

Product Environmental Footprint (PEF) method

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Why EF methods ?

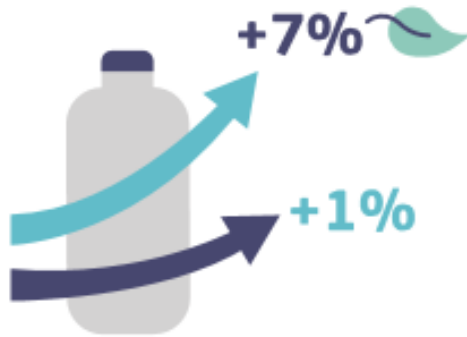


Strong request coming from several industry sectors, calling for harmonised rules and level playing field – green marketing has become for most of them a competitiveness issue

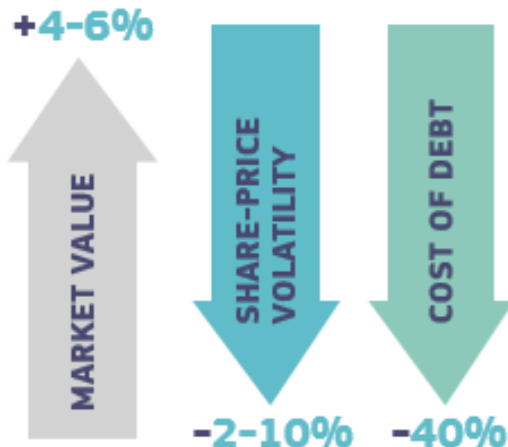


However, with over 460 environmental labels existing worldwide that attempt to distinguish one 'green' product from another, it's hard to know which ones to trust.

Greener products & greener companies



*Products that bear sustainability information have seen a **growth in sales** compared to products without (Nielsen, 2015)*



*Organisations that engage with such corporate responsibility activities see overall **better economic performance** (ROI project, 2015)*

Why a single method?



Same product

BUT

Different methods

Different database

Different assumptions

Different calculation rules

Different scenarios

Different impact
assessment methods

(etc...)

=



Different results

EF Pilots

Finalised PEFCRs

 Batteries and accumulators

 Decorative paints

 IT equipment

 Leather

 Thermal insulation

 Beer

 Dairy products

 Feed

 Pet food

 Pasta

 Wine

 Packed water

Finalised OEFSRs

 Retail sector

 Copper sector

Coming in autumn

 Hot & cold water pipe systems

 Liquid household detergents

 Metal sheets

 Photovoltaic electricity generation

 Intermediate paper products

 T-shirts

 Uninterrupted power supplies

 Olive oil

What is in a PEFCR?



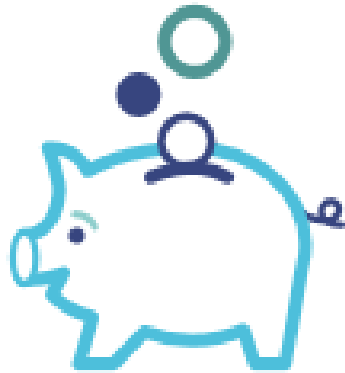
- *What shall be included (scope)*
- *How to handle co-products*
- *How to model agricultural activities*
- *How to model electricity*
- *How to model transport: default data for scenarios*
- *How to model the use stage*
- *How to model secondary materials, recycling at End of life*
- *The list of most relevant impact categories, life cycles, processes*
- *... and more*

Why should YOU use the PEF method?

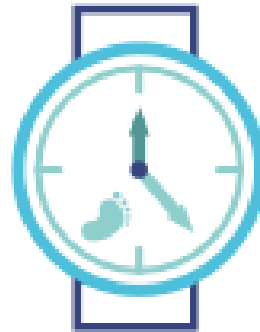


1. The Commission, adopting this method in 2013 (Commission Recommendation 179/2013), has invited all stakeholders (i.e. Member States but also private actors) to use it whenever implementing new actions aiming at providing information about the environmental performance of products (including services);
2. The method is widely supported by all industry sectors who took part in the pilot phase, but also by several Member States and some NGOs;
3. Some companies are starting to use it as basis for their private procurement;
4. Some Member States are starting to use it (or elements of it) in their national legislation (e.g. France, Italy);
5. The Commission is starting to use it to support some important legislations and other major actions (e.g. EU Ecolabel, GPP, Sustainable Finance Action Plan, Ecodesign of batteries and photovoltaic panels, Bioeconomy Action Plan, etc).

