

Feedback on LCA Communication – Consumers and environmental labelling

52nd LCA Discussion Forum

25th June 2013, Lausanne

“How to integrate LCA Communication in industry to promote its usefulness and avoid greenwashing”

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Sustainable development (CGDD)**

Crédit photo : Arnaud Bouissou/MEDDE



The French framework : quick recap'

- 1) Legislative basis: 2 “Grenelle” laws: **set targets and ensure implementation**
- 2) A multi-stakeholders’ platform: **methodological expertise and guides, normalization, cost-sharing**
- 3) A public generic database available on-line
- 4) National experimentation: **feasibility, coordination of business, learning**
- 5) Sharing methodological developments at the European level... and beyond: **convergence, harmonization**
- 6) “Business Forum” last 18th february 2013: **political will, pragmatism, start with a voluntary phase**



Communication options: Some studies & experiences to consider

- 2009 : preferences of consumers (Ernst&Young)
- 2010 : French platform ADEME AFNOR : study on advantages and drawbacks of different vehicles of communication
- 2012 : « *Study on different options for communicating environmental information for products* » (BioIS)
- 2011-12: French national Experiment (1 year)
- 2012-13: Recommandations of WG2 of Food SCP R-T & test of ENVIFOOD PROTOCOL
- 2013-16: EU 3 years pilot phase : testing vehicles of communication

ADEME AFNOR multi-stakeholders technical platform



*General platform
with industry and
stakeholders*

BPX30 323

18 validated PCRs

- **Life Cycle approach**
- **Product and packaging**
- **Multicriteria**

*Methodological
working group*

*Sector working groups
(product categories)*

*Communication
format working
group*

**670
organisations**

*Database governance
committee*

**>1000
experts**

All documents available in English: <http://affichage-environnemental.afnor.org/>
<http://www.boutique.afnor.org>



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ADEME AFNOR platform: Qualitative analysis of advantages and limits of each option (march 2010)

- WHAT:
 - Number of indicators / Name of indicators (scientific technical vs. common) / Units
 - Existence of a data reliability indicator
- HOW:
 - Same vs. different visuals among products categories / frequency of purchases
 - Communicate separately the informations about the use phase
 - Website with complementary informations / public website gathering all values for a given product category
- WHERE:
 - On pack / on shelves near / on the price tag / env. Ambassador
 - Specific web access in the shop / website of company / Smartphones / receipt
 - Advirstising / brand magazines



National experiment : B2C communication

- Multi-criteria envt'l impact quantification + B2C communication
- 230 applicants / 168 companies selected
 - ✓ size:
 - ❖ 30% have less than 50 employees
 - ❖ 25% have more than 500 employees
 - ✓ 70 from the food sector
 - ✓ Some foreign companies:
 - ❖ Agricom (Chile), Bogota Chamber of Commerce (Colombia), H&M (Sweden)
 - ✓ French branches of multinationals:
 - ❖ Nestlé, Coca-Cola, Pepsico, Colgate-Palmolive, Heineken, Levi Strauss, Procter and Gamble, Unilever, J&J, Henkel etc...



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National Experiment: a wide range of operations / What ? How? Where?

CO₂ } **6 km**
1155g

EAU } **15 s**
6,2 litres

ECO } **2,66 m²**
de biodiversité
systèmes fragilisée

Tous les détails sur le site
www.affichage-environnemental-larose.fr

affichage ENVIRONNEMENTAL
Expérimentation Nationale

LA MESURE D'IMPACT

CO₂ } **6 km**
EAU } **15 s**
BIO } **2,66 m²**

« Une nouvelle étape pour le développement durable. »



