

Building the Single Market for Green Products

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WHY?



European Commission

More than 400 environmental labels in the world

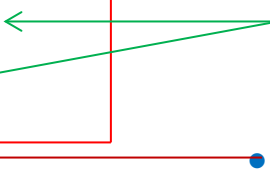
- Only for GHGs, 80 leading reporting methods and initiatives

Issues:

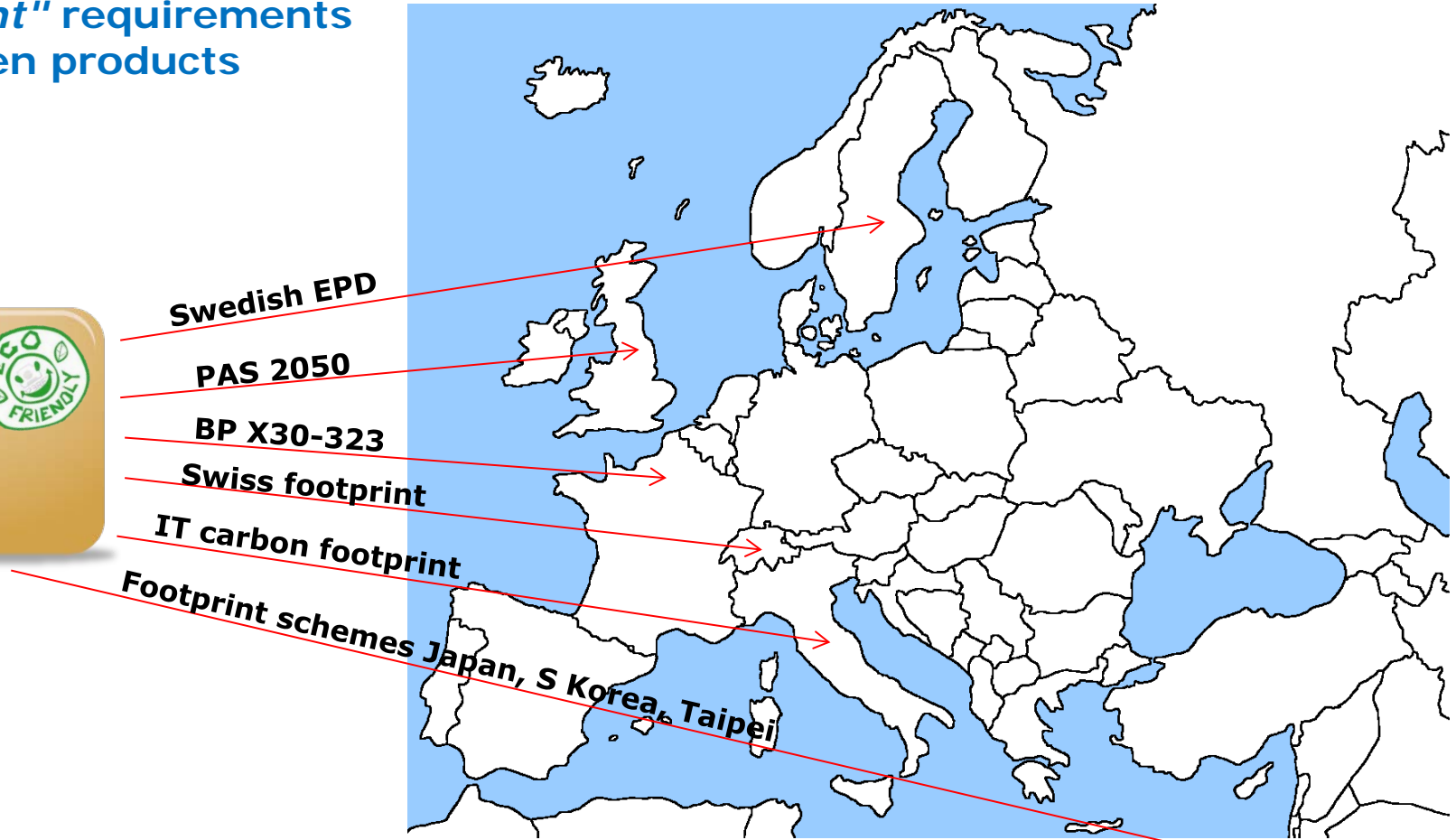
- What is green?
- How do I prove that my product or company is green?
- If I choose one approach, will it be accepted by everyone?
- Do I have to prove I'm green in different ways to different clients?
- Will consumers and business partners understand my claim?
- Does green mean more expensive?



