

# Building the Single Market for Green Products

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# WHY?



European Commission

More than 400 environmental labels in the world

- Only for GHGs, 80 leading reporting methods and initiatives

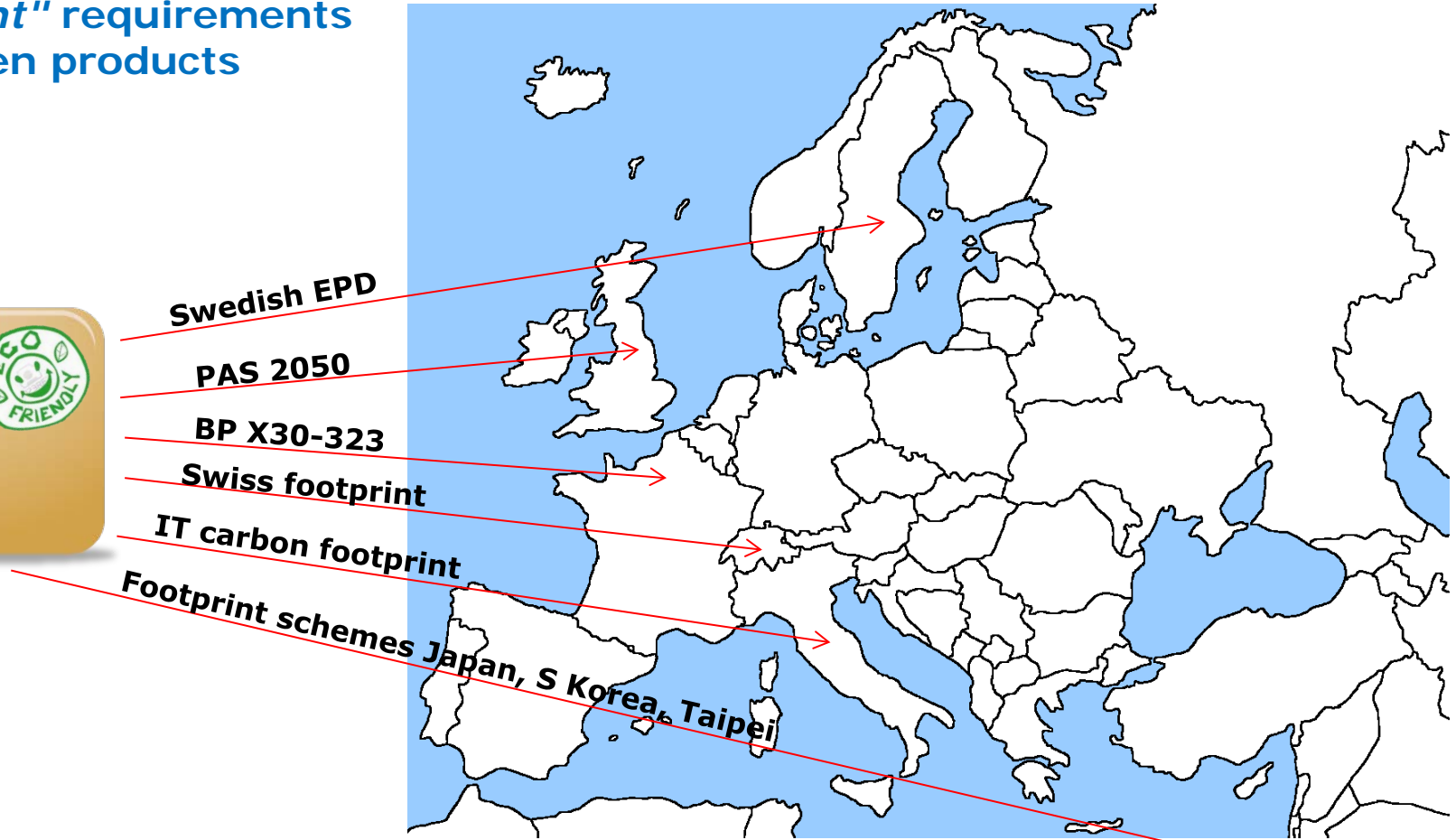


## Issues:

- 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**

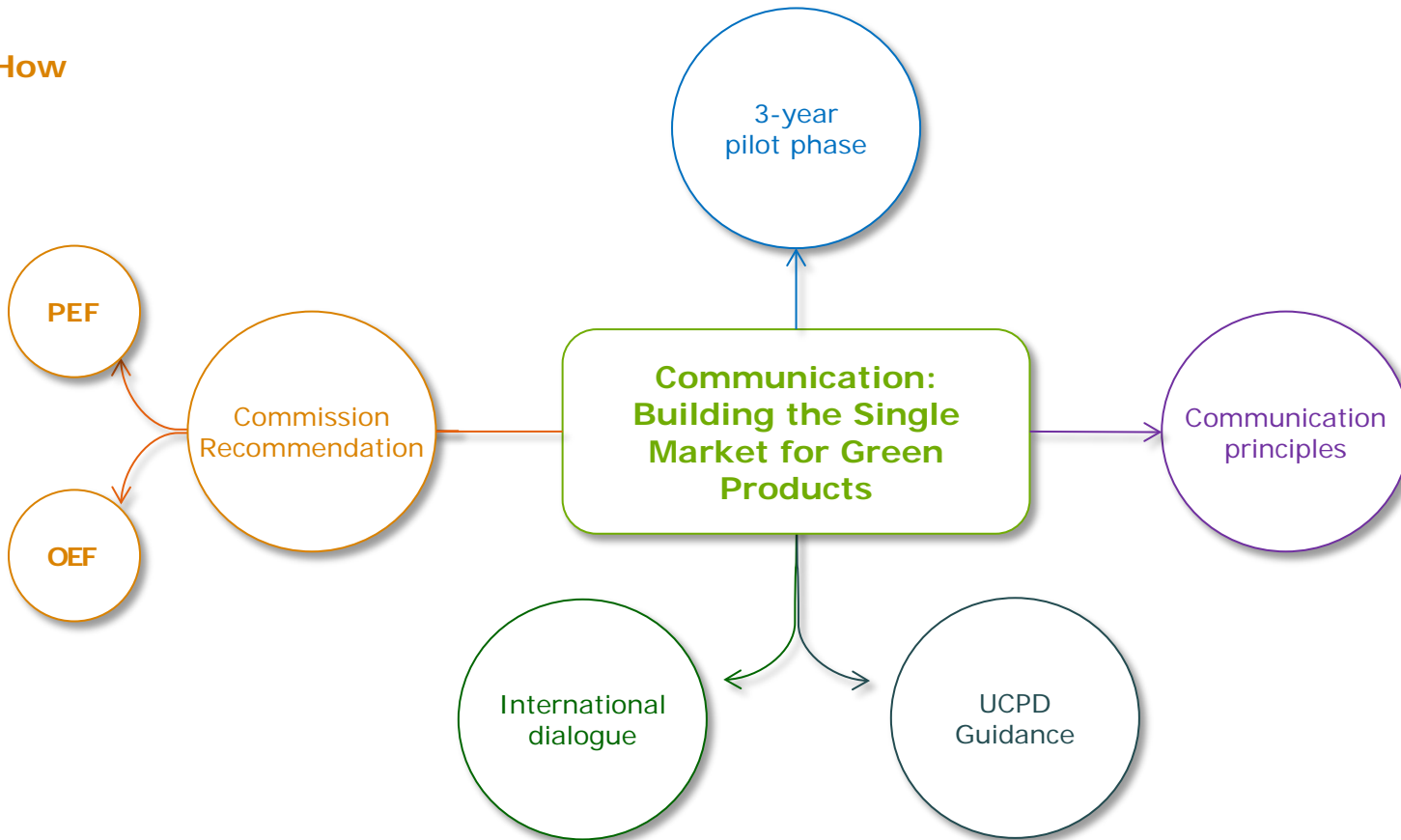
## A world of "similar-but—different" requirements for green products



