



IN BRIEF

EU/Environment: Eurobarometer shows that Europeans prefer environment-friendly products

On 29 July, a Eurobarometer survey was published, indicating the measure of environmental consideration amongst Europeans when buying products. The study shows that more than 80% of all Europeans claim to consider the environmental implications of a product before purchasing it. Greece is indicated as most likely to consider the impact on the environment, whereas Czech consumer behavior seems to be least impacted by environmental implications. The survey furthermore shows that producers' claims with regards to the environmental performance of their products are generally trusted by half of the European population. Lower and higher taxes on respectively environmentally friendly and unfriendly products is thought to be the best way to encourage environmentally-friendly products by slightly less than half of all Europeans. Towards an active role for retailers in the promotion of environmentally friendly products, as well as to labels indicating the carbon footprint of a product, Europeans generally stand favorable as well.

To read more about this topic, please click [here](#)

EU/Commission: Think Small First

In 2008, the European Commission published the Small Business Act as a result of the recognition of the need for policy and legislation to be designed with the needs of SMEs in mind. A study of legislation in the EU shows, however, that measures are often limited to a statement indicating that SMEs' needs should be taken into account. Moreover, the way in which Member States implement specific SME measures into their national legislation differs substantially. Recently the European Commission has included an 'SME Test' into the revised guidelines for Impact Assessments, to be carried out when preparing EU policy initiatives and legislative proposals. The test, one of the most important measures taken by the commission, should recognize significant (financial) burden on SMEs compared to larger firms, in response to which the Commission will consider a range of specific SME measures.

To read more about the implementation of the 'Think Small First' principle, please click [here](#)

PUBLICATIONS

EU/Economy: Commission report on European competitiveness

On 19 August, the European Commission issued its Annual Report on Competition Policy for 2008. The report provides a summary of the most important developments with regards to EU competition policy and focuses on major enforcement actions. Furthermore, the ways in which tools of competition policy have been applied to combat the financial crisis are outlined and the benefits to consumers of competition policy are underlined.

To read the full report, please click [here](#)

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EU/Economy: European Commission report on measures taken by Member States to combat financial crisis.

The report by European Commission DG Economic and Financial Affairs (ECFIN) assesses the implementation of the European Economic Recovery Plan (EERP) and its interconnection with measures taken at national level (National Economic Recovery Plans -NERPs). Amongst the assessments are the impact of the economic crisis on Member States and their response to it, employment and social policies to alleviate the impacts of the economic downturn, national measures in support of investment in physical infrastructure, energy efficiency and R&D activity, and progress made with regards the EERP, including a detailed assessment of measures supporting European industry and SMEs.

To read the full report, please click [here](#)

CONSULTATIONS

NEW:

Open Consultation on the future of EU Innovation

Closes: 31 August 2009

A business panel set up by DG Enterprise and Industry, which focuses on the future of EU innovation, has made its ideas available online in the form of an open consultation. The panel, consisting of distinguished individuals, brings together diverse perspectives on innovation. The aim of the consultation is for EU citizens to vote, comment and contribute to the shaping of ideas on future EU policy. The consultation will close by the end of August, at which time the panel will incorporate the outcome in its report to the Commission in the beginning of autumn.

To learn more about or participate in the consultation procedure, please click [here](#)

COMING UP

31 August - 3 September: The latest developments in sustainable technologies in the field of energy, built environment, transport, waste and industry will be discussed at the 8th International Conference in Aachen, Germany.

To learn more about the event, please click: <http://www.set2009.org/>

31 August - 4 September: The World Meteorological Organization is organizing the World Climate Conference - 3 in Geneva, Switzerland to promote a better understanding of climate legislation as well as the practical and scientific issues with regards to its implementation.

To learn more about the event, please click http://www.wmo.int/wcc3/outcomes_en.php

10-11 September: Academic Conferences Limited is organizing 4th European Conference on Innovation and Entrepreneurship at the University of Antwerp.

To learn more about the conference, please click:

<http://academic-conferences.org/ecei/ecei2009/ecei09-call-papers.htm>

14 – 17 September: The European Parliament will be in plenary session in Strasbourg.

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To view the draft agenda, please click:
<http://www.europarl.europa.eu/sides/indexPartSession.do?reference=2009-09&language=EN>

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