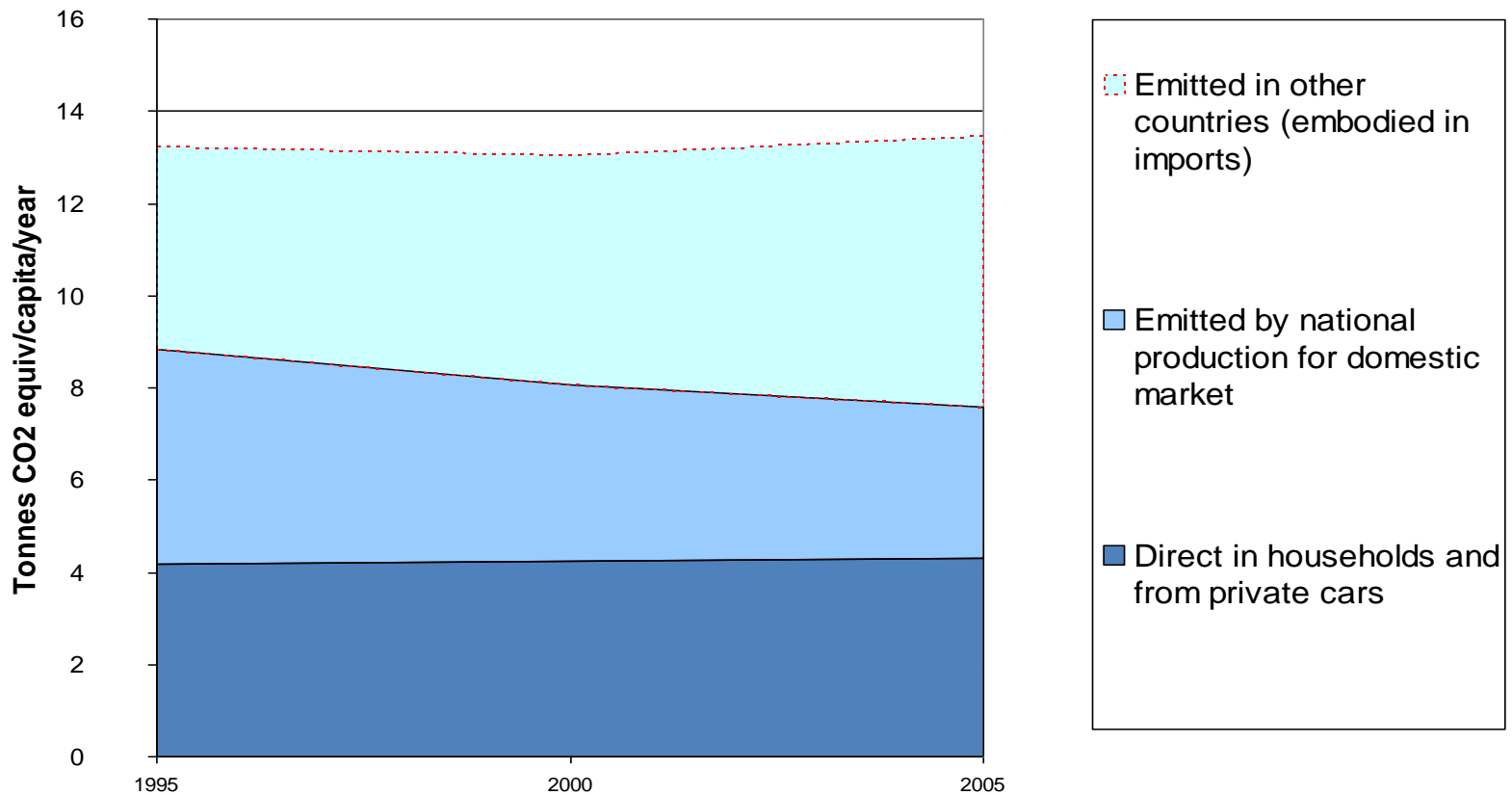




Product Environmental Information in EU Environmental Policy

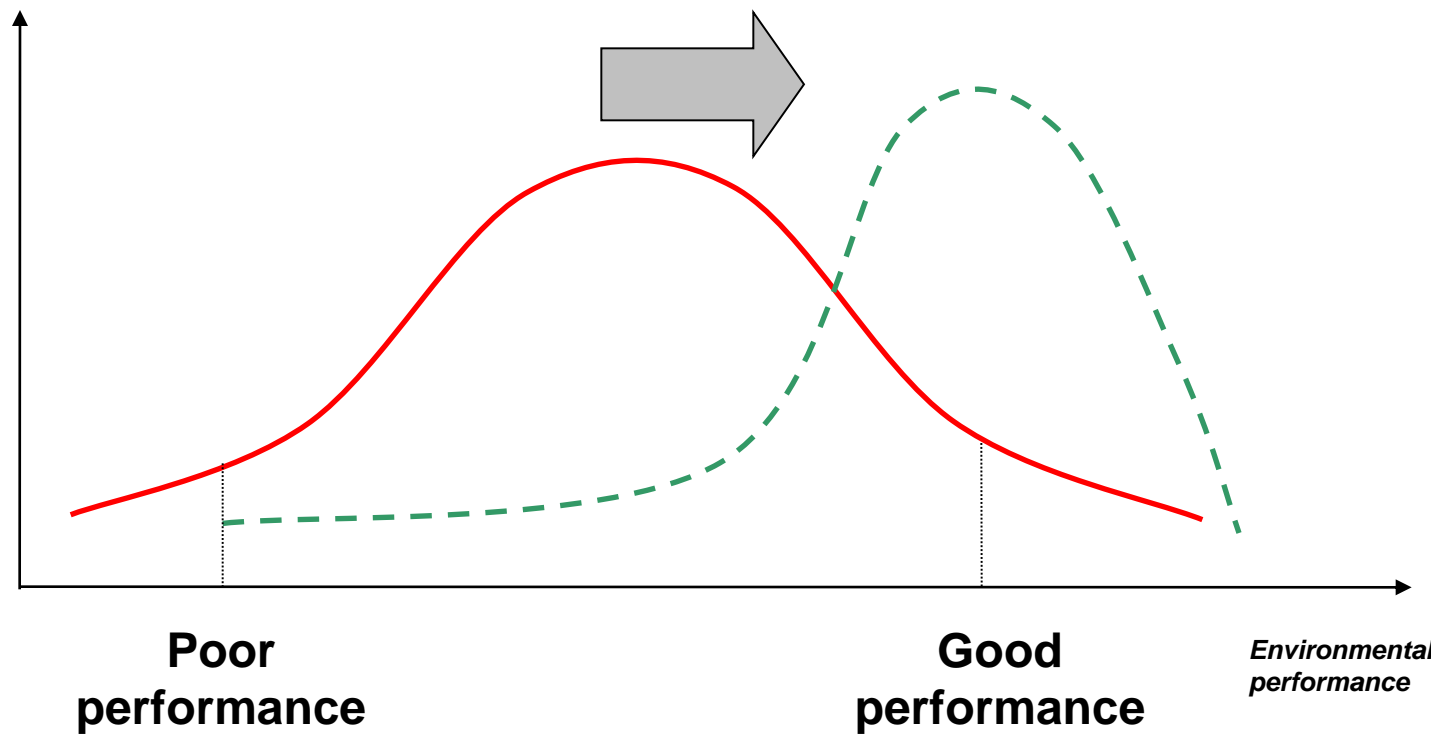
Pavel MISIGA
Sustainable Production and Consumption
Directorate General for Environment
European Commission

GHGs caused by European consumption - where do they arise?



SCP Policy Objective

Reduce resource use and limit environmental impact of production and consumption by:



