



Present and future of PEF

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Environmental Footprint Initiative: Why?

For consumers

Choosing the right product
and understanding labels



For green producers

Fair competition
against false green claims



Unlock
opportunities for the
circular and green
economy

More harmonised
approach for
environmental
information

Provide reliable and
relevant
environmental
claims

Environmental Footprint (EF): How?



16 impact categories

Impacts of the same category are summed up along the life cycle

Impacts categories are combined

- Common method for environmental performance of products (PEF) and organisations (OEF) on EU market

Life cycle based, comprehensive environmental impact coverage

- Pilot Phase (2013-2018):
 - 21 PEFCR/OEFSRs developed, EF method advanced and field tested, communication vehicles, ...
 - 280 organisations involved (industry associations, OEMs, key NGOs)
 - ~3.000 stakeholders involved
- Transition Phase (on-going)
 - Further EF testing, develop further PEFCRs, EF method improvement, EU policy development

Why do we need EF methods “on top” of LCA?

Cannot use LCA systematically
in policy making



Same product

BUT



Different results

We need information that is:

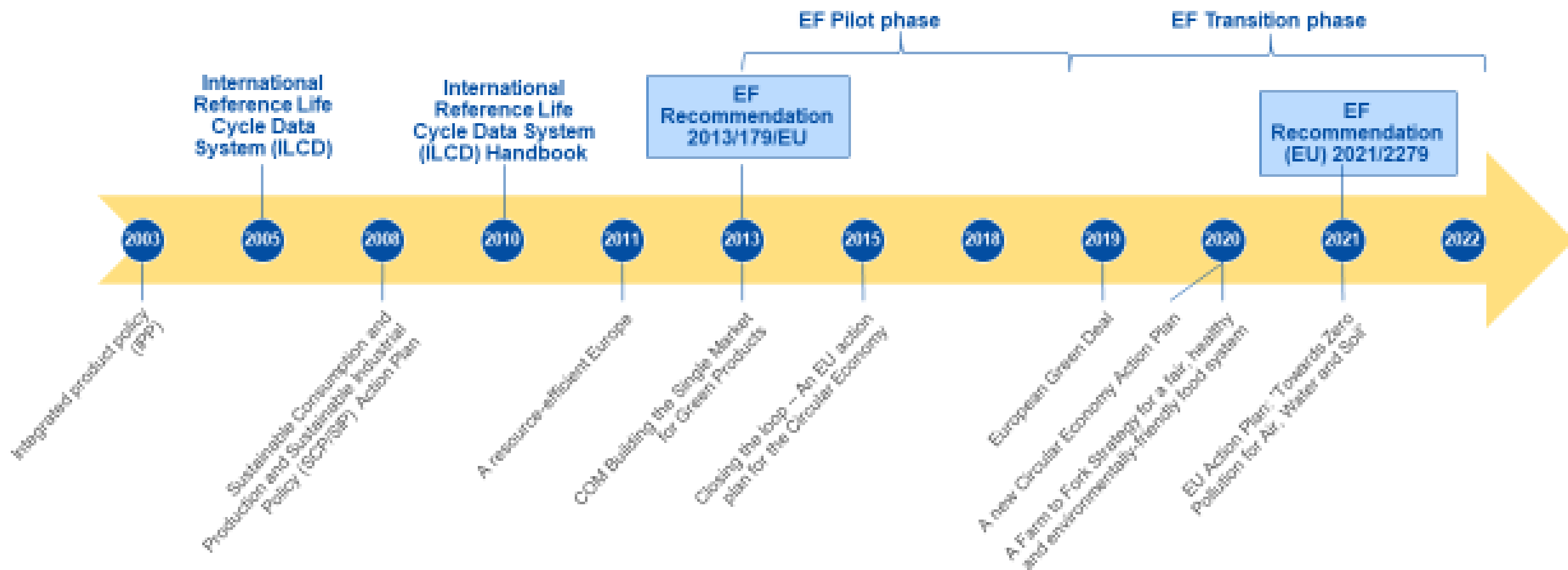
Reproducible (i.e. different people calculate same results)

