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**Federal Office for the Environment FOEN**  
Economics and Environmental Monitoring Division

# Welcome

## to the 41st Discussion Forum on Life Cycle Assessment in Ittigen – Berne, 22 June 2010

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# FOEN's expectations regarding environmental product information

- Today's situation
- Why are relevant, transparent, reliable EPI needed
- Elements for meaningful EPI
- Summary and Outlook



# Consumption decisions need meaningful environmental product information

Today's consumption:

- **Needs** for food, heat, protection, mobility and leisure activities
- environmental impact of consumption
- -> Meaningful **information is needed** to take the right consumption decisions on all levels.



# Environmental product information is insufficient

Today's information:

- A lot of information on quality, volume, price etc.
  - Few ecological product information (Labels, etc.)
  - basis: comparable or equal data, methods, rules for environmental information
- > In order to foster ecological consumer decisions we need to increase the market's transparency



# Demand for better product information

- Example 1, Fuels from renewable feedstock: requirements for the proof of the positive aggregate environmental impact (Mineral Oil Tax Legislation)
- Example 2, Cars: “Etiquette” (cf. presentation of L. Creteigny)
- Demand for better product information on national and international level



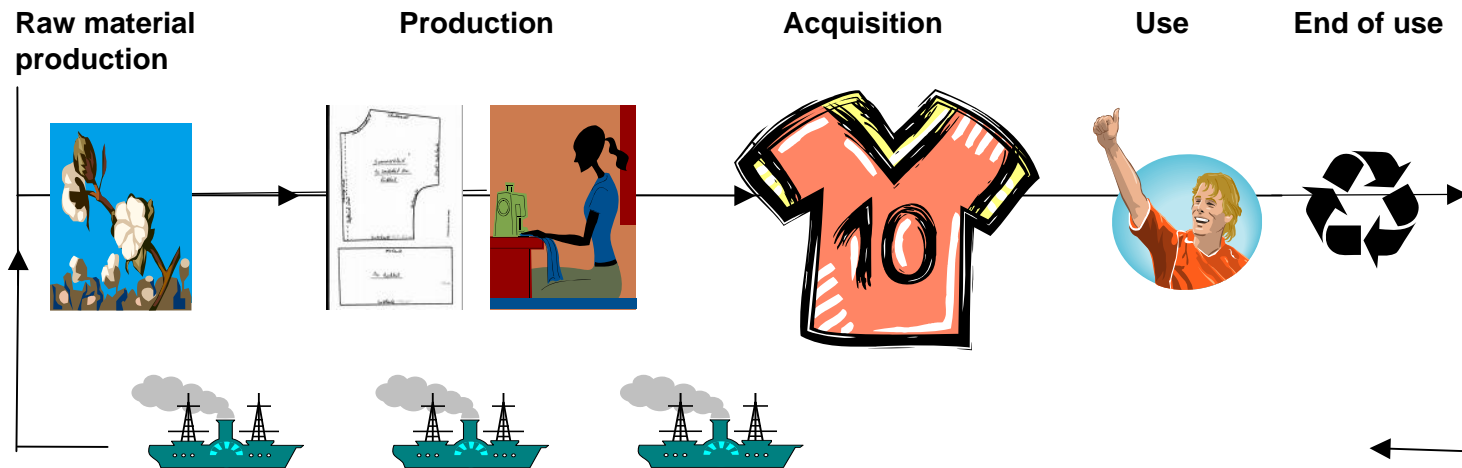
# What is needed to enhance the ecological market transparency?

- Data about environmentally relevant products and fields of consumption
- Requirements regarding data quality
- Methodologies and rules on how to assess the environmental impact of products
- Rules on how to present the environmental impact: „True and Fair View“.



