Food and the EU
Product Environmental Footprint pilot phase

Imola Bedő
Environmental Footprint Team

DG Environment – A1 Eco-Innovation and Circular Economy Unit
“not only do consumers value supply chain information and utilize it in their product choices, but actually attach negative utility to its omission. Participants were willing to pay more for avoiding genetic modification, pesticides, and antibiotics. In sum, the investigation established that consumers were concerned about issues of sustainability and were willing to pay more for clear benefits that are provided by sustainable products.

Jan Niklas Meise, Thomas Rudolph, Peter Kenning, Diane M. Phillips: Feed them facts: Value perceptions and consumer use of sustainability-related product information, 2014
80% of consumers buys "green" products at least sometimes

61% of millennials seek to buy environmentally friendly products

95% agrees that buying "green" products is the 'right thing to do'

51% thinks it's easy to differentiate

54% finds that products are available

52% trusts producers' claims about environmental performance (USA figure 44%)

70% of total growth of US home, personal care and foods retail will come from products labelled organic, natural, ecological and Fairtrade in the next 5 years

15% share of "responsible consumption" products within groceries in the US = €290bn

95% of green claims are false or not verifiable (USA)

Most important decision factors:
- Price
- Quality
- Environment

Minimise environmental impacts across the board

growing, transport, roasting, processing, sale, making, waste recycling

Climate change, Resource depletion, Land transformation, Human toxicity, Eco-toxicity, Radiation, Acidification, Ozone depletion, Eutrophication, Water depletion, Particulate matter

European Commission
Proliferation
Environmental labels
Reporting schemes
Certification schemes

Internal Market
National "tailor-made" legislation

Competitiveness
Increased of costs due to multiple requirements
More difficult access to markets
Unfair competition/misleading claims

Consumers
Mistrust in company-driven green marketing
• **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
3-year pilot (2013 – 2016)

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

2. Test different approaches for **verification** systems

3. **Communication** vehicles

- SMEs
- International
- Data
26 product groups & sectors

- Batteries and accumulators
- Decorative paints
- Hot and cold water supply pipes
- Household detergents
- IT equipment
- Leather
- Metal sheets
- Footwear
- Photovoltaic electricity generation
- Thermal insulation
- Uninterruptible Power Supply
- Intermediate paper product
- Beer
- Coffee
- Dairy
- Feed for food-producing animals
- Fish for human consumption
- Packed fresh meat from bovine, pigs and sheep
- Uncooked pasta
- Packed water
- Pet food
- Olive oil
- Wine
- Retail
- Copper
120 applications: 22.5% were selected = 27 pilots

Average stakeholders/pilot: 137
Share of non-EU stakeholders: 13.7%

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

Participants (27 pilots): 1337 individual stakeholders (3703 participations)

Number of pilot meetings: 1081

Public Administrations: AT, BE, CZ, DE, DK, EL, ES, FI, FR, HR, IT, NL, PL, PT, SE, SL, UK; AU, BR, CA, CH, CR, EC, JM, JP, KR, NI, NZ, SV, TN, USA

Many are watching

110,000 unique visitors to the SMGP sites since kick-off
They have viewed it 351,264 times

The web-commenting tool had 33,000 views
Average nr of stakeholders registering/day: 5
### In the screening process

**PEFCRs:** Fish, leather, meat, olive oil, pasta, thermal insulation, wine

### Consultation concluded, awaiting approval

**PEFCRs:** Beer, Coffee, Feed, T-shirts

### Draft rules approved

**PEFCRs:** Dairy, detergents, decorative paints, footwear, Hot & Cold water pipes systems, Intermediate paper products, IT equipment (storage), Metal sheets, batteries, packed water, pet food, photovoltaic electricity production, UPS

**OEFSRs:** copper production, retail

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Outlook

EC Evaluation → Policy discussion
Peer review

2017  2018 -

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

Mid-term conference: Brussels, 3-4 November 2015
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

Twitter: @EU_EnvFootprint