

Which harmonisation is achieved with the PEF and OEF guides

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Who should take decisions?



Policy makers



Retailers

LCA as a DSS



Consumers





The boundary between market freedom and market control is sometime a thin line to cross

A definite course or method of action selected from among alternatives and in light of given conditions to guide and determine present and future decisions

The declared objectives that a government or party seeks to achieve and preserve in the interest of national community

The set of basic principles and associated guidelines, formulated and enforced by the governing body of an organization, to direct and limit its actions in pursuit of long-term goals

Definition of standard:

A standard is a document that provides requirements, specifications, guidelines or characteristics that can be used consistently to ensure that materials, products, processes and services are **fit for their purpose**



Standards are tools used to achieve policy objectives.

If a standard and a policy do not match, it is the former that should be modified and not the other way round



Proliferation

- Environmental labels
- Reporting schemes
- Certification schemes

Internal Market

- National “tailor-made” legislations

Competitiveness

- Increase of costs due to multiple requirements and restricted access to markets
- Unfair competition/misleading claims

Consumers

- Mistrust in company driven green marketing



Some figures...

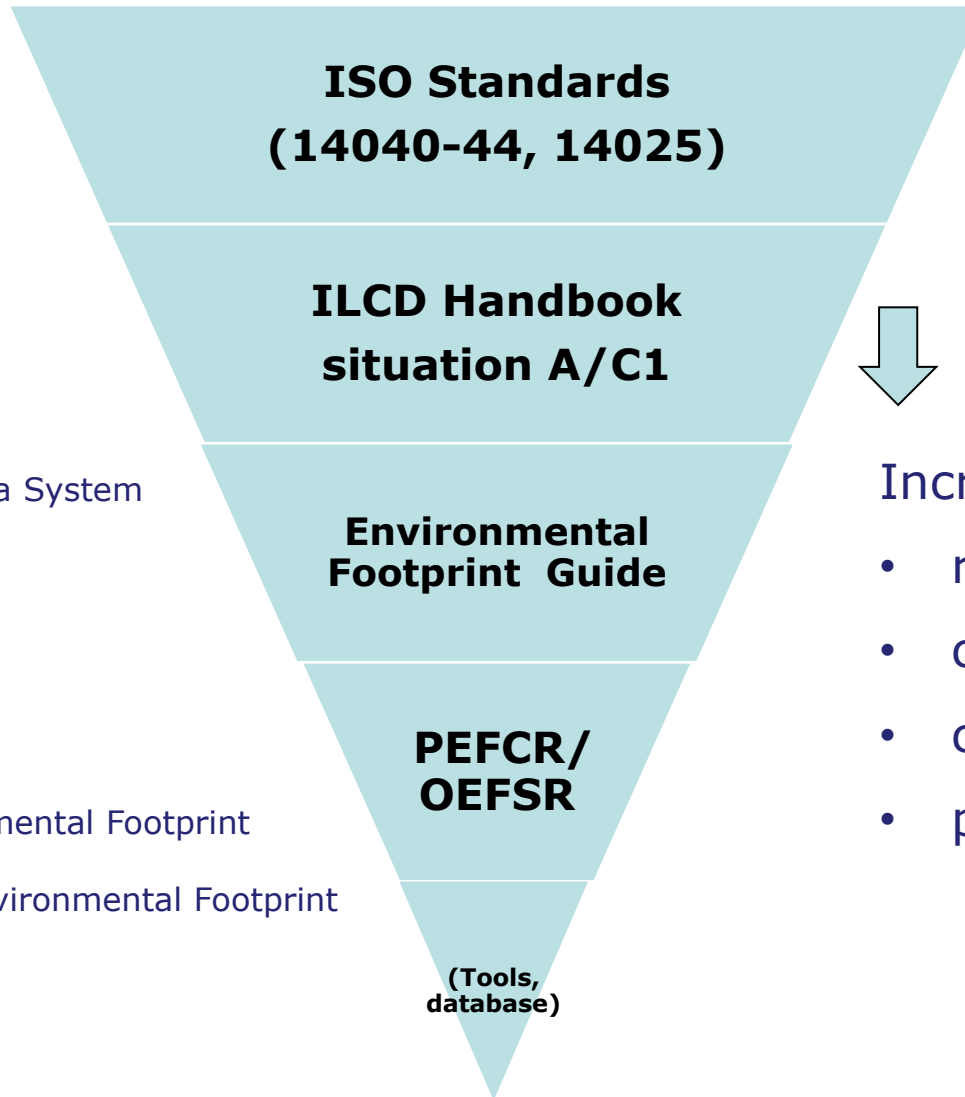


- **Lack of consistency**: a principle barrier for displaying environmental performance (**72.5%** stakeholders in agreement)
- **Market potential** is high: **80%** of EU consumers buy green products at least sometimes – 26% buy them regularly
- 89% of EU citizens believes that buying green products makes a difference for the environment
- Only **half** of consumers find it easy to **differentiate** green products from other products
- Only **half** of EU citizens **trust** producers' claims about the environmental performance of their products
- Most important considerations when buying: quality (97%), price (87%), **environment** (**84%**)
- **69%** of citizens **support obliging** companies to publish reports on their environmental performance