# LCA – methodology to express ecological impact

## Consideration of a product's life cycle





# True and Fair View for meaningful EPI

Essential requirements:

1. Relevance for decisions to be influenced
2. Information should reflect the reality as close as possible:
  - all relevant environmental impacts
  - the whole life cycle

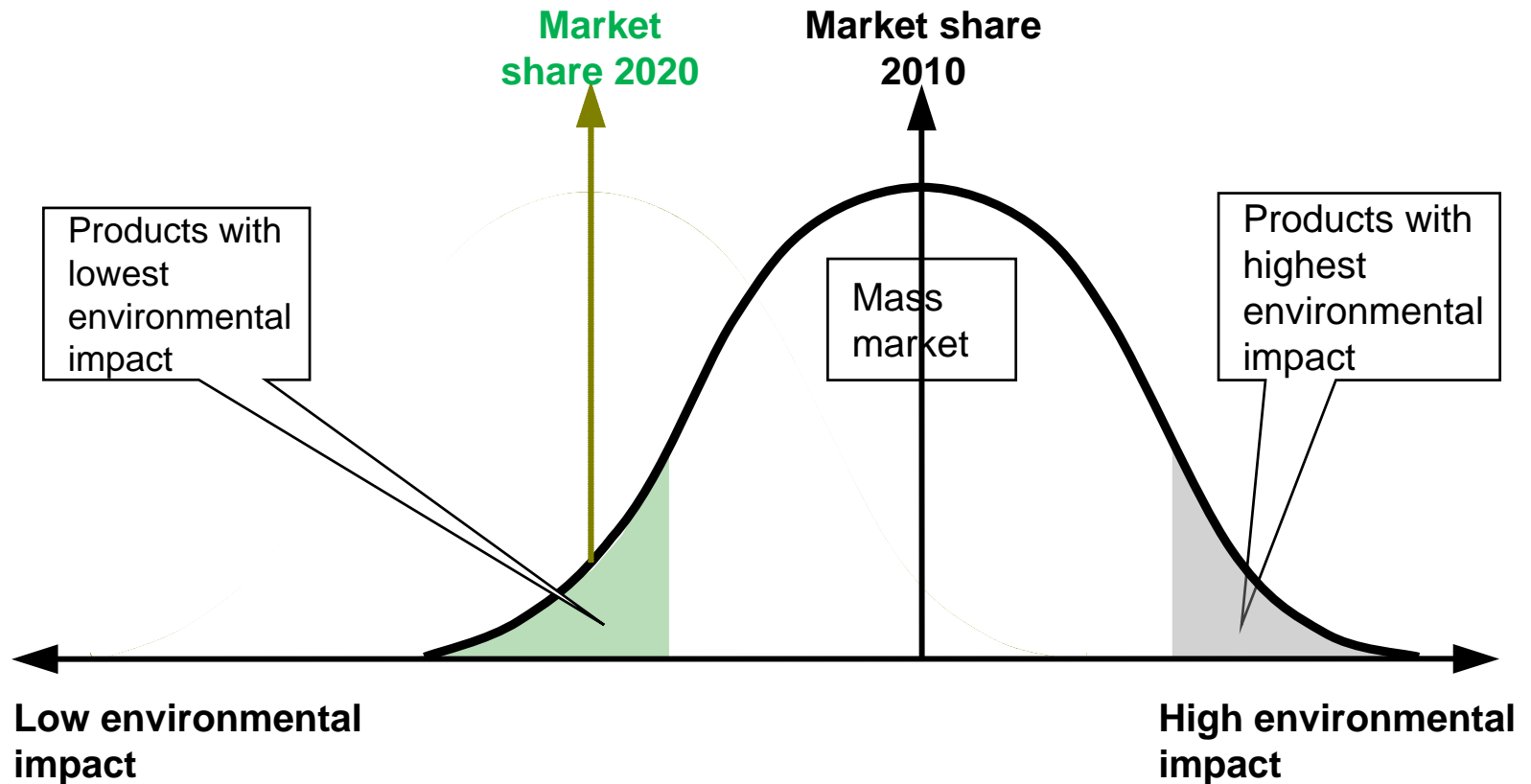
Some of the pre-requisites for 1. and 2:

