



# **Iniziative sulla sostenibilità delle filiere agroindustriali – Environmental Footprint**

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**Product Team Leader**

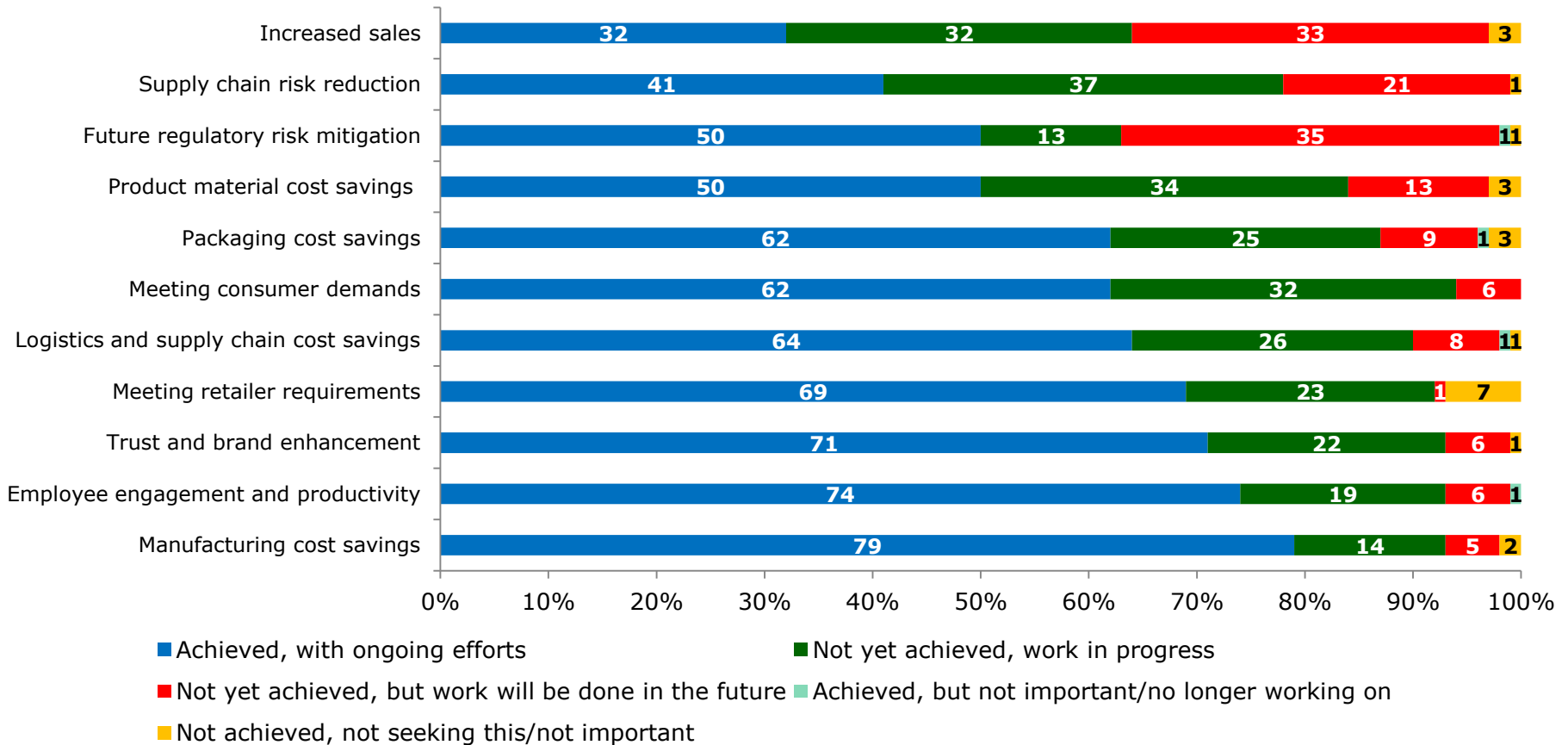
**Eco-innovation and circular economy**

**European Commission - DG Environment**





## Which business benefits have you achieved and are important to achieve from your company's product sustainability program?



