

# Green claims initiative

*DG ENV.B1*



# European Green Deal – 12/2019

*Anche le informazioni, a condizione di essere affidabili, comparabili e verificabili, svolgono un ruolo importante per consentire agli acquirenti di prendere decisioni più sostenibili, riducendo il rischio di un marketing ambientale fuorviante ("green washing"). Le imprese che vantano le caratteristiche ecologiche dei loro prodotti dovrebbero essere in grado di dimostrarle sulla base di una metodologia standard che ne valuti l'impatto sull'ambiente.*

# Circular economy action plan – 3/2020

*La Commissione proporrà inoltre che le imprese forniscano ulteriori elementi a sostegno delle loro dichiarazioni ambientali, utilizzando i cosiddetti "metodi per misurare l'impronta ambientale dei prodotti e delle organizzazioni". La Commissione testerà l'integrazione di questi metodi nel marchio Ecolabel UE e includerà più sistematicamente la durabilità, la riciclabilità e il contenuto riciclato nei criteri per il marchio Ecolabel UE.*

*La revisione della direttiva sulla progettazione ecocompatibile, nonché ulteriori lavori su gruppi di prodotti specifici, nell'ambito del quadro di progettazione ecocompatibile o nel contesto di altri strumenti, si baseranno, ove opportuno, su criteri e regole stabiliti nell'ambito del regolamento sul marchio Ecolabel UE, del metodo dell'impronta ambientale dei prodotti 12 e dei criteri dell'UE per gli appalti pubblici verdi.*

# 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 problems

Unlock  
opportunities for the  
circular and green  
economy

Claims made on  
environmental  
performance are  
based on reliable,  
comparable,  
verifiable  
information

Minimise additional  
environmental  
burden for  
businesses  
generating  
information

GREEN CLAIMS (DG ENV)

Proliferation of inconsistent  
methods and initiatives

Too many misleading  
environmental claims

CONSUMER LAW (DG JUST)

Consumers lack information  
to contribute to the green  
transition

Consumers face  
untrustworthy information  
or practices preventing  
them from contributing to  
the green transition

Substantiation on impacts  
covered by the EF methods  
More methodological coherence

Strong safety net for sustainability claims  
Specific measures  
(early obsolescence,  
repair)

# Why EF methods?

Cannot use LCA systematically  
in policy making



Same product

BUT

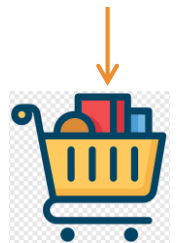


Different results

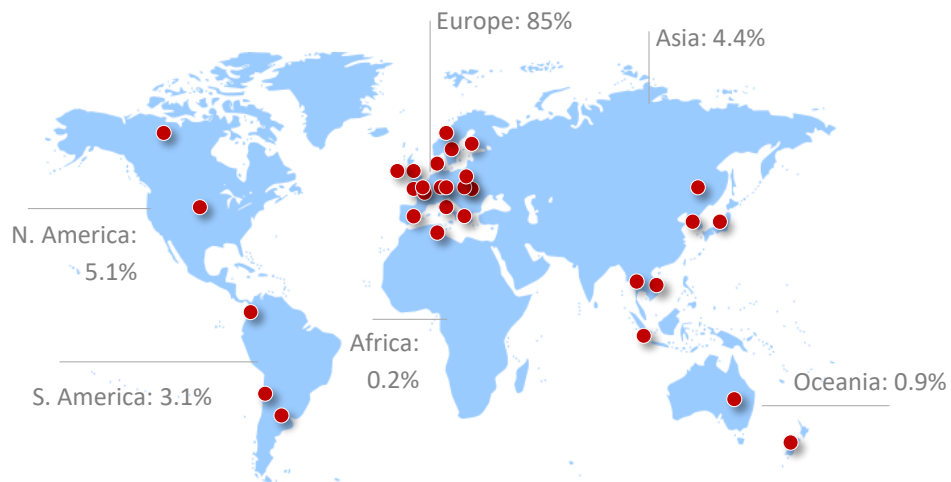
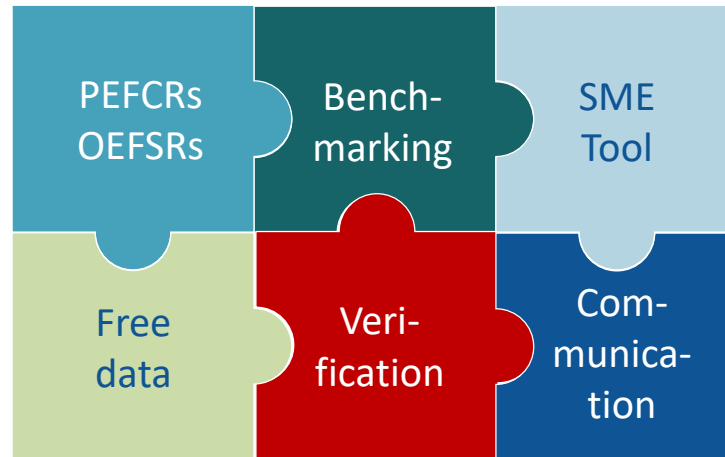
We need information that is **reproducible, comparable, and verifiable**

