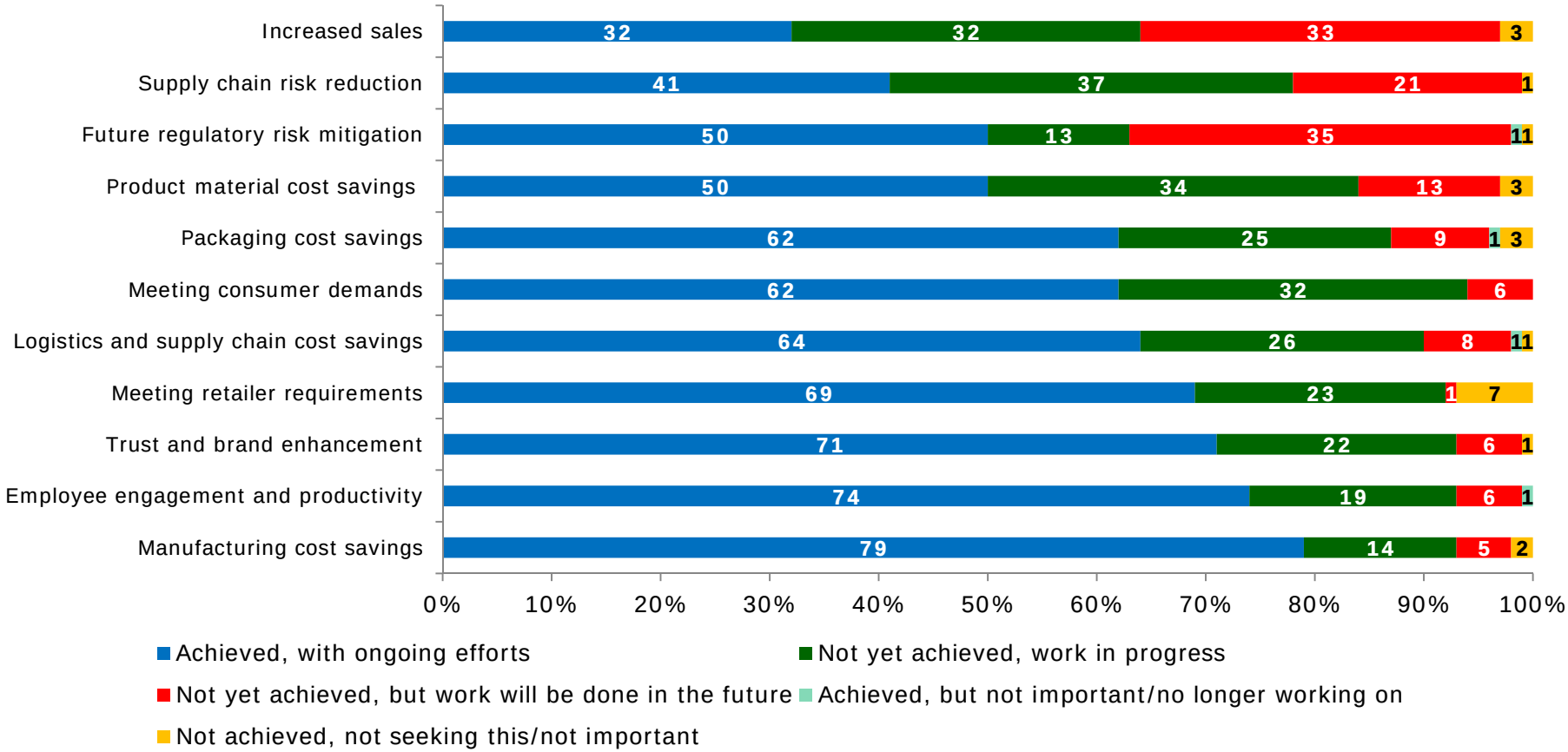
Iniziative sulla sostenibilità delle filiere agroindustriali – Environmental Footprint

Michele Galatola

Product Team Leader

Eco-innovation and circular economy
European Commission - DG Environment

Which business benefits have you achieved and are important to achieve from your company's product sustainability program?