Improving
environmental
performance of
companies

Improving
environmental
performance of
products

Influencing
consumer
behaviour and
stimulating
demand for
better products

Resources



Energy



Material
Scarcity



Land Use



Health and
Environment



Climate Change

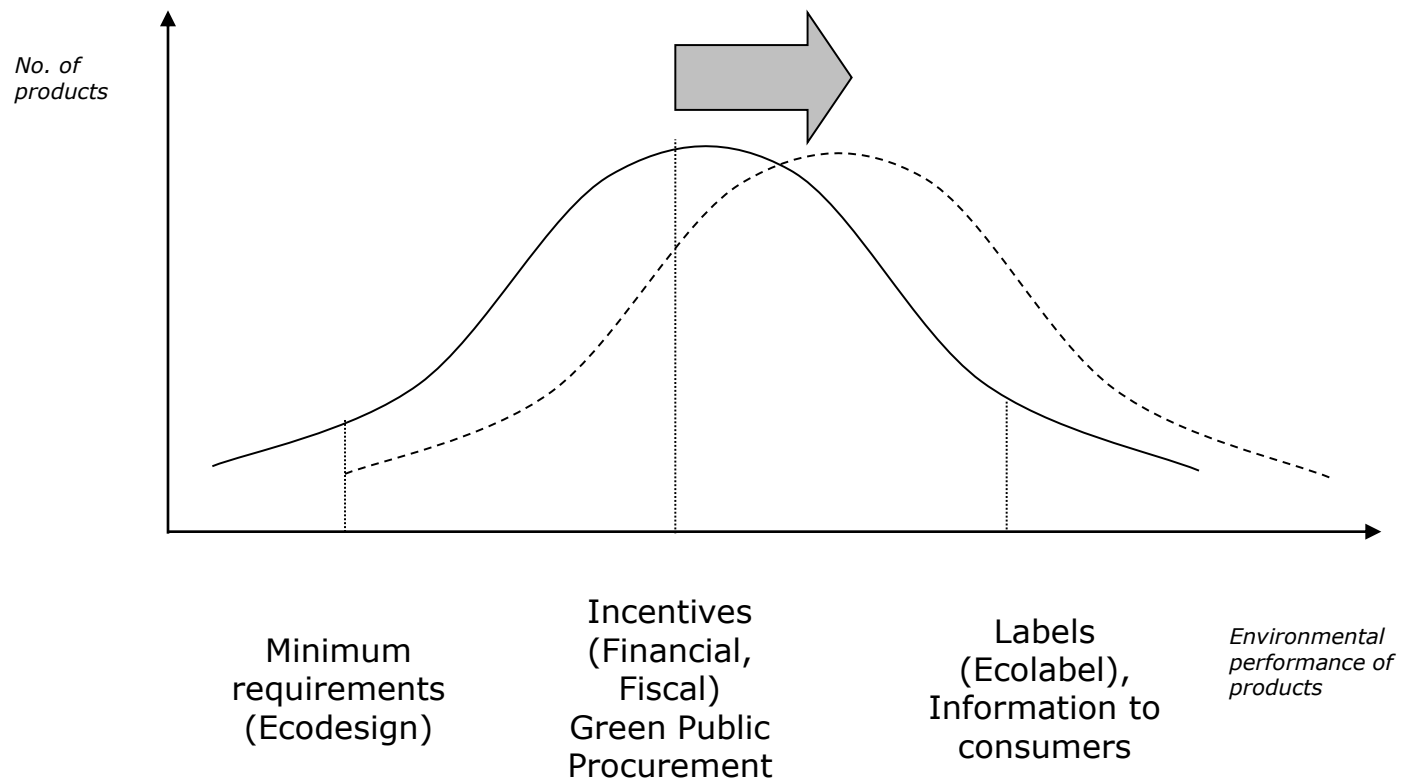


Eutrophication



Toxic Pressures

Optimal policy mix



Consumer information needs

- **Environmental performance is the 3rd most important characteristics of the product (after price and quality) for consumers to make purchasing decisions**
- **Up to 80 % of EU consumers are willing to buy green products**
- **Only 20% of consumers really buy green products**
- **The trust gap is growing**



Information



- ✓ **Clear**
- ✓ **Comprehensive**
- ✓ **Reliable**

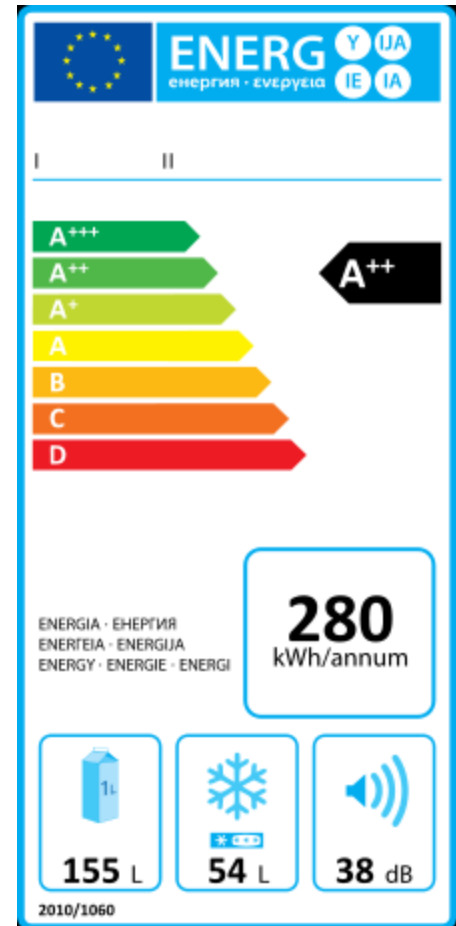
The EU Ecolabel

- **ISO Type I ecolabel**
- **LC-based criteria (pass-fail system) developed by the JRC and approved through formal EU decision making process**
- **Ex-ante and ex-post control by Ecolabel competent bodies in MS**
- **25 product categories**
- **17000 licences**
- **Most licences in floor covering, paint detergents, tissue paper**
- **Most licences in Italy, France and UK**



