On November 9 2022 a virtual meeting took place with FoodDrinkEurope.

Main topic:
- FoodDrinkEurope presented Guidelines on how to apply PEF for food and drink products where there is no PEFCR and discussion on the Green Claims Initiative.

Participants:
- Nestle
- Pepsico
- FoodDrinkEurope
- ENV (B1):

Summary:
- The FoodDrinkEurope Guidelines are based on Annex I of Recommendation EU 2021/2279.
- FoodDrinkEurope supports a EU harmonized method.
- In practice that means we have to increase the methods tools and data available to make it useful on the ground.
- On national initiatives, some are based on PEF, some have additions, which are not PEF based, which makes it difficult.

FoodDrinkEurope position paper of on the Green Claims:
- Harmonised approach should be based on PEF, robust and science based method.
- Simplifications of PEF needed, especially specific sector guidance and access to accurate EU based data, that needs to be kept up to date and access to tools to calculate LCAs.
- Environmental Labelling should be voluntary, clear and meaningful to consumers, should be allowed on-pack and digital.
- Colour coded labels are best suited to inform consumers according to consumer tests.

Improvements needed on PEF:
- Biodiversity.
- Organic carbon storage in soil.
- Packaging: CFF how to score the use of recycled content.

ENV:
- Provided update on the status of the GCI, as far as possible, mentioning that it is likely to be adopted in form of a Directive, being lex specialis to the Empowering Consumers for the Green Transition.
- Methodology to substantiate claims, PEFCR will be recognized as compliant but also other methods would be allowed with oversight of competent authorities and certification schemes to check if they are compliant with the requirements of the Directive.
Discussion points:

- If it comes as a Directive, there may be the need to follow different schemes implemented in different Member States, which is not ideal from a harmonization perspective.
- Different information and scores may be communicated to consumers in different Member States on the same product, which is not ideal from a harmonization perspective.
- Recognition of a scheme that is used in one MS also in other MSs would be seen as very helpful.

Thanks and regards,