



# Environmental Product Declaration – Industry Perspective

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## Peer reviewed LCA to substantiate quantitative product environmental claims









#### Three Key Objectives:



- 1. Establish scientifically reliable and uniform environmental assessment methodologies for food and drinks
- Identify suitable tools and guidance for voluntary environmental communication to consumers and other stakeholders
- 3. Promote continuous environmental improvement measures along the entire food supply chain;





#### The Lead Principle



Environmental information communicated along the food chain, including to consumers, shall be scientifically reliable and consistent, understandable and not misleading, so as to support informed choice.



### **Guiding principles**

Principle 1: Identify and analyse the environmental aspects at all life-cycle stages

Principle 2: Assess the significant potential environmental impacts along the life-cycle

Principle 3: Apply recognised scientific methodologies

Principle 4: Periodically review and update the environmental assessment

Principle 5: Provide information in an easily understandable and comparable way so as to support informed choice

Principle 6: Ensure clarity regarding the scope and meaning of environmental information

Principle 7: Ensure transparency of information and underlying methodologies and assumptions

Principle 8: Ensure that all food chain actors can apply the assessment methodology and communication tools without disproportionate burden

Principle 9: Support innovation

Principle 10: Safeguard the Single Market and international trade

