



Life **Effige**

| Environmental Footprint
| For Improving and
| Growing Eco-efficiency





EFFIGE - THE PROJECT

The EFFIGE project- funded by the LIFE Unit of the European Commission in the 2016 call for proposals- aims to enable Italian companies to **measure their environmental footprint with transparency, clarity and effectiveness.**

European surveys and national studies show that **the market is increasingly asking for sustainable products**: the Life EFFIGE project is designed to meet this need by experimenting with the adoption of the **Product Environmental Footprint (PEF)**, a method for calculating the environmental footprint of goods and services promoted by the European Commission with the Recommendation 179/2013/EU.

The PEF method allows the calculation of the environmental footprint of the entire life cycle of a product, including extraction of raw materials, manufacturing, use and end of life.

EFFIGE experiments this approach in four industries: **foundries, wood-furniture, agri-food and meal service**, involving several companies.

All participating companies are committed to reducing the environmental footprint of their goods and services, by planning strategic actions aimed at producing them in a more sustainable way and making them more competitive on the market.

GOALS

EFFIGE contributes to the development and dissemination of the European environmental footprint, which has become a top priority on the European Commission's political agenda in terms of green economy and circular economy. To achieve this goal, **the project aims to disseminate the PEF method within manufacturing sectors not yet involved in European studies.**

The partners of this project work on two main objectives: from one side they **develop scientific calculations and reductions of the environmental footprint**, while from the other they define the most suitable tools **to better communicate the environmental footprint of products**. These are pilot experiences, from which it will be possible to draw up proposals for **PEF Category Rules (PEFCR)**, that is category rules for the application of the PEF method, which can be adopted throughout Europe and in particular by SME.

Within the EFFIGE project, **at least 22 PEF will be conducted in the four different supply chains**. Two working groups will be then activated, in order to define **documents and guidelines**, so that companies can communicate their PEF in the best possible way, integrating it with other **environmental management tools**.



PARTNERS OF THE PROJECT

The collaboration between one of the most active universities in the international research scene and some significant sectors in the Italian scenario will allow to make the EFFIGE project representative of the Italian and European landscape. Besides, the EFFIGE will contribute to the fundamental goal of making **the PEF method more versatile, flexible and applicable to SMEs**.

The **Institute of Management of the Sant'Anna School of Advanced Studies** is the coordinator and technical partner of this project, and is supported by the technical activities of **ENEA**, the National Agency for new technologies, energy and sustainable economic development.

In addition to the two technical partners, **five producers associations representing significant production sectors for the 'Made in Italy'** take part to EFFIGE: Dai Carulina and the Consorzio Agrituristico Mantovano "Verdi Terre d'Acqua" for the agri-food sector; Assofond in the field of Italian foundries; FederlegnoArredo for the wood-furniture supply chain and CAMST for catering.



Sant'Anna
Scuola Universitaria Superiore Pisa

The **Institute of Management of the Sant'Anna School of Advanced Studies** offers training and research programs focused on modernization and innovation needs at national and international level. The Institute has two main purposes: declining the management of innovation with reference to the industry and the public services sector; providing original contributions from the viewpoint of scientific production, as well as contributing to the public and private sectors in terms of knowledge sharing and training to develop long-term skills.

PARTNERS OF THE PROJECT



ENEA, the National Agency for new technologies, energy and sustainable economic development, is a public body aimed at research, innovation and the provision of advanced services in the fields of energy, environment and sustainable development.



Dai Carulina SRLA is a company that brings together six companies from the Sannio area active in the agri-food sector (mainly in the production of olive oil, meat, sausages, milk and cheese). It develops support services, including environmental control systems along the entire supply chain.



Assofond is the Italian Foundry Association. It represents the most important Italian foundries. Founded in 1948, it joins Confindustria and the European Foundry Association (CAEF), and now counts among its associates around 200 member companies.



The **Consorzio Agrituristico Mantovano** is a network of 350 farms founded in 1998. It is located in Mantua and carries out activities for the integrated promotion of rural tourism resources and farm products in the Mantuan and Lombardy countryside.



CAMST is the largest entirely Italian catering company with a turnover of 507 million euros and 10,560 employees (2016 financial statements). It is specialized in all the catering sectors, from the collective to the commercial one.



FederlegnoArredo, founded in 1945, is part of Confindustria and represents the Italian companies operating in the wood-furniture sector: an integrated economic chain that, from the raw material to the finished product, creates a flow of high-added value products.

THE TIMELINE OF THE PROJECT

November 2017 - March 2018

Research activity aimed at identifying the best experiences of the implementation of the LCA (Life Cycle Assessment), i.e. the logic underlying PEF, in Europe for each sector of reference

March 2018 - March 2019

Selection of representative products of the various sectors, PEF calculation of the products, development of the PEFCR and identification of improvement actions

March 2019 - June 2019

Definition of two working groups that will deal with the communication role of PEF and its integration with existing environmental policy instruments

Definition of the program of improvement interventions

June 2019 - June 2021

Implementation of improvement interventions

Evaluation of the environmental improvements obtained and cost / benefit analysis

Definition of guidelines for replicating project activities in other sectors

Data collection and communication of the results obtained





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