2,6%*
pour 100 g
indice
environnemental



Baromètre écologique > 3,4/5

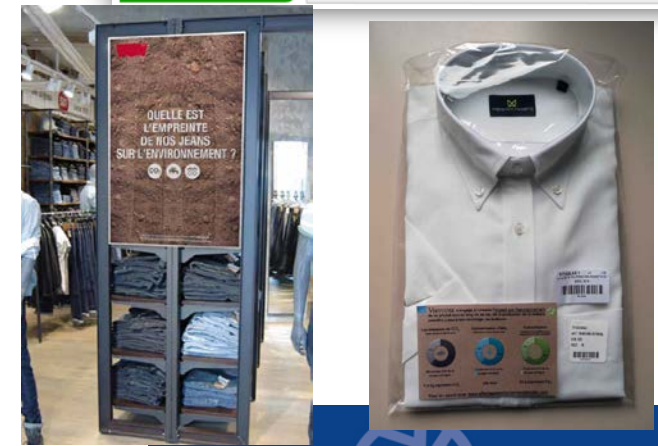
Effet de serre 1,05 kg eq CO₂

Eau 36,4 dm³ eq eau

Terre 0,77 personnes

Calculer mon impact

Cliquez pour en savoir plus



Impact sur le climat



Consommation d'eau



Ressources non renouvelables



Évaluation de la crème mains Karité pour un soin.

