



Environmental footprinting of products – The policy outlook

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Problem definition

1. Confusion in the market on how to measure, make and understand a claim on the environmental performance of products and companies (leading to **misleading claims, unfair commercial practices** and **greenwashing**).
2. Lack of a level playing field, **fragmentation of the markets** on methods for reporting environmental performance of products (including both good and service) and companies.
3. Companies would like to have to invest more in **greening their value chain**. The lack of consistent and science-based multi-criteria environmental information covering the entire value chain makes it difficult for companies to address issues like "green sourcing" and investing in tackling the most relevant environmental impacts for their products/sectors.





Environmental footprinting and the Roadmap to Resource Efficiency

Milestone

- ✓ by 2020, citizens and public authorities have the right incentives to choose the most resource efficient products and services, through appropriate price signals and clear environmental information. Their purchasing choices will stimulate companies to innovate and to supply more resource efficient goods and services. **Minimum environmental performance standards are set to remove the least resource efficient and most polluting products from the market.** Consumer demand is high for more sustainable products and services

The Commission will:

- ✓ Establish a common methodological approach to enable **Member States and the private sector** to assess, display and benchmark the environmental performance of products, services and companies based on a comprehensive assessment of environmental impacts over the life-cycle ('environmental footprint') (in 2012);
- ✓ Ensure better understanding of consumer behaviour and **provide better information** on the environmental footprints of products, including preventing the use of misleading claims, and refining eco-labelling schemes (in 2012);





Energy



Material Scarcity



Land & Water Use



Climate Change



Eutrophication



Toxic Pressures

What is the situation of environmental assessments today?

- *Several methods and standards exist (ISO 14040 since 1996), many recent developments focus on one issue (e.g. climate change, water)*
- **1 expert** doing assessments using **3 different methods** will not necessarily end up with similar results
- **3 experts** doing assessments using **the same method** will necessarily end up with similar results



Analysis of methods

Products

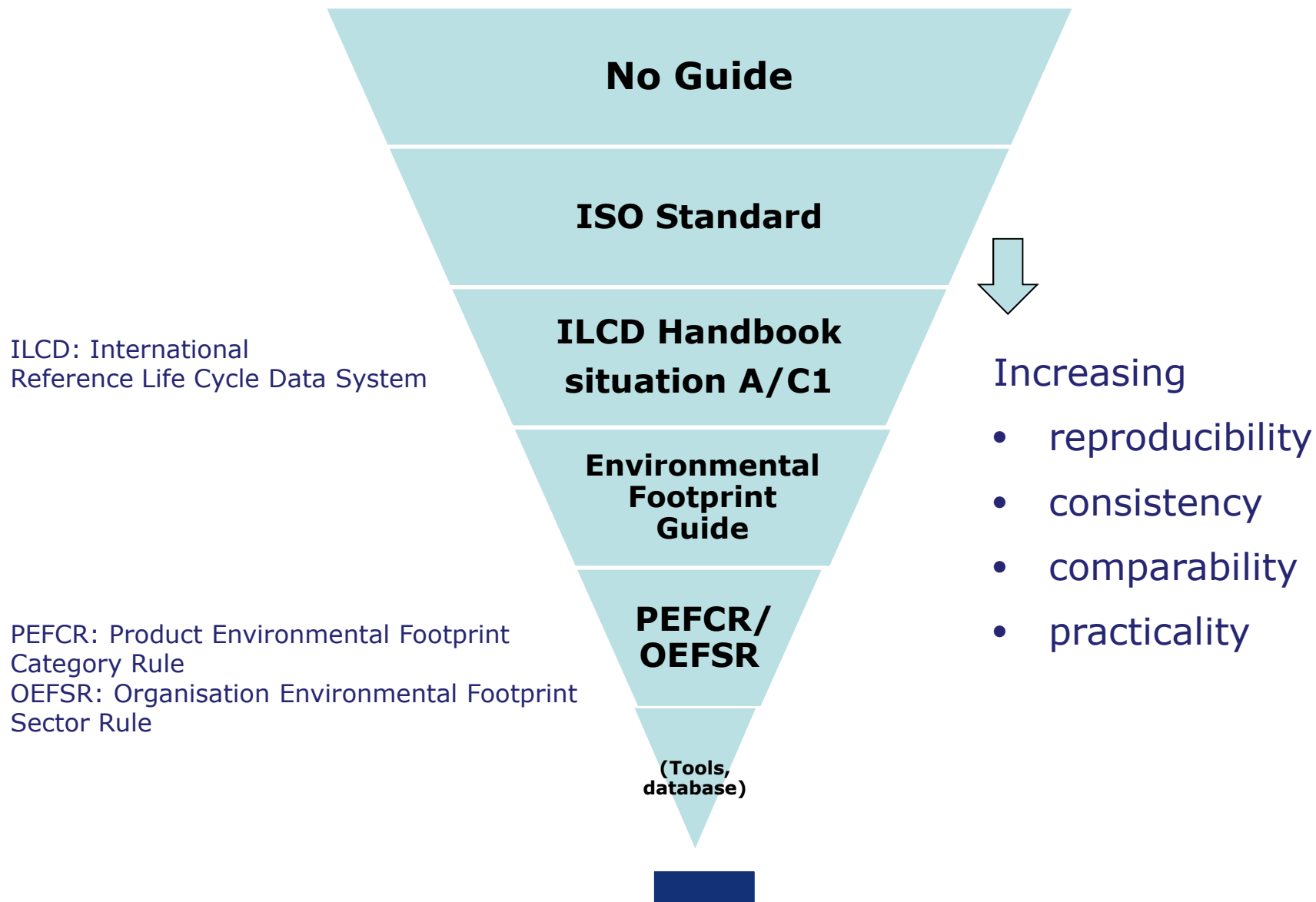
- ISO 14044 (2006)
- ISO 14067 (Nov 2010d)
- ILCD (2010)
- BP X 30 (2009)
- PAS 2050 (2008, Nov 2010d, Jan 2011d)
- Ecological footprint (2009)
- WBCSD/WRI (product: Nov 2010)

