

# Environmental Footprint

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# Why Environmental Footprint methods?



- 2010:**
- proliferation of labels: threat to Single Market
  - request from major industry players
  - Council conclusions: single method

Cannot use LCA  
systematically in policy  
making



**Same product**

BUT



**Different results**

We need information that is **reproducible, comparable,**  
and **verifiable** : **Environmental Footprint methods**

# What are those PEF/OEF methods?

- *PEF*: One guide to calculate the environmental footprint of *products*
- *OEF*: One guide to calculate the environmental footprint of *organizations*



***Each over a 200 pages...  
with detailed modelling  
and calculation rules....***



# Where do we stand?

## What happened so far?

# What happened so far?



April 2013 EC Recommendation  
Communication *Single Market for  
Green Products*



**Pilot  
phase**

**Analyse  
results**

**Policy  
proposal**

**Policy in  
place**

2010: Council conclusions

April 2018  
Pilots finalised



# What is a PEFCR and OEFSR?

Product Environmental Footprint Category Rules:

A guidance, build further on PEF, with **product group specific rules**.


Organisation Environmental Footprint Sector rules:

A guidance, build further on OEF, with **sector specific rules**.


*Developed by a Technical Secretariat representing more than 51% of the European consumption market.*


# Pilot phase: 23 PEFCR/OEFSR (2013-2018)

## Finalised in April 2018


 Batteries and accumulators

 Decorative paints


 IT equipment


 Leather

 Thermal insulation


 Beer

 Dairy products

 Feed


 Pet food


 Pasta

 Wine


 Packed water

## Finalised OEFSRs


 Retail sector

 Copper sector


## Finalised in November 2018


 Hot & cold water pipe systems


 Liquid household detergents

 Metal sheets

 Photovoltaic electricity generation

 Intermediate paper products

 T-shirts

 Uninterrupted power supplies

 Olive oil (pending)



# What is available today



- *PEFCR/OEFSR guidance used for the pilot phase (v6.3:*  
[http://ec.europa.eu/environment/eussd/smgp/PEFCR\\_OEFSR\\_en.htm](http://ec.europa.eu/environment/eussd/smgp/PEFCR_OEFSR_en.htm))
- *JRC report with suggested changes to the PEF/OEF guides:*  
*including all learnings from the pilot phase*  
([http://ec.europa.eu/environment/eussd/smgp/ef\\_transition.htm](http://ec.europa.eu/environment/eussd/smgp/ef_transition.htm))
  - **Guide to perform PEF studies and to develop PEFCRs**
  - **Guide to perform OEF studies and to develop OEFSRs**
- *20 PEFCRs and 2 OEFSRs covering a variety of sectors and products* ([http://ec.europa.eu/environment/eussd/smgp/PEFCR\\_OEFSR\\_en.htm](http://ec.europa.eu/environment/eussd/smgp/PEFCR_OEFSR_en.htm))
- *About 6000 freely available secondary datasets*  
(<https://eplca.jrc.ec.europa.eu/LCDN/contactListEF.xhtml>)
- *E-learning packages in different languages*  
([http://ec.europa.eu/environment/eussd/smgp/PEFCR\\_OEFSR\\_en.htm](http://ec.europa.eu/environment/eussd/smgp/PEFCR_OEFSR_en.htm))
- *Information on the effectiveness of different communication vehicles tested by the pilots and by the Commission*  
([http://ec.europa.eu/environment/eussd/smgp/PEFCR\\_OEFSR\\_en.htm](http://ec.europa.eu/environment/eussd/smgp/PEFCR_OEFSR_en.htm))



# 6000 secondary datasets

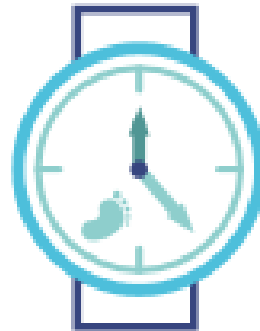


Provider	Link to Node	Data
<b>Quantis</b>	<a href="https://lcdn.quantis-software.com/PEF/">https://lcdn.quantis-software.com/PEF/</a>	Agricultural products, other processes
<b>FEFAC</b>	<a href="http://lcdn.blonkconsultants.nl/Node/">http://lcdn.blonkconsultants.nl/Node/</a>	Feed
<b>Cycleco</b>	<a href="https://node.cycleco.eu/node/">https://node.cycleco.eu/node/</a>	Textiles
<b>CEPE</b>	<a href="http://lcdn-cepe.org">http://lcdn-cepe.org</a>	Chemicals for paint
<b>thinkstep</b>	<a href="http://lcdn.thinkstep.com/Node/">http://lcdn.thinkstep.com/Node/</a>	Energy, transport, End-of-Life and recycling, incineration, metals, packaging, plastics (non packaging)
<b>Ecoinvent</b>	<a href="http://ecoinvent.lca-data.com/">http://ecoinvent.lca-data.com/</a>	Chemicals
<b>RDC</b>	<a href="http://soda.rdc.yp5.be/">http://soda.rdc.yp5.be/</a>	Container glass, provided by FEVE
<b>JRC</b>	<div> <p>For free within the context of PEFCRs/OEFSRs</p> <p>To be licensed for studies outside PEFCRs/OEFSRs</p> </div>	