Impact environnemental

écotoxicité aquatique

Faible écotoxicité aquatique

0,03 CTUe

gaz à effet de serre

56 g eq. CO₂

consommation d'eau

5,4 litres

Fortecécotoxicité aquatique

PERFORMANCE ENVIRONNEMENTALE POUR 100g DE PRODUIT CONSOMMÉ

CO₂ Réchauffement climatique
900g CO₂ eq

eau Empreinte eau
2,47 litres d'eau eq

Terre Empreinte biodiversité
0,75m² de zone urbaine pendant 1 an

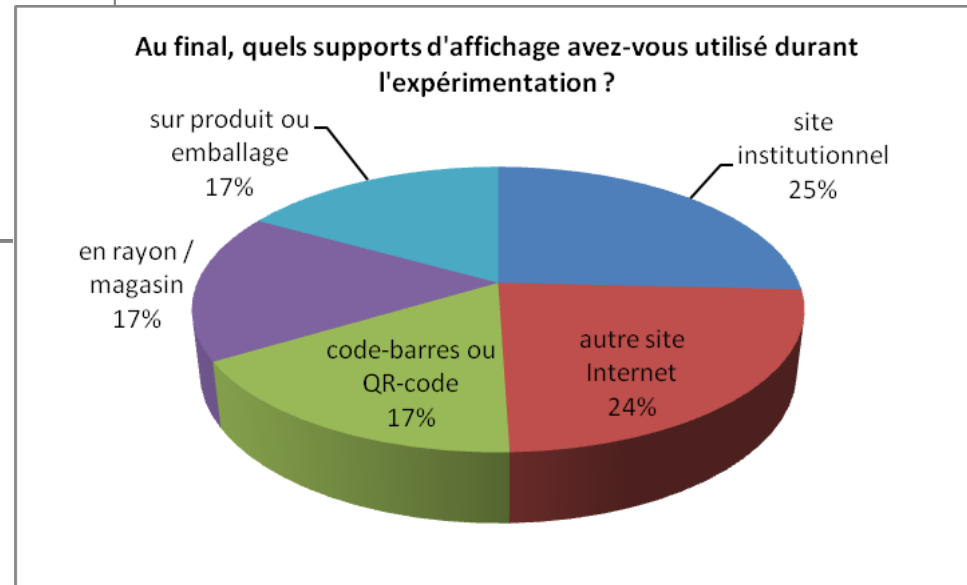
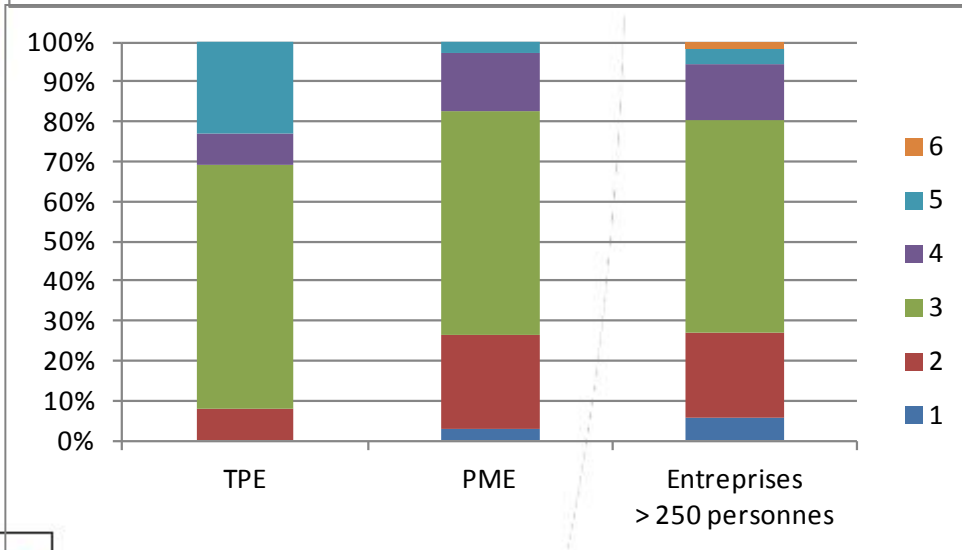
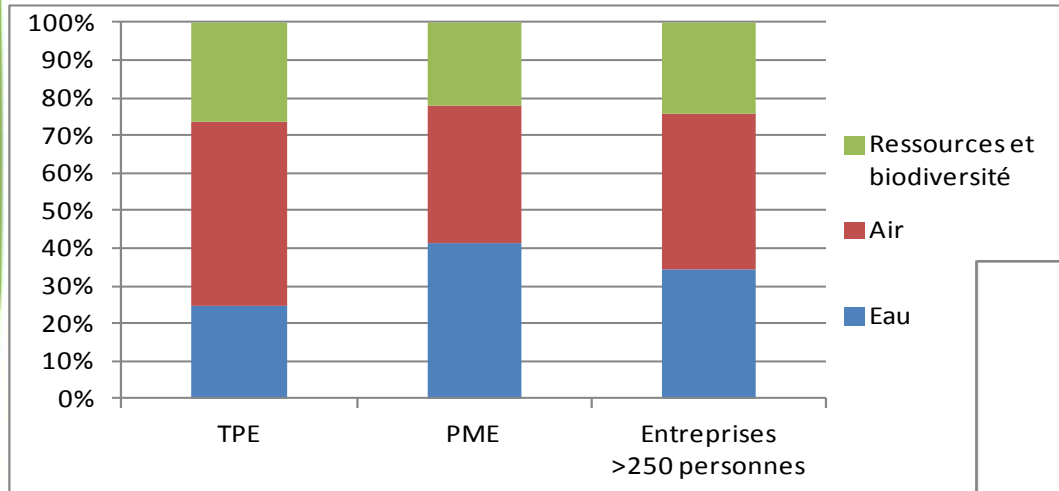
Le Groupe Aqualande participe à l'expérimentation nationale de mise à disposition d'informations environnementales initiée par le Grenelle Environnement.

POUR PLUS D'INFOS, RENDEZ-VOUS SUR :
www.developpement-durable.gouv.fr/experimentation-affichage

propulsé par **hopscore**

3 main themes, 3 indicators, mainly on-line

Main impact categories evaluated (by business size)



National experiment evaluation: what *consumers* say

- Consumer interest confirmed
- Little evidence on purchasing behaviour changes
- New information type to learn: need for a learning phase and pedagogy
- Consumers like :
 - Format: letters, relative scales, colors
 - Global mark : interest but some questions
 - Simple names of indicators
 - homogeneous formats, indicators, terms and symbols
 - information on the product
 - transparency : a guarantee by a third party or by public authorities



Special business event : 18th feb. 2013, Paris

■ «Business Forum » : E&Y presented its evaluation of the companies participation

Minister announced :