## Objective

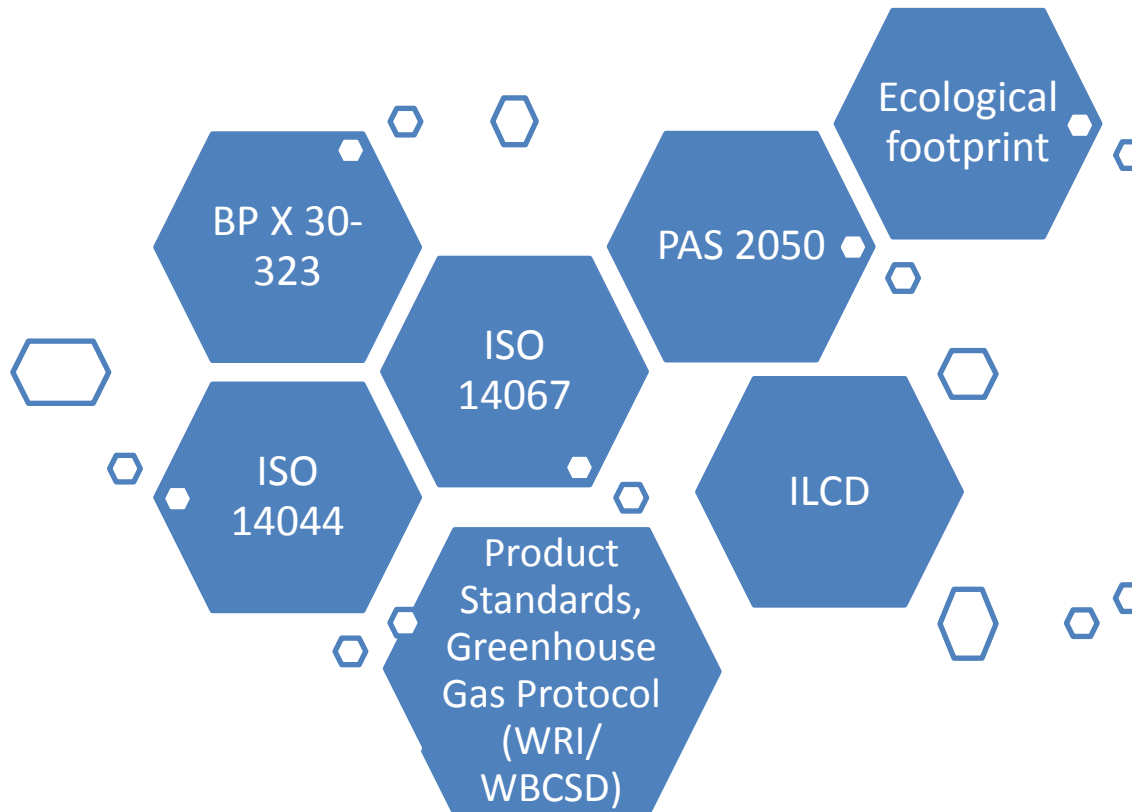
To improve the availability of clear, reliable and comparable information on the environmental performance of products and organisations

## How



# How was the PEF Guide Developed?

Environmental assessment documents analysed:



# What are the differences between PEF and traditional LCA?

## Not that many!!

PEF is a way of doing an LCA which enables to deliver more consistent, reliable and reproducible results. Moreover, compared to a traditional ISO 14040 compliant LCA, PEF includes features that make easier the communication of its results both in B2B and B2C.

These new characteristics of PEF are possible due to:

- a limitation of methodological flexibility,
- more stringent requirements related to data quality, and
- the introduction of normalization and weighting

# Simplification features



- **ONE** common methodology instead of **VERY MANY**
- Few and clear rules for product categories and sectors (PEFCRs/OEFSRs)
- Focusing on what really matters (e.g., **3** most relevant impacts for consumer products instead of the more than 200 we currently find in construction products EPDs)
- Great simplification "potential" for SMEs – provided that the Commission will manage in the coming years to implement a number of supporting measures

## EXAMPLE - RESULTS

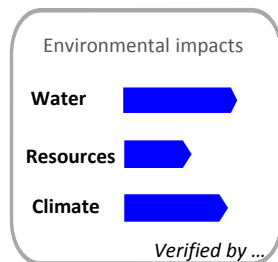
Most important life cycle phase for a cup of coffee: **USE**

Most important impact categories (relevant phases along the life cycle):

- Climate change (energy use in production and use phase)
- Water use (raw material and use)
- Resource depletion (mineral, fossil)

## COMMUNICATING RESULTS

NO PEFCR (2012)



WITH PEFCR (fictitious example; possible if PEFCR available)



Performance level B

VS.



Performance level C

VS.



Performance level A







## Next steps: The pilot/testing for PEF and OEF

### Pilots' objectives:

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
  - Call for volunteers is open at (until 26 July):  
<http://ec.europa.eu/environment/eussd/smgp/index.htm>



It includes:

- Call for applicants
- Guidance for the implementation of the EU Product Environmental Footprint (PEF) during the Environmental Footprint (EF) pilot phase (ver. 3.0)
- Application form
- Letter of commitment

## Why a pilot phase?

- Life Cycle data (quality & availability)
- Need to develop consistent product and sector-specific rules
- Involvement of stakeholders (particularly SMEs and developing countries)
- Simplification
- The verification system
- Convergence of methods at EU level and internationally





**WHO** can propose a pilot:

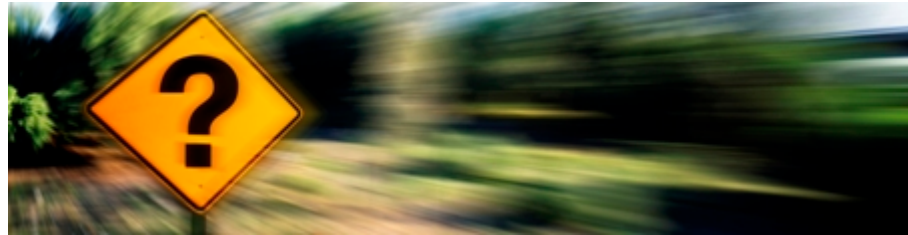
1. Single companies
  2. Cluster of companies
  3. National, European or non-European industry associations
  4. NGOs
  5. Member States or non EU governments
  6. Universities, Research Institutions
  7. International organisations
  8. Any mix of the organisations mentioned above
- As leaders
  - As proponents / participants

