

JUNE 1 - 3
SKAGEN
DENMARK

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Environmental Footprint
Group

Green Claims and Sustainability
Labeling – Perspectives and Potential





BUREAU
VERITAS

2022 | 2ND JUNE – SKAGEN, DENMARK

GREEN CLAIMS AND SUSTAINABILITY LABELLING – PERSPECTIVES AND POTENTIAL

A GLOBAL LEADER IN TESTING,
INSPECTION & CERTIFICATION SERVICES



CV :

Bureau Veritas

- Senior Product Developer
- Auditor: ISO 14001/EMAS
- Verifier: EPD, ISO 14025/14064-1+2 + EU PEFCR Feed
- Environmental Footprinting Products/Organisations
- Carbon credits (farming/forest)
- Anti-greenwashing (i.e. green claims on food)
- Coordinator Nordic Environmental Footprint Group (NMR)

- Danish Crown: director sustainable farming & production
- Danish Environmental Protection Agency

- Large innovation Projects: DRIP (IFD), Pork 4.0 (GUDP)
- PEFCR TS work package leader for pork
- Memberships: Board GUDP + Environmental Appeal Board

- Contact: charlotte.thy@bureauveritas.com +4530941727

THE NEF GROUP

The Nordic Council of Ministers is the official body for Nordic collaboration – covering Denmark, Sweden, Norway, Finland, Iceland and the autonomous regions Greenland, the Faroe Islands and Aaland Isles

In 2015 the Nordic Environmental Footprint Group, NEF, was founded as a measure under the Circular Economy activities

- **The purpose is coordinating the Nordic countries authority work within the European Product Environmental Footprint Initiative (PEF)**
- **Pose Nordic views in the dialogue with the EU, i.e. by drawing up discussion papers, input on footprint methodologies, facilitate collaboration between Nordic Universities and stakeholders**
- **Disseminate knowledge regarding PEF to Nordic stakeholders. The group include national representatives in the EU work**

