



**EEB**

European  
Environmental  
Bureau

***Product Passports – A new protocol?***

***Frederik Hafen***



# Key Messages

1. Why do we need reliable product information
2. A vision for a product passport
3. Aarhus Convention Potential
4. Legally binding instrument



# 1. Why do we need reliable product information

## **Products drive environmental impacts**

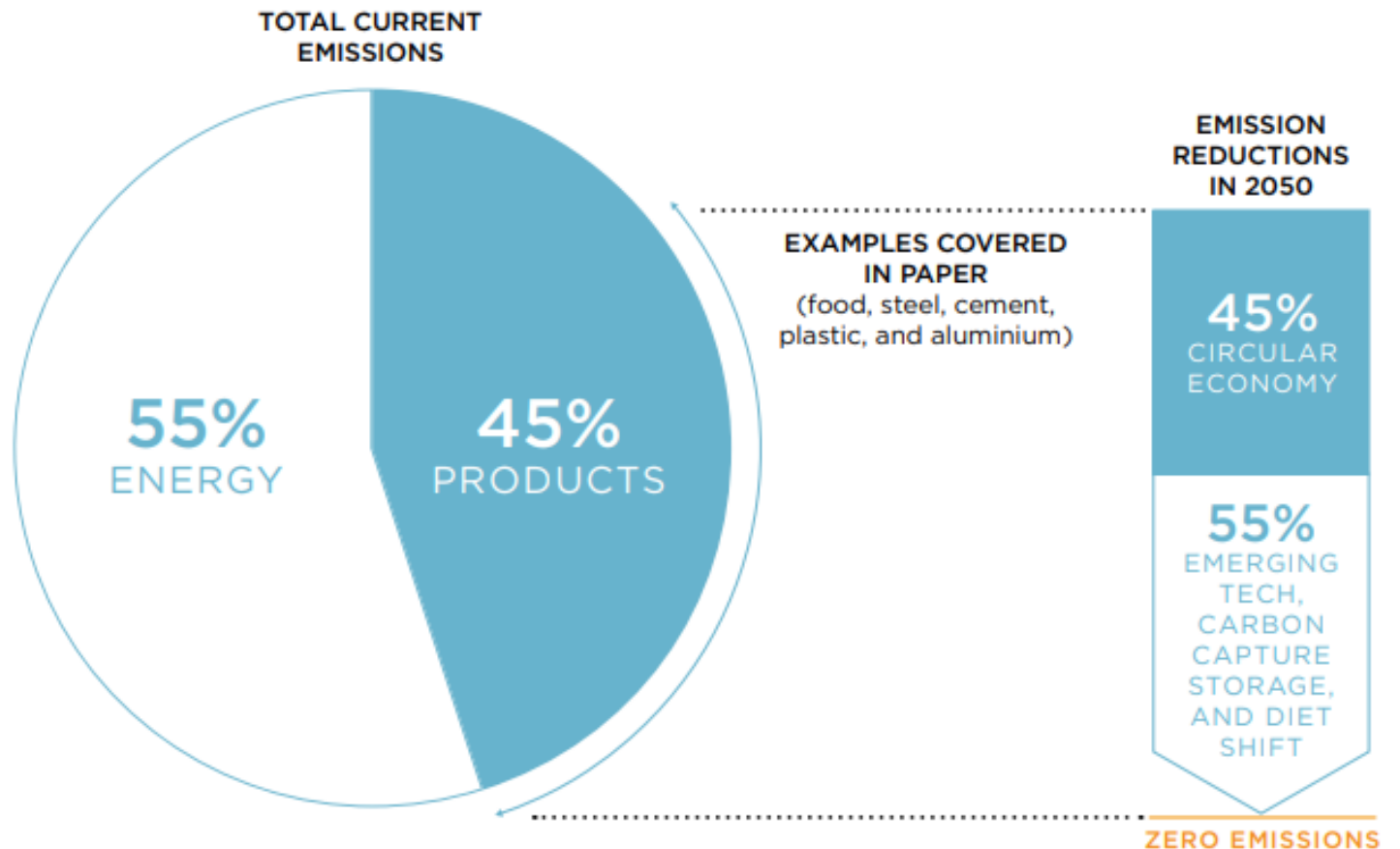
- Products are:
  - Effected by premature obsolescence or are not durable
  - Are designed for single use only
  - Not easy to recycle at their end of life
  - Contain or use hazardous substances
  - Driving the depletion of resources, carbon emissions and pollution...



