



Council of the European Union
General Secretariat

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LIMITE

CONSOM

COMPET

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ENV

WORKING PAPER

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NOTE

From:	Commission
To:	Working Party on Consumer Protection and Information
Subject:	Green claims initiative/ Environmental Footprint methods - Presentation from the Commission

Green claims initiative/ Environmental Footprint methods

28.05.2021

European Commission, DG ENV.B1

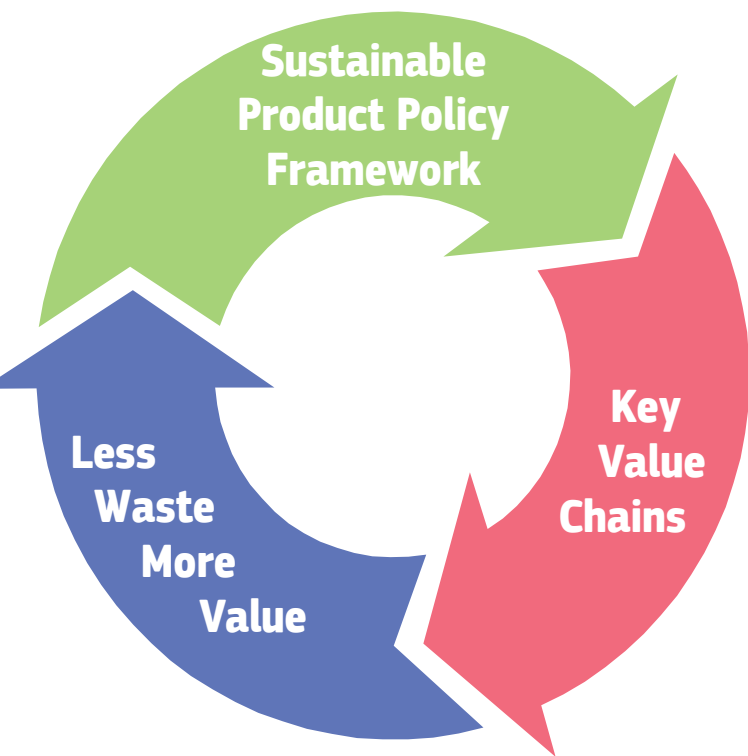


European Green Deal – 12/2019

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.

2020 Circular Economy Action Plan

Changing the way Europe consumes and produces



35 actions

Make sustainable products the norm in the EU
Empower consumers and public buyers
Sustainable production processes

Electronics and ICT
Batteries and vehicles
Packaging
Plastics
Textiles
Construction and buildings
Food, water and nutrients

Reduce Waste
Reduce Waste Exports
Boost market for high quality and safe secondary raw materials

Making circular economy work for people, regions and cities

Circular economy as a requisite for climate neutrality

Getting the Economics Right

Financial Markets

Investments and R&I

Global Level Playing Field

Monitoring

A shared agenda



EU institutions and advisory bodies, Member States and stakeholders positively welcomed the CEAP's ambition



- Council conclusions “Making the Recovery Circular and Green” adopted on 17 December 2020:
 - *[The Council] CALLS UPON the Commission and Member States to strive for a full circular economy; [par. 4]*
 - *STRONGLY WELCOMES the new Circular Economy Action Plan as a central pillar of the European Green Deal, which is essential for delivering economic recovery and sustainable growth; [par. 5]*
 - *EMPHASISES the importance of focusing the new CEAP on a sustainable product policy, key product value chains and waste prevention; [par. 6]*



Resolution
adopted in Feb
2021



Opinion adopted
on 14 October
2020



Opinion adopted
on 15 July 2020

Why do we talk about green claims?

No of ecolabels worldwide

430 → 458
2013 2020
~232 in the EU

54%

Consumers wanted to make more sustainable choices at the beginning of the COVID pandemic

56%

of consultation respondents encountered misleading claims

4% filed a complaint

80

Leading initiatives on GHG reporting

40-60%

Percentage of consumers who would pay more for products with better environmental performance

61%

Consumers find it difficult to understand which products are environmentally friendly

74%

Businesses use more than two methods to measure environmental performance

€5,000 - €2million
Cost of methods/initiatives used

68%

Growth of assets under green funds in last three years (ref. yr 2018)

44%

Consumers do not trust environmental information

The Product and Organisation Environmental Footprint (PEF/OEF)

Cannot use LCA
systematically in policy
making



Same product

BUT



Different results



We need information that is:

Reproducible (i.e. different people calculate same results)

Comparable (i.e. referring to the same aspects, quantified results comparable)

and **Verifiable** (i.e. possible to be verified)

What are the PEF / OEF methods?