Source: The path to product sustainability – A Pure Strategies Report (2014)

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"

Issues at stake

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

Environmental Footprint Methods (PEF & OEF):

- A voluntary instrument
- Built on existing methods (including ISO)
- Applicable without having to consult a series of other documents ("one-stop shop")
- Provide comprehensive evaluation along the entire life cycle (from raw materials to end of life / waste management)
- Provides comprehensive coverage of potential environmental impacts (no 'single issue' method)

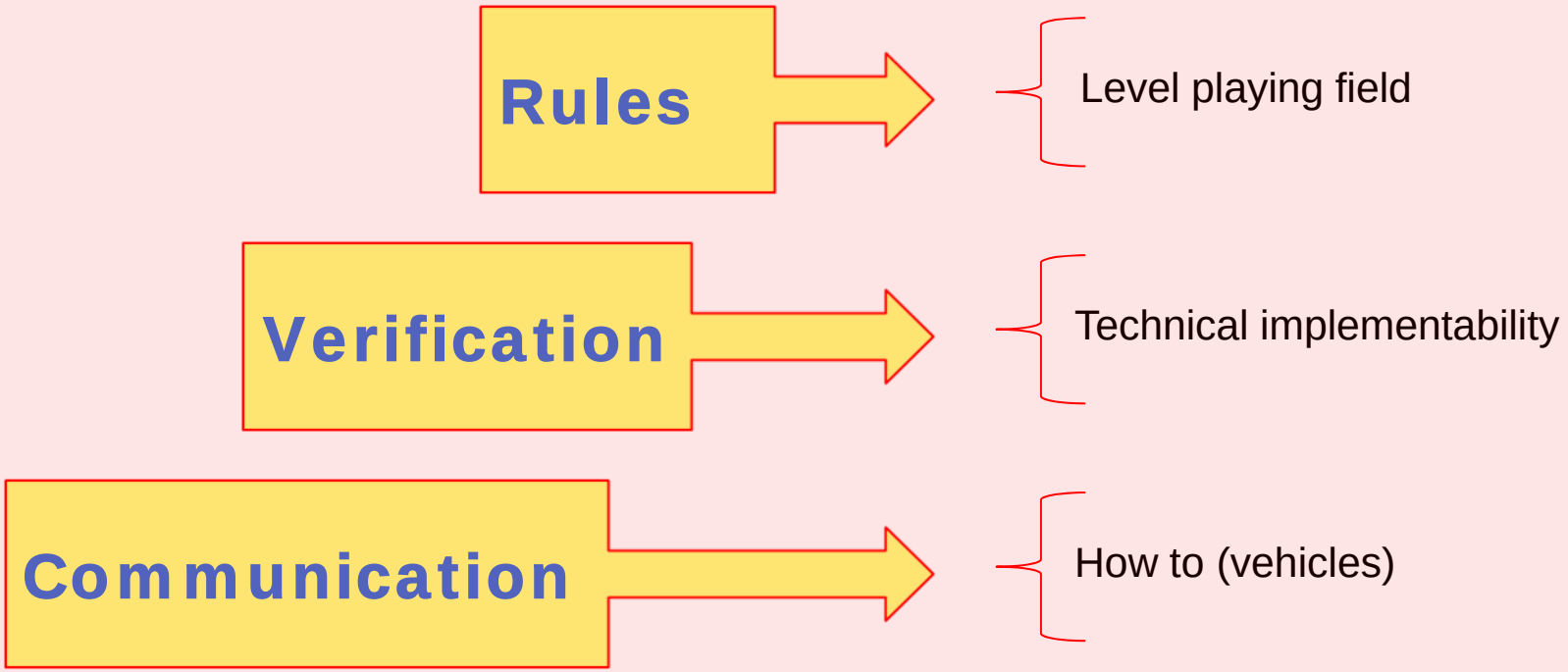
What's the purpose?

- ✓ *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)*

What's the problem?