Added values of EF methods



- ✓ Reduction of costs related to similar existing methods
- ✓ Reduction of costs due to better management of resources and supply-chain
- ✓ Access to new markets and finance opportunities

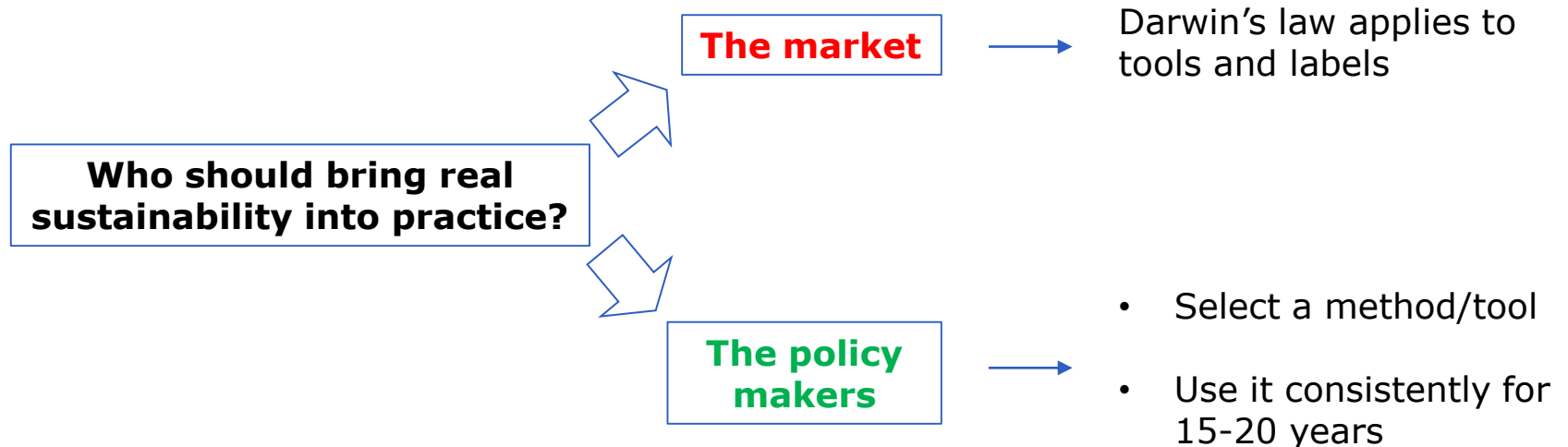


- ✓ Clear, simple and comparable information
- ✓ One single method applicable everywhere in Europe



- ✓ Information more traceable
- ✓ No communication without independent third party verification
- ✓ Information that consumers, authorities, and investors can trust

- PEF/LCA is not perfect and it will never be. But it's the most comprehensive assessment tool available today.
- PEF is considered by most LCA experts as the currently best available method. There are, luckily, critical voices: the constructive ones will always be heard (as we did in the past).
- We need to stop "talking" about sustainability and start making it happen. How? Let me simplify:



Three (provocative) questions about environmental labelling



1. Is environmental labelling needed ?

- at all ?
- on the products ?

2. What is the best strategy ?

- labelling for all and everything (but maybe less reliable)?
- labelling only for those who can deliver high quality info ?

3. Voluntary or mandatory ?

Status & next steps



23-25/04 Final conference

April 2018

**Finalise
pilot**

**Analyse
results**

**Policy
proposal**

**Policy in
place**

Transition phase

April 2018

- Some pilots still ongoing, to be finalised by Autumn 2018

- Monitoring the voluntary implementation of PEFCRs/ OEFSRs
- Development of PEFCRs/ OEFSRs
- Methodological improvements
 - Toxicity-related impact categories
 - Resource use impact category



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An De Schryver

[http://ec.europa.eu/environment/eussd/smgp/PEFCR OEFSR en.htm](http://ec.europa.eu/environment/eussd/smgp/PEFCR_OEFSR_en.htm)

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