# 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

These figures are taken from the 2013 Eurobarometer on "Attitudes of Europeans towards Building the Single Market for Green Products"



## Proliferation

- Environmental labels
- Reporting schemes
- Certification schemes

## Internal Market

- National “tailor-made” legislations

## Competitiveness

- Increase of costs due to multiple requirements and restricted access to markets
- Unfair competition/misleading claims

## Consumers

- Mistrust in company driven green marketing



## Environmental Footprint Methods (PEF & OEF):

- A **voluntary** instrument
- Built on **existing methods** (including ISO)
- Applicable without having to consult a series of other documents (“**one-stop shop**”)
- Provide 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)

# What's the **purpose**?



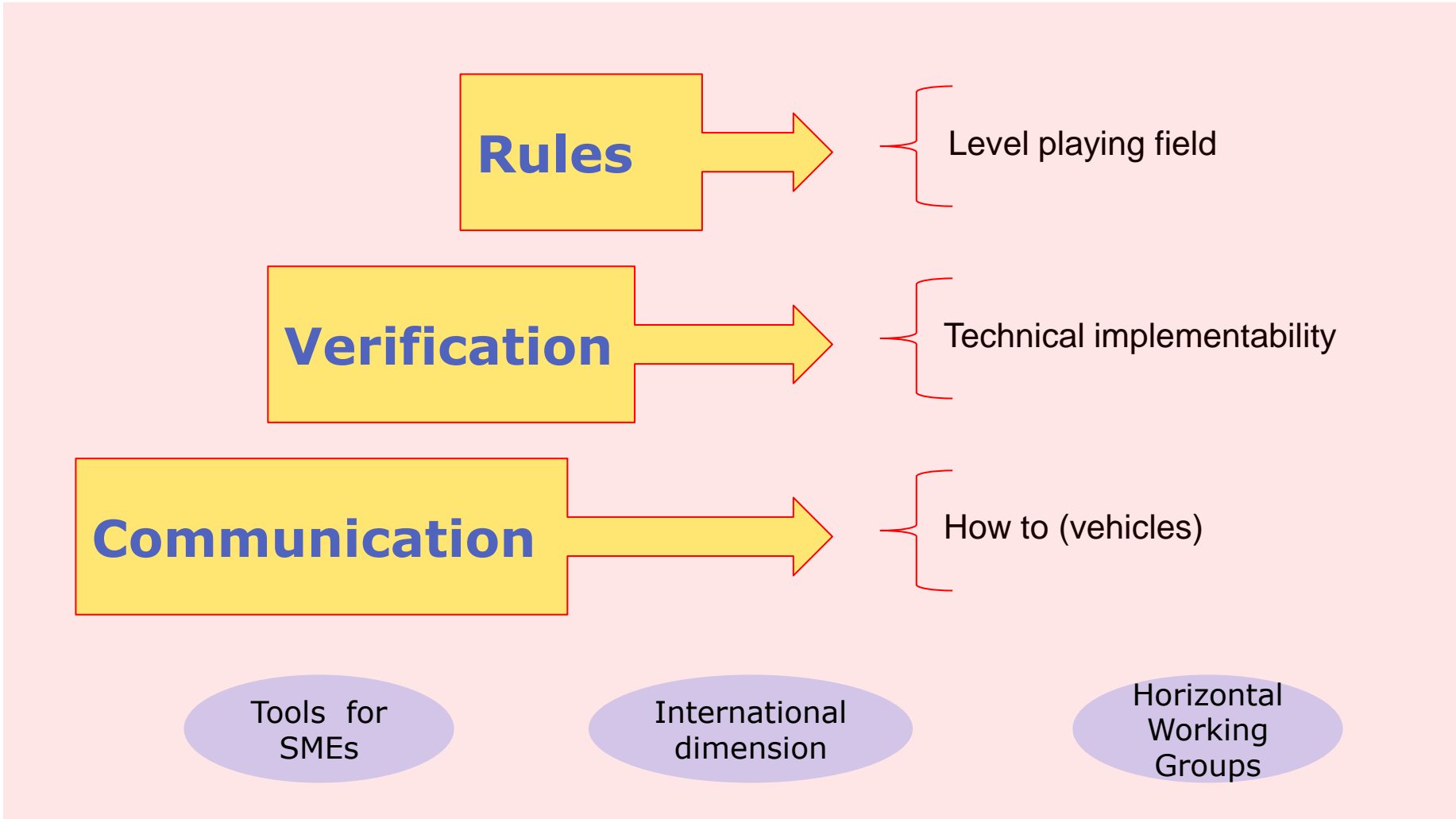
- ✓ *Same calculation rules for everybody*
- ✓ *Same/similar reporting requirements for companies*
- ✓ *What does it mean to be "green"? – or better, when a product can be considered greener than another (including uncertainty)*