- ✓ *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*

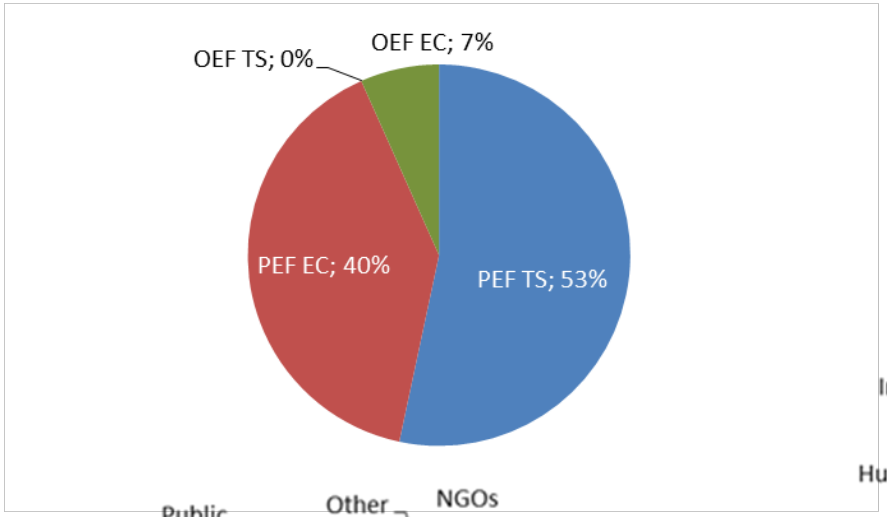
The EF Pilot phase at a glance

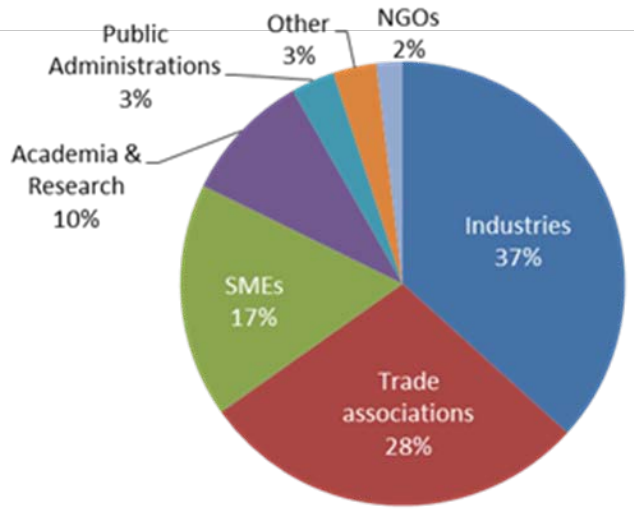


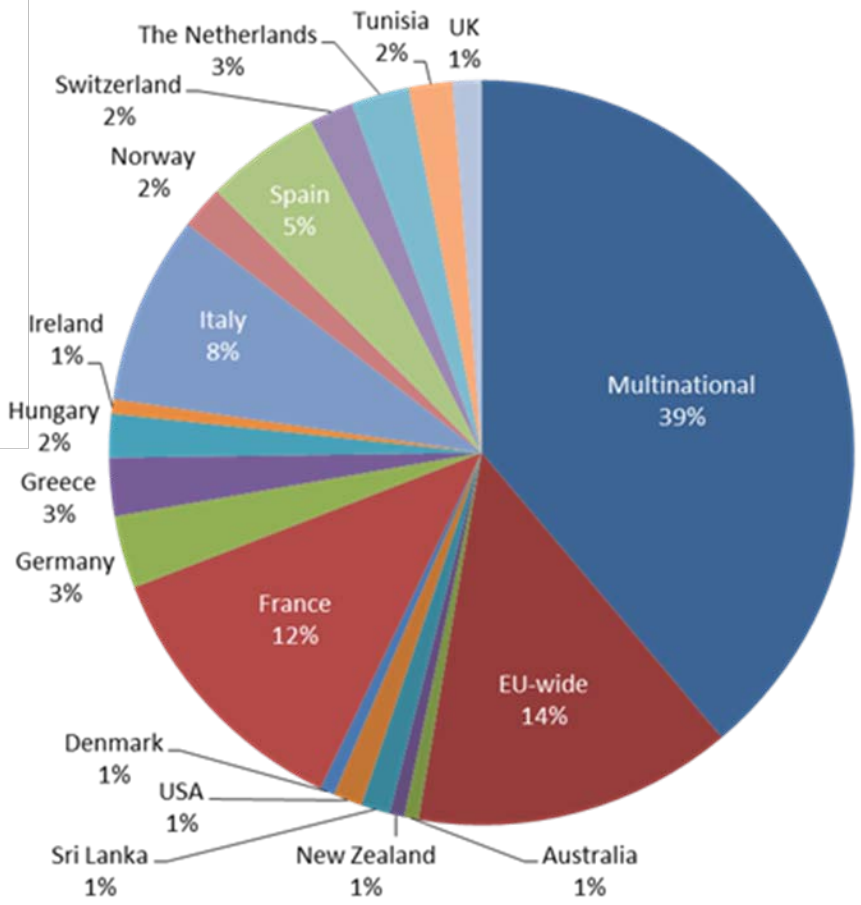
2nd wave

30 applications

Beer, bottled water, canned fruit and vegetables, citrus, coffee, dairy, feed, fish, general food, meat, olive oil, pasta, pet food, seed oil, tea, wine