# The added value of the EF methods



- ✓ Reduction of costs related to similar existing methods
- ✓ Reduction of costs due to better management of resources and supply-chain
- ✓ Access to new markets and finance opportunities



- ✓ Clear, simple and comparable information
- ✓ One single method applicable everywhere



- ✓ Information more traceable
- ✓ No communication without independent third party verification
- ✓ Information that consumers, authorities, and investors can trust

# What next?

# What next?

April 2013 EC Recommendation  
Communication *Single Market for Green Products*

April 2018  
Pilots finalised

## Potential policy options:

- Integration of EF methods in existing policies
- New instrument on specific green claims
- ...



**Pilot  
phase**

**Analyse  
results**



**Policy  
proposal**

**Policy in  
place**



**Transition phase**

April 2018

Technical work:

- Monitoring the voluntary implementation
- **Further development of product and sector specific rules**
- **Methodological improvements: inputs from businesses**

# New PEFCRs/OEFERS



**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, sandals, ...)

Sustainable Apparel Coalition  
[pef@apparelcoalition.org](mailto:pef@apparelcoalition.org)



**Cut flowers and potted plants**

Coöperatie Royal FloraHolland U.A.  
[pietbriet@royalfloraholland.com](mailto:pietbriet@royalfloraholland.com)



**Flexible** packaging (low, medium and high functionality flexible packaging)

Amcor Group GmbH  
[isabelle.jenny@amcor.com](mailto:isabelle.jenny@amcor.com)



**Synthetic turf**

EMEA Synthetic Turf Council (ESTC)  
[stefan@estc.info](mailto: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](mailto:henrik.stenwig@sjomatnorge.no)

## Goal of the TAB

*The TAB provides **advice and expertise** to the Commission*  
*An open exchange where we are striving for consensus*

*Analyse the content of new PEFCRs/OEFSRs*

*Technical advice related to the implementation of  
PEFCRs/OEFSRs*

*New methodological developments necessary for EF*

*...*



## Agricultural working group

- *Starts in January 2020*
- *Will meet 4x a year*
- *Co-chaired with ADEME*
- *Expression of interest for participation: Nov-December 2019*
- *Draft mandate finalised*
- *Draft mandate discussed at next TAB*



## Data development

- *Working group on data (format, update procedures, ...)*
- *EF datasets tendered during the pilot phase (incl. feed) => updated by May 2020*
- *New EF dataset tendering (incl. agricultural products): for new PEFCRs => by Nov 2020*
- *New database structure*

## Priorities of the new European Commission 2019-2024



"I will propose a European Green Deal in my first 100 days in office"

**Ms. Ursula von der Leyen**  
President-elect European Commission

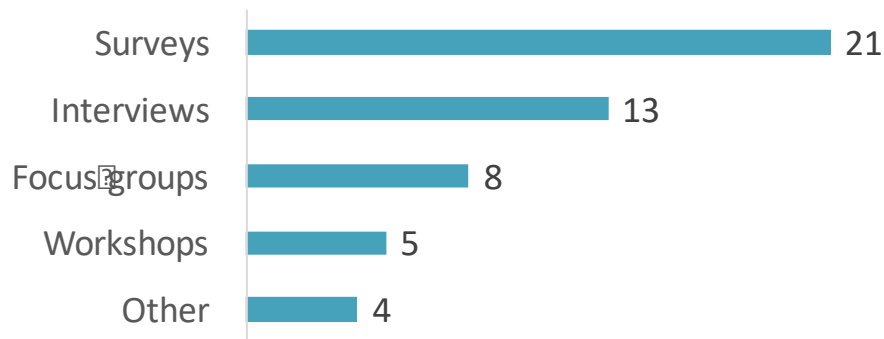
## Environmental footprint: to support several initiatives



