Product Environmental Footprint (PEF)

- *A new EU approved credible environmental communication method*

Targeted your customers customer:
The consumer/society

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The request to Commission (2005-)

Create a coherent EU-platform for assessment and communication of environmental footprint of products and organisations

GOAL

An internal EU market for green products without barriers – as a provision for a Circular (Green) EU Economy

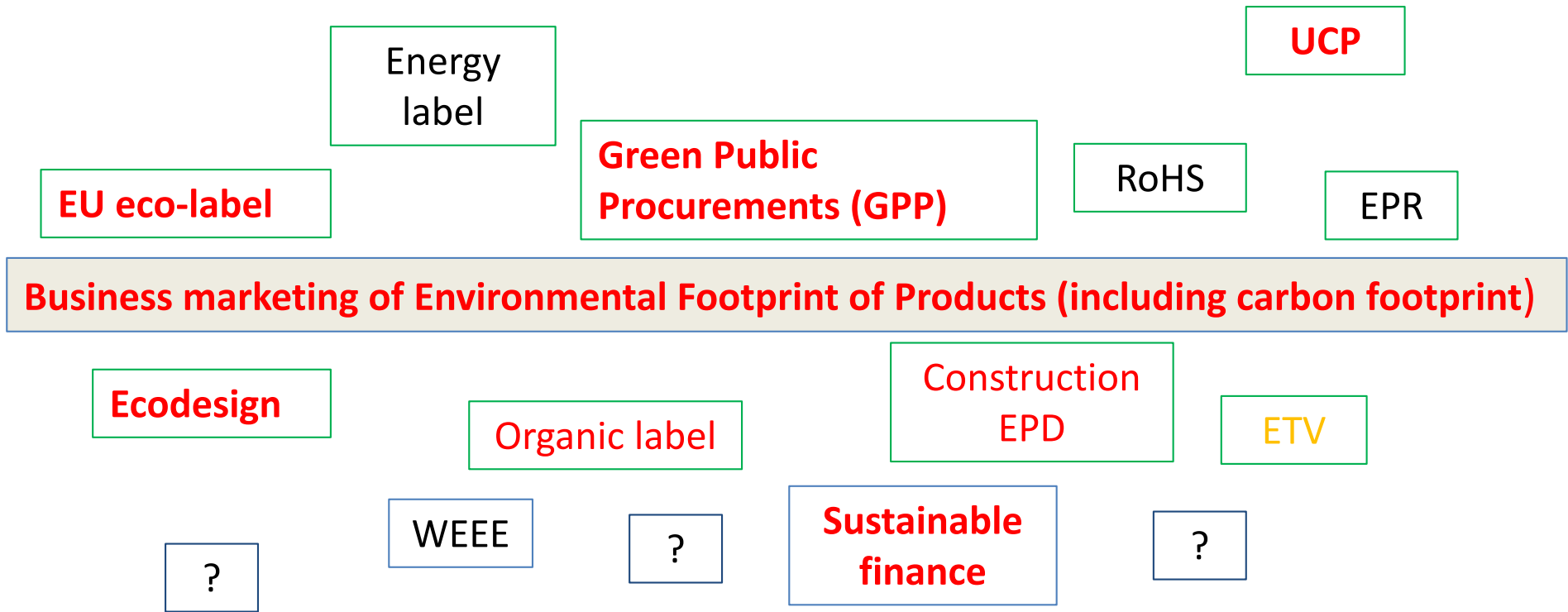**The reality regarding environmental communication in the market**

The result (2018):

The Product Environmental Footprint (PEF) **toolbox**

— a common EU harmonized LCA fundament for "*valid*" assessment of "green"

What's in it:
- **Product Environmental Footprint (PEF): LCA method developed by the EU Commission - tested and published in Official Journal (2013)**
- **"Easy going" EU approved rules for product category PEFs (PEFCRs)**
- **Guidelines for independent verification**
- **Rules for establishment of product category specific benchmarks**
- **Principles to be applied for fair market communication of "green"**

UCP

Energy label

Green Public Procurements (GPP)

RoHS

EPR

EU eco-label

Business marketing of Environmental Footprint of Products (including carbon footprint)

Ecodesign

Construction EPD

ETV

Organic label

WEEE

?

