

Display of Environmental Footprints of products : advances in France and in Europe

V Seminario Internacional CEPAL sobre la Huella de Carbono

13-14 de junio 2013, CEPAL, Santiago, Chile

“Prácticas públicas y privadas para reducir las huellas ambientales en el comercio internacional”

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The French framework : quick recap'

- 1) Legislative basis: 2 “Grenelle” laws: **set targets and ensure implementation**
- 2) A multi-stakeholders’ platform: **methodological expertise and guides, normalization, cost-sharing**
- 3) A public generic database available on-line
- 4) National experimentation: **feasibility, coordination of business, learning**
- 5) Sharing methodological developments at the European level... and beyond: **convergence, harmonization**
- 6) “Business Forum” last 18th february 2013: **political will, pragmatism, start with a voluntary phase**



ADEME AFNOR multi-stakeholders technical platform



BPX30 323

18 validated PCRs

- **Life Cycle approach**
- **Product and packaging**
- **Multicriteria**

*General platform
with industry and
stakeholders*

*Methodological
working group*

*Sector working groups
(product categories)*

*Communication
format working
group*

670
organisations

*Database governance
committee*

>1000
experts

All documents available in English: <http://affichage-environnemental.afnor.org/>
<http://www.boutique.afnor.org>



ADEME IMPACTS® Database

- Structure: an LCIA database, based on ILCD
- 3 modes to feed the database in terms of generic LCI datasets
 - Mode 1: contracts with PE, Ecoinvent, Cycleco, Quantis
 - Mode 2: production of datasets for specific sectors
 - Mode 3: contribution (to be defined)
- Comitology : Technical Committees + Governance Committee (chairman: ADEME) / Parallel to the comitology of ADEME-AFNOR platform)
- Database to be opened in 2013: terms and conditions yet to be defined



National Experiment: a wide range of operations



National Experiment : B2C communication

- Multi-criteria envt'l impact quantification + B2C communication
- 230 applicants / 168 companies selected
 - ✓ SMEs and big companies :
 - ❖ 30% have less than 50 employees
 - ❖ 25% have more than 500 employees
 - ✓ 70 from the food sector
 - ✓ Some foreign companies:
 - ❖ Agricom (Chile), Bogota Chamber of Commerce (Colombia), H&M (Sweden)
 - ✓ French branches of multinationals:
 - ❖ Nestlé, Coca-Cola, Pepsico, Colgate-Palmolive, Heineken, Levi Strauss, Procter and Gamble, Unilever, J&J, Henkel *etc...*



National Experiment: the evaluation means

- Analysis of feedbacks of participating companies and their federations (report by Ernst&Young) :
 - Official (Ministry's) questionnaire for all companies (160)
 - Self-assessment by the companies (\approx 80)
 - Phone interviews on specific issues (20)
- Reports by 7 consumers organisations & 1 federation of env. NGOs
- Report by French market surveillance authorities (DGCCRF)
- On that basis : General assessment, synthesis and propositions by the Government in interaction with the stakeholders



National Experiment evaluation: what *companies* say

- Success, Feasibility: 90% of participants went to the end of the experiment, 75% want to continue
- positive experience, no regrets
- Source of knowledge, competitiveness, innovation, dialogue
- opportunity to learn more about LCA, products and supply chains
- In some cases, costs are high: need for a regulatory framework with common tools (methods/ PCRs, database, calculators, harmonized communication vehicles)
- Need coherence with existing labels
- Call for european and international convergences
- Verification modalities : rigor and pragmatism



National Experiment evaluation: what *consumers* say

- Consumer interest confirmed
- Yet, little evidence on purchasing behaviour changes
- New information type to learn: need for a learning phase and pedagogy
- Consumers like :
 - Format: relative scales
 - Global mark : interest but some questions
 - homogeneous formats, indicators, terms and symbols
 - information on the product
 - transparency and a guarantee by a third party or public authorities

Special business event : 18th feb. 2013, Paris

■ «Business Forum » : E&Y presented its evaluation of the companies participation.