# What's the **problem**?



- ✓ *Same calculation rules for everybody*
- ✓ *Same/similar reporting requirements for companies*
- ✓ *What does it mean to be "green"? – or better, when a product can be considered greener than another*

# The EF Pilot phase at a glance



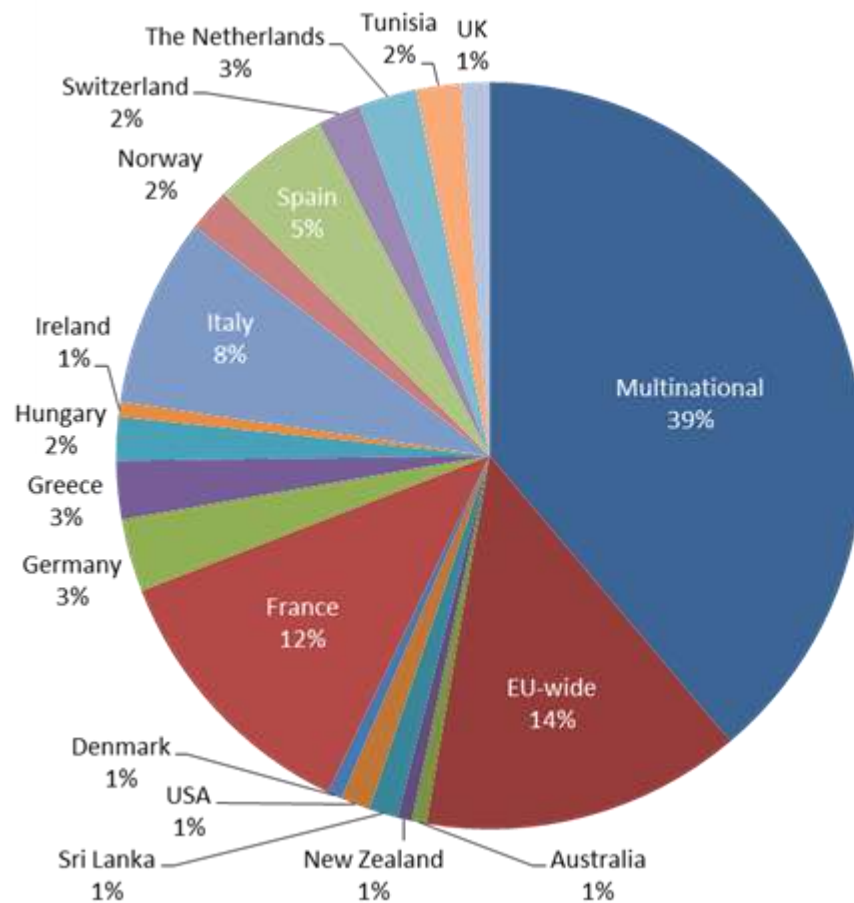
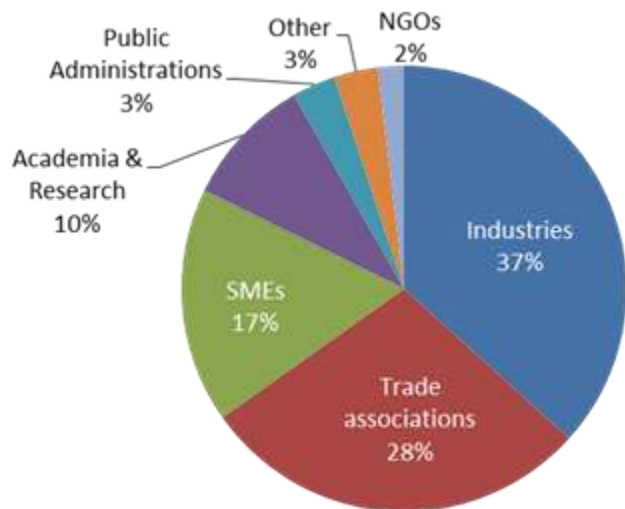
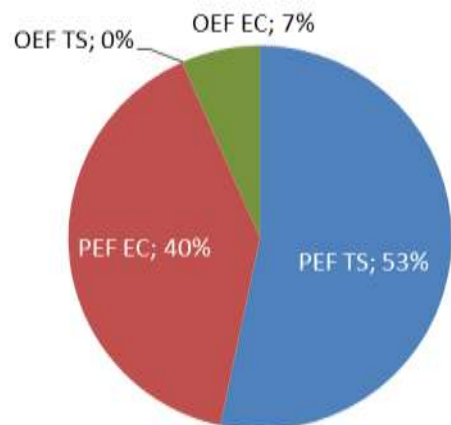


