



Product Environmental Footprint Pilot Phase

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WHY?



More than 400 environmental labels in the world

- Only for GHGs, 80 leading reporting methods and initiatives

Issues:

- What is green?
- How do I prove that my product or company is green?
- If I choose one approach, will it be accepted by everyone?
- Do I have to prove I'm green in different ways to different clients?
- Will consumers and business partners understand my claim?



Confusion, mistrust

Free-riders win

Costs

Some figures...



- **Lack of consistency**: a principle barrier for displaying environmental performance (**72.5%** stakeholders in agreement)
- **Market potential** is high: **80%** of EU consumers buy green products at least sometimes – 26% buy them regularly
- 89% of EU citizens believes that buying green products makes a difference for the environment
- Only **half** of consumers find it easy to **differentiate** green products from other products
- Only **half** of EU citizens **trust** producers' claims about the environmental performance of their products
- Most important considerations when buying: quality (97%), price (87%), **environment** (**84%**)
- **69%** of citizens **support obliging** companies to publish reports on their environmental performance

Objectives



- **Level playing field** for competing based on environmental performance, based on a **common** tool for measuring performance
- Provide a **reliable, reproducible, comparable** tool for providing environmental information
 - Building the Single Market for Green Products [COM(2013) 196]
 - Recommendation on the use of common methods for measuring and communicating the life cycle environmental performance of products and organisations (2013/179/EU): Product Environmental Footprint (PEF) and Organisation Environmental Footprint (OEF) methods

Features



- Based on existing knowledge, but reducing room for interpretation
- Multi-criteria (14 impact categories)
- Life Cycle Assessment based
- Taking a product-specific approach:
 - Identifying life cycle stages which are relevant for environmental performance
 - Identifying environmental impacts that are most relevant for the product
 - Common rules and data quality requirements
 - Reproducible results
 - Setting up benchmarks (average performance)
 - Enabling consumer comparisons

The pilots

















3-year pilot (2013 – 2016)

1. Test the process for the development of PEFCRs and OEFSRs
2. Test different approaches for verification systems (embedded impacts, traceability)
3. Communication vehicles (expected 2015) – B2B & B2C


















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



- **Cow modelling**

- Chaired by the Commission
- Of limited duration (31 December 2014)
- Members: 5 pilots concerned (Meat, dairy, leather, feed and pet food), Food SCP Roundtable
- Alternative models can be tested additionally to the baseline

