

The EU Environmental Footprint pilot phase

Michele Galatola

Product Team Leader

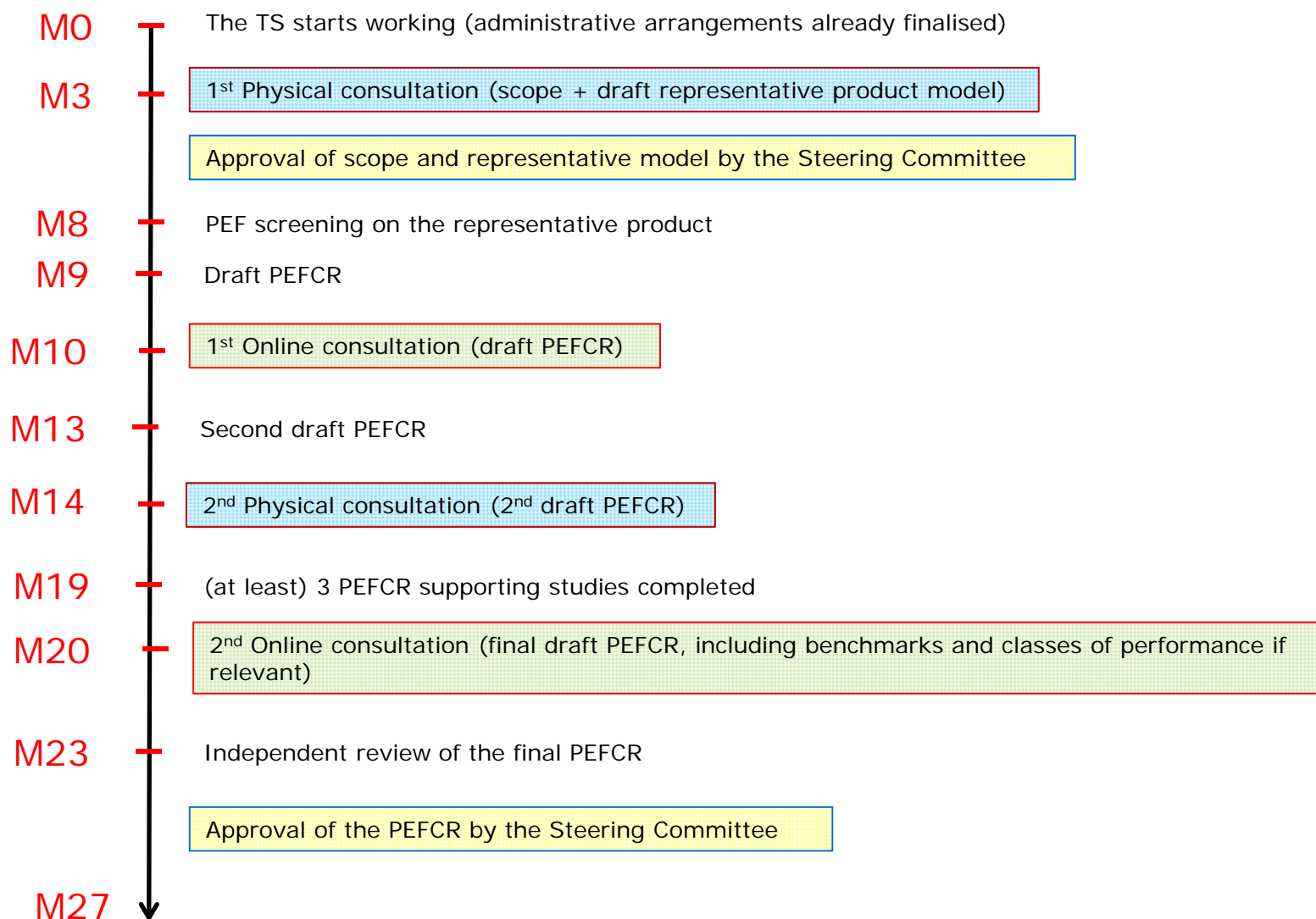
Eco-innovation and circular economy
European Commission - DG Environment



