

# The green claims initiative and the Environmental Footprint methods

**Emmanuelle Maire**  
Head of Unit

**B1 – Sustainable Production, Products &  
Consumption**

**DG ENVIRONMENT**



# Council Conclusions – 10/2019

***WELCOMES the piloting of the EU Environmental Footprint methodology and URGES the Commission to explore whether it can be used as one of the methodologies in developing criteria for product policy measures, e.g. EU ecolabel, Ecodesign and EU Green Public Procurement; WELCOMES all initiatives to support the communication of environmental impacts based on the Environmental Footprint pilot and in time eventually the establishment of a mandatory scheme for environmental claims***

# European Green Deal – 12/2019

*Reliable, comparable and verifiable information also plays an important part in enabling buyers to make more sustainable decisions and reduces the risk of 'green washing'. Companies making 'green claims' should substantiate these against a standard methodology to assess their impact on the environment.*

# Circular economy action plan – 3/2020

*The Commission will propose that companies substantiate their environmental claims using Product and Organisation Environmental Footprint methods..*

# Why EF methods?

- 2010:**
- proliferation of labels a potential threat to Single Market
  - request from major industry players
  - Council conclusions

Cannot use LCA  
systematically in policy  
making



**Same product**

BUT















**Different results**






We need information that is **reproducible, comparable,** and **verifiable**

# PEFCRs/ OEFSRs

## Finalised PEFCRs

-  Batteries and accumulators
-  Decorative paints
-  Hot & cold water pipe systems
-  Intermediate paper products
-  IT equipment
-  Leather
-  Liquid household detergents
-  Metal sheets
-  Photovoltaic electricity generation
-  Thermal insulation
-  T-shirts
-  Uninterrupted power supply

## Ongoing PEFCR development

-  Apparel
-  Cut flowers and potted plants
-  Flexible packaging
-  Synthetic turf
-  Marine fish

- 
-  Beer
  -  Dairy products
  -  Feed
  -  Packed water
  -  Pet food
  -  Pasta
  -  Wine
  -  Olive oil (pending)

---

## Finalised OEFSRs

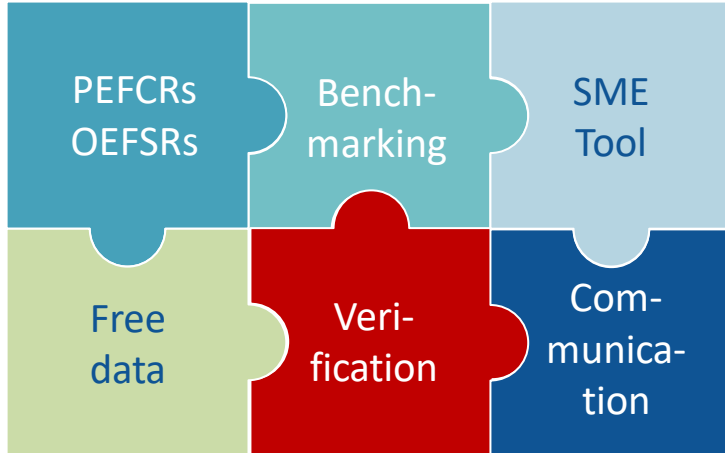


Retail sector



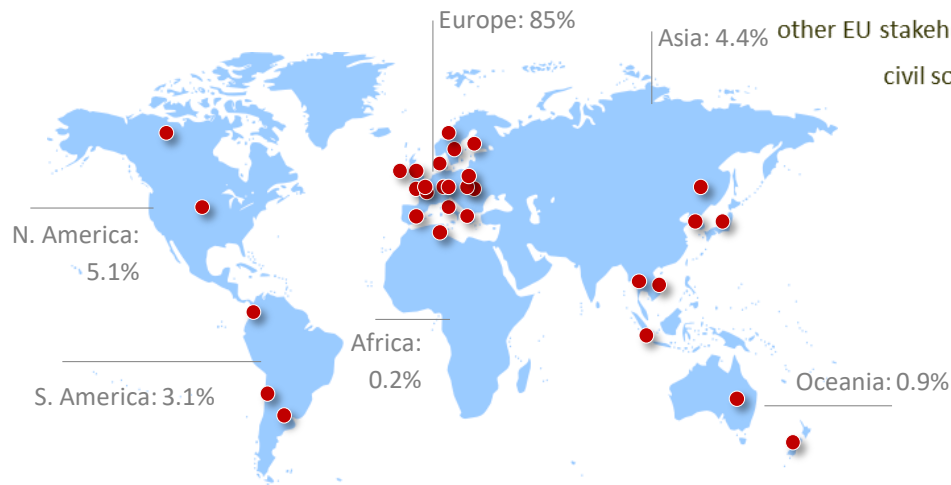
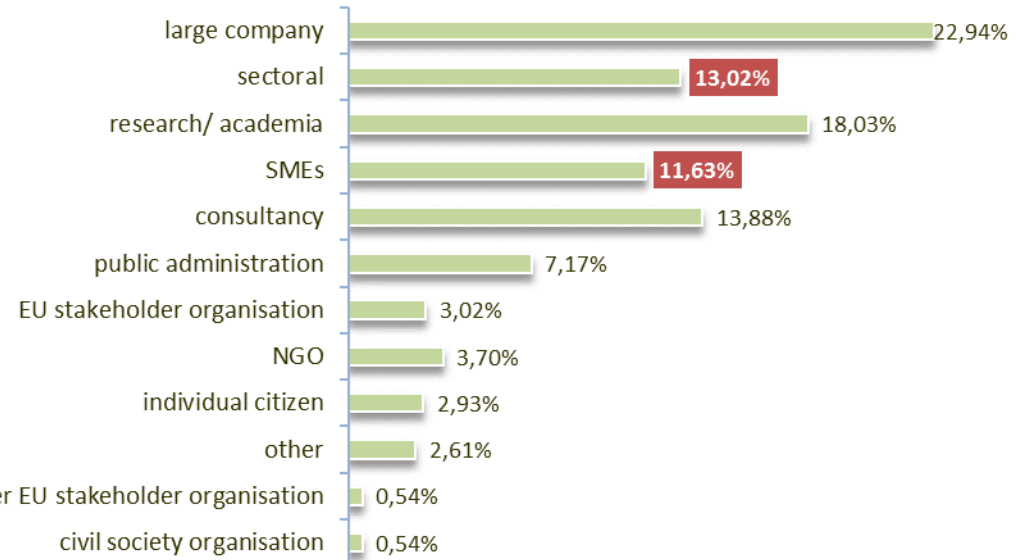
Copper sector