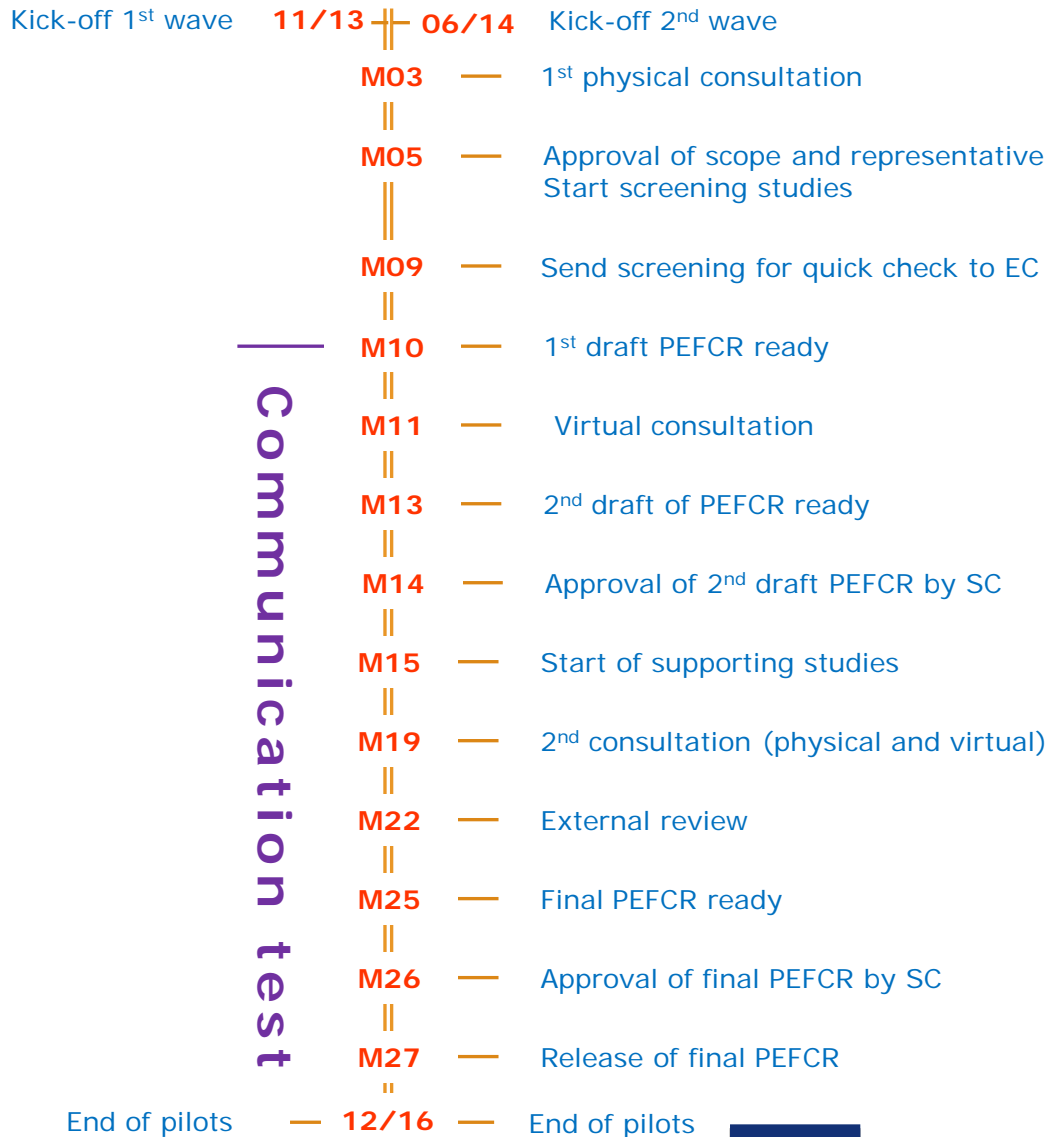
- **Construction**

- Looking at the link with European standardisation (EN 15804)
- Understand and reconcile differences

- 302 leading stakeholders in 27 pilots
- 73% of the pilots have the majority of industry in the lead (TS)
- Participants: 432 stakeholders (1st wave)
- Average share of non-EU stakeholders: 16% (1st wave)