PEFCR development timing



2



PEFCR development process



3

PEF method

PEFCR

PEFCR

PEFCR

PEFCR

PEFCR

PEFCR

PEFCR

PEFCR

A PEFCR will include:

- **Clear definition of scope**
- **Definition of representative product(s)**
- Benchmark(s)
- Identification of the most relevant life cycle stages, impacts, and processes (for which primary data shall be produced)
- Calculation rules
- Secondary data to be used
- Additional environmental information
- Performance classes (**optional**)

WHY?



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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?
- Does green mean more expensive?

Confusion, mistrust
Free-riders win

Costs





Pilot objectives/ features:

1. Test the process for the development of PEFCRs and OEFSRs

2. Test different approaches for verification systems (embedded impacts, traceability)

3. Communication vehicles

- Engagement of key stakeholders, including from outside EU

- Focus on simplification and applicability

Simplification / challenges:

- Few simple and clear rules for specific products and sectors
- Focusing on the most relevant environmental impacts and life cycle stages

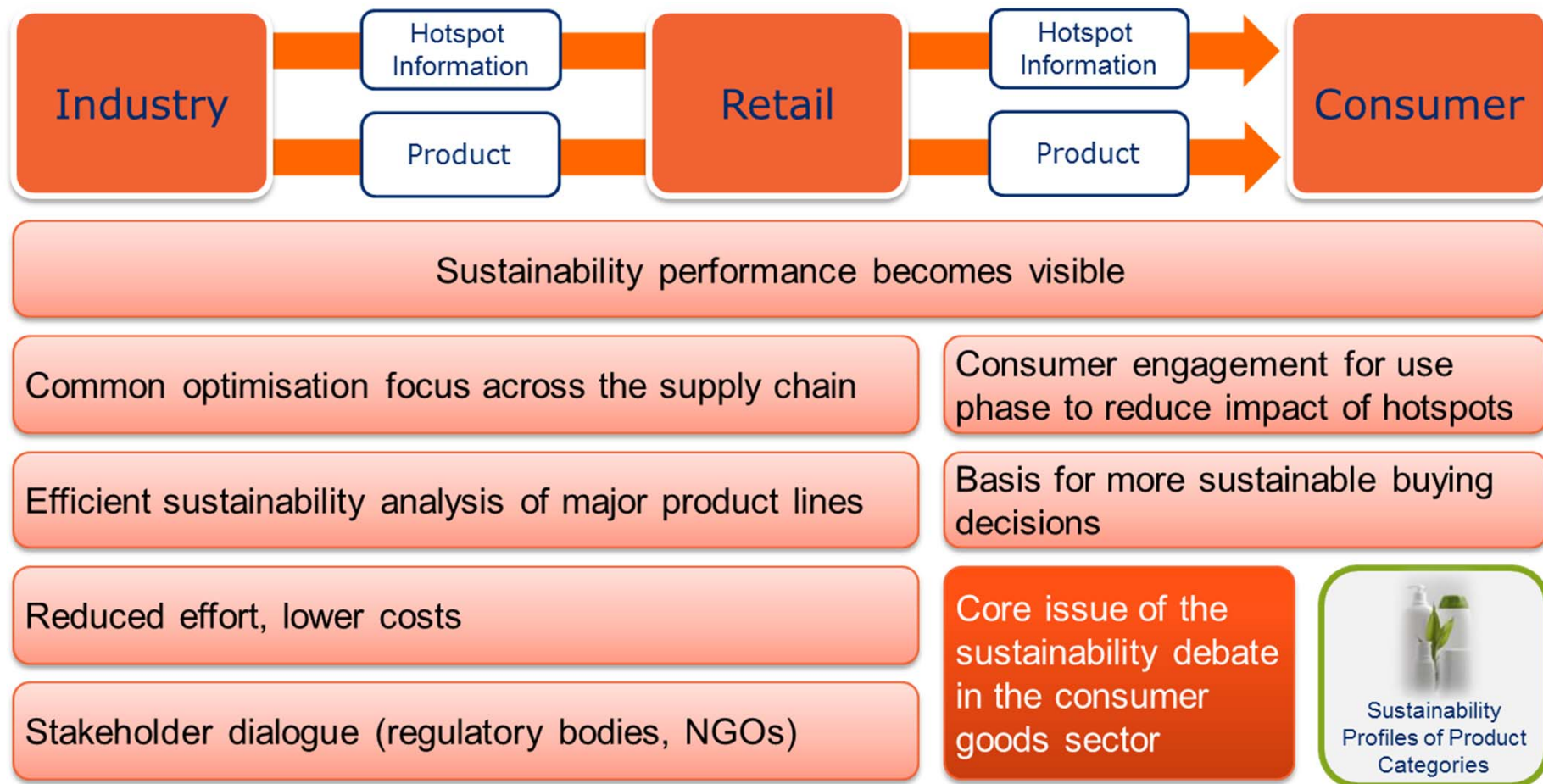
- Find a good balance between reliability, cost of verification and feasibility of verification