# 1. Why do we need reliable product information

## COMPLETING THE PICTURE: TACKLING THE OVERLOOKED EMISSIONS

For example  
carbon  
emissions





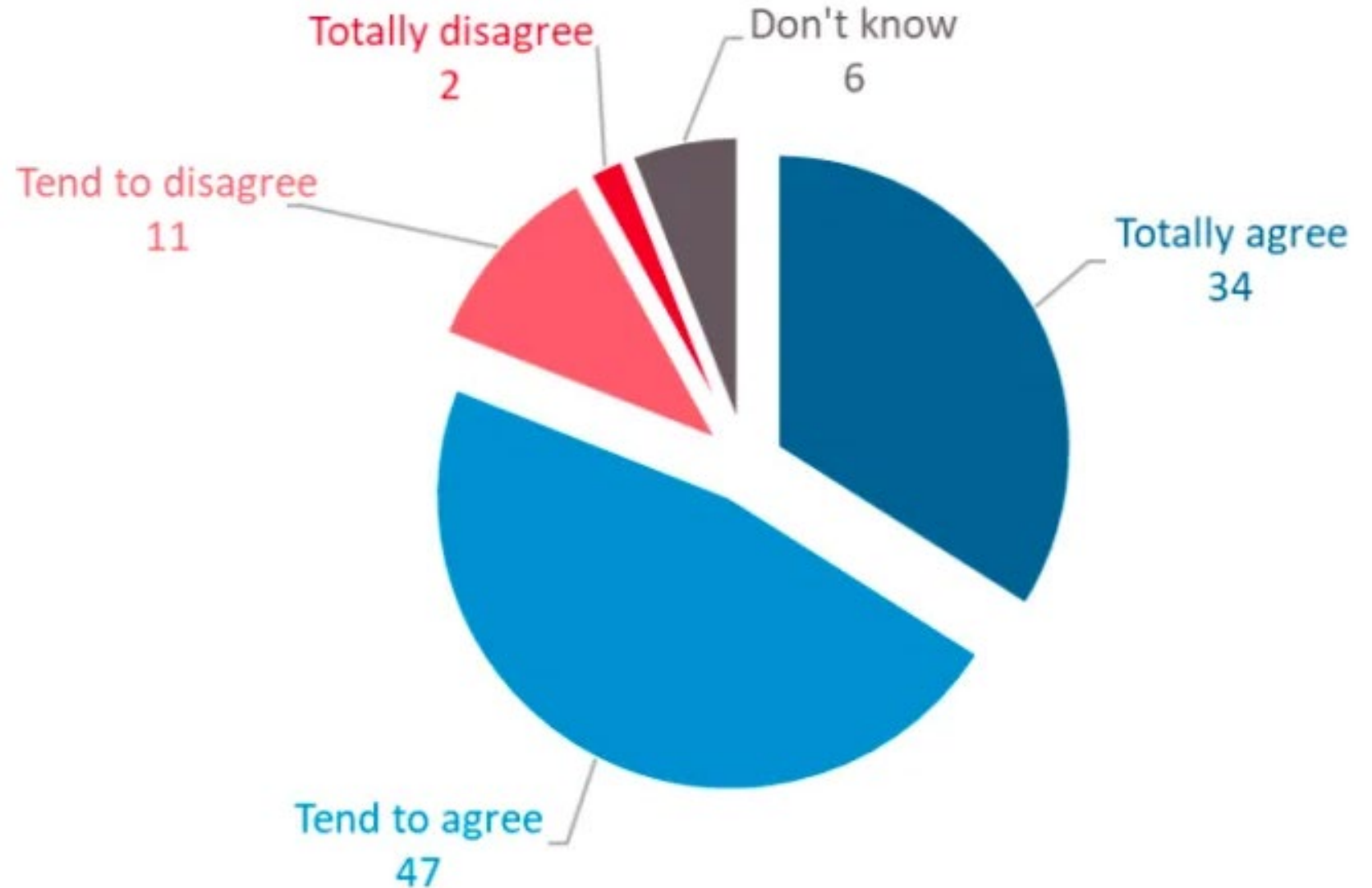
# 1. Why do we need reliable product information