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
- Stationery
- Intermediate paper products
- T-shirts
- Uninterrupted power supplies
- Retailer sector
- Copper sector

2nd wave of pilots

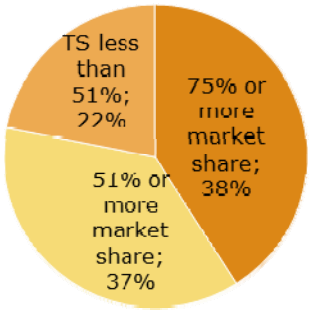
- Leather
- Thermal insulation
- Beer
- Coffee
- Fish
- Dairy products
- Feed
- Meat
- Pet food
- Olive oil
- Pasta
- Wine
- Packed water

Pilot numbers

120 applications**: 22.5%** were selected **= 27 pilots**

Average stakeholders/pilot: **76**

Share of **non-EU** stakeholders: **12%**



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**

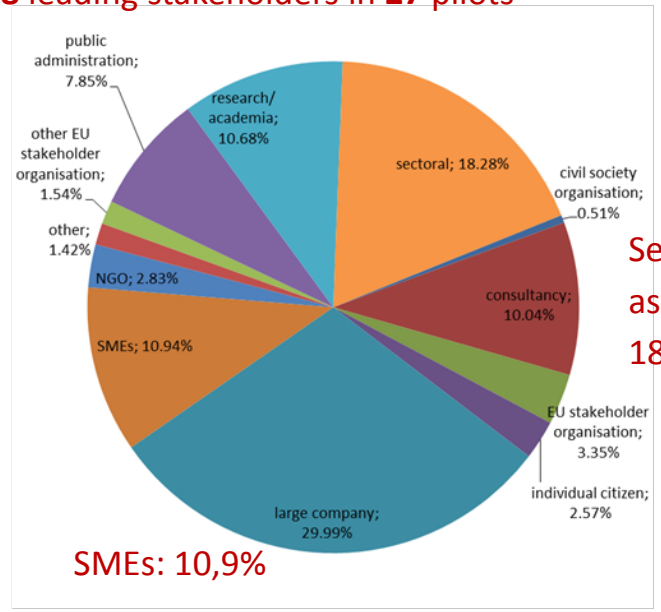
Public Administrations: **AT**, BE, **FR**, **IT**, PL, PT, CAN, **CH**, **CL, JP,** NZ, **TN**

All 1&2 wave participants in the world

Stakeholders (27 pilots):

777 individual stakeholders (**2048** participations)

288 leading stakeholders in **27** pilots



Sectoral associations: 18.3%

SMEs: 10,9%

Many are watching

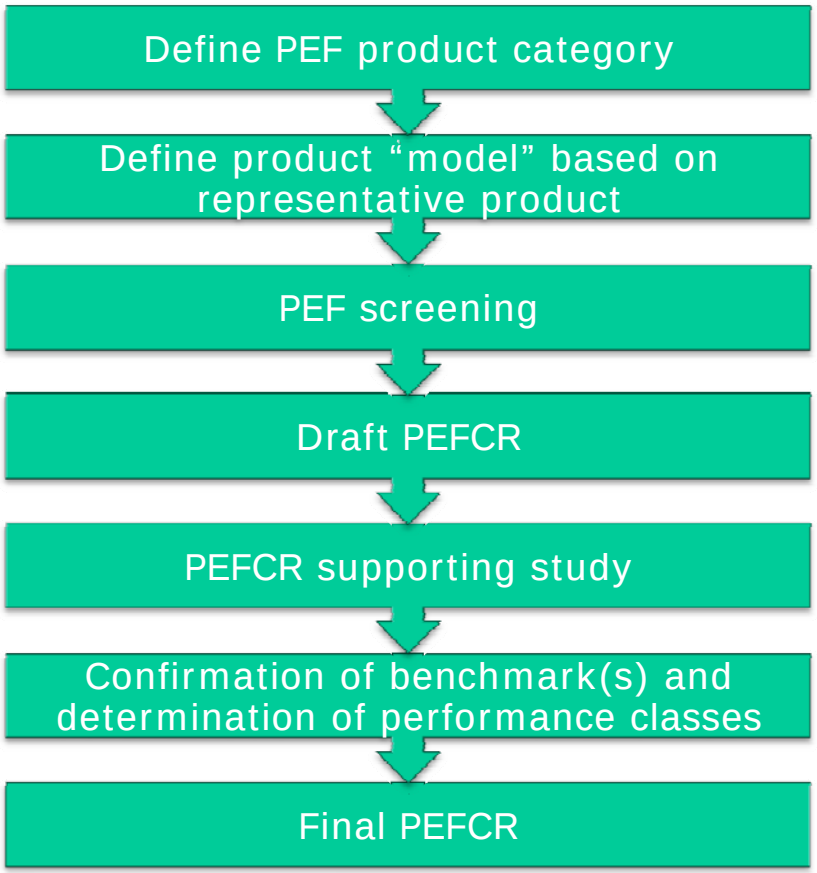
74,197 unique visitors to the SMGP sites since kick-off