The EU Energy Label

- **Mandatory declaration of energy efficiency of the product**
- **Label must be placed on products and information provided in internet marketing**
- **Performance classes are set via formal decisionmaking**
- **Control by market surveillance bodies**
- **10 product categories – in the area of lighting, air conditioning, cooling and refrigeration, washing machines and driers, dishwashers, TVs**



RE Roadmap SCP Actions

- **Provide guidance to Member States and the private sector on a methodology to assess the environmental performance of products**
- Address the environmental footprint of products, **including through setting requirements for products (ecodesign requirements)**
- Provide better information on environmental impacts of products and prevent misleading claims
- **Strengthen Green Public Procurement**
- **Increase market rewards for genuinely environmentally friendly products**
- **Measures to extend producer responsibility to the full life-cycle of the products they make**

New policy development

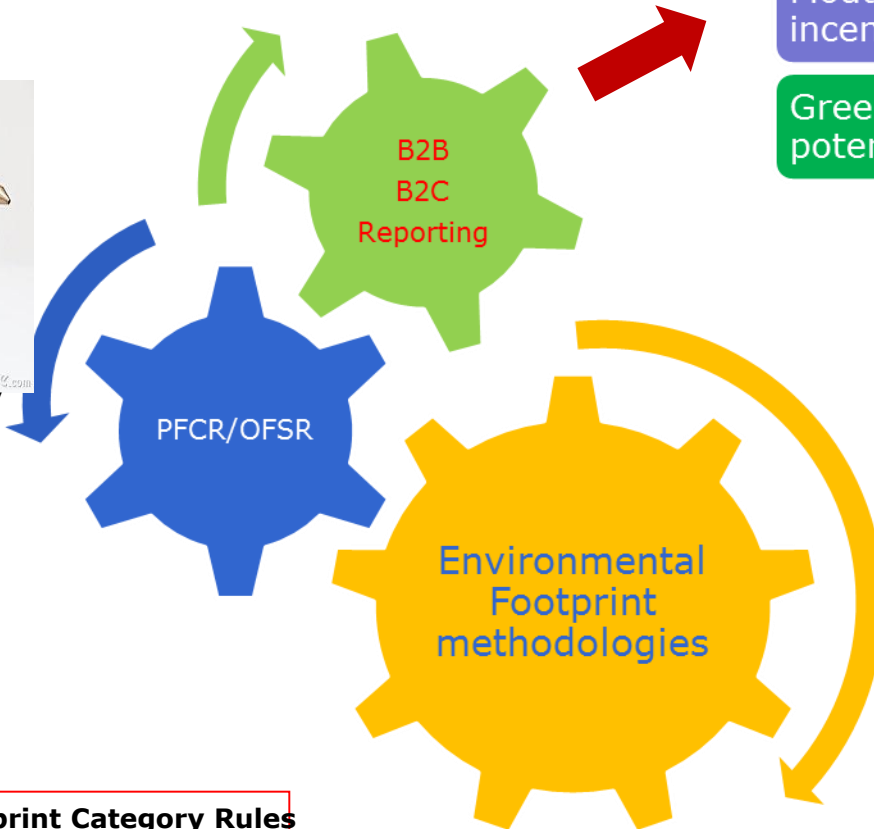
- **Work on a new product information scheme**
- **Objective: ensure consumers' access to information on LC environmental performance of products**
- **Based on a new LCA methodology Product Environmental Footprint (PEF)**
- **Information in a normalised form (e.g. scale, comparison to a benchmark of good performance) for 3-4 most significant environmental aspects**

New policy development

- **1Q 2013: publication of PEF and recommendation to MS and private sector to apply it on voluntary basis**
- **2013-2015/2016: Pilot application of PEF on a voluntary basis including development of PCRs for priority products:**
 - **Performance benchmarks**
 - **Verification methods**
 - **Access to LC data**
 - **Testing of communication formats and tools**
- **2015: Legal instrument/review of the Ecolabel**