- **3 out of 4 products** display an environmental claim or label in the EU
- **57% of EU consumers are receptive to environmental claims** when making their purchase decisions.
- **A majority (61%) find it difficult to understand** which products are truly environmentally friendly.
- **44% of consumers say they do not trust this type of information**



# Reliable Product informatic

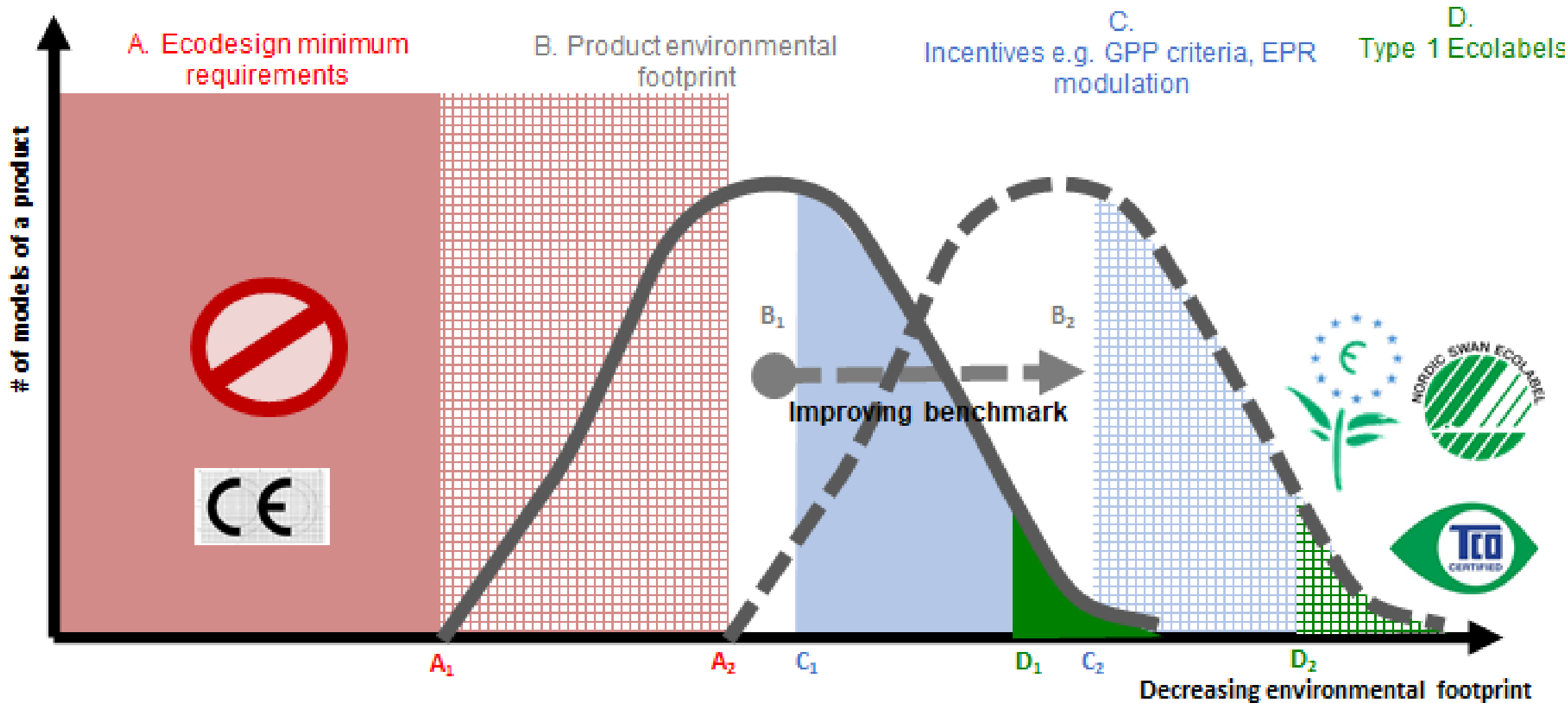
- 
- Many products claim to be environmentally friendly, but you do not trust this is true? (% - EU)