They have viewed it **249,090 times**

Our webcommenting tool had **20,956 views**

Average nr of new stakeholders registering/day: **5**

Development process of PEFCR



The CMWG

Objective: ensure consistency in modelling the cattle as a common element between several EF pilots: dairy, meat, leather, feed and pet food

Final deliverable: 31 December 2014

In case no consensus is reached until that date, a model proposed by the Joint Research Centre will be used

10/07 Kick-off:	Presentation of objective, working procedure, deliverables, etc.
23/07 Telecon	
4-5/09 Meeting:	Workshop dedicated to presentations from each sector
4-5/11 Meeting:	First proposal on allocation
5-6/12 Meeting:	Final proposal

Modules

- Farm

  Model for enteric fermentation emissions, emissions from manure management, definition of the products and services provided by the cow & method of allocation, grassland management

- Slaughterhouse

  Definition of products, co-products, by-products and waste, allocation between the outputs of the slaughterhouse

- Rendering

  Definition of products, co-products, by-products and waste, allocation between the outputs of rendering

- Other

  E.g. harmonised method for the allocation of milk powder

Progress

- Discussion on enteric fermentation:

  IPCC Tier 2 *method would be recommended, but using the more ambitious, detailed Tier 3 method when possible. Tier 2 takes into account animal numbers and type; Tier 3 considers feed types, organic matter content, digestibilty and animal weight*

- Grassland management: *following the PEF guide, land use change and carbon sequestration would be quantified but reported separately*
- Discussion on allocation in the farm module: no conclusions yet
- Discussion on allocation in the slaughterhouse and rendering modules: no conclusions yet (definitions to be clarified)

LCI Data availability

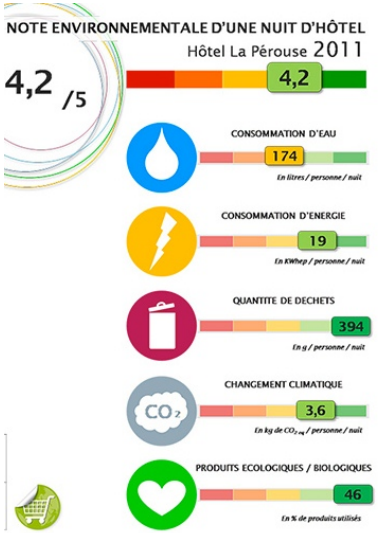
Do we need data before being able/authorised to set up a policy ?