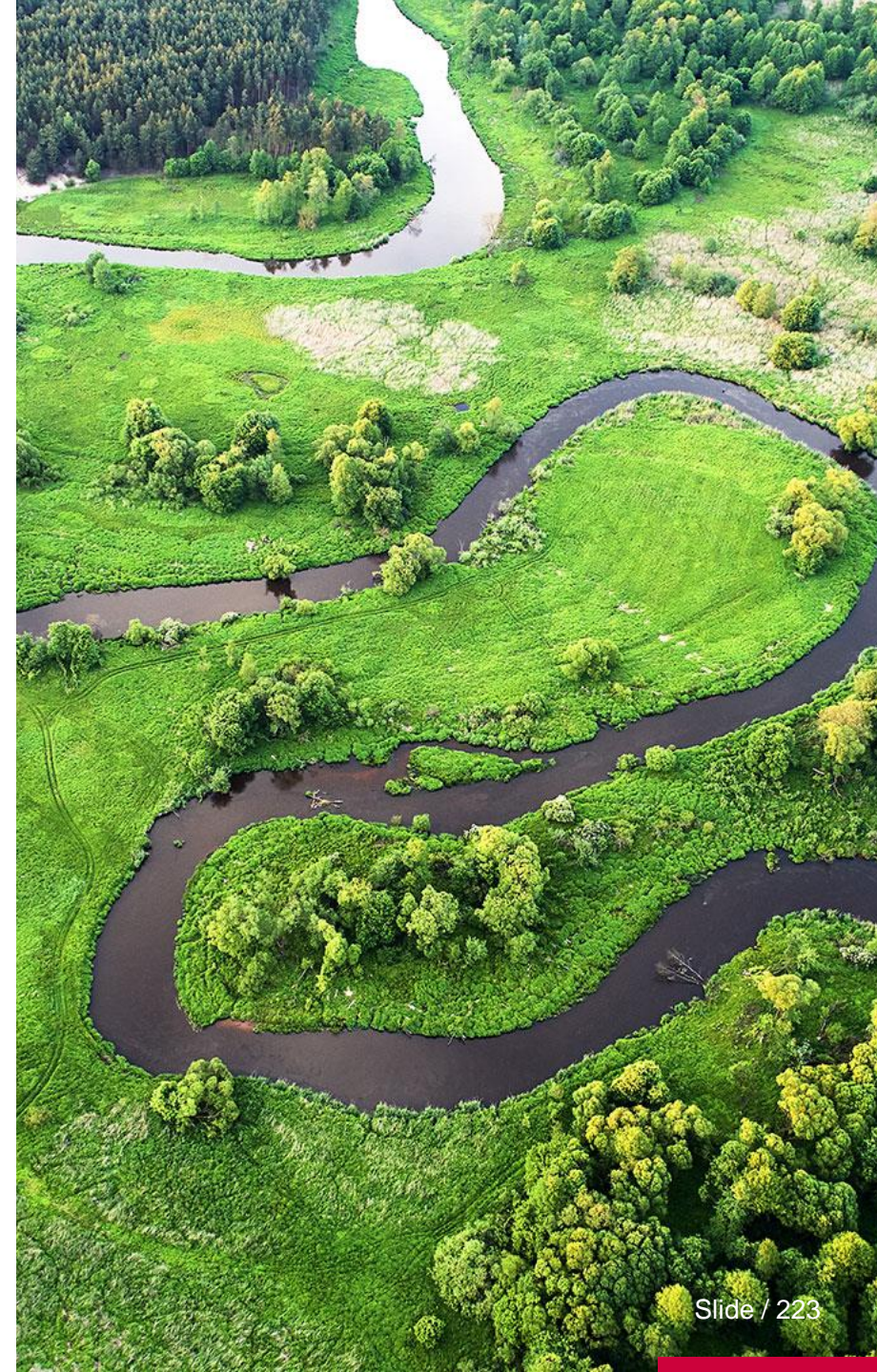
WHAT IS PEF AND OEF

LCA (lifecycle assessments) are used for calculating the environmental impacts from a products (and organisations)

PEFCR are category rules specifying the way to calculate the footprint of a product within the category (i.e. beer, batteries etc)