# The pilot phase (2013-18)



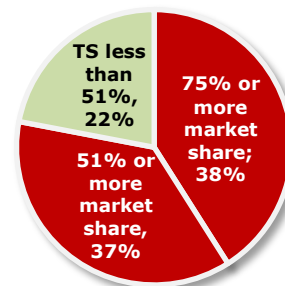
Participants (27 pilots):

**2219 individual stakeholders (5703 participations)**



Stakeholders in the world (● = leading stakeholders)

**267 leading stakeholders in the 23 active pilots**



The EU market is behind the pilots:  
**73% of pilots have the majority of industry in the lead**

# Consultation activities



## 2018-19

- Targeted consultation (224 people respondents)
- Public consultation (291 people)
  - section on EF of the consultation on the product policy framework for CE
- Stakeholder workshop (88)
- Final conference (456)

## 2020

- Feedback on the roadmap (20 July – 31 August, 193 responses)
- Open public consultation – ends 3 December
  - Questions for the general public
  - Questions for experts
  - Stakeholder workshop



# Policy options

- **Baseline:** No modification to the Recommendation and no further action.  
Current PEFCRs/OEFSRs remain valid until their expiry.
- **Updating** the EC Recommendation with results from 2013-18 pilot phase; include recommendations on how to communicate results, how to develop PEFCRs/ OEFSRs...
- **Voluntary Environmental Footprint scheme:**  
legislation establishing a voluntary framework based on the PEF and OEF methods – existing methods/ initiatives are not affected



# Policy options

- **Legislation on green claims:**

requiring companies **making green claims** to substantiate them based on the Product and Organisation Environmental Footprint methods (PEF/ OEF).

Substantiation via PEF category rules/ OEF sector rules (if existing) or the PEF/ OEF method (if no product- or sector-specific rules)

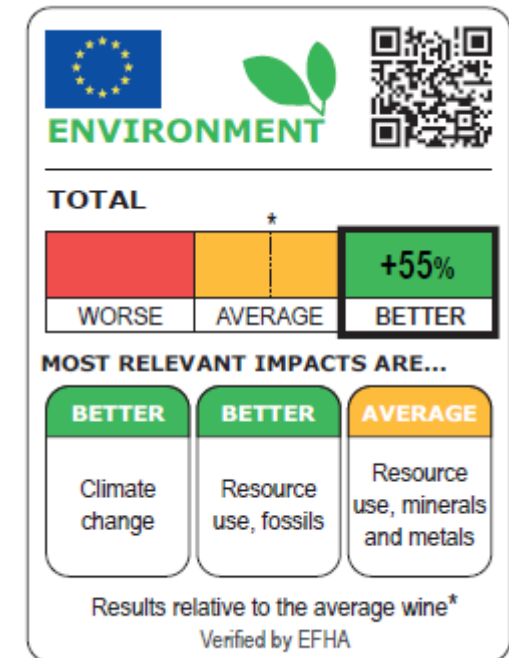
- Only claims covered by the method or product-/ sector-specific rules (e.g. claims on climate change covered, repairability not covered)

# Policy options

- Setting up an appropriate **verification/ certification** system
- Setting up an **enforcement** system  
(ex ante/ ex post + who enforces?)
- **Life cycle data** governance: EU database vs  
network of databases/ dataspace

# Policy options

- **Communicating Environmental Footprint profiles**
  - establish principles
  - minimum information content  
(e.g. always communicate overall performance)
  - common EU format (label/logo/reporting format)
- **Elements to be communicated**
  - Based on PEFCRs or on PEF
  - Based on OEFSRs or on OEF



# Next steps

- Gathering stakeholder input
- Analysing policy options (impact assessment)
- Proposal in Q2 of 2021





<https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12511-Environmental-claims-based-on-environmental-footprint-methods>

[http://ec.europa.eu/environment/eussd/smgp/PEFCR\\_OEFSR.htm](http://ec.europa.eu/environment/eussd/smgp/PEFCR_OEFSR.htm)

[http://ec.europa.eu/environment/eussd/smgp/ef\\_transition.htm](http://ec.europa.eu/environment/eussd/smgp/ef_transition.htm)



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

[env-environmental-footprint@ec.europa.eu](mailto:env-environmental-footprint@ec.europa.eu)

Twitter: @EU\_EnvFootprint