These figures are taken from the 2013 Eurobarometer on "Attitudes of Europeans towards Building the Single Market for Green Products"

- ✓ *Same calculation rules for everybody*
- ✓ *Same/similar reporting requirements for companies*
- ✓ *What does it mean to be "green"? – or better, when a product can be considered greener than another (including uncertainty)*

Why not using something already existing?



ILCD: International Reference Life Cycle Data System

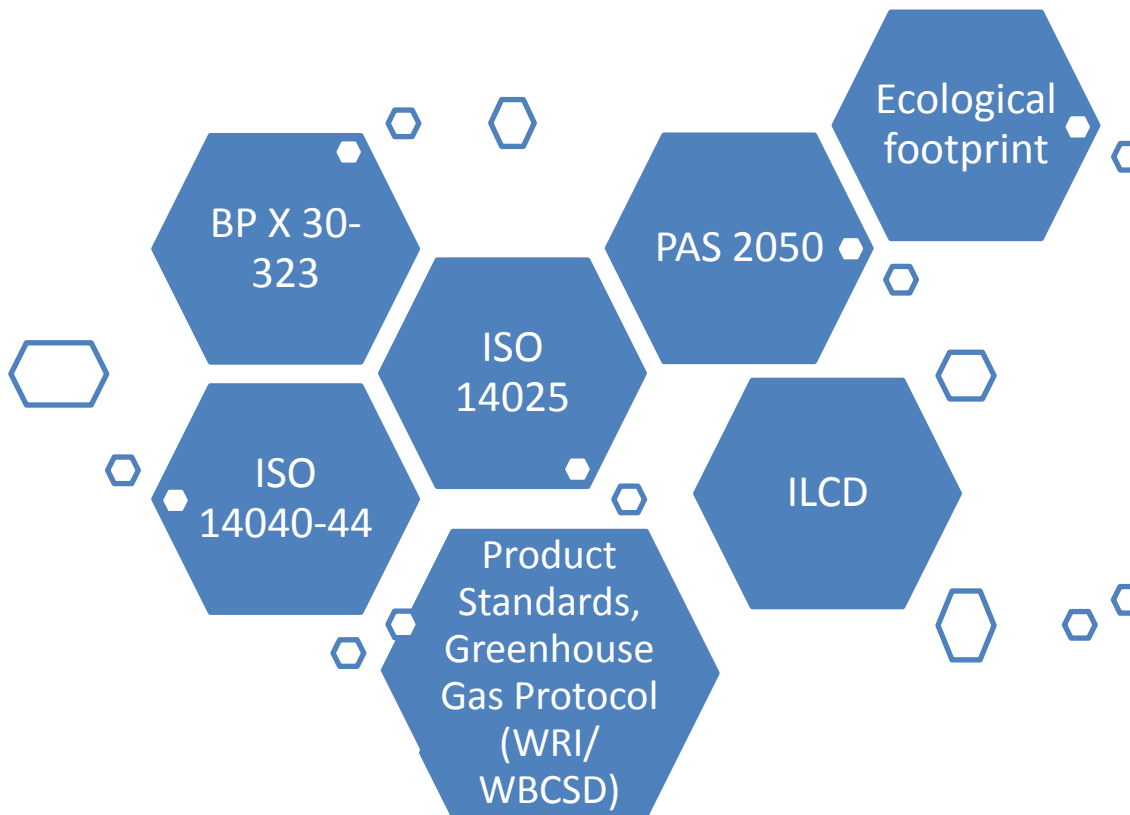
PEFCR: Product Environmental Footprint Category Rule
OEFSR: Organisation Environmental Footprint Sector Rule



Increasing

- reproducibility
- consistency
- comparability
- practicality

Why not using something already existing?



Full report available at: http://ec.europa.eu/environment/eusssd/smgp/dev_pef.htm

PEF/OEF methods should now ideally be “tailored” around the different sectors and then further elaborated into specific category and sectorial rules.