The Commission will lead on a limited number of pilots

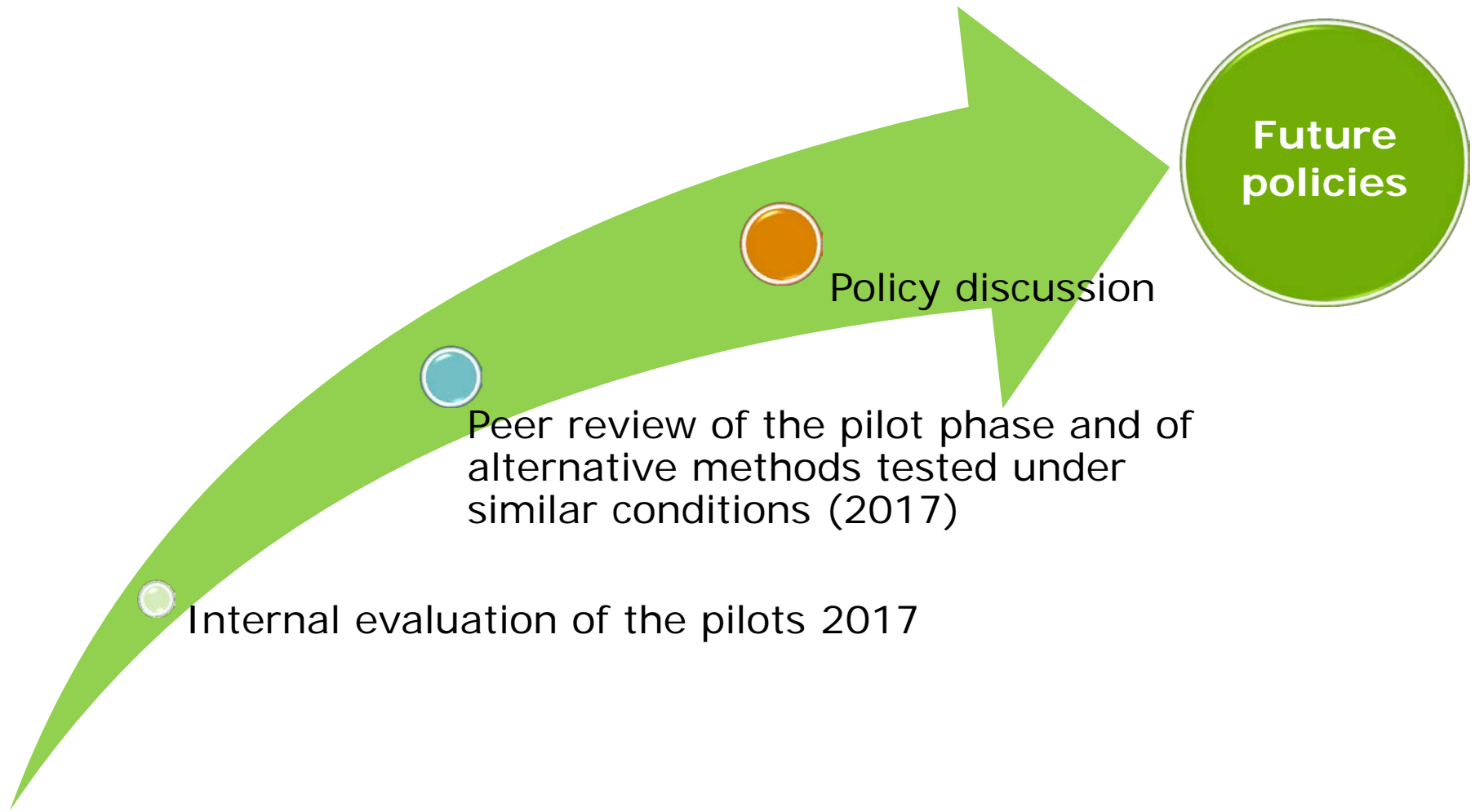




- Major competitors or their representatives – 75% of EU market invited (yearly turnover)
- All companies contributing to more than 10% of the market are invited
- 51% of the EU market actively participating
- Wide range of stakeholders (SMEs, consumers and environmental associations) involved



- Deadline of applications: **26 July, 12:00 CET**
- Selection of product groups and sectors: **September 2013**
- Start of the pilots (**October/November 2013**)
- End of the pilots (**end 2016**)





*For any further information*

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

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