## 2. Vision for a Product Passport

- **Harmonisation** – different schemes with different labels
- **Durability** - expected lifetime
- **Repairability** – including access to manuals and schematics
- **Recyclability** – sorting, dismantling and hazards guidelines
- **Environmental performance** – environmental footprint
- **Contents of hazardous substances** – bill of materials and bill of chemicals
- **Energy use efficiency** – for energy products
- **Social data** – such as due diligence and fair-trade certificates



Ecodesign addresses supply removing 'unsustainable products'

PEF identifies benchmark or average performance on the market

Incentives pull the market beyond better than average performance

Endorsement labels clearly identify top 10% performance





## 2. Vision for a Product Passport

### Potential benefits

- **Citizens and civil society** - facilitating confidence in environmental claims, a basis to inform consumers and prevent greenwashing
- **Circular economy** – providing the right information to refurbishers, repairers and recyclers in order to retain value and ensure safety
- **Sustainable sourcing and due diligence** – creating trust between producers and suppliers
- **Policy making and market surveillance** – facilitating regulatory development as well as compliance and verification of environmental law



### 3. Aarhus Convention Potential

- **Art 5(8)**
- *“Each Party shall develop mechanisms with a view to ensuring that sufficient **product information** is made available to the public in a manner which enables **consumers** to make informed environmental choices”*



## 3. Aarhus Convention Potential

- **7<sup>th</sup> Task Force on Access to Information report**
- (c) *Called on Parties to continue developing and improving frameworks encouraging operators whose activities had a significant impact on the environment to apply tools such as eco-labelling, energy-labelling, product passports, product declarations, warning labelling and other tools to inform the consumers;*



### 3. Aarhus Convention Potential

- **Updated Recommendations on the more effective use of electronic information tools**
- *III. Priority types of information and its accessibility*
- *23. Ensure, where necessary through the introduction of appropriate legislative or regulatory measures, that, subject to article 5 (10) of the Convention:*
  - *(d) The following types of information are made publicly accessible, in a timely manner, through the Internet, preferably through a one-stop web access point:*
    - *(xii) Product-specific data and information,*



## 3. Aarhus Convention Potential

- **Decision VII/11 on the Strategic Plan for 2022-2030**
- **C. Focal area III: Development Strategic goal III** Further development of the provisions and principles of the Convention where necessary to ensure that it continues to achieve its objectives
- **Objective III.3:** The use of modern information and communication technologies and the **range of environmental information** that is made available to the public are gradually **widened**, inter alia, by developing and implementing mechanisms **enabling more informed consumer choices** as regards **products**, thereby contributing to more sustainable patterns of production and consumption



## 3. Aarhus Convention Potential

### EU basis:

- Green Deal
- Circular Economy Action Plan
- Sustainable products

### Existing initiatives:

- Sector specific
- ESPR, SCIP, EPREL, PEF, RAPEX, Vehicle design, Batteries





## 4. Legally binding instrument

New Protocol

Amendment of  
PRTR Protocol

Recommendations?



## 4. Legally binding instrument

### **Proposals:**

- Task Force to explore the options for a legally binding instrument
- Aarhus party as a champion of a product passport initiative



## 4. Legally binding instrument

### **Possible steps:**

1. recommendations developed by the Task Force
2. temporary transformation of the Task Force into a Working Group by MOP mandate
3. decision to set up a technical group



# The way forward



- **Reinvigorate the Convention**
- **Opportunity for Parties**
- **Mission for the Task Force**
  
- Upscale regional and national initiatives
- Influence Market development
- Become global leaders



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[eeb.org](http://eeb.org)

**Frederik Hafen**



[frederik.hafen@eeb.org](mailto:frederik.hafen@eeb.org)