- Provide useful information to help business and consumer choices

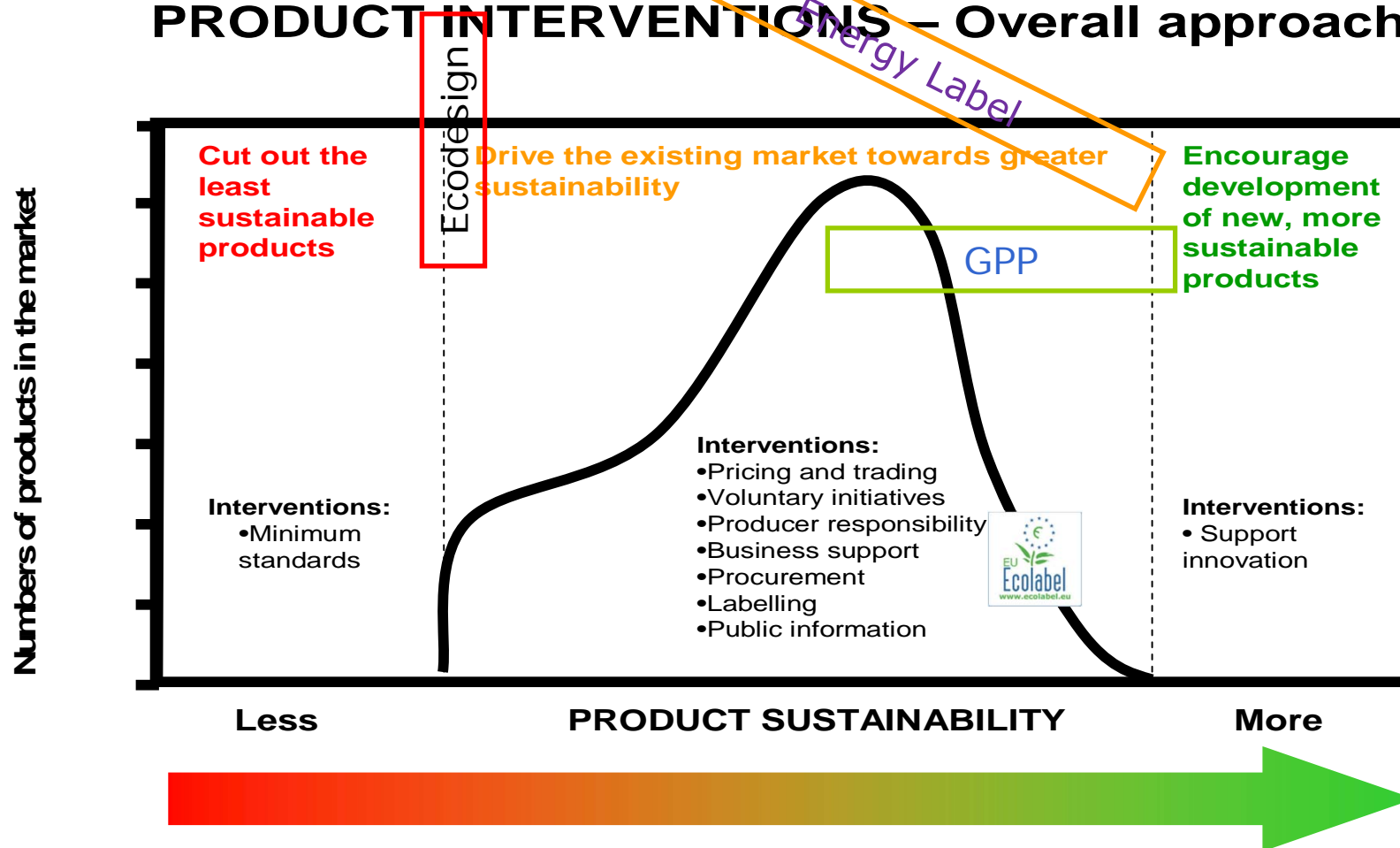
- Multi-stakeholder process, representative participation, need for international co-operation