2010: the Council asked the Commission to develop a harmonised method



Development of Environmental Footprint methods **to bring more clarity for citizens and new opportunities for businesses**



2013: Recommendation (2013/179/EU)

Impacts covered



Normalisation

results divided by normalisation factors defined based on yearly emissions of an average global citizen



Weighting

normalized results multiplied by weighting factors (expert panels, planetary boundaries, reliability of indicator)

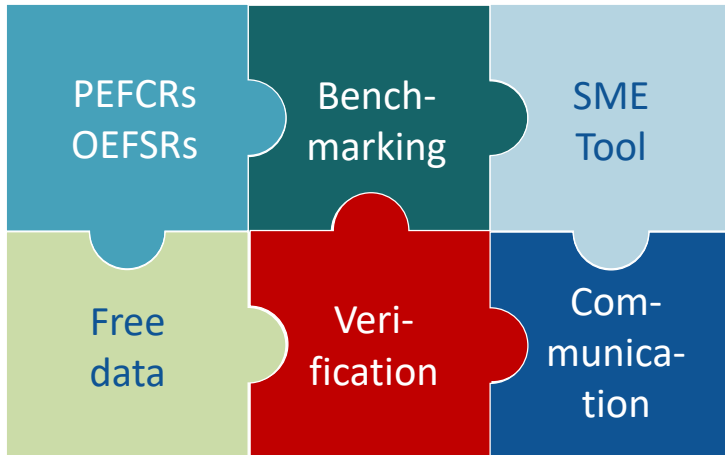


Single score



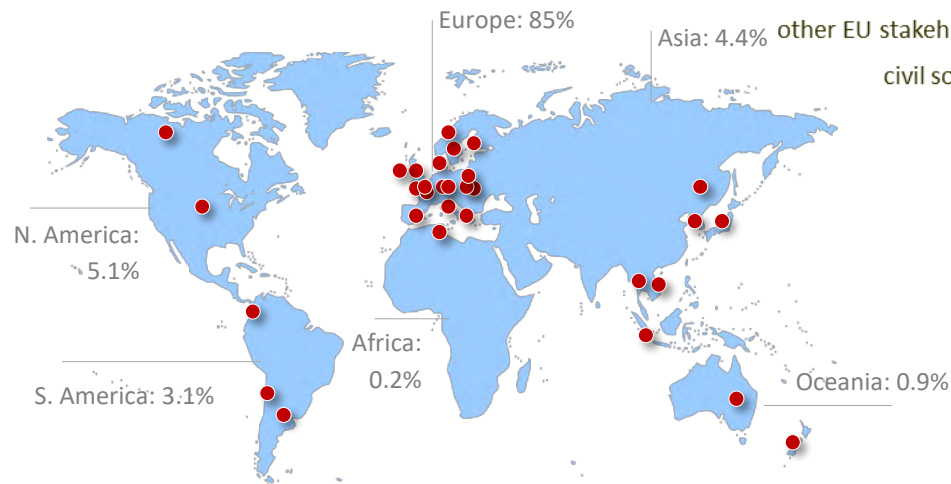
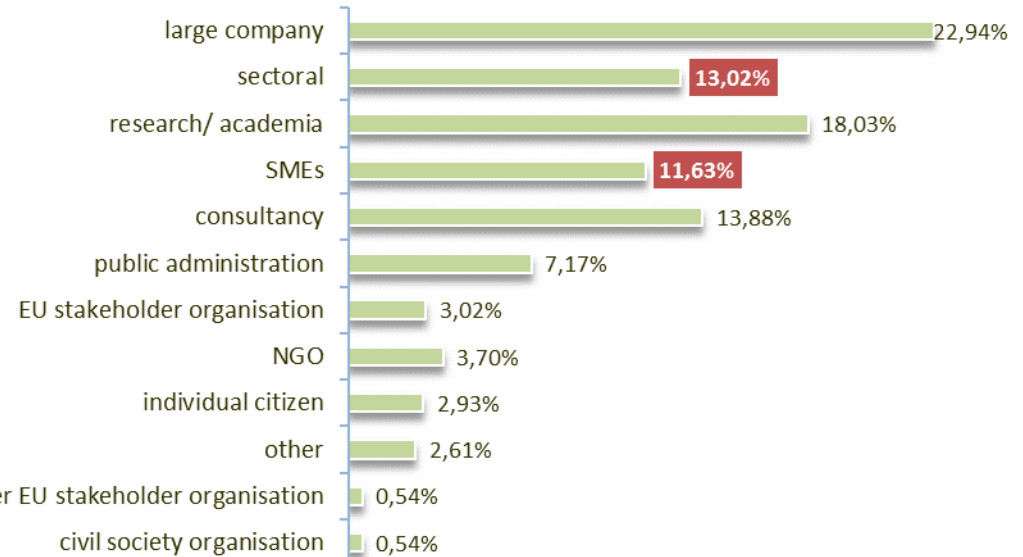
Additional environmental information

The pilot phase (2013-18)