- **ICT** methods to calculate the carbon and energy footprint
- CEN 15804 for **construction products**
- ENVIFOOD Protocol for **food & drinks**
- FP7 RTD projects (cars, fuel cells, building sector)

Ok, so we are on the right track!!

... Or NOT ??



If each sector starts to introduce their own basic requirements we are back to square zero

Which harmonisation?



Criterion	ISO	WRI GHG	BP X30	PAS 2050
Cut-off	Allowed – based on mass, energy, or environmental significance.	Not allowed	5% mass and energy and environmental impact.	5% GWP (All emissions that make a material contribution (i.e. >1% of emissions) must be included and at least 95% of total).

Criterion	PEFCR/OEFSR
Cut-off	Cut-off not allowed at “screening” level but allowed at final PEFCR/OEFSR level

Which harmonisation?



Criterion	ISO	WRI GHG	BP X30	PAS 2050
LCIA methods	No default set	Climate change, including land use change. The 6 substances under Kyoto protocol must be reported. Other substances applicable to the studied product or value chain are recommended	Default set of provided mid-point LCIA methods shall be used (ILCD)	Climate change, including land use change. All GHG emission shall be reported.

Criterion	PEFCR/OEFSR
LCIA methods	Default set of provided mid-point LCIA methods shall be used

Which harmonisation?



Criterion	ISO	WRI GHG	BP X30	PAS 2050
Data quality	No minimum data quality requirements are specified.	No minimum data quality requirements are specified.	No minimum data quality requirements are specified.	No minimum data quality requirements are specified.

Criterion	PEFCR/OEFSR
Data quality	A data quality rating system is introduced. Data quality requirements change based on the relevance of the data towards each impact category

Criterion	ISO	WRI GHG	BP X30	PAS 2050
Allocation	<p>Allocation should first be avoided through process subdivision or system expansion where possible. If not possible, physical relationships (e.g. mass, energy) between products or functions should be used to partition inputs and outputs.</p> <p>When physical relationships cannot be established, other relationships shall be used instead (e.g. economic value).</p>	Similar to ISO 14044	Adopts ISO 14044.	<p>Further developed from ISO 14044:</p> <ol style="list-style-type: none"> 1. Co-product allocation is avoided by dividing unit processes into sub-processes, or expanding the product system. 2. If 1 is not applicable, allocation according to supplementary requirements. 3. If there are no supplementary requirements, economic value is preferred.

Criterion	PEFCR/OEFSR
Allocation	<p>The following decision hierarchy shall be applied for resolving all multi-functionality problems: (1) subdivision or system expansion; (2) allocation based on a relevant underlying physical relationship (<i>substitution</i> may apply here); (3) allocation based on some other relationship.</p>

Which harmonisation?



Criterion	ISO	WRI GHG	BP X30	PAS 2050
End of Life formula	No specific guidance	Either 100:0 or 0:100	Provides very detailed guidance and equations for closed-loop recycling and open-loop recycling, with or without energy recovery.	Either 100:0 or 0:100

Criterion	PEFCR/OEFSR
End of Life formula	Specific guidance (including formula) provided, also accounting for energy recovery.

Which harmonisation?

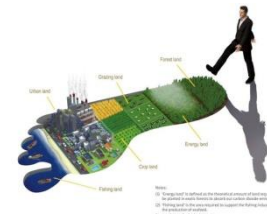


Criterion	ISO	WRI GHG	BP X30	PAS 2050
Weighting	Weighting shall not be used in LCA studies intended to be used in comparative assertions intended to be disclosed to the public.	Not allowed	Not allowed	Not allowed

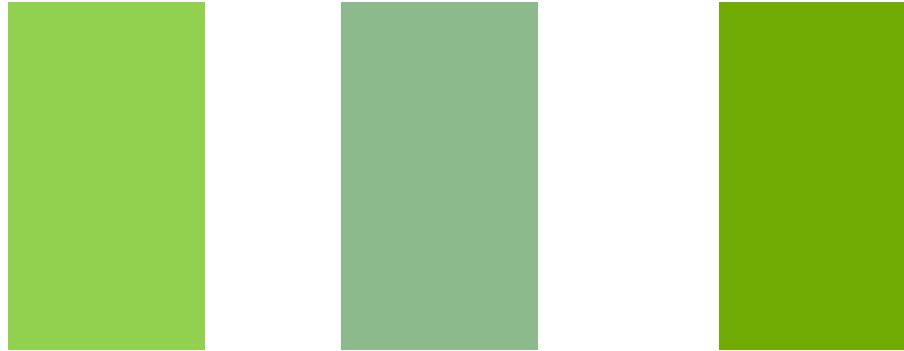
Criterion	PEFCR/OEFSR
Weighting	Weighting is optional when carrying out a PEF study. It is <u>mandatory</u> during the pilot phase.

