **CSRD, WHEN RULES WILL START APPLYING?**



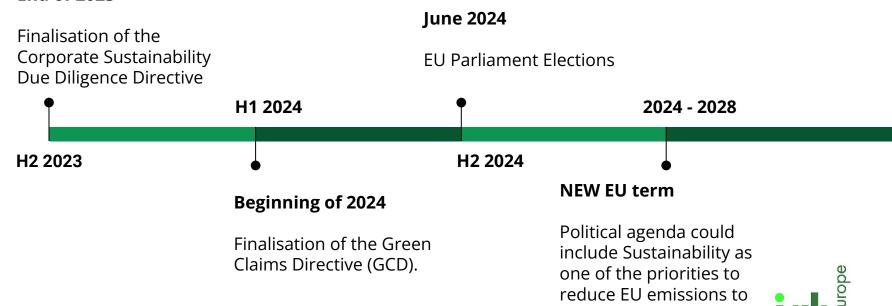
File Name	Corporate Sustainability Due Diligence Directive (CSDDD)	Green Claims Directive (GCD)
Scope of Application	Large EU companies: <b>Group 1</b> : +/- 9,400 companies - 500+ employees and net EUR 150 million+ turnover worldwide. <b>Group 2</b> : +/- 3,400 companies in <u>high-impact sectors</u> 250+ employees and net EUR 40+ million turnover worldwide, and operating in defined high impact sectors, e.g. textiles, agriculture, extraction of minerals. For this group, the rules start to apply two years later than for group 1.	Business-to-consumer commercial substantiation and communication of voluntary environmental claims and labelling.
Object	Ensure that businesses address the <b>harmful impacts</b> of their actions, including in their value chains inside and outside Europe.	Ensure that environmental claims in textual form made by companies are clear, accurate, and reliable.
Status	Started trilogue negotiations in June. Fourth trilogue planned in November 2023.	Consideration of the draft report joint Committee IMCO-ENVI 6-9 Nov
Risk	Low	TBC



### WHAT WILL HAPPEN IN THE FUTURE?



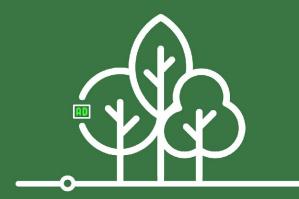
### **End of 2023**



55% by 20230



### **QUESTIONS?**



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### **Thank You**

