

SYSTEMS WORKING GROUP UPDATE
Steering Committee Meeting – Jay Golden April 8, 2010

ECOLABELLING.ORG
 WHO'S DECIDING WHAT'S GREEN?

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Ecolabels can help you find green products. This site helps companies and consumers use them. You can browse, search or learn more about ecolabels below.

SEARCH BY REGION

Global	Asia	Latin America	Oceania
Africa	Europe	North America	

SEARCH BY TYPE

Buildings	62
Carbon	52
Electronics	40
Energy	31
Food	50
Forest Products	26
Retail Goods	14
Textiles	40
Toys	28
Other	79

RECENT BLOG POSTS

Global Survey to Index Ecolabel Universe Launches
 Vancouver - Monday, Nov 23rd, 2009 - Big Rivers Inc., The World Resources Institute, The Sustainability Consortium, and Duke University today launched a global survey of ec.

Ecolabelling.org helps you to

- Build a Green Purchasing Strategy for Your Business.**
Find out how your company can use ecolabels.
- Buy Green Products.**
The companies advertising on this site use ecolabels to assure you their products are green.

Subscribe to our newsletter:
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340 labeling organizations invited. 127 surveys completed. 37.35% response rate.

SEC Notification

Monday, February 8, 2010

75, No. 25 / Monday, February 8, 2010 / Rules and Regulations

These developments may create demand for new products or services, or decrease demand for existing products or services. For example, possible indirect consequences or opportunities may include:

- Decreased demand for goods that produce significant greenhouse gas emissions;
- Increased demand for goods that result in lower emissions than competing products;⁷⁴
- Increased competition to develop innovative new products;
- Increased demand for generation and transmission of energy from alternative energy sources; and
- Decreased demand for services related to carbon based energy sources, such as drilling services or equipment maintenance services.

Part III
Securities and Exchange Commission
17 CFR Parts 201, 231 and 241
 Commission Rulemaking
 Reporting Requirements of Climate Change Risk

Attribution

- Dr Kay Williams
 Team Leader, Sustainable Procurement policy and standards including carbon footprinting
 Defra – UK
- Kati Kaskeala
 European Public Affairs Director
 Unilever

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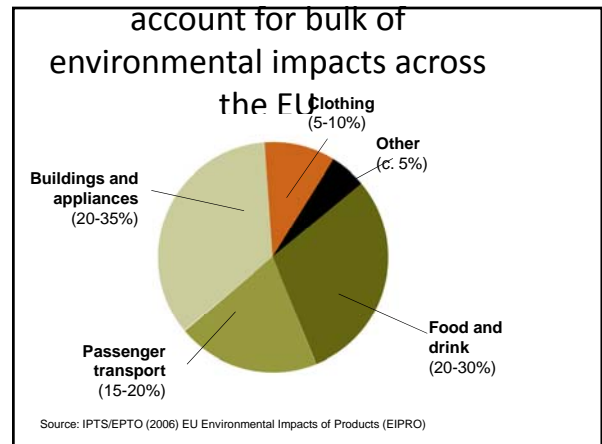
Defra

Our purpose: *To secure a healthy environment in which we and future generations can prosper.*

Public Service Agreement 28: *Secure a healthy natural environment for everyone's well being, health and prosperity, now and in the future.*

Our priorities: Promote a sustainable, low-carbon and resource-efficient economy

Departmental Strategic Objectives: Sustainable Consumption and Production (SCP); Championing Sustainable Development



Lifecycle impacts and claims

- Updating Green Claims Code
- Improving sustainability of product supply chains - **Product Roadmaps**

EU and UK high impact sectors:	Product or Service Roadmap:
Food	Milk
	Fish
Transport	Passenger cars
Energy-using Products <small>(additional to minimum Standards agreed in EU)</small>	TVs
	Lighting
	Motors
Buildings <small>(no existing actions in Sustainable Construction Strategy)</small>	Window systems
	WCs
	Plasterboard
Clothing/Textiles	Clothing

EU Policy context & drivers (1)

Sustainability issues and climate change at top of political agenda

- Pressure on the European Commission to have a holistic and coordinated approach, instead of a variety of individual policies and legislation
- Tendency to move away from only regulating industrial emissions – consumer products moving into focus
- Some attempts to guide consumption and to address full life cycle of products – although it is « easier » to regulate the production phase



EU Policy context & drivers (2)

- Role of public procurement recognised in driving « green » purchasing
- Fiscal incentives seen as a tool to encourage « greener » consumer behaviour
- Realisation that citizens are consumers and consumers are citizens...

