

STEPWISE Environmental Product Declaration

Improving and communicating products' environmental profile in SMEs

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The overall objective of this EU-funded CRAFT-project is to develop a method for stepwise environmental product declarations suitable for SMEs, so that also smaller companies can join emerging markets for “environmentally superior” products and services.

Consumers and purchasers can make the difference through buying greener products. Their preference for environmentally friendly products is the major driving force for companies to reflect upon ways to green their products and win market shares through innovation and better design. Therefore environmental product declarations, EPDs, and other forms of credible eco-labelling are absolutely essential for an ecologically sustainable development. However, it is difficult and expensive for smaller companies to make an EPD, mainly because EPDs are based on life cycle assessment but also the need to involve stake holders and have a third party verify the data. The project will therefore develop a method for stepwise EPD that already at early steps and at low cost can be used in marketing and eco-design.

The aim is that the Stepwise EPD method should be a way to make a first low-cost step into any national or international EPD programme. The method is being tested in ten SMEs in Denmark, Latvia, Portugal and Sweden. Research institutes in respective country are supporting the SMEs with the life cycle assessment and the EPD. The assumption that doing an EPD furthers both sales, through opening for green marketing possibilities, and product environmental performance, through identifying eco-design options, is being investigated and discussed at company level and in between companies and other stakeholders across Europe.

The following companies and organisations are participating in this EU-funded project: IVF Industrial Research and Development Corporation, IVL Swedish Environmental Research Institute Ltd., Husqvarna Prototyper AB, Mercatus Engineering AB and Etac AB from Sweden, 2.-0 LCA consultants, Melitek A/S, Neba A/S and NEWLINE from Denmark, Stockholm School of Economics in Riga and Konto Ltd from Latvia, INETI/CENDES, Cruzinox, Polisport Lda and Concretope-Fábrica de Betão Pronto Lda. from Portugal, The Swedish Environmental Management Council and Vattenfall Generation Nordic Countries.



STEPWISE EPD