- Simplification enabling easier use by SMEs





PRODUCT INTERVENTIONS – Overall approach



An alternative theoretical approach

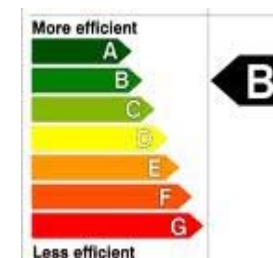
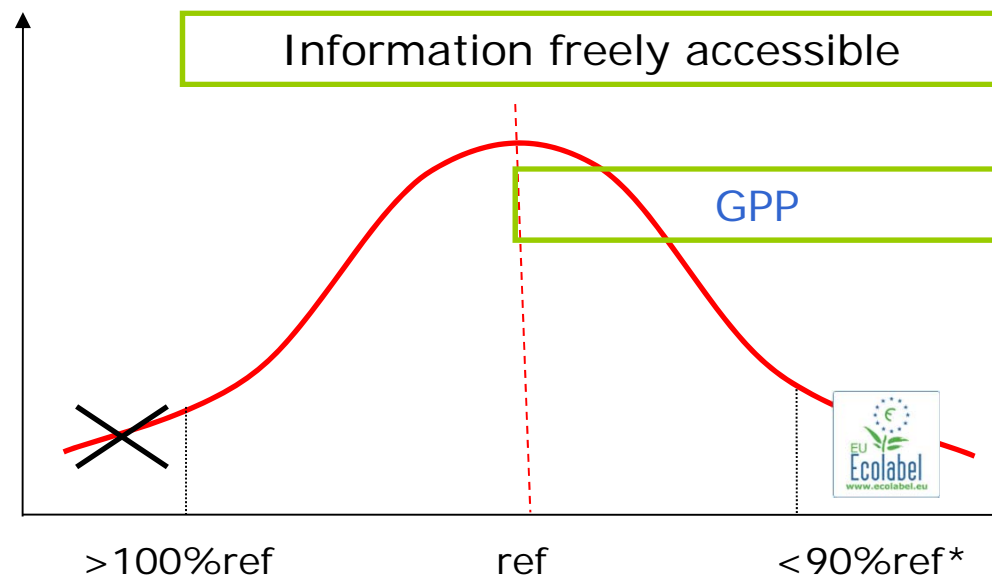