Confusion, mistrust
Free-riders win
Costs



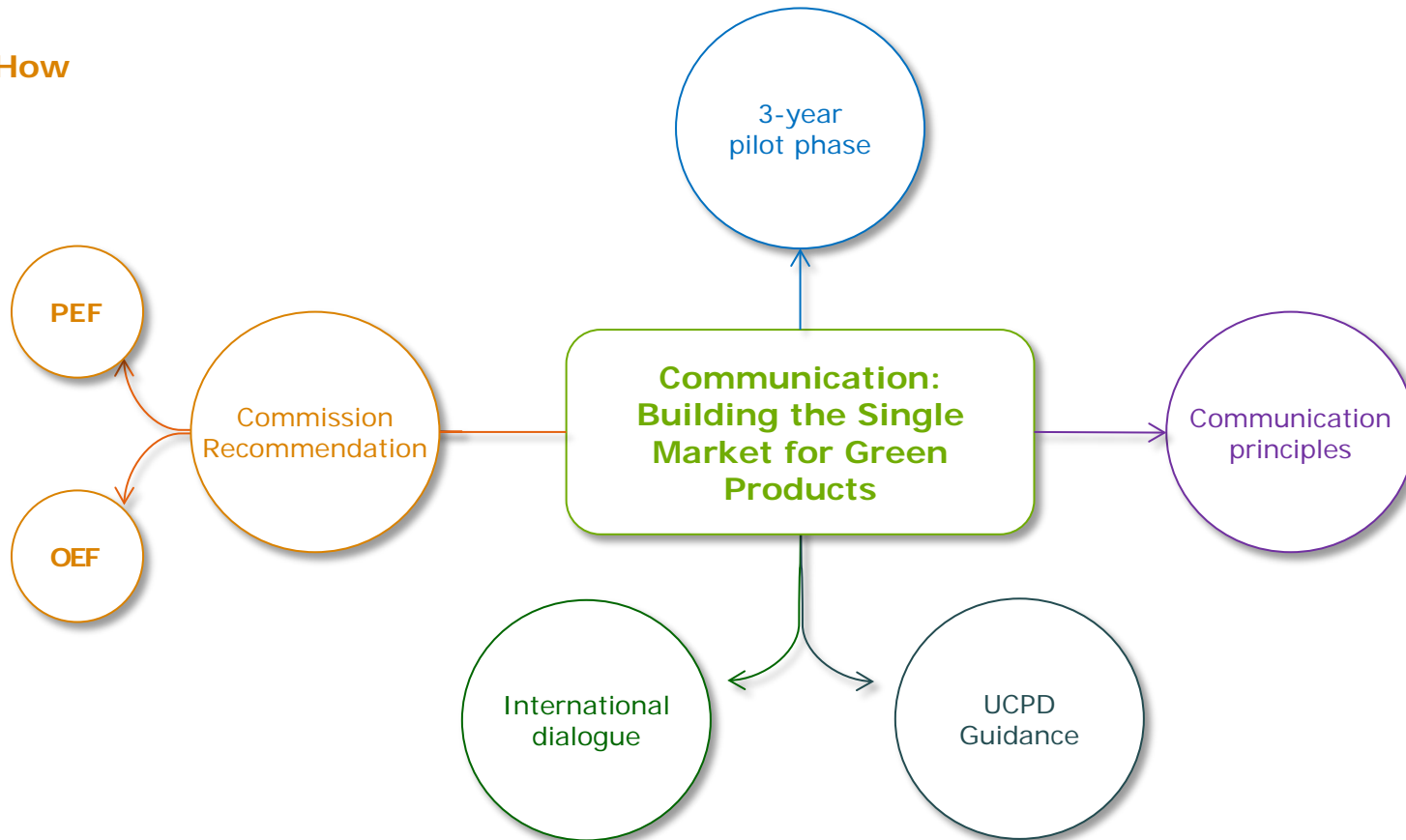
A world of "similar-but-different" requirements for green products