Sustainable finance

?

?

The Product Environmental Footprint (PEF) **toolbox**

The 16 impact categories

Climate change

Ozone depletion

Human toxicity, cancer effects

Human toxicity, non-cancer effects

Particulate matter/Respiratory inorganics

Ionising radiation, human health

Photochemical ozone formation

Acidification

Eutrophication, terrestrial

Eutrophication, aquatic freshwater

Eutrophication, aquatic marine

Ecotoxicity (freshwater)

Land use

Water scarcity

Resource use, mineral

Resource use, energy carriers

1st wave of pilots

- Batteries and accumulators
- Decorative paints
- Hot & cold water pipe systems
- Liquid household detergents
- IT equipment
- Metal sheets
- Non-leather shoes
- Photovoltaic electricity generation
- ~~Stationary~~
- Intermediate paper products
- T-shirts
- Uninterrupted power supplies
- **Retailer sector**
- Copper sector

2nd wave of pilots

- Leather
- Thermal insulation
- Beer
- ~~Coffee~~
- (Fish)
- Dairy products
- **Feed**
- (Meat)
- **Pet food**
- Olive oil
- Pasta
- Wine
- Packed water

New PEFCR pilots (2019-21)
For COM decision medio Oct 2019

| PEFCR / product category	Coordinated by
Apparel (including accessories, dresses, hosiery, underwear, leggings/ tights, baselayer, jacket, jersey, pants, shirts, skirt, socks, sweater and cardigans, swimwear, t-shirt, boots, cleats, court, dress shoes/ heel, other athletic shoes, sandals and sneakers)	Sustainable Apparel Coalition pef@apparelcoalition.org
Cut flowers and potted plants	Coöperatie Royal FloraHolland U.A. pietbriet@royalfloraholland.com
Flexible packaging (low, medium and high functionality flexible packaging)	Amcor Group GmbH isabelle.jenny@amcor.com
Floor coverings (rugs & runners, synthetic turf)	The European Carpet and Rug Association (ECRA) edmund.vankann@ecra.eu EMEA Synthetic Turf Council (ESTC) stefan@estc.info
Marine fish (wild caught marine fish and marine fish from marine open net pen aquaculture)	Norwegian Seafood Federation (NSF) henrik.stenwig@sjomatnorge.no
Red meat (beef, pork and sheep)	European Livestock and Meat Trades Union (UECBV) info@uecbv.eu

Product category Benchmark - "Classes of performance"