# 2<sup>nd</sup> wave

















## 30 applications














Beer, bottled water, canned fruit and vegetables, citrus, coffee, dairy, feed, fish, general food, meat, olive oil, pasta, pet food, seed oil, tea, wine



## 1<sup>st</sup> 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
-  Stationery
-  Intermediate paper products
-  T-shirts
-  Uninterrupted power supplies
-  Retailer sector
-  Copper sector

## 2<sup>nd</sup> wave of pilots

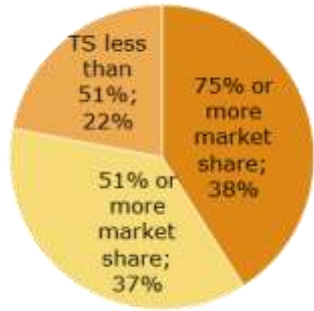
-  Leather
-  Thermal insulation
-  Beer
-  Coffee
-  Fish
-  Dairy products
-  Feed
-  Meat
-  Pet food
-  Olive oil
-  Pasta
-  Wine
-  Packed water

# Pilot numbers



**120 applications: 22.5% were selected = 27 pilots**

Average stakeholders/pilot: **76**  
Share of **non-EU** stakeholders: **12%**



The EU market is behind the pilots:  
**73% of pilots have the majority of industry in the lead**

+ PEF is **THE** news in the scientific community: we get invited to all major international events



Number of pilot meetings: **1081**

Public Administrations: **AT, BE, FR, IT, PL, PT, CAN, CH, CL, JP, NZ, TN**

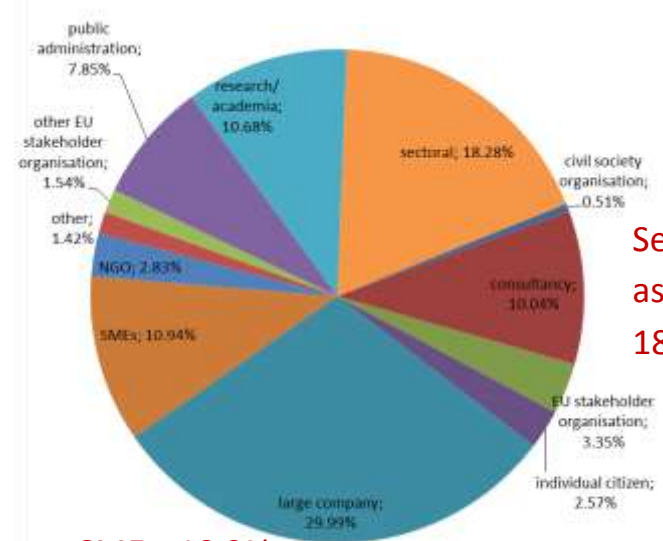


All 1&2 wave participants in the world

Stakeholders (27 pilots):

