



# MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE

*Liberté  
Égalité  
Fraternité*

## Aarhus Convention

### Task Force on Access to Information

**16-17 November 2020**

Item 2 on access to  
environment-related product  
information

### Experience from France

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# Policy objectives

- Sustainable consumption and production: acting on both demand and supply
  - Greening consumption while fostering ecodesign
  - Equity, transparency, credibility
  - Protecting the consumer against greenwashing
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# Several initiatives – building a strong technical basis – piloting

- A strong technical basis: methods (about 30, general and sectoral), database, common logo
  - Pilot 2017-2019 in 5 sectors (electronics, food, furniture, hotels, textile)
  - Law against waste and for the circular economy (2020): strengthening environmental information
    - Article 15: official environmental information voluntary scheme, starting with a 18 months pilot-phase which could feed new regulation in the future
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# Official environmental information voluntary scheme

- Article 15 Law against waste and for the circular economy
  - Objective: set up an official environmental information voluntary scheme (the env. information is voluntary, but needs to comply with official scheme)
  - 18 months pilot-phase
  - Results will feed new regulation (in relation with EU developments)
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# Common logo and pictogramme developed with the stakeholders



## Pilot-phase in the textile sector

- Led by ADEME (Ecological Transition Agency) and Ministry of the Ecological Transition
  - Voluntary companies participate (data collection, environmental assessment, verification, communication) using ADEME's technical tools
  - 3 Working Groups: methods, communication format, and consultancy services
  - Verification of environmental footprint results and methods of calculation
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# Pilot-phase in the food sector

- Led by ADEME + Ministries of Agriculture, Economy and Environment
  - a) Methods b) Communication formats c) Implementation and behavior change
  - 3 levels: product, menu, diet
  - Build upon learnings from Nutriscore
  - Key stakeholders : retailers, food companies, digital players (smartphone apps)
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# Consumers

- Some findings in France from pilots and studies:
    - 91% very interested in product environmental information
    - 20% think that current product environmental information is sufficient
    - 62% reckon that sustainable products are not easy to identify
    - 77% in favour of a general consumer product env. information
  - Communication: prefer relative scale, single score, on pack, verification and / or some governmental or NGO approval
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Thank you!

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