PEF is the resulting footprint of a product

OEF are a PEF-compliant footprint of an organisations



Timeline 2003-22 for development of PEF and OEF

Mandates

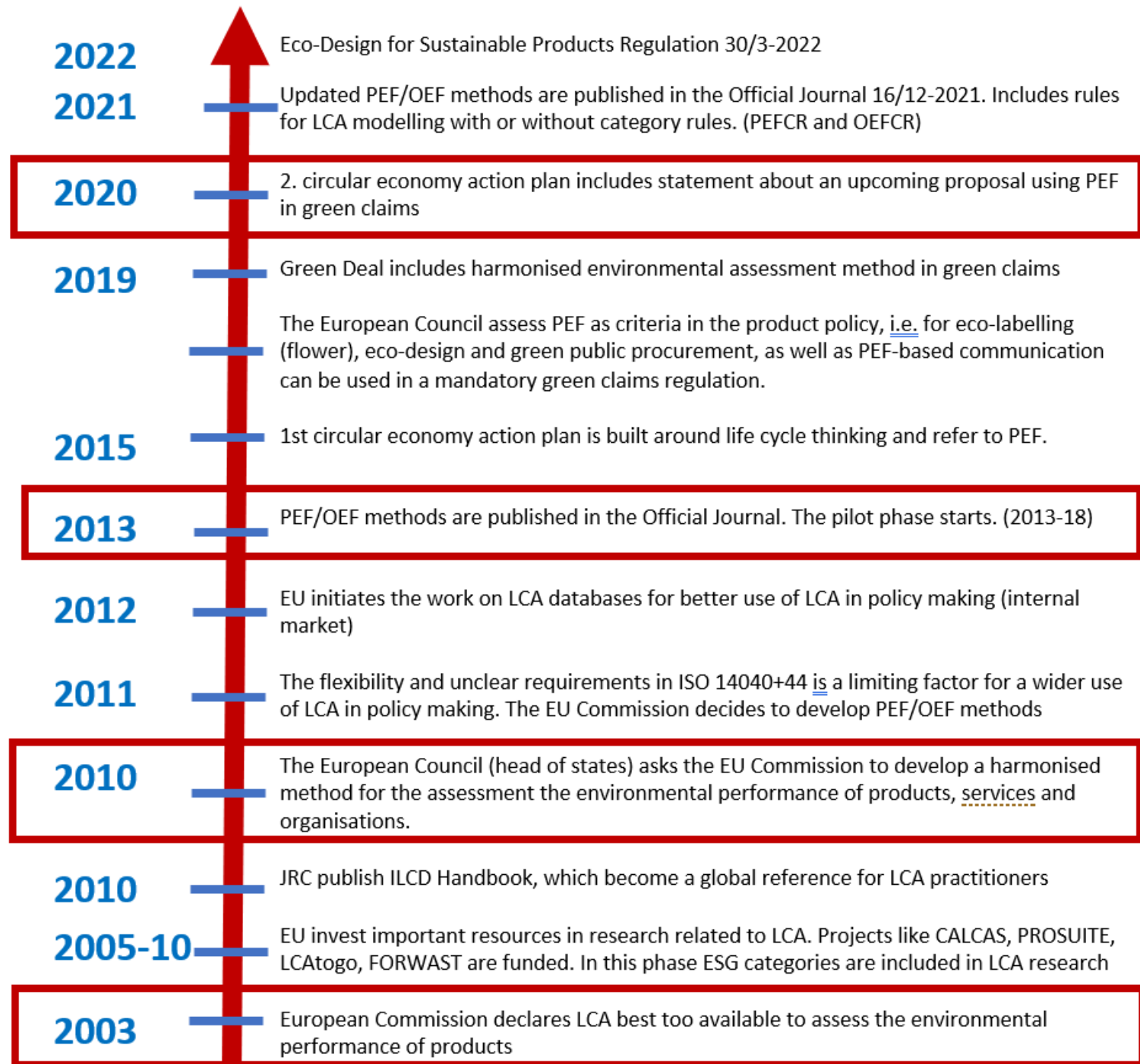
Analysis

Research

Methodology

Pilot testing

Policy development



THE CHALLENGES

The European **single green market** need a harmonised approach to assessment of the environmental impact of products, services and organisations



Proliferation

- Environmental labels
- Reporting schemes
- Certification schemes

Internal Market

- National "tailor-made" legislation

Competitiveness

- Increased of costs due to multiple requirements
- More difficult access to markets
- Unfair competition/misleading claims