Organisations

- ISO 14064 (2006)
- Bilan Carbone
- DEFRA guide (GHG)
- CDP Water footprint
- WBCSD/WRI (corporate: Nov 2010)
- GRI



European
Commission



Timelines



**Product
Environmental
footprint**

**Organisation
Environmental
footprint**

Analysis of existing methodologies	March 2011	
Draft methodology guides	June 2011	September 2011
Training on methodology	13-15 July 2011	19-20 Oct 2011
Invited Stakeholder Meeting	28-30 November 2011	
Pilot tests concluded	20 Dec 2011	February 2012
Stakeholder consultation on the policy options	January 2011 – April 2012	
Final methodological guide	1st Quarter 2013	





The objectives

The Environmental Footprint

- *Builds on existing methods*
- *Is applicable without having to consult a series of other documents ("one-stop shop")*
- *Provides comprehensive evaluation along the entire life cycle (from raw materials to end of life / waste management)*
- *Provides comprehensive coverage of potential environmental impacts (no 'single issue' method)*
- *Enables comparability of results, e.g. of different products (but only if PEFCRs/OEFSRs are available)*





- ONE common methodology instead of VERY MANY
- PEFCRs/OEFSRs
- Creating simple interfaces for the calculation of environmental footprint based on PEFCRs/OEFSRs (EC, industrial associations, market)
- Free/ low-cost access to good quality life cycle data





Challenges

- Convergence of methodologies at EU level and internationally
- Life Cycle data, data quality & availability
- Need to develop consistent Product and Sector Category Rules
- Involvement of stakeholders (particularly SMEs)
- The verification system





Policy options

- **Baseline scenario** - no policy change
- **Increasing the reliability of green performance information**
 - ✓ New mandatory framework for provision of information on environmental performance of products
 - ✓ Improving the enforcement of EU legislation on green claims
 - ✓ An EU Code of Conduct on green claims
- **Reducing the fragmentation of the Single Market regarding environmental performance**
 - ✓ New mandatory product policy framework
 - ✓ Mandatory OEF reporting framework
 - ✓ Integration of PEF and OEF methodologies in relevant policy instruments
 - ✓ Recommending the application of PEF and OEF on a voluntary basis





EU Pilot on PEF/OEF

The objective of this pilot at EU level is to start developing PEFCRs and OEFSRs (including benchmarks), test their use in B2C and B2B communication, gather further information on methodological challenges and possible improvements.

A "**Guidance for the Development of Product Environmental Footprint Category Rules (PEFCRs) and Organisation Environmental Footprint Sectoral Rules (OEFSRs)**" will be published together with the communication. This guidance will describe the "rules of the game" in terms of process and content of the future European PEFCRs and OEFSRs

The Commission will "lead" a limited number of pilots but there will also be a "[call for volunteers](#)" addressed to Member States or industries who might like to lead the development of more PEFCRs and/or OEFSRs.

Independently from who "leads", this will be an open, transparent, multi-stakeholder process.





Next steps

- Impact Assessment of the different policy options (**October-November 2012**)
- Internal discussion among Commission services (**November – December 2012**)
- Formal adoption of the Communication (**1st quarter 2013?**)
- Launch of a European pilot on PEF/OEF implementation (**Summer 2013?**)
- Further methodological work related to PEF/OEF (**January 2013**)
- International dialogue on methodologies and data (**continuous**)





Thank you for your attention

For any further information

http://ec.europa.eu/environment/eussd/corporate_footprint.htm

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

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