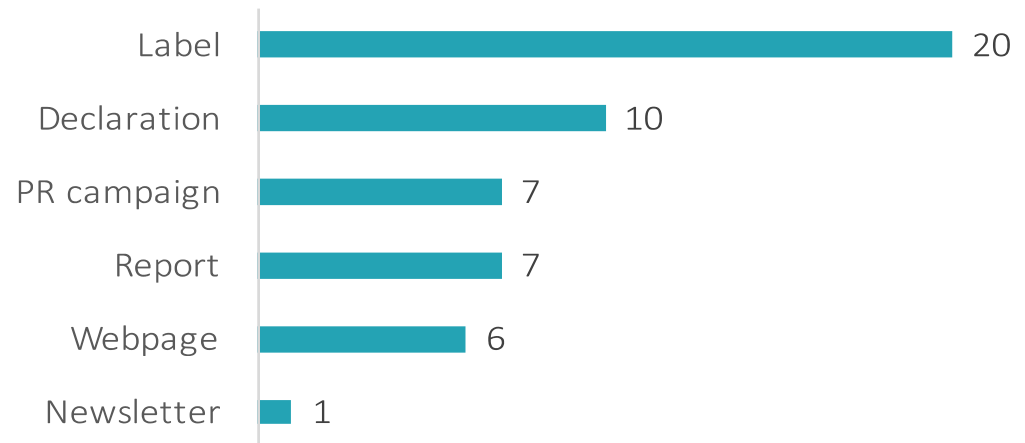
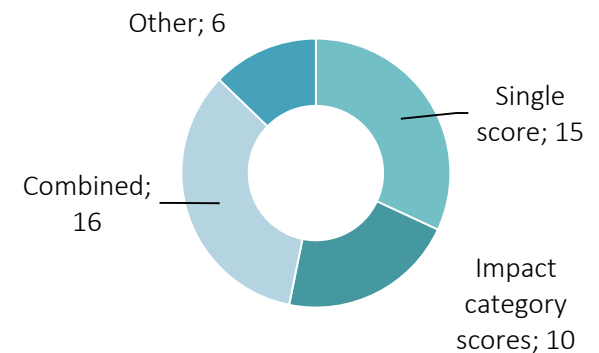


# Communication

# Overview of EF pilot tests



## Labels





## Some conclusions

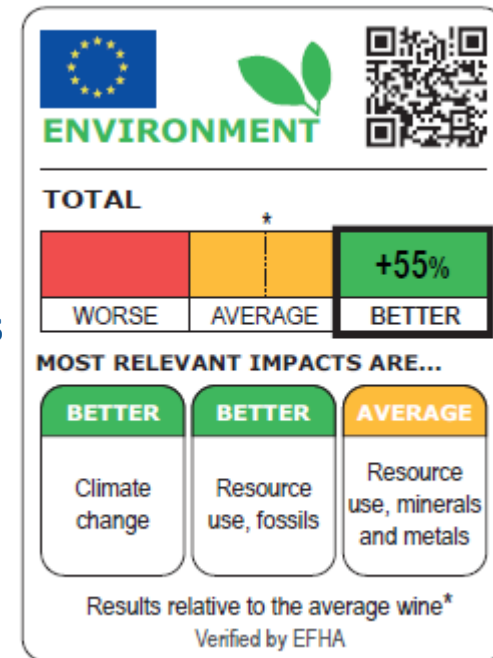
- Numerical values and scientific terms too complicated -> graphics, bars, colour schemes more easy to understand
- Clarity and simplicity is a challenge, but key
- Recommendations on how to use the product appreciated
- Negative statements are powerful
- Certification from named and independent sources
- QR codes and barcodes are a good mean to more detailed information for the interested citizen.

# Follow-up study - communication

Test combinations of promising elements (get attention, be understood, influence purchases; BtoC)

## With a PEFCR:

- Single performance score
- Performance in percentage respectively to the average
- Performance on the three most relevant impact categories
- Percentage contribution of life cycle stages to the total
- Additional environmental information
- Statements



## Without a PEFCR:

- Percentage of improvement of a product over time
- Percentage contribution of life cycle stages to the total
- Qualitative claims (e.g. we reduce impact on climate change by using cutting edge energy saving technologies)
- Results
- Stated as based on PEF or not

## Always there

- 3<sup>rd</sup> party verification
- QR code leading to detailed results







# What is in it for you?

## How to be involved and participate?

# Where do we stand?

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**Transition phase**



Potential policy options:  
**EF sub-group**

- Existing policies
- New instrument on specific green claims
- ...

**WE ARE  
HERE**

April 2018

Technical work:

- 1** **PEFCRs / Stakeholder consultations**
- 2** **TAB** **Agricultural WG**



[http://ec.europa.eu/environment/eussd/smgp/PEFCR\\_OEFSR.htm](http://ec.europa.eu/environment/eussd/smgp/PEFCR_OEFSR.htm)

[http://ec.europa.eu/environment/eussd/smgp/ef\\_transition.htm](http://ec.europa.eu/environment/eussd/smgp/ef_transition.htm)

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



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