Product group: XYZ
Attribute: Single attributes or weighted average
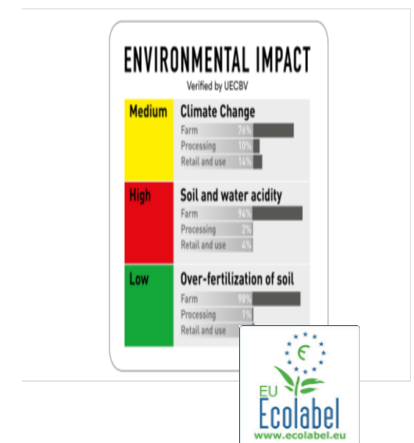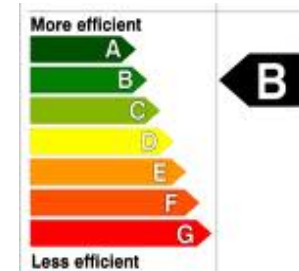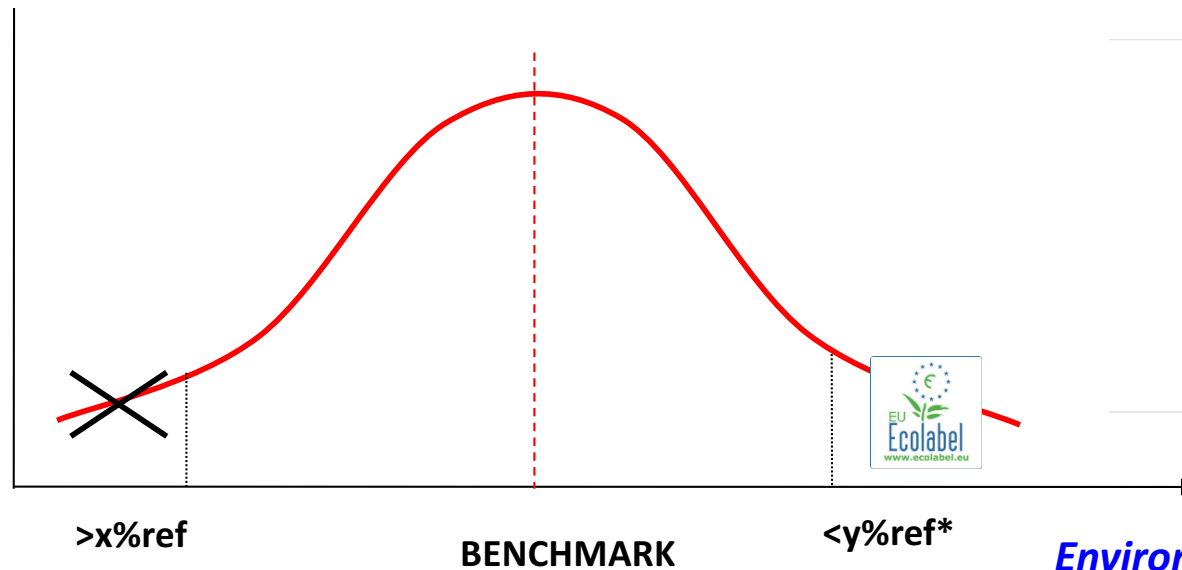
The average environmental performance of products within the product category

"Made Green in Italy" scheme

The national **voluntary scheme** for environmental qualification of products has been established by the National Law 221/2015 containing measures to promote *green economy* and to reduce the use of natural resources (Art 21)

This scheme adopts the **PEF methodology** to evaluate the environmental footprint of products, as defined by the Recommendation 2013/179/EC and following guidance.

The enforcing Regulation has been drafted by the **Ministry for Environment** and recently adopted (**Decree March 21, 2018, published on May 29, 2018**).

MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE

MADE GREEN
IN ITALY

Ministero dell'Ambiente e della
Tutela del Territorio e del Mare

| Acqua | Aria | Energia | Natura | Territorio |

Go for a PEF alignment in cooperation with
Marine Fish PEFCR pilot???

European council of Minsters (Environment) Meeting conclusions – June 2019

- "WELCOMES all initiatives to support the communication of environmental impacts based on the Environmental Footprint pilot and in time eventually the establishment of **a mandatory scheme for environmental claims**";

- "CALLS ON the Commission to assess **the possible application of ecodesign principles beyond energy-related products** and put forward a legislative proposal, as appropriate";

THANK YOU!

2005-12

LCA method
The International Reference
Life Cycle Data System
(ILCD Handbook)

2005-

LCA database
European Reference Life
Cycle Database (ELCD)

2010 - 13

Product Environmental Footprint (PEF)
Organisational Env. Footprint (OEF)
(Published in Off. Journ. 2013)