**777 individual stakeholders (2048 participations)**

**288 leading stakeholders in 27 pilots**



Sectoral associations: **18.3%**

SMEs: **10,9%**



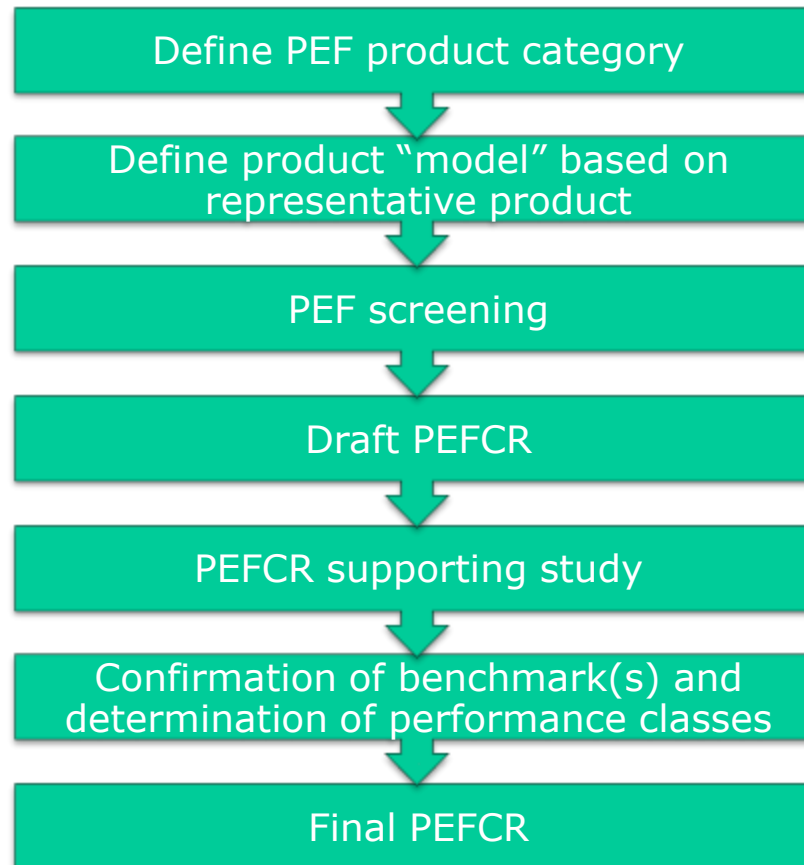
Many are watching

**74,197** unique visitors to the **SMGP sites** since kick-off  
They have viewed it **249,090** times

Our **webcommenting tool** had **20,956 views**

Average nr of new stakeholders registering/day: **5**

# Development process of PEFCR





**Objective:** ensure consistency in modelling the cattle as a common element between several EF pilots: dairy, meat, leather, feed and pet food

**Final deliverable:** 31 December 2014

In case no consensus is reached until that date, a model proposed by the Joint Research Centre will be used

- |                 |  |
|-----------------|--|
| 10/07 Kick-off: | Presentation of objective, working procedure, deliverables, etc. |
| 23/07 Telecon   |  |
| 4-5/09 Meeting: | Workshop dedicated to presentations from each sector             |
| 4-5/11 Meeting: | First proposal on allocation                                     |
| 5-6/12 Meeting: | Final proposal   |



- Farm

*Model for enteric fermentation emissions, emissions from manure management, definition of the products and services provided by the cow & method of allocation, grassland management*

- Slaughterhouse

*Definition of products, co-products, by-products and waste, allocation between the outputs of the slaughterhouse*

- Rendering

*Definition of products, co-products, by-products and waste, allocation between the outputs of rendering*

- Other

*E.g. harmonised method for the allocation of milk powder*





- Discussion on enteric fermentation:  
*IPCC Tier 2 method would be recommended, but using the more ambitious, detailed Tier 3 method when possible. Tier 2 takes into account animal numbers and type; Tier 3 considers feed types, organic matter content, digestibility and animal weight*
- Grassland management: *following the PEF guide, land use change and carbon sequestration would be quantified but reported separately*
- Discussion on allocation in the farm module: no conclusions yet
- Discussion on allocation in the slaughterhouse and rendering modules: no conclusions yet (definitions to be clarified)



Do we need data before being able/authorised to set up a policy ?

**OR**

We need a policy to drive data production?



# Vehicles



European  
Commission

**working with the Carbon Trust**

The carbon footprint of this product is 850g per wash and we have committed to reduce this.

By comparison the carbon footprint of non-biological washing liquid is 600g per wash.

Help to reduce this footprint. Washing at 30°C rather than 40°C saves 180g CO2 per wash.