Consumers

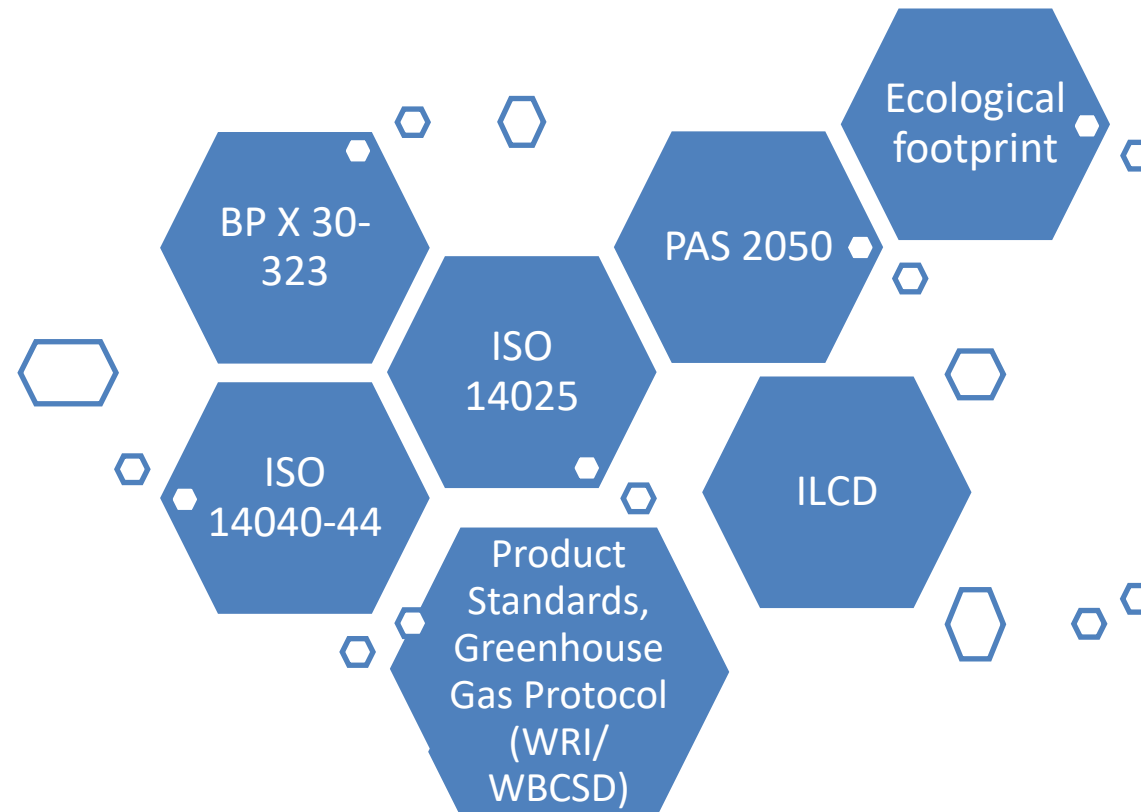
- Mistrust in company-driven green marketing

WHY NOT USE EXISTING REGULATION?

Calculated environmental impacts