**(Free) high quality
life cycle data**



Consumers' comparison

Modulated incentives/investments

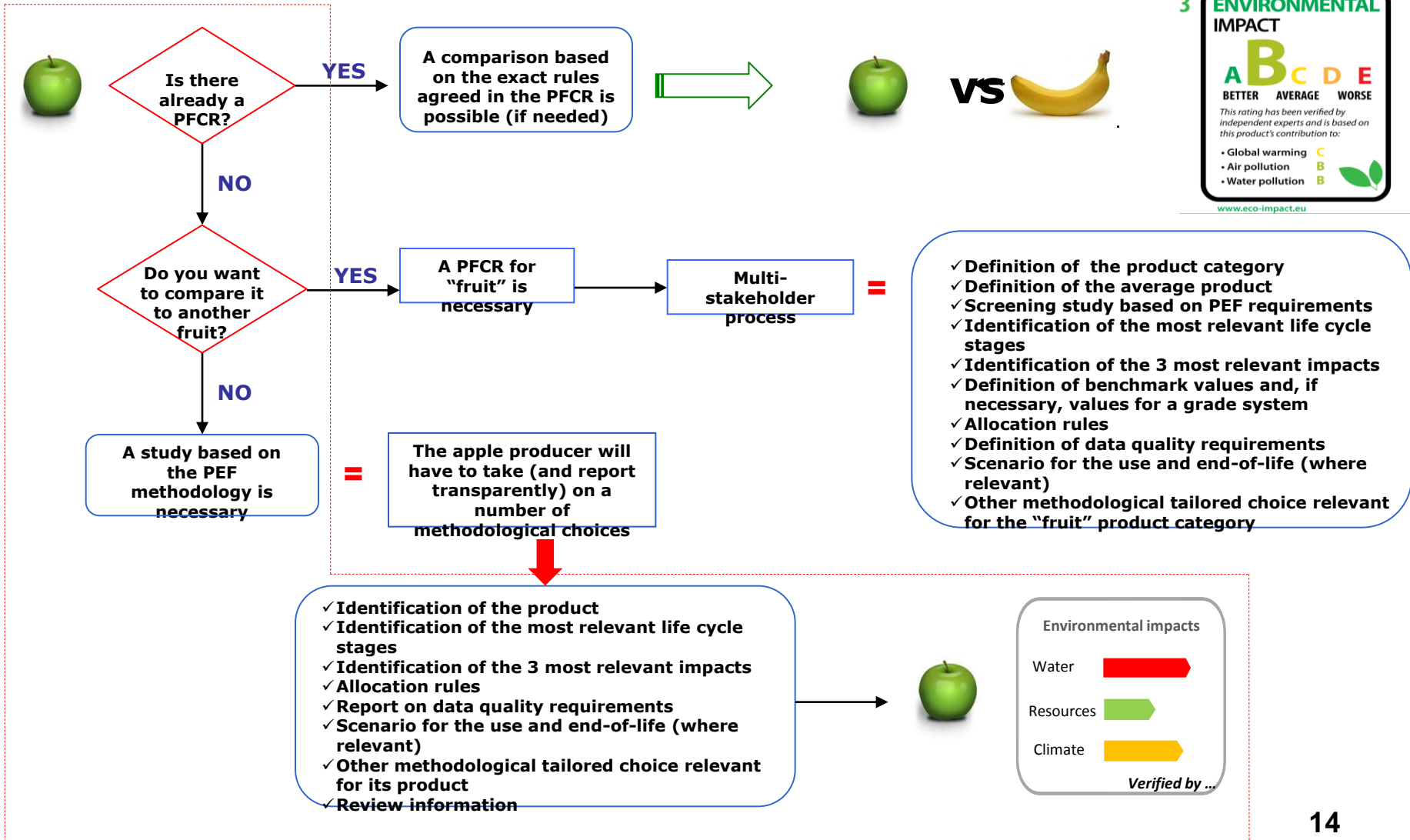
Greening the value chain: full potential of Resource Efficiency

Quantified performances but **NO** benchmark

Hotspot analysis, D4E

Some Resource Efficiency benefits

PFCR = Product Footprint Category Rules
OFSR = Organisation Footprint Sector Rules
B2B = Business to Business
B2C = Business to Consumers
D4E = Design for Environment



Thank you for your attention

Questions?