Objective

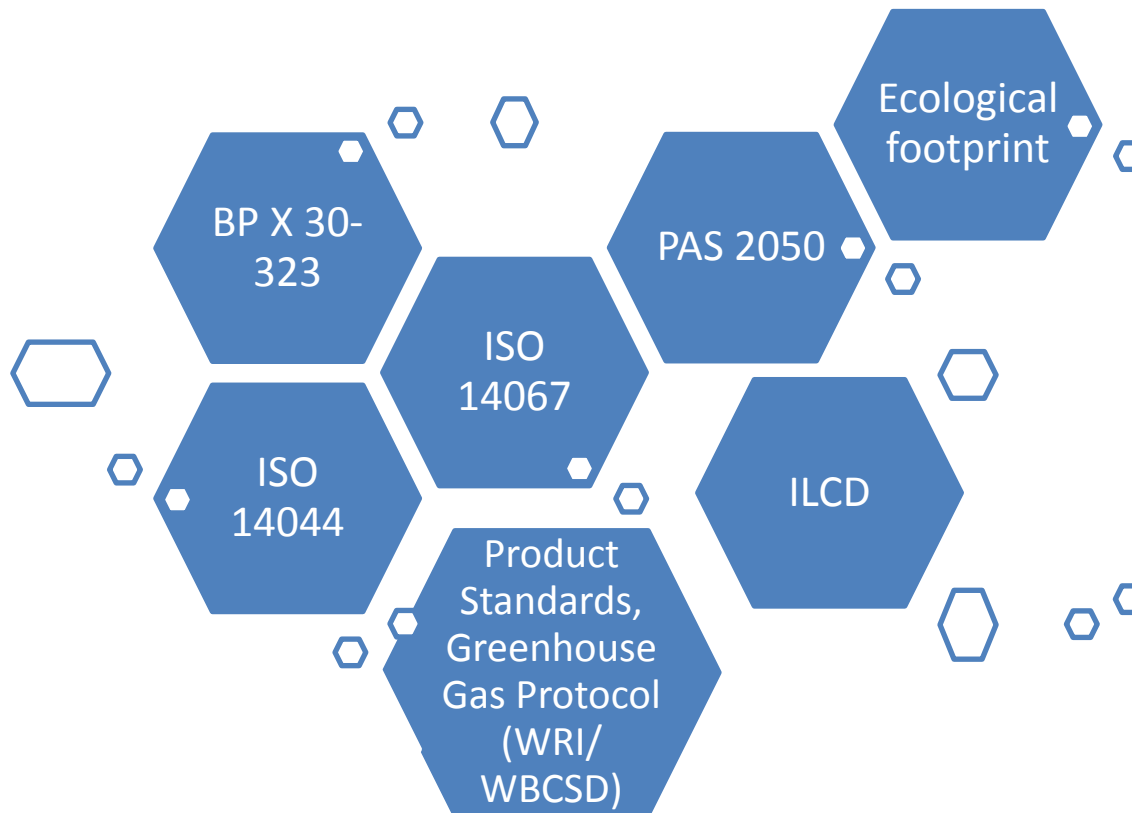
To improve the availability of clear, reliable and comparable information on the environmental performance of products and organisations

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

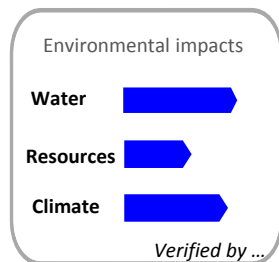
Most important life cycle phase for a cup of coffee: **USE**

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:

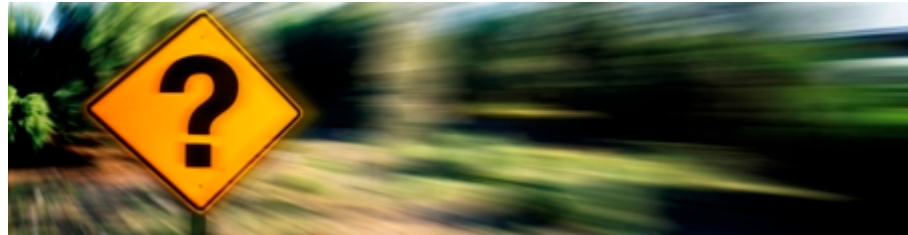
1. Single companies
 2. Cluster of companies
 3. National, European or non-European industry associations
 4. NGOs
 5. Member States or non EU governments
 6. Universities, Research Institutions
 7. International organisations
 8. Any mix of the organisations mentioned above
- As leaders
 - As proponents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