Comparable (i.e. referring to the same aspects, quantified results comparable)

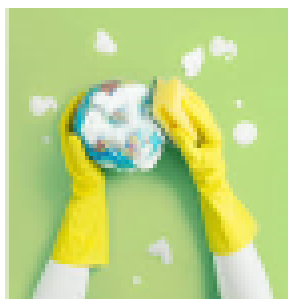
Verifiable (i.e. possible to be verified)

Material (i.e. identifies what matters most to focus action)

Timeline: A journey of ~20 years



Added value of EF methods



- Guaranteeing the **reliability** of environmental information
- Ensuring a **comprehensive environmental assessment** by taking into account **16 impact categories along the entire value chain**
- **Avoiding unintended trade offs**






















Providing a **level playing field for generating EF results** by setting clear consistent calculation rules



- Providing detailed guidance to **simplify** conducting EF studies
- Enabling **cost savings**

PEFCRs/ OEFSRs

Finalised PEFCRs

	Batteries and accumulators		Liquid household detergents
	Decorative paints		Metal sheets
	Hot & cold water pipe systems		Photovoltaic electricity generation
	Intermediate paper products		Thermal insulation
	IT equipment		T-shirts
	Leather		Uninterrupted power supply
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	Beer		Pet food
	Dairy products		Pasta
	Feed		Wine
	Packed water		

Ongoing PEFCR developments

	Apparel
	Cut flowers and potted plants
	Flexible packaging
	Synthetic turf
	Marine fish

Requests or additional PEFCR developments beyond the ones under the umbrella of the COM: Fruit and vegetables, coffee, seafood, wheat flour, plant based alternatives, aviation

Finalised OEFSRs



Retail sector



Copper sector

PEF/ PEFCRs – what is the difference?

PEF

- Some methodological choices open to the user, e.g.
 - Allocation approach based on the allocation hierarchy
 - Additional environmental information indicators
- Datasets based on hierarchy for data use – but not fixed
- User defines product hotspots



RESULTS NOT (NECESSARILY)
COMPARABLE

PEFCR

- All major methodological choices taken
- List of minimum primary data defined
- Secondary datasets to be used listed
- Hotspots defined in the PEFCR
- Benchmark (representative product's performance) defined



RESULTS COMPARABLE TO BENCHMARK

Technical work on the PEF

Expert group	Topic
AWG	A more granular approach for LCI modelling of pesticides
	Improved LCI modelling of fertilisers
	Common approach to model flows/direct emissions related to feed digestion and manure management (animal/fish) at farm
	Measure biodiversity impacts and derive recommendations on how to complement or improve the current EF impact indicators in this area
	Provide mandatory primary data collection/quality for farm related activities, in line with the data requirements of the EF methods.

Expected to be finalized (presentation to TAB) mid/end 2022

The EU policy dimension

❑ **Council Conclusions – 10/2019**

Welcomes all initiatives to support the communication of environmental impacts based on the Environmental Footprint pilot and in time eventually the establishment of a mandatory scheme for environmental claims

❑ **European Green Deal – 12/2019**

Reliable, comparable and verifiable information also plays an important part in enabling buyers to make more sustainable decisions and reduces the risk of ‘green washing’

❑ **Circular Economy Action Plan – 3/2020**

The Commission will propose that companies substantiate their environmental claims using Product and Organisation Environmental Footprint methods

❑ **Commission Recommendation – 12/2021**

Updated recommendation to the EU Member States and updated EF Methods

❑ **Taxonomy Regulation** (on the definition and carbon footprint thresholds for sustainable companies) and **Green Consumption Pledge**

❑ Ongoing EU policy developments, considering EF methods to be applied: **Green Claims Initiative, Ecodesign for sustainable products, Batteries Regulation, etc**

Thanks for your attention