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Product group: XYZ

Attribute: Single attributes or weighted average

*Number of
products*



*Environmental
performance of
products*

* Plus additional requirements non captured by LCA



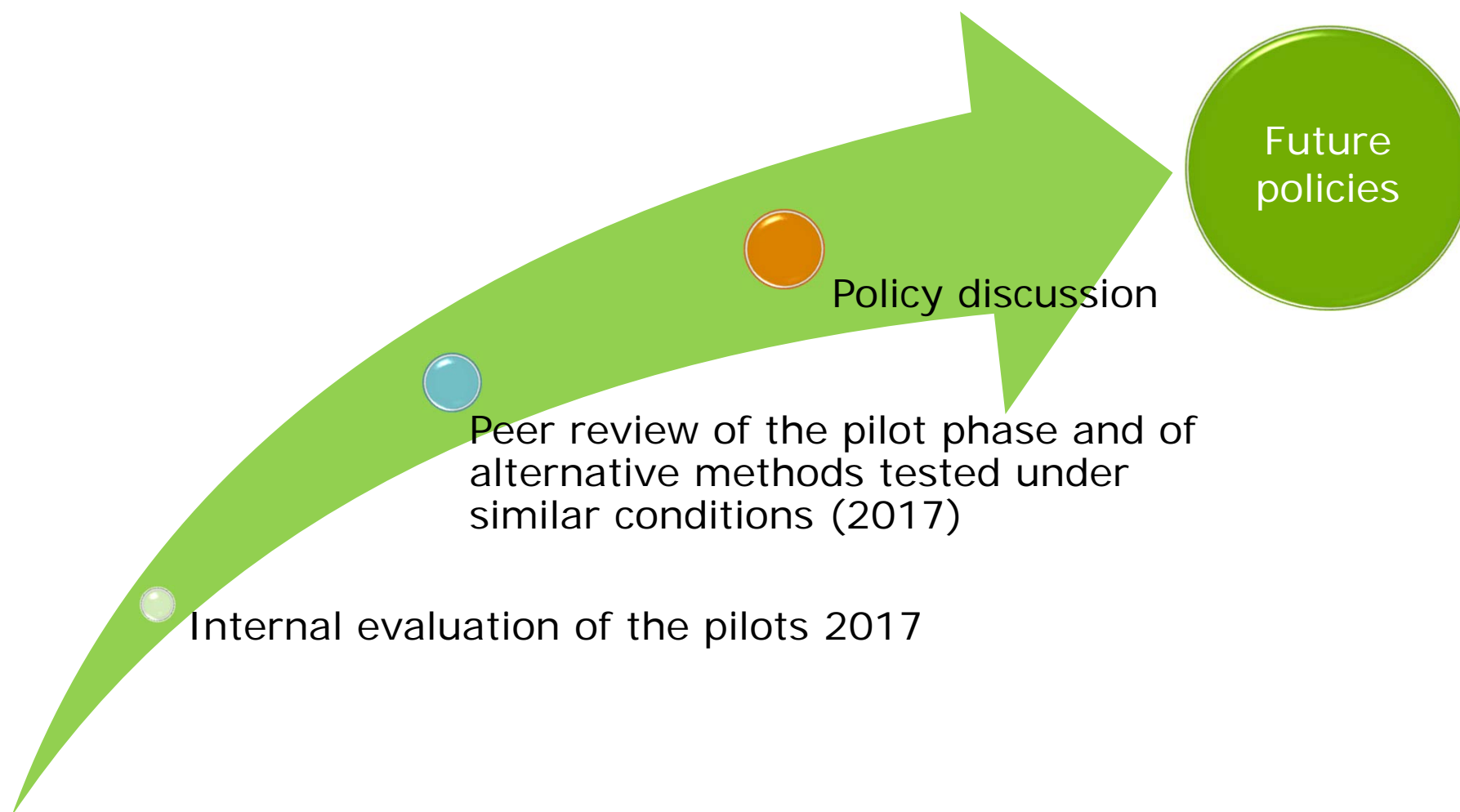
- Start of the 1st wave of pilots (**Done**)
- <https://webgate.ec.europa.eu/fpfis/wikis/display/EUENVFP/> (e-commenting) pages (**Done**)
- Start of the 2nd wave of pilots (**June 2014**)
- End of the pilots (**end 2016**)



2nd phase



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Thank you for your attention

Env-environmental-footprint@ec.europa.eu

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