based on LCA can differ hugely depending on

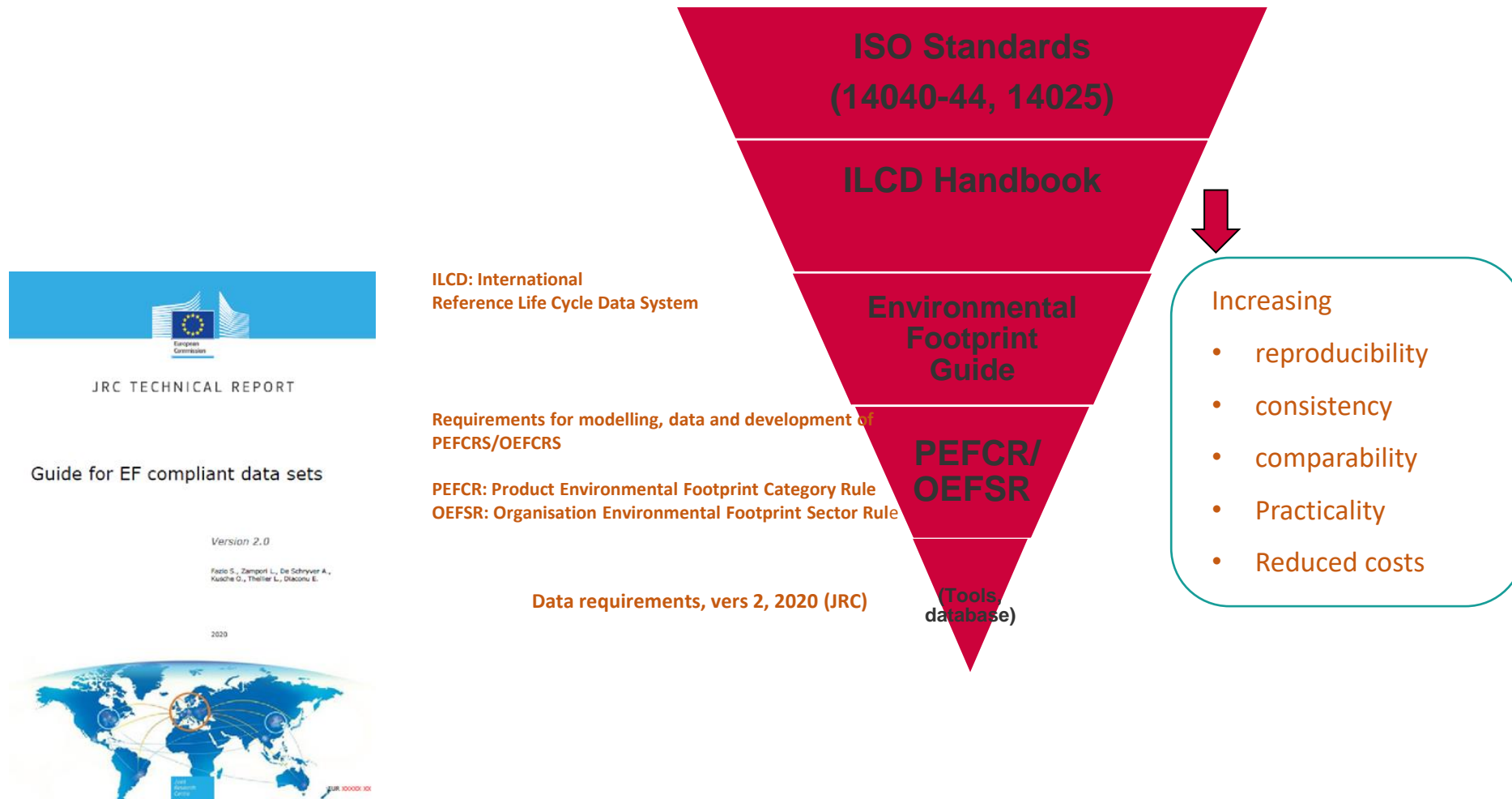
- methodology
- scoping (what is included and excluded)
- modelling
- data