- « *new phase to start after national experiment* »
- « *Methodological standardization has to continue* »
- « *Find best balance between costs and precision* »
- « *generalization is possible under certain conditions* »
- « *a voluntary phase first* » & « *converge with EU developments* »

■ July 2013 : Multi-stakeholders governance for an Inter-Ministerialized report sent to the French Parliament

■ Autumn 2013 : decisions for the future / next steps



European Union - DG Environment milestones studies

2010 : « *Product Carbon Footprinting – a study on methodologies and initiatives* » (Ernst&Young and Quantis)

==> Harmonization is required

PEF technical workshops (late 2011) :

==> PEF finalized in 2012

2012 : « *Study on different options for communicating environmental information for products* » (BioIS)

- What, how, where ? ==> recommandations
- Literature review & Tests of communicating options with 1500 persons in Italy, Sweden and Poland
- Recommandations for international trade rules compatibility



EU Commission Communication: 9th of april 2013

- European Commission Communication : « *Building the single market for green products* ».



- PEF (and OEF) : the Commission promotes their voluntary application in policies and by private companies.
- An EU PEF Pilote phase of 3 years :

http://ec.europa.eu/environment/eussd/smgp/product_footprint.htm



The EU PEF Pilot Phase (1)

Why ?

- Need to develop consistent product and sector-specific rules
- Involvement of stakeholders (particularly SMEs and DCs)
- Simplification
- The verification system
- Convergence of methods at EU level and internationally

Objectives :

- Test the process for the development of PEFCRs and OEFSRs
- Test different approaches for verification systems (embedded impacts, traceability)
- Test communication vehicles
- B2B and B2C projects



The EU PEF Pilot Phase (2)



WHO can propose a pilot?

- Single or Cluster of companies, National, European or non-European industry associations, NGOs, Member States or non EU governments, Universities, Research Institutions, International organisations, (any mix)
- As leaders or As proponents / participants
- The Commission will lead on a limited number of pilots

1st wave of pilots

- Call for volunteers **April 2013**
- No food and drink related products (ENVIFOOD Protocol)

2nd wave of pilots

- Call for volunteers expected **beginning 2014**
- Open to food and drink related products



The EU PEF Pilot Phase (3)

A study on verification : *"Investigating options for different compliance systems for PEF and OEF declarations »*

- Contractors: BioIS, IEEP, Ecologic
- Delivery: early 2014
- Obj.: to identify and describe the most appropriate compliance system / mechanism for PEF/OEF declarations
- Particular emphasis: systems/mechanisms which address embedded/indirect characteristics (e.g. land-use, eco-toxicity, etc)



Food SCP Round-Table : ENVIFOOD Protocol



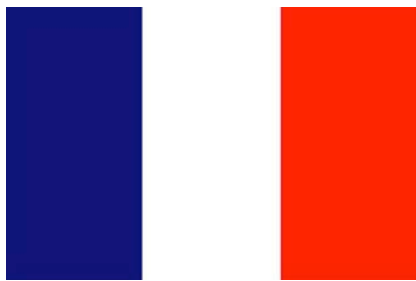
- Collaboration with EC JRC, consistent with PEF
- Principles : life cycle and multi-criteria approach, B2B & B2C
- March 27th - Sept : On-Going pilot phase of ENVIFOOD Protocol :
 - 20 participating companies, among them : Nestlé & Quantis, Barilla, FERRERO, Carlsberg Italia, TETRA PAK International, Triballat Noyal, European Bottled Water Federation, Union of European Soft Drinks Associations (UNESDA), Swedish Institute for Food and Biotechnology
 - 50% also test communication vehicles

French Ministry of Sustainable Development is an observer



Position of France

- « *France will support similar developments at the EU level* » (article 54 of Grenelle law I)
- Promote PCRs developed in the ADEME AFNOR platform during the EU Pilot phase
- Revision of BPX 30 323-0 to adapt it to PEF



**Thank you very much
for your attention !**

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Product Category Rules (PCR) development in France

Finalised & validated PCR

- Food, beverage, pet food
- Shoes
- Backpacks
- Detergents, Shampoos, Shower gel
- Toilet paper, Printer paper
- TV
- Bedding, Bedding products
- Disposable nappies
- Wooden furnitures
- Sofa, Sofa bed
- Bike, Sport balls

In progress

- Clothes
- Stationery
- Toys
- Graphic paper
- Dairy
- Food oils