PEF
Category
Roules

**Pilotfase
2013-18**

OEF
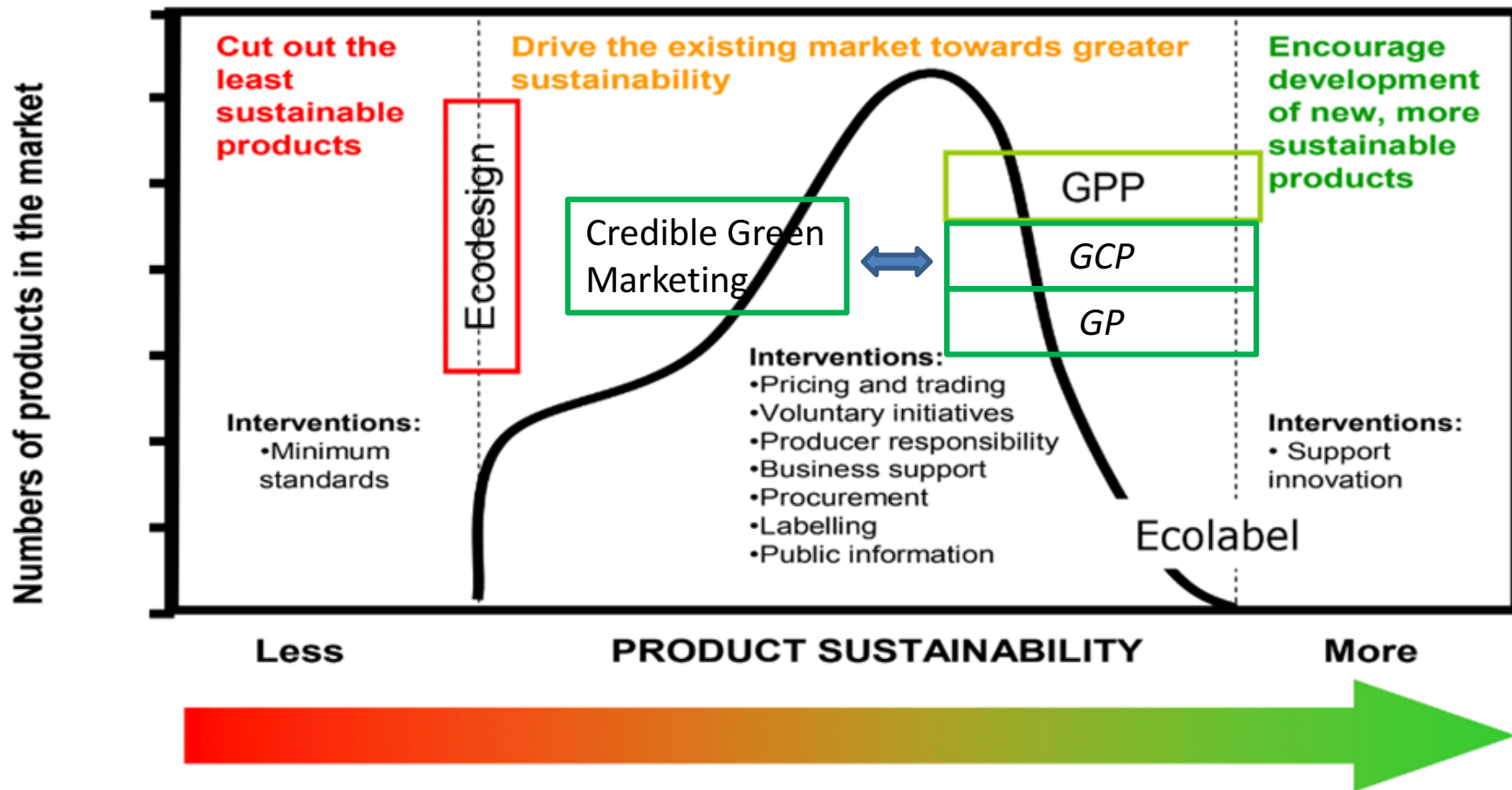Sector Roules
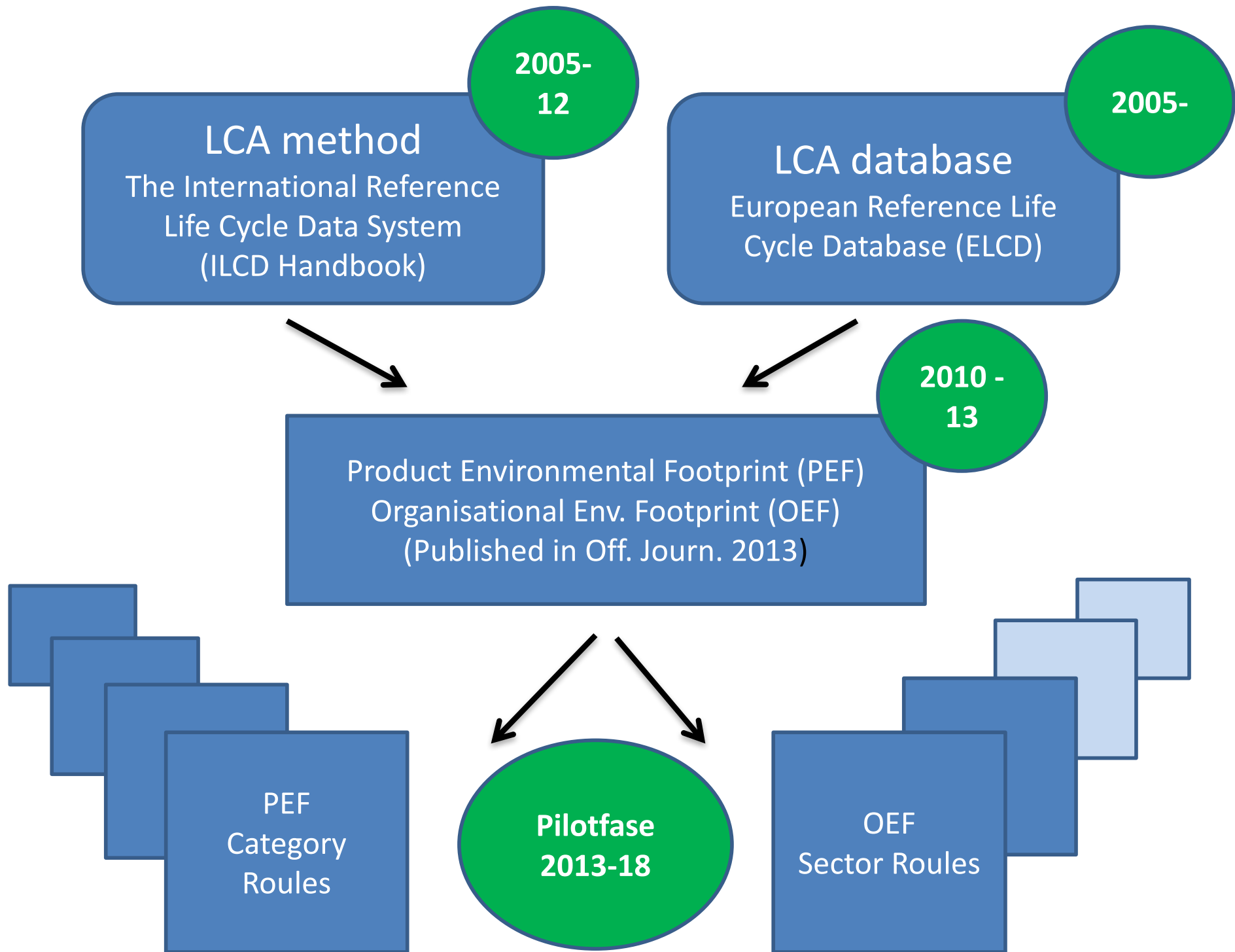
PEF strength and weakness

Strength.:
- Developed with the European business community and Commission in charge – supported by LCA experts
- The resulting LCA tool (PEF) with much reduced degrees of freedom – leads to increased reproducibility.
- Published in Official Journal (2013) – having strength of an international standard
- Roules for the development of simplistic product category PEFCRs
- A system for assessment of products relative environmental performanc – the benchmark system.
- Verification protocol developed. Independent verification needed should the PEF be applied in marketing

Weakness:
- Firm and fast-track decision process applied. Not all LCA experts in agreement !!
- Poor participation by NGOs
- 16 LCA impact categories – a specific category for "biodiversity" a.o. missing
- Chemical assessment based on "risk" . – "Hazard" not covered to the same extend as for ecolabels (reduced precautionary principle applied)
- Discussion and approval by authorities missing (Principles of weighting, normalisation a.o.)
- No decision yet regarding future uses and governance of the system.

Moving the market toward sustainability /circular economy – But HOW?

Source: EU Commission - **modified**