- Reliability (review by a third party)
- Transparency (traceability)
- Comprehensibility
- Coherence (consistency)



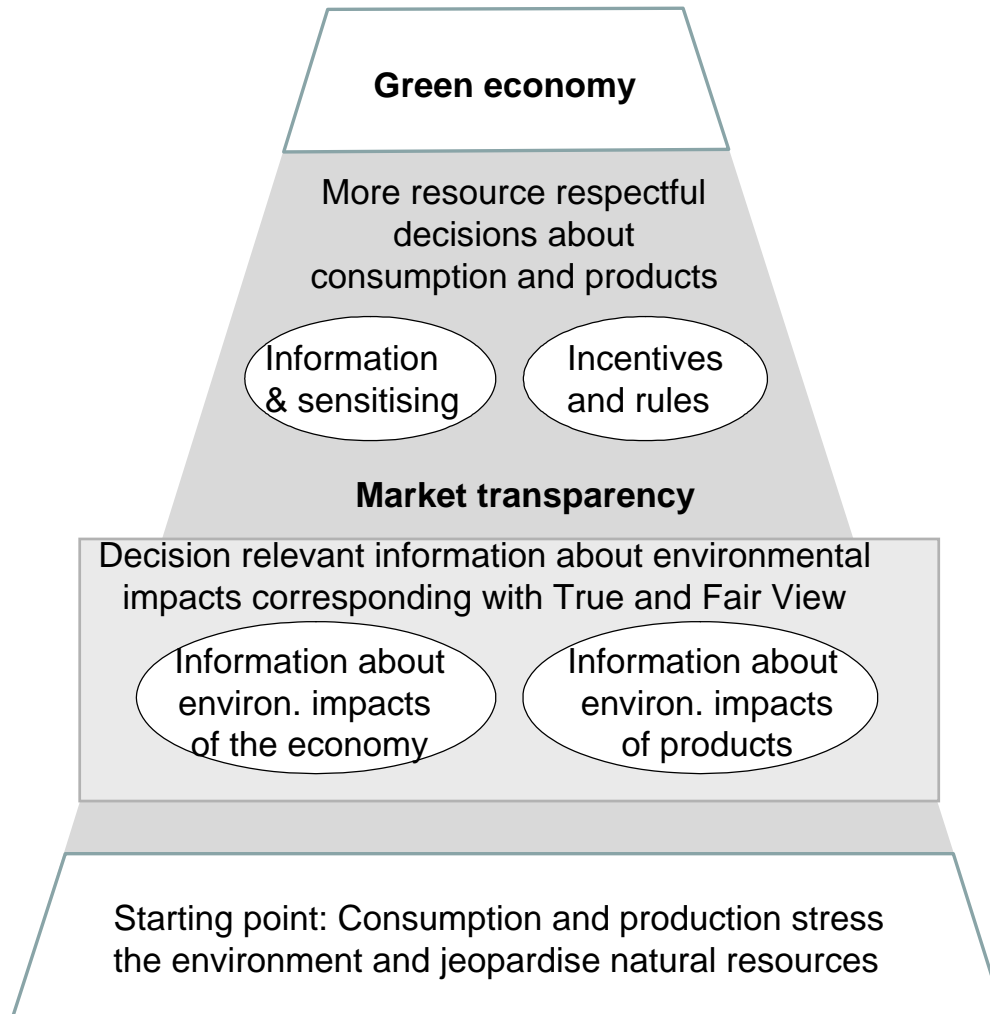
# Ecological Market Transparency

Overall objective: To lower the ecological impact of products





# Outlook





# Summary

- Ecological market transparency  
= to provide relevant, reliable and understandable information of the environmental impacts of products on the environment
- to enhance better consumption decisions:
  - to improve product offers
  - to facilitate better product choice
- Collaboration on a international level
  - True & Fair View Rules: Data, methods, information
  - Information for the public / private and public consumers
  - government, science, business



# Environmental product information

**Thank you  
for your attention!**

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