Making comparisons impossible and useless in market regulation and for driving the green transition

















WHAT IS SPECIAL ABOUT THE PEF APPROACH?!

FROM GENERIC ISO STANDARDS TO CATEGORY RULES











PEFCR and OEFCR PILOTS 2014-18


1. wave 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

2. wave pilots

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

3. wave 2020-

-  Marine Fish
- Cut flowers and potted plants
- Flexible packaging
- Apparel and footwear
- Synthetic turf

— MODELLING AND DATA

The updated EU PEF/OEF recommendation contains 4 annexes stipulating how to model a PEF or OEF if there aren't any category rules

There are also rules for development of new PEFCR's and OEFCR's
EF 3.0 compliant datasets are implemented in numerous commercial LCA- databases

It has become easier (and faster) to model an LCA and can be used for all types of LCA modelling – i.e. in EPD's



COMMISSION RECOMMENDATION

of 16.12.2021

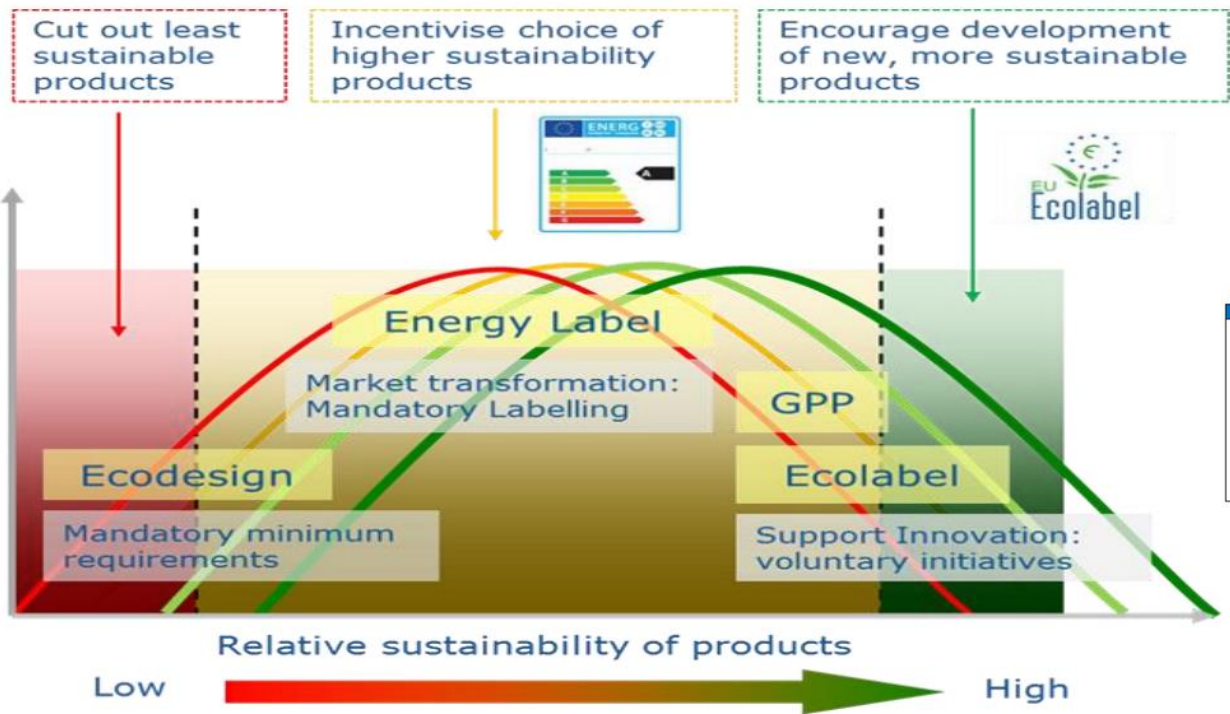
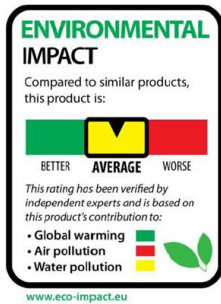
on the use of the Environmental Footprint methods to measure and communicate the life cycle environmental performance of products and organisations

ECO-DESIGN FOR SUSTAINABLE PRODUCTS REGULATION

Eco-Design regulation proposed 30. 03. 2022 approach for ALL other products than food, feed, animals, plants and medicine

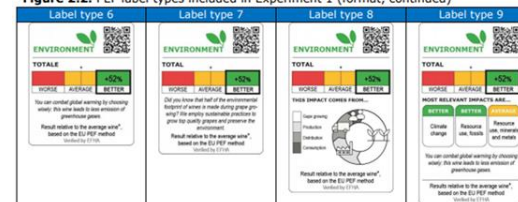
PEF is the methodology that will be used to for determining the Environmental Footprint

Product chain perspective – public procurement criteria - digital product passports etc.



Empowerment of consumers central for succes in the green transition

Figure 2.2. PEF label types included in Experiment 1 (format, continued)



MARINE PEFCR IN DEVELOPMENT

EDIBLE FISH – FARMED AND WILD

RPs for Unprocessed Marine Fish Products



Wild catch



Farmed fish

- Both are a “virtual” (i.e. generic, non-existing) product
- Based on data on EU consumption of marine fish and global fisheries