“Weighting of different impacts is a precondition to derive an overall judgement of overall superiority – but this is a value choice which poses a number of challenges” (ANEC, 2012)

*“ANEC is even more concerned about approaches resulting in single scores based on aggregation of different impact category scores (=adding apples and elephants). ANEC finds it **inappropriate to use such approaches for priority setting in EU policy** (e.g. for the ecolabel). It is appalling that that even these approaches appear to be considered “scientific” by some” (ANEC, 2012)*



Weighting is watching YOU!!!



Which one of the three is THE green?



None of them

All of them

Do we need EPDs?



Impact	EPD Brand A	EPD Brand B
GHG	550	421
Water	295444	165
Acidification	825	1400
VOC	180	90
POP	1950	1625
Particulate matter	3800	2100
Eutrophication (water)	1500	915



Do we need data before being able/authorised to set up a policy ?

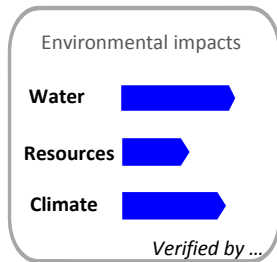
OR

We need a policy to drive data production?

Can LCA allow for product differentiation?



NO PEFCR (2012)



WITH PEFCR (**fictitious** example; possible if PEFCR available)



Performance level B

VS.



Performance level C

VS.



Performance level A



Is it possible?

Is it **always** possible?

Is it **desirable/useful**?

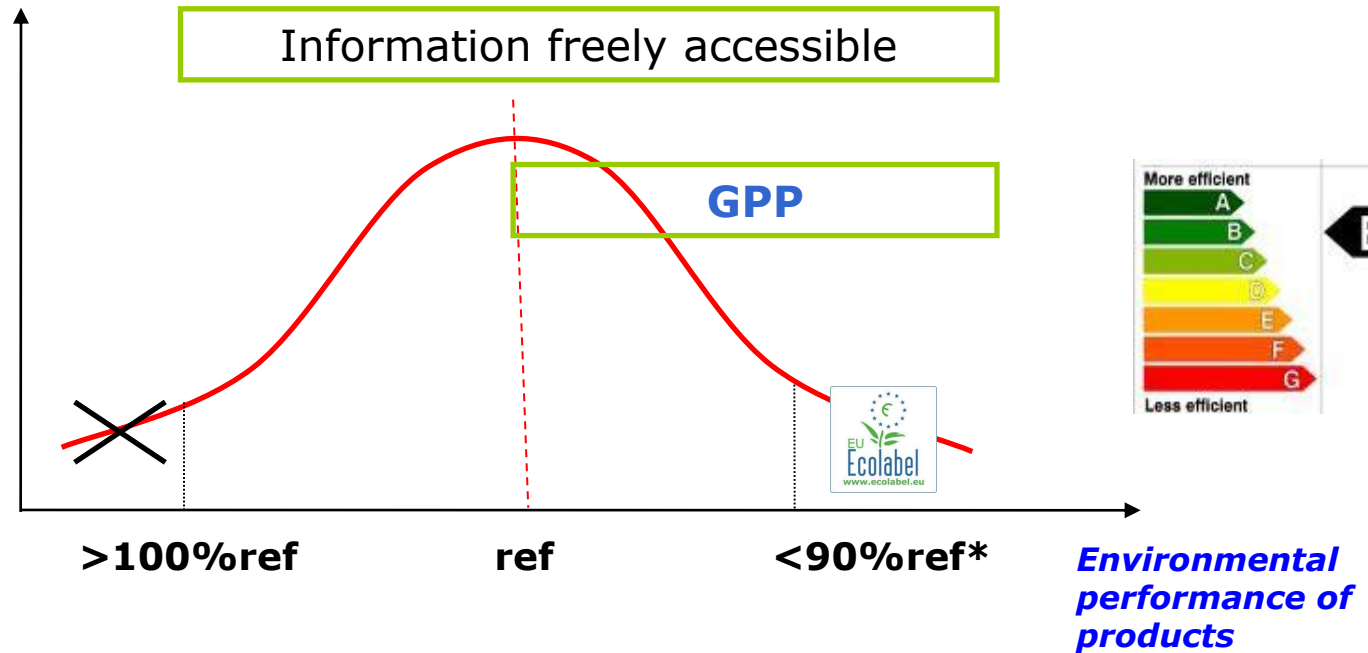


Do YOU want it?