Sustainable Consumption & Production (SCP) Action Plan

Action plan adopted in July 2008

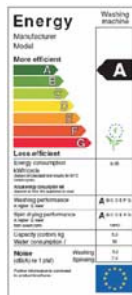
- Policy document, “umbrella” for specific legislation on:
 - Ecodesign
 - Energy Labelling
 - Ecolabel
 - EMAS
 - Green Public Procurement (GPP)
- Aims at improving energy & environmental performance of products and fostering their uptake by consumers
- In addition to specific proposals, the Action Plan set in place the Retail Forum, an Environmental Technology Verification scheme, the screening of regulatory barriers and market failures that hamper the competitiveness of environmental industries, work at international level.

EU ECODESIGN & ENERGY LABELLING DIRECTIVES

Ecodesign Directive – adopted in 2009

- Extended scope of existing Directive from energy-using products (e.g. washing machines, boilers) to all energy-related products (= any good having an impact on energy consumption during use)
- Sets minimum requirements for placing on the market of products covered by implementing measures; complying products to be sold with official "CE" mark
- Products to be covered by implementing measures not defined yet, but need to represent a significant volume of sales & trade, have significant environmental impact and present significant potential for improvement. Some products to require "priority action" due to their greater impact.
- "Minimum requirements" & "advanced benchmarks"
- Priority to be given to self-regulation by industry if can deliver same results faster or in a less costly manner; voluntary agreements can be considered equivalent if they meet certain criteria

Energy Labelling



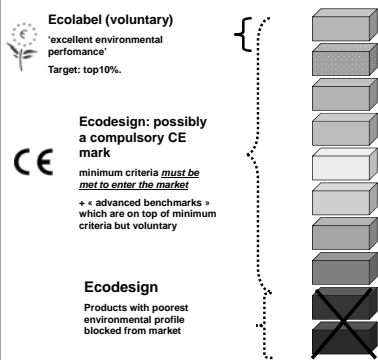
EU ECOLABEL



Ecolabel Regulation – adopted in 2009

- Revision of existing EU Ecolabel scheme (voluntary)
- Widens # of products covered; aim to have 40-50 products groups by 2015
- Makes system less costly and bureaucratic
- Foods to be potentially covered – feasibility study being undertaken
- Encourages harmonisation with other ecolabelling schemes
- Objective to reach 10% market share in product groups covered by the label
- Life cycle approach now embedded in Regulation
- Updated logo and possibility of making environmental claims

Ecodesign vs. Ecolabel



GREEN PUBLIC PROCUREMENT

GPP – key elements

- Spending by public authorities accounts for 16% of EU GDP.
- Commission Communication on GPP; not a legislative text; setting a voluntary framework
- GPP = process by which public authorities seek to reduce the environmental impact of goods & services they buy
- Establishing GPP criteria in 10 priority sectors, based on ecolabel criteria.
- Priority sectors include food & catering services and cleaning products & services.
- Target: by 2010, 50% of all tendering procedures should be “green”

EMAS – adopted in 2009

- Revision of the EU’s eco-management and auditing scheme (EMAS); voluntary scheme
- Open to any organisation that:
 - develops an environmental policy
 - establishes an environmental management system
 - carries out an internal environmental audit
 - develops an environmental statement
- Aim to increase participation, turn EMAS into best indicator to measure improvements in environmental performance



RETAIL FORUM



Retail Forum – key elements

- Set up to “promote the purchase of more sustainable products, to reduce the environmental footprint of the retail sector and its supply chain, and to better inform consumers”
- Other stakeholders such as producers, consumer and other NGOs also involved; but driven by the retailers and the Commission
- The Forum will:
 - identify key areas to be tackled and define the baseline of existing initiatives
 - share best practices, extend the geographical scope of existing initiatives and look to launch new initiatives
 - report on progress
- Objective that individual large retailers will commit to ambitious and concrete actions with clear objectives, timelines, deliverables and monitoring indicators

