From: ENV DIRECTOR GENERAL  
Sent: jeudi 15 juillet 2021 10:14  
To: @fooddrinkeurope.eu  
Cc: DIRECTOR GENERAL; ENV DDG  
Subject: FW: FoodDrinkEurope views on Substantiating Green Claims proposal and use of PEF  
Attachments: FoodDrinkEurope views on Substantiating Green Claims proposal and use of PEF.pdf

Dear [Name],

On behalf of DG Fink-Hooijer, we hereby acknowledge receipt of your correspondence and we thank you for the invitation to dialogue around the attached paper.

Your letter has been transmitted to the services in charge, for the appropriate analysis and follow-up and we will come back to you with an answer soon.

Best Regards,

[Signature]

European Commission/Directorate General for the Environment  
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Disclaimer: This message represents solely the views of its author and cannot in any circumstances be regarded as the official position of the European Commission. It is intended solely for the person to whom it is addressed and may contain confidential information.

From: extract@fooddrinkeurope.eu  
Sent: Wednesday, July 14, 2021 11:25 AM  
To: FINK-HOOIJER Florika (ENV)@ec.europa.eu; DRAKE Joanna (ENV)@ec.europa.eu; @fooddrinkeurope.eu; @fooddrinkeurope.eu; @fooddrinkeurope.eu; @fooddrinkeurope.eu; @fooddrinkeurope.eu  
Subject: FoodDrinkEurope views on Substantiating Green Claims proposal and use of PEF

Dear Ms. Fink-Hooijer,

On behalf of FoodDrinkEurope, I am pleased to share with you our views on the upcoming European Commission’s proposal on Substantiating Green Claims which is expected by the end of this year.
The European food and drink industry supports the development of an EU policy framework for the voluntary provision of product environmental information to consumers, based on the Product Environmental Footprint (PEF) methodology. In this paper, we make recommendations to improve PEF to make it easily applicable for food and drink products. We also provide views on how to best communicate to consumers on the environmental footprint of products.

We would be pleased to discuss our paper with you at a time of your best convenience. If you agree, we will get in touch with your assistant to arrange the practical meeting details.

Kind regards,

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If you prefer not to receive further communications from us or have any questions concerning our privacy policy, please send an email to admin@fooddrinkeurope.eu.