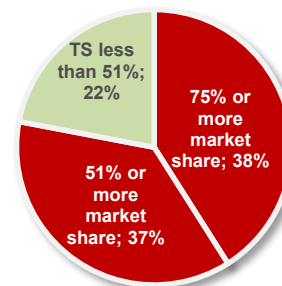
Participants (27 pilots):

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






PEFCRs/ OEFSRs

Finalised PEFCRs

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

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

Ongoing PEFCR development

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

Finalised OEFSRs

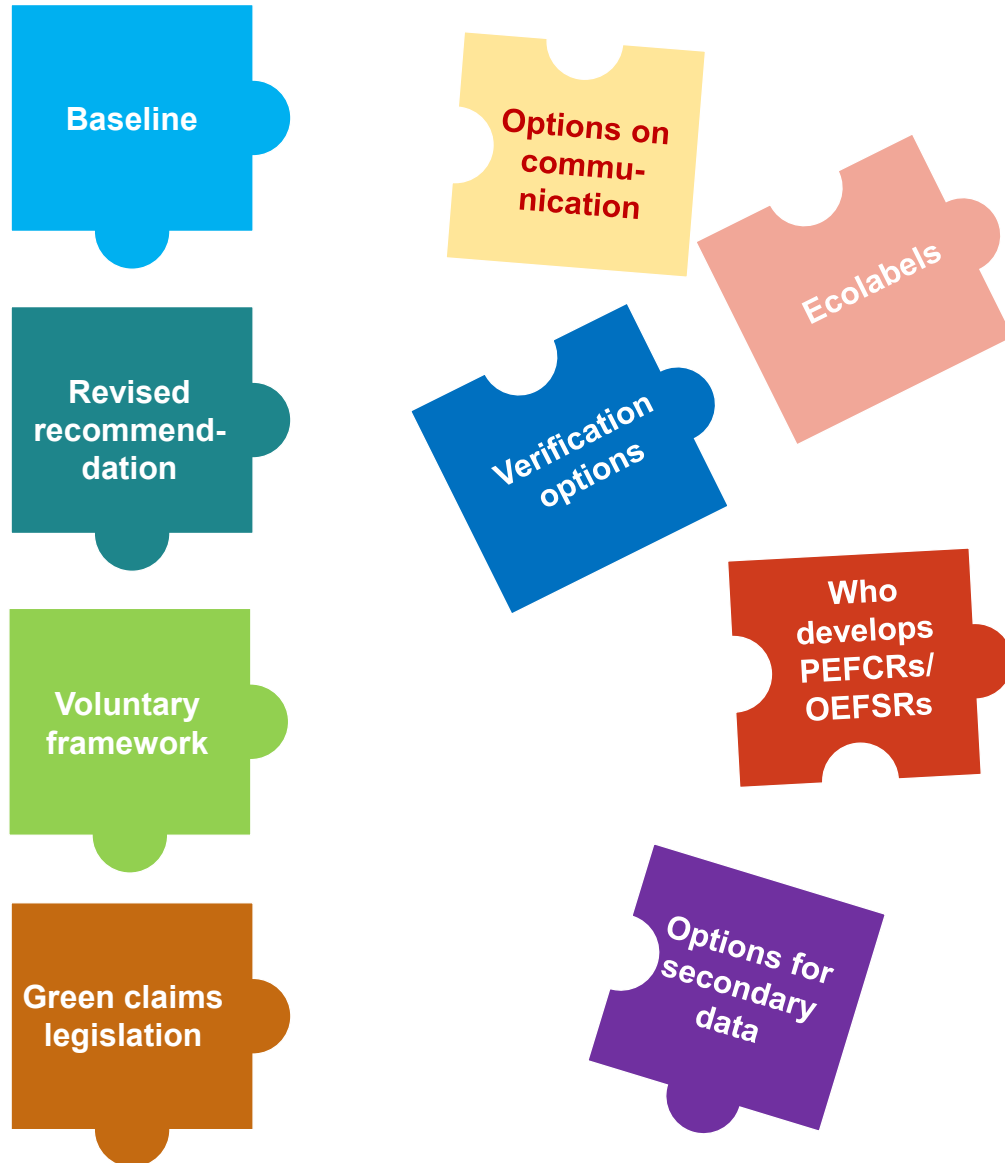


Retail sector



Copper sector

Green Claims Initiative – on-going impact assessment



1. Baseline

2. Updating the EC Recommendation with results

from 2013-18 pilot phase; include recommendations on how to communicate results, how to develop PEFCRs/ OEFSRs...

3. Voluntary Environmental Footprint scheme:

legislation establishing a voluntary framework based on the PEF and OEF methods – existing methods/ initiatives are not affected

4. 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)

Articulation with DG JUST initiative on Empowering Consumers in the Green transition



<https://ec.europa.eu/environment/eussd/smgp/>

http://ec.europa.eu/environment/eussd/smgp/PEFCR_OEFSR.htm

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



env-environmental-footprint@ec.europa.eu