# Features of the EF methods

- **Avoid trade-offs** between different value chain steps and between different environmental impacts (life cycle approach)
- **Tested** between 2013-18 with more than 250 leading stakeholders and more than 2000 stakeholders following the process
- **Based on international** best practice approaches BUT
  - Reproducible: methodological choices taken in method/ product- and sector-specific rules (PEFCRs/ OEFSRs) – this also leads to simplification
  - Materiality-driven: focus on the processes that are driving the environmental impact of a product/ organisation
  - Comparable: when PEFCRs exist, specific products' performance is comparable to a benchmark (average environmental performance)
  - Reliable: best practice methodological solutions discussed with experts and stakeholders, minimum verification requirements included in the method
  - Agreed: methodological choices taken based on input from experts (business, academia, public administrations, NGOs)
  - Less cost: Where secondary impact data is used, available for free to PEFCR/ OEFSR users



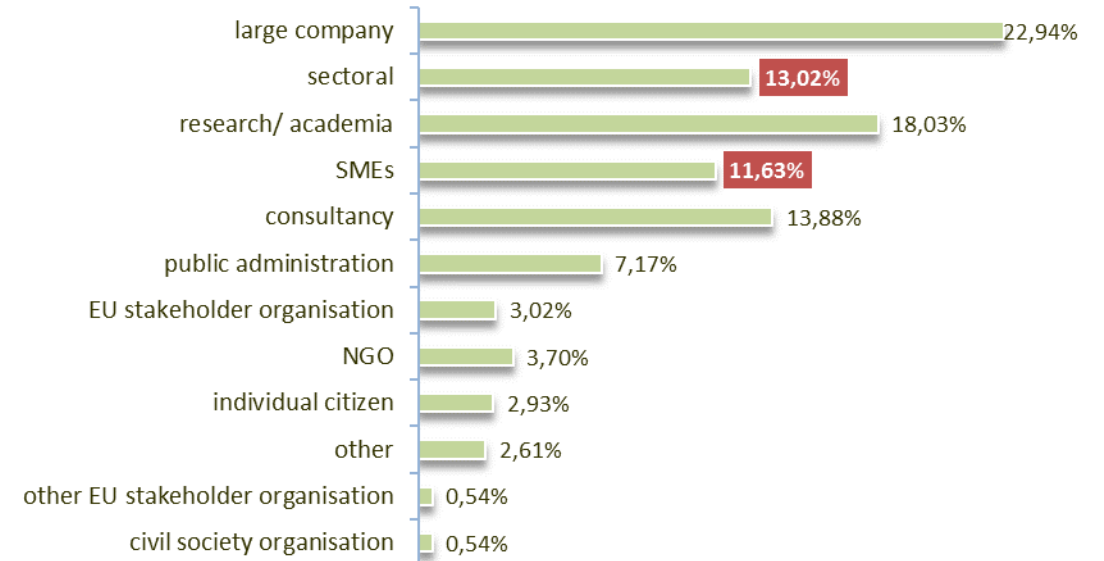
# The pilot phase (2013-18)



Stakeholders in the world (● = leading stakeholders)

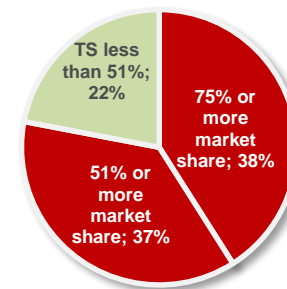
Participants (27 pilots):

2219 individual stakeholders (5703 participations)



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

# Options landscape – green claims



- **Baseline:** No modification to the Recommendation and no further action.
- **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

# Options landscape – green claims

- **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)

# Consultation activities



## 2018-19

- Targeted consultation (224 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 – ended 3 December 2020
  - Questions for the general public
  - Questions for experts
  - Stakeholder workshops (November 2020)
- Foreseen adoption: 2021