**850g CO2 per wash**

Resursu environamentale - Environmental Measurements

Chaps Inwasha 100



**SAMPLE RECEIPT**

100-14892000  
Marty, 18 2011  
014-000-0001

DATE: 2011-10-19 10:15:00  
RECEIVED: 2011-10-19 10:15:00  
DATE: 2011-10-19 10:15:00  
RECEIVED: 2011-10-19 10:15:00

ITEM: 100-14892000  
NAME: 100-14892000  
PRICE: 1.00  
QUANTITY: 1.00  
TOTAL: 1.00

Signature: *James Smith*



	Raw Materials	Transport	Manufacturing	Application and Use	Equivalent Units
Climate Change 36	14.2	5.1	16.3	0.09	Grams CO <sub>2</sub>
Acidification 18	8.9	1.7	7.2	0.01	Milligrams H <sub>2</sub>
Eutrophication 16	12.4	1.7	1.4	0.2	Milligrams N
Human Toxicity 10.1	7.4	0.2	2.3	0.2	10 <sup>-4</sup> CTUs
Ecotoxicity 9.5	8.3	0.5	1.1	0.01	10 <sup>4</sup> CTUs
Photochemical Smog 3.4	1.9	0.8	0.7	0.01	Ozone O <sub>3</sub>
Non-renewable Energy 1.8	1.1	0.1	0.3	0.003	MJ primary
Mineral Resource Sand 1.1	1.01	0	0.02	0.1	Micrograms minerals
Iron 14.4	11.4	0	0.2	2.8	Milligrams minerals
Water Resource 0.12	0.02	0	0.02	0.08	Liters water

QUELLE EST L'EMPREINTE DE NOS JEANS SUR L'ENVIRONNEMENT ?

CO<sub>2</sub> H<sub>2</sub>O

DU CHAMP DE COTON À VOTRE MACHINE À LAVER, DE SA CONCEPTION À CAIPE DE SON UTILISATION, VOTRE JEAN LEVI'S DIV. ANALYSE DES RESSOURCES NATURELLES ET LAISSE UNE EMPREINTE SUR VOTRE ENVIRONNEMENT. C'EST SUR L'ENSEMBLE DE CE CYCLE DE VIE QUE NOUS TRAVAILONS ET QUE NOUS AVONS CHOISI DE VOUS INFORMER, AVEC LES TROIS INDICATEURS SUIVANTS:



