

The Product & Organisation Environmental Footprint

A tool for companies on the road to the
Resource Efficiency



Italian National Agency for New Technologies,
Energy and Sustainable Economic Development



EUROPEAN UNION
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DEVELOPMENT FUND

Resource Efficiency and Environmental Footprint

Roadmap to Resource Efficient Europe COM (2011) 571:

- Establish a **common methodological approach** to enable Member States and the private sector to assess, display and benchmark the environmental performance of products, services and companies based on a comprehensive assessment of environmental impacts **over the life-cycle**
- Ensure better understanding of consumer behaviour and provide **better information** on the environmental footprints of products, including preventing the use of misleading claims, and **refining eco-labelling schemes**

Single Market for Green Products Initiatives COM (2013) 196:

- Commission recommendations on the use of common methods to measure and communicate life cycle environmental performance of products (Product Environmental Footprint – **PEF**) and organisations (Organisation Environmental Footprint – **OEF**)
- Contribute to an increased **availability** of transparent, reliable verifiable and robust **information** on the environmental performances of products and organisations

PRESURCE Environmental Footprint initiative

The problems that the initiative would like to tackle...

- ✓ The lack of a common definition of what a 'green product' is and what makes a 'green organisation'
- ✓ Unnecessary costs for business
- ✓ Obstacles to the free movement of products marketed as green
- ✓ The lack of consumers' trust in green claims
- ✓ The improvement of data availability and quality by international cooperating on LCA data and methods

...and the its intended goals:

- ✓ Support ing the spread of the green products
- ✓ Decoupling the economic and social development to the resource use

What is PEF: LCA based method to calculate the environmental performance of a *product*

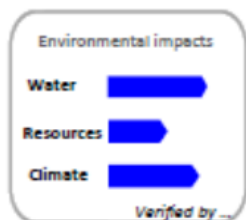
What is OEF: LCA based method to calculate the environmental performance of an *organisation*

Main features:

- based on already existing methods (ISO 14040 series, ILCD Handbook, ISO/DIS 14067, ISO14025, ISO14020, WRI/WBCSD, BPX30-323-0(ADEME), PAS 2050)
- based on **PEFCR** or **OEF CR** similarly to the PCRs of EPD system
- high level of detail of the technical instruction (minimum requirement of quality data, given instruction to overcome LCA methodological issues)
- defined set of environmental impact indicators

- Develop and test the Product Environmental Footprint Category Rules (PEFCR) and Organisation Footprint Category Rules (OEFCR)
- Define a product benchmark for each product categories or organisations
- Apply PEFCR and OEFCR to case studies
- Develop and test verification systems to PEF and OEF
- Develop tools to ease the PEF and OEF application in SMEs
- Test how to communicate the environmental performances

NO PEFCR (2012)



WITH PEFCR (fictitious example; possible if PEFCR available)



Performance level B

VS.



Performance level C

VS.