Retail Forum: Work Plan 2009-11

Year	Date	Topic	Lead	Status
2009	30 April	Energy Efficiency of stores	EuroCommerce	✓
	02 July	Optimisation of distribution systems	EuroCommerce	✓
	22 October	Marketing and effective communication	EuroCommerce	✓
	25 February	Timber	EuroCommerce	
	22 April	Life-cycle data on daily use products	EuroCommerce	
	6 July	Annual Event / carbon footprint of stores	EuroCommerce	
	9 November	Labelling	EuroCommerce	
2011	February	Packaging optimisation/ Waste minimisation	EuroCommerce	
	April	Fish	EuroCommerce	
	July	Annual Event / review of the Forum	EuroCommerce	
	October	Transport mix and company mobility	EuroCommerce	

Retail Forum – issues papers

The image shows two pages of issues papers from the Retail Forum. The left page is titled 'Introduction' and discusses the forum's objectives and the need for a common approach. The right page is titled 'Issues' and lists various topics for discussion, including energy efficiency, packaging, and transport. Both pages feature logos of EuroCommerce, ERRT, and the European Commission.

FRENCH "GRENELLE"

Focus on Environmental information on products

The Grenelle law - a brief reminder

- The draft Grenelle law adopted by government on 7.01.2009 foresees in article 85 the following additions to the consumer code:

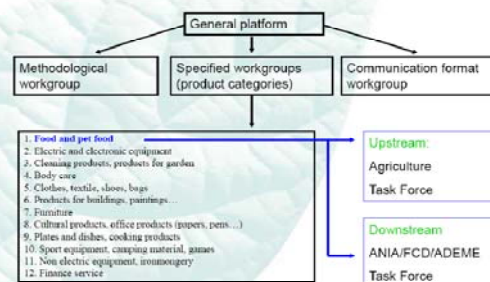
"As from 1 January 2011 the consumer shall be informed by way of marking, labelling, presentation or any other appropriate means, of the carbon equivalent content of the products and their packaging as well as of the consumption of natural resources or the impact on the natural surroundings which are attributable to these products during their life cycle. Government decrees will specify the modalities and implementation conditions for each category of products and according to their mode of distribution."

- The objective of the environmental communication is to allow the consumer to use the information concerning the environmental impacts of a product throughout its life cycle as a choice criterion when deciding on a purchase.

The environmental information has to take into account the following principles:

- Life Cycle Approach (ISO 14040 and ISO 14044)
- Multicriteria approach
- Carbon footprint is required for all categories of products
- Indicators are the same within a category (same functional unit)
- Limited number of indicators per category
- Product and packaging are treated as a whole
- Harmonised communication format

Organization of the ADEME/AFNOR platform



Environmental indicators

- Need to propose for each group of products a set of environmental criteria that best describe their impact on the environment.
- Great unanimity for food products:
 - Potential climate warming
 - Impacts on water via eutrophication and ecotoxicity
 - Impact on biodiversity
 - No solid waste criteria

French retail (FCD) analysis of the advantages and disadvantages of various envisaged means of communication.

On pack labelling

Advantages

- Visible when purchasing
- Data still available after purchase

Disadvantages

- Technical constraints for multilingual products
- Prohibitive constraints for certain products
- Costs for the setting up, updating and for change of pack
- Delay between scientific validation and placing on the shelves
- Consistency with eco-label
- Legal issue with EU law (free movement)
- Products sold without packaging
- Risks of invalid environmental information for multi-supply or multi-destinations
- Adding information can require to use more packaging material

French retail (FCD) analysis of the advantages and disadvantages of various envisaged means of communication.

- Other means of communication analysed by the FCD:
 - Laser printing on-pack
 - On-shelf (price label)
 - Specific Internet terminal in the shop
 - Price terminal (with bar code)
 - Code/tag + decoding device
 - Bar code or code/tag reading with cell phone (smartphone)
 - Internet Website
 - Catalogues and advertising supports
 - Paper supports in shops
 - Representative in shops

Implications of Grenelle at EU level

- French implementation decrees need to be notified to the European Commission
 - Commission and Member States can react
 - Should not create barriers to the internal market

French law could be seen as an example of “best practice” – Commission or individual Member States could decide to follow the example...