NOTE ENVIRONNEMENTALE D'UNE NUIT D'HÔTEL  
Hôtel La Pèrouse 2011

4,2 / 5

CONSUMATION D'EAU: 174 litres / personne / nuit

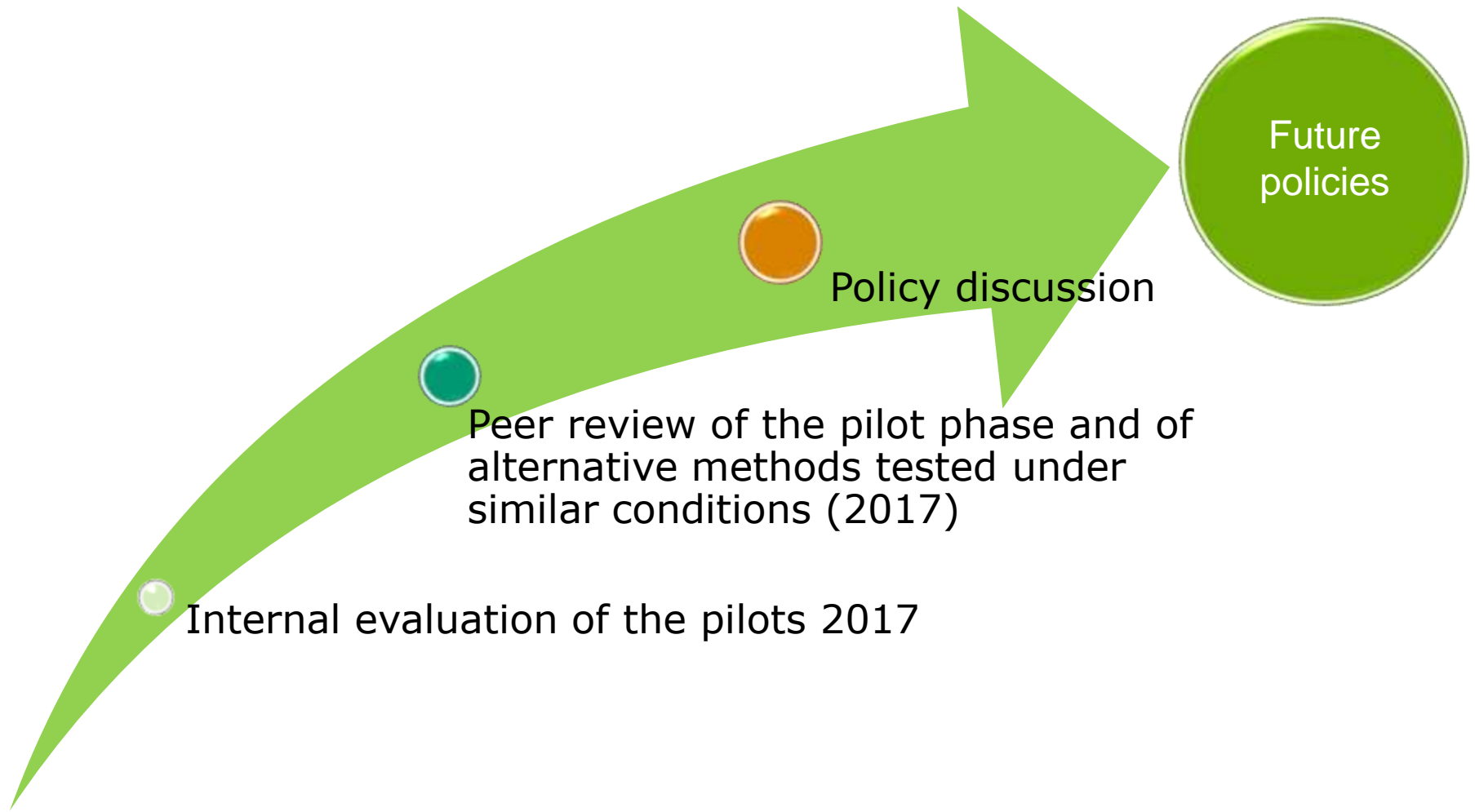
CONSUMATION D'ÉNERGIE: 19 kWh / personne / nuit

QUANTITÉ DE DÉCHETS: 218g / personne / nuit

CHANGEMENT CLIMATIQUE: 3,6 kg CO<sub>2</sub> eq / personne / nuit

PRODUITS ÉCOLOGIQUES / BIOLOGIQUES: 46g / 9 personnes / nuit

# 2<sup>nd</sup> phase



Internal evaluation of the pilots 2017

Peer review of the pilot phase and of alternative methods tested under similar conditions (2017)

Policy discussion

Future policies



*For any further information*

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

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

[env-environmental-footprint@ec.europa.eu](mailto:env-environmental-footprint@ec.europa.eu)



@EU\_EnvFootprint

**Michele Galatola**



**EF Team Leader**

Technical Advisory Board chair  
Construction Products WG chair  
Contact for JRC EF work



Intermediate paper products



Hot & cold water pipe systems



Thermal insulation



Pet food



Leather



Meat



Feed



Dairy products

**Jiannis Kougoulis**



**EF Helpdesk contact**

TAB and construction products back-up



Metal sheets



Copper sector



Batteries and accumulators



T-shirts



Non-leather shoes



Uninterrupted power supplies



Paints



Coffee



Fish

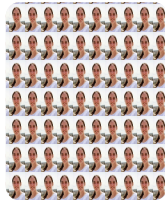


Olive oil



Wine

**Imola Bedő**



**Communication phase**

Wiki & Web  
SME tool



Photovoltaic electricity generation



Liquid household detergents



IT equipment



Stationery



Retailer sector



Packed water

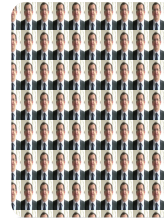


Beer



Pasta

**Péter Czaga**



**Steering Committee Secretariat**

International outreach

Verification contract

**Elena Miranda Perez**



**Administrative support**

(meetings, reimbursements, missions, etc.)