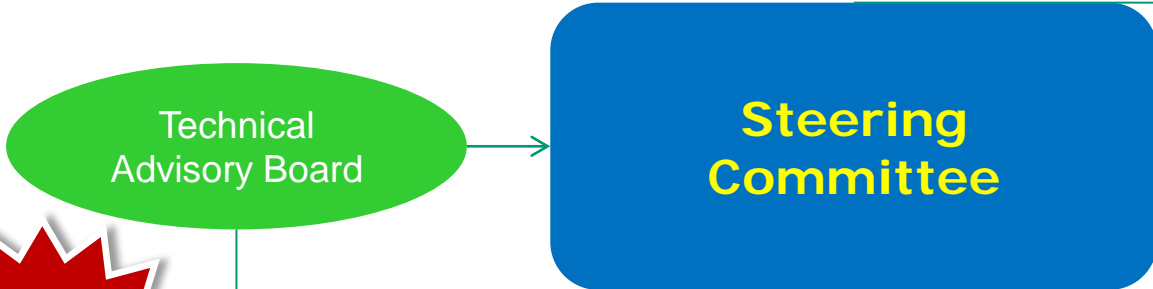
Timelines



Participation

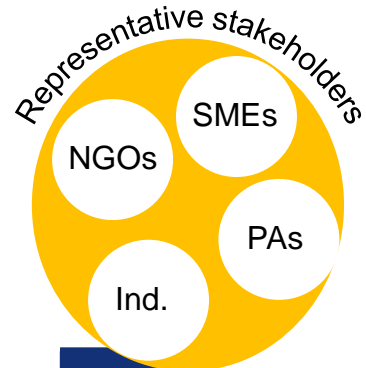
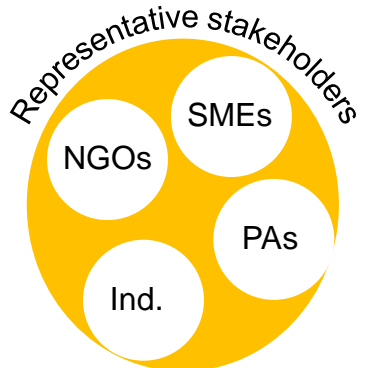
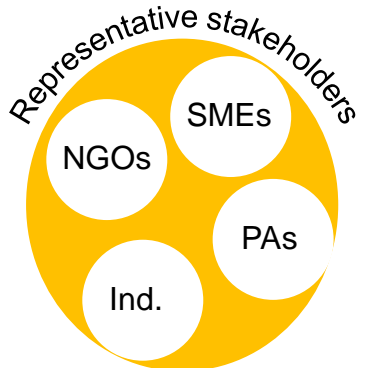
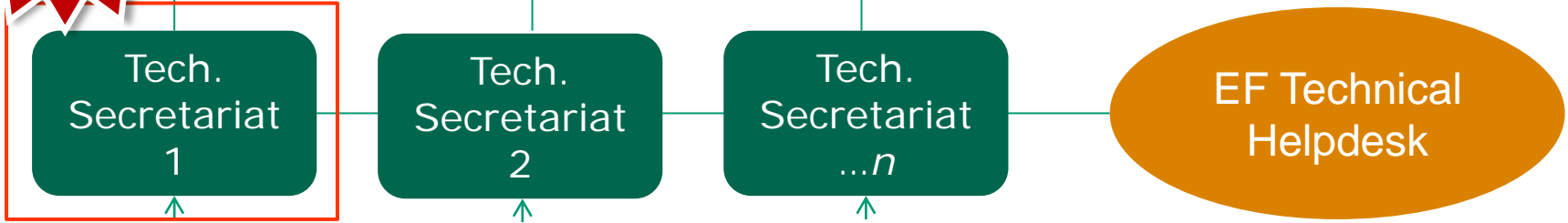


Commenting
EF WIKI
<https://webgate.ec.europa.eu/fpfis/wikis/display/EUENVFP/>



- MS representatives
- Commission
- Representative from pilots
- Representatives of main stakeholder groups
- Approvals, monitoring and conflict resolution

Contacts



Key documents



- Guidance for the implementation of the EU Product Environmental Footprint (PEF) during the Environmental Footprint (EF) pilot phase
http://ec.europa.eu/environment/eusssd/smgp/pdf/Guidance_products.pdf
 - governance
 - representativeness rules (involvement of major competitors and 51% of the EU market represented, multi-stakeholder process)
 - process of developing a PEFCR (how to define the scope, the representative product, how to carry out the screening & supporting studies, development of benchmark, review & verification, consultation processes & approval)
- Draft PEFCRs, rules of procedure and proceedings of the Steering Committee
<https://webgate.ec.europa.eu/fpfis/wikis/display/EUENVFP/>

Trade aspects



- Boost to intra EU trade
- Better market access to third country producers – single reference for importers to EU
- New market opportunities for genuinely green products and organisations
- International dialogue for coordinated approach to a solid definition of green product and organisation – next meeting in autumn 2013
- Trade facilitation/tech assistance for developing countries via UNEP

It is a voluntary, transparent and non-discriminatory process aiming at removing unnecessary technical barriers to trade



For any further information

<http://ec.europa.eu/environment/eussd/smgp/>

<https://webgate.ec.europa.eu/fpfis/wikis/display/EUENVFP/>

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