FEED PEFCR

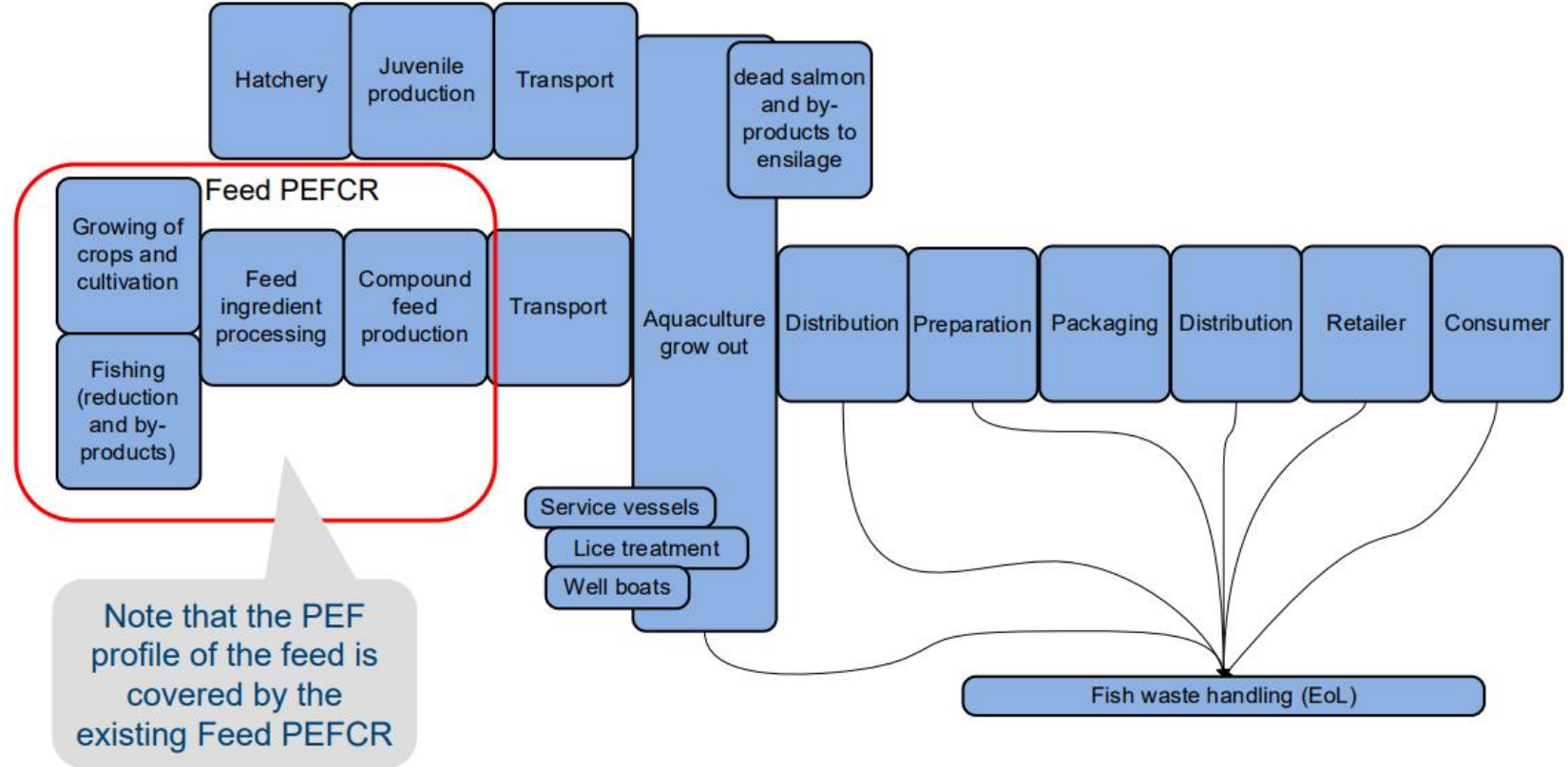
The Feed PEFCR is used for fish feed

It would make sense following the modelling and data in the marine fish PEFCR

And include the steps concerning

1. production of fish meal and fish oil
2. shipping to fish feed producer

System boundary: Unprocessed farmed marine fish products



POLICY DEVELOPMENT – EUROPEAN PERSPECTIVES

Green Claims Initiative

it is expected environmental impacts have to be documented and credible communication is based on lifecycle assessments

Taxonomy regulation

- sustainable financing. Lifecycle perspective as well as do no harm principle

Sustainable Products Regulation

- extended product scope for eco-design directive beyond electrical appliances, i.e. textiles, building materials, electronics and plastics. Lifecycle based minimum requirements have been flagged by EU. Farm to Fork discussions about eco-label for food.

Green Consumption Pledge and Code of Conduct on Responsible Food business and Marketing Practices

Codexes

MORE INFORMATION

**Presentations from NEF
conferences and agrifood
workshops from 2015
onwards can be found at:**

www.nordic-pef.org