OR

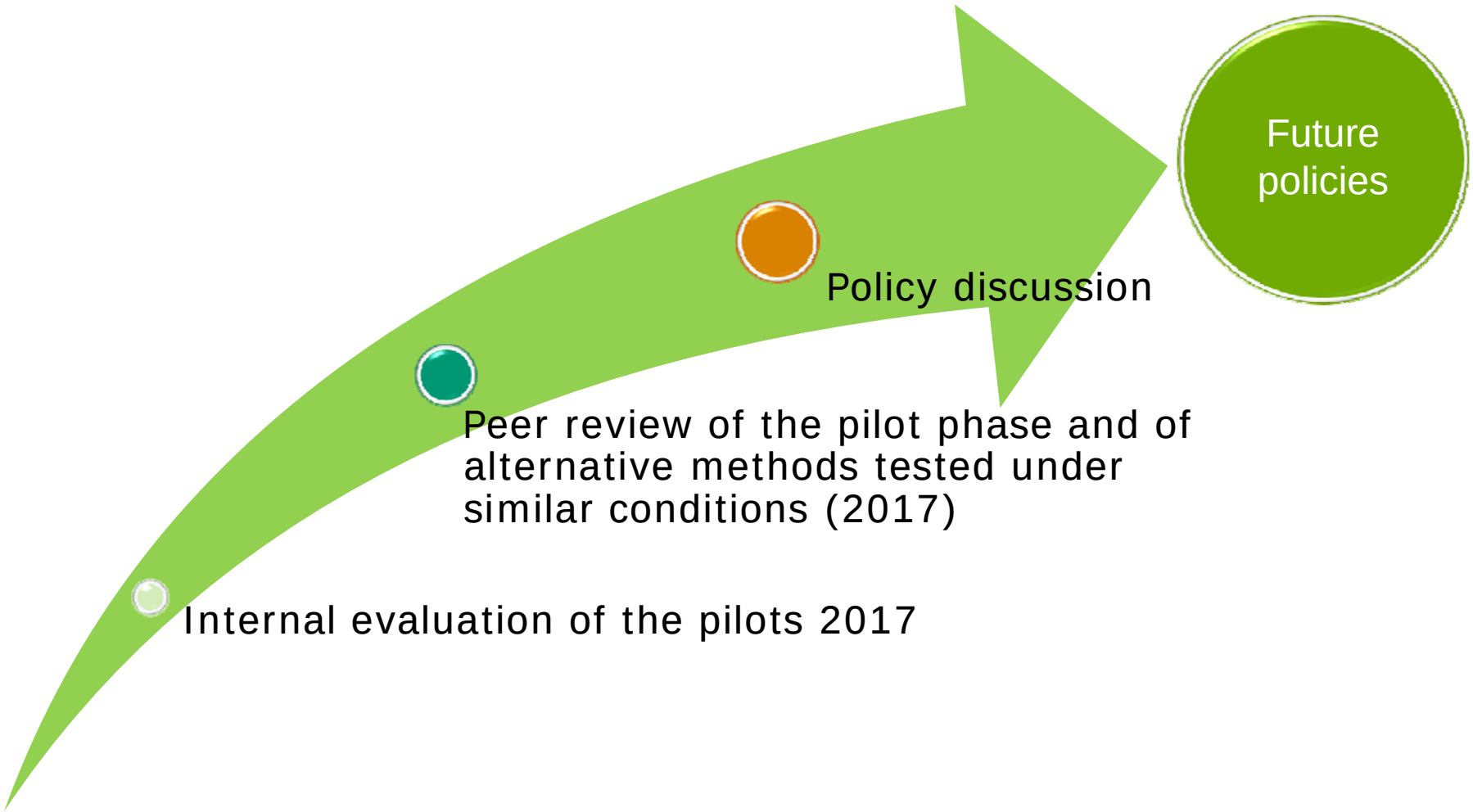
We need a policy to drive data production?

Vehicles

		Raw Materials Transport	Manufacturing	Application and Use	Equivalent Units
	Climate Change 36	14.2	5.1	16.3	0.09	Grams CO_2
	Acidification 18	8.9	1.7	7.2	0.03	Milligrams H+
	Eutrophication 16	12.4	1.7	1.4	0.2	Milligrams N
	Human Toxicity 10.1	7.4	0.2	2.3	0.2	10^{-11} CTUh
	Ecotoxicity 9.9	8.3	0.5	1.1	0.01	10^{-9} CTUe
	Photochemical Smog 3.4	1.9	0.8	0.7	0.01	Grams O_3
	Non-renewable Energy 1.6	1.2	0.1	0.3	0.002	MJ primary
	Mineral Resource Sand 1.1	1.01	0	0.02	0.1	Micrograms minerals
	Iron 24.4	21.4	0	0.2	2.8	Milligrams minerals
	Water Resource 0.12	0.02	0	0.02	0.08	Liters water



2nd phase


Future policies
Policy discussion
Peer review of the pilot phase and of alternative methods tested under similar conditions (2017)
Internal evaluation of the pilots 2017

For any further information

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

https://webgate.ec.europa.eu/fpfis/wikis/display/EUENVFP/

env-environmental-footprint@ec.europa.eu

@EU_EnvFootprint

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

Jiannis 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.)