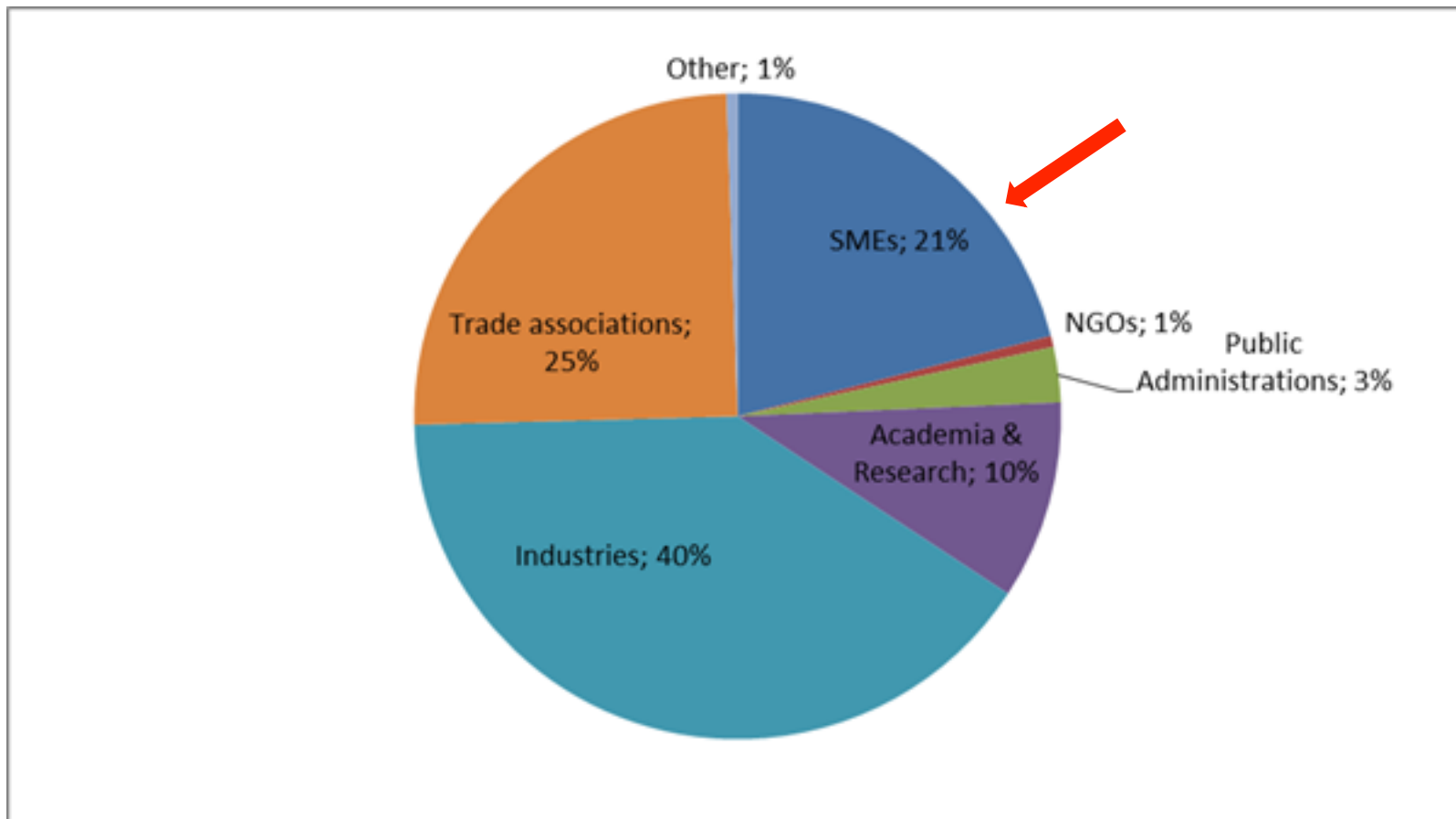


Performance level A



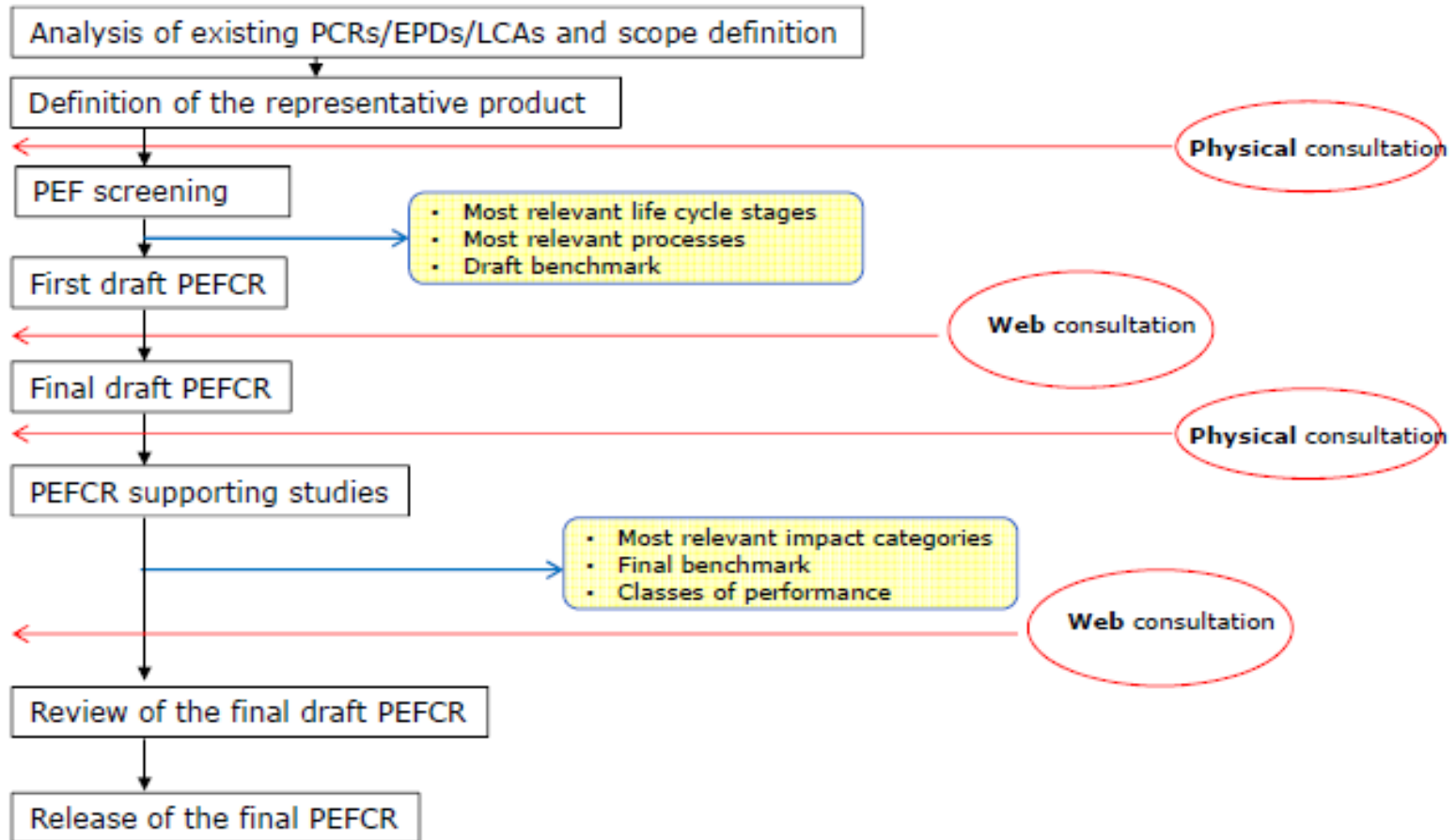
Source: Galatola (2013), DG Environment

The first wave of pilot test



Call open to every kind of organization of any size

The development of PEFCR: an opportunity for SMEs



ENEA is not directly working in the PEF Pilot test but in collaboration with the Italian Ministry of the Environment (MATTM):

- is involved in the definition of the **data quality** requirements for the LCA databases for PEF
- is developing an Italian national **database** that will be part of the **ILCD European Data Network** on Food&Drink and Construction products (indicated by the Italian Sustainable Production and Consumption document as ones of the most polluting)

PRESOURCE Role of ENEA in the OEF pilot test

ENEA is one of the public and private organisations selected by the European Commission to develop the guidance for reporting environmental impacts in the European **retail sector**.

ENEA will provide its expertise on LCA databases and category rules development, together with links among other related initiatives and PCR development in Italy.



PRESOURCE The EF and the Presource project

The Environmental Footprint initiative will support the **Eco-innovation** and **Resource efficiency** providing:

- a **robust** and **transparent methodology** to evaluate the environmental performance of a product or an organisation
- a **reliable communication** approach
- **easy tool** for the application of the EF in the SMEs

An LCA based approach avoids the shifting of the impacts

This **harmonization** could help especially the SMEs because they don't have the possibility to invest in several environmental certifications and the knowledge to manage the certification process

Moreover a common approach in the communication of the environmental profile could help the SMEs in the competition with big companies in the **green marketing field**

The possibility of participating as **key players** in the EF:

- **direct involvement** in the **Pilot phase** of the PEF (call for volunteers will be published in these days or at the beginning of 2014)
- supporting the PEFCR definition as **stakeholder** in the **public consultation** of the first wave of the Pilot phase of the PEF and the OEF

Opportunity for SMEs to **actively** *set the rules of the game* instead of *undergoing the change* in the regulation in a **passive** way



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