The Commission will lead on a limited number of pilots

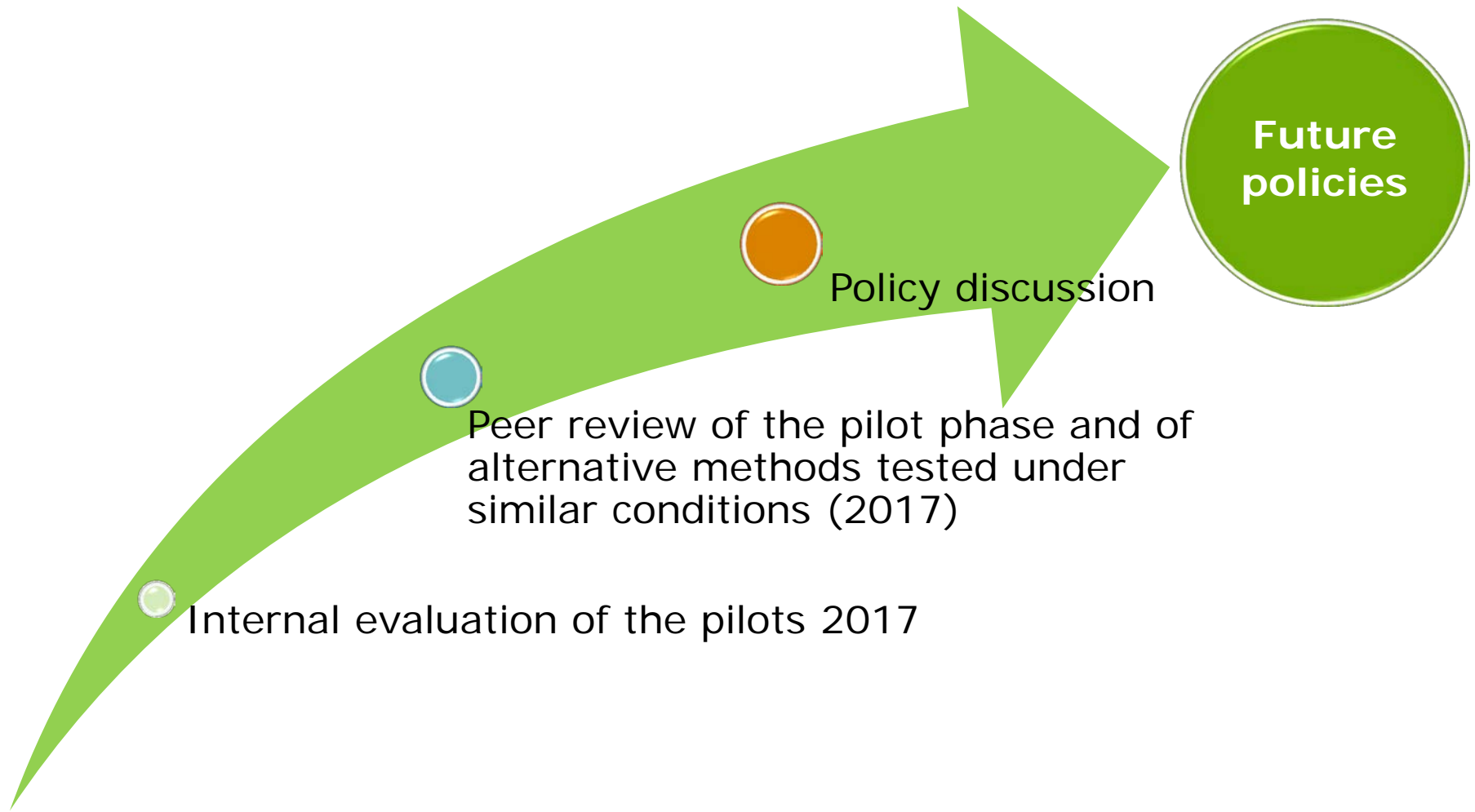




- Major competitors or their representatives – 75% of EU market invited (yearly turnover)
- All companies contributing to more than 10% of the market are invited
- 51% of the EU market actively participating
- Wide range of stakeholders (SMEs, consumers and environmental associations) involved



- 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**)



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/>

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