Product group: XYZ

Attribute: Single attributes or weighted average

*Number of
products*



* Plus additional requirements non captured by LCA

The pilots

















3-year pilot (2013 – 2016)











1. Test the process for the development of PEFCRs and OEFSRs
2. Test different approaches for verification systems (embedded impacts, traceability)
3. Communication vehicles (expected 2015) – B2B & B2C



1st wave of pilots

-  Batteries and accumulators
-  Decorative paints
-  Hot & cold water pipe systems
-  Liquid household detergents
-  IT equipment
-  Metal sheets
-  Non-leather shoes
-  Photovoltaic electricity generation
-  Stationary
-  Intermediate paper products
-  T-shirts
-  Uninterrupted power supplies
-  Retailer sector
-  Copper sector

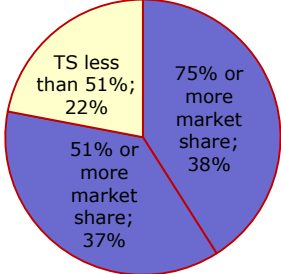
2nd wave of pilots

-  Leather
-  Thermal insulation
-  Beer
-  Coffee
-  Fish
-  Dairy products
-  Feed
-  Meat
-  Pet food
-  Olive oil
-  Pasta
-  Wine
-  Packed water

The EF pilot phase in a snapshot



120 applications: 22.5% were selected = 27 pilots



Average stakeholders/pilot: **65**
Average share of **non-EU** stakeholders: **16%**

Participants 1st wave: **432 stakeholders (1042 participations)**

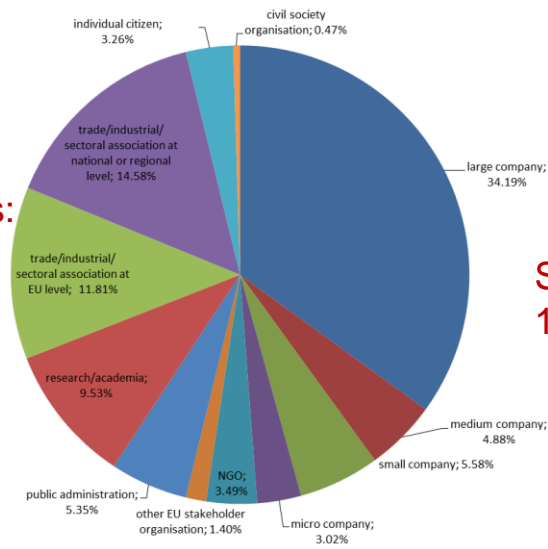
The EU market is behind the pilots: **73% of pilots have the majority of industry in the lead**

+ PEF is **THE** news in the scientific community: we get invited to all major international events



Number of pilot meetings: **1081**

Sectoral associations: **26.39%**



SMEs: **13.43%**

Investment in 3 years

EC: **3.3 M€** Industry: **10.1 M€**



Public Administrations: **AT, BE, FR, IT, PL, PT, CAN, CH, CL, JP, NZ, TN**



All 1&2 wave participants in the world



Many are watching
47,601 people read the footprint website
They have viewed it **157,557** times

Our webcommenting tool had **11,030** views
Average nr of new stakeholders registering/day: **5**

Michele Galatola



EF Team Leader

Technical Advisory Board chair
Construction Products WG chair
Contact for JRC EF work



Intermediate paper products



Hot & cold water pipe systems



Thermal insulation



Pet food



Leather



Meat



Feed



Dairy products

Giannis Kougoulis



EF Helpdesk contact

TAB and construction products back-up



Metal sheets



Copper sector



Batteries and accumulators



T-shirts



Non-leather shoes



Uninterrupted power supplies



Paints



Coffee



Fish

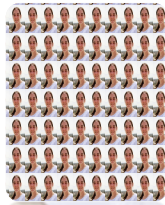


Olive oil



Wine

Imola Bedő



Communication phase

Wiki & Web

SME tool



Photovoltaic electricity generation



Liquid household detergents



IT equipment



Stationery



Retailer sector



Packed water

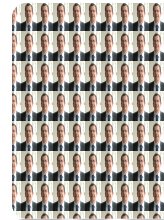


Beer



Pasta

Péter Czaga

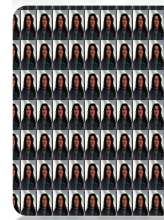


Steering Committee Secretariat

International outreach

Verification contract

Elena Miranda Perez



Administrative support

(meetings, reimbursements, missions, etc.)



Thank you for your attention

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