- « *new phase to start after national experiment* »
- « *Methodological standardization has to continue* »
 - Solve remaining technical issues
 - Work on communication options and vehicles
- « *Find best balance between costs and precision* »
- « *generalization is possible under certain conditions* »
- « *a voluntary phase first* » & « *converge with EU developments* »

■ July 2013 : Multi-stakeholders governance for an Inter-Ministerialized report sent to the French Parliament

Autumn 2013 : decisions for next steps in France



National experiment: the evaluation means

- Analysis of feedbacks of participating companies and their federations (report by Ernst & Young):
 - Official (Ministry's) questionnaire for all companies (160)
 - Self-assessment by the companies (≈ 80)
 - Phone interviews targeted on specific issues (30)
- Reports by 7 consumers organisations & 1 federation of environmental NGOs
- Report by French market surveillance authorities (DGCCRF)
- On that basis : General assessment, synthesis upcoming and propositions by the Government in interaction with the stakeholders

European level recent developments

- European Commission Communication : « *Building the single market for green products* ».

- PEF (and OEF) : the Commission promotes their voluntary application in policies and by private actors, including companies.

- An EU PEF Pilote phase of 3 years :

- http://ec.europa.eu/environment/eussd/smgp/product_footprint.htm

- ==> Includes the test of communication vehicules



Position of France

- « *France will support similar developments at the EU level* » (article 54 of Grenelle law I)
- Promote PCRs that have been developed in the ADEME AFNOR platform for 4 years during the EU Pilot phase
- Revision of BPX 30 323-0 to adapt it to PEF

Please visit us:

English page: <http://www.developpement-durable.gouv.fr/Product-Environmental-Footprint.html>

The screenshot shows the website's header with the text 'DÉVELOPPEMENT DURABLE' and 'Expérimentation de l'affichage environnemental'. Below this is the main title 'AFFICHAGE ENVIRONNEMENTAL' and a sub-header 'Visitez la galerie d'exemples concrets d'affichage environnemental dans tous les secteurs de votre vie quotidienne ! Ce sont autant d'opérations menées par des entreprises pionnières dans le cadre d'une expérimentation nationale lancée par le ministère le 1er juillet dernier. Bonne visite ! N'hésitez pas à donner votre avis...'. A navigation bar contains six categories: ALIMENTATION, TEXTILE, SOINS-BEAUTÉ, PAPERIE JOURNAUX, MAISON EQUIPEMENT, and ELECTROMÉNAGER MOBILIER. The main content area displays a grid of product examples, each with a shopping cart icon and a green environmental label. The labels feature a scale from A (green) to D (red), with some products also showing a '50% indice' label.

AFNOR and platform ADEME-AFNOR websites (BPX-30-323, PCR):
<http://www.afnor.org/>
<http://affichage-environnemental.afnor.org/referentiels-sectoriels-pcr/liste-des-referentiels-sectoriels>



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**Thank you very much
for your attention !**

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Some extra slides if necessary



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Product Category Rules (PCR) development in France

■ Finalised & validated PCR

- Food, beverage, pet food
- Shoes
- Backpacks
- Detergents, Shampoos, Shower gel
- Toilet paper, Printer paper
- TV
- Bedding, Bedding products
- Disposable nappies
- Wooden furnitures
- Sofa, Sofa bed
- Bike, Sport balls

In progress

- Clothes
- Stationery
- Toys
- Graphic paper
- Dairy
- Food oils



Repository of « good practices »

BP X 30-323

- General guidelines to develop PCRs (product or sector category rules)
- General methodology for the quantification of environmental impacts of consumer products (in revision in 2013)
- Life Cycle approach : ISO 14040-44 consistent
- Product and packaging
- Multicriteria approach: a mandatory carbon footprint indicator + other indicators
- A public and generic database
- All documents available in English:

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European Union - DG Environment studies

2010 : « *Product Carbon Footprinting – a study on methodologies and initiatives* » (Ernst&Young and Quantis)
==> Harmonization is required

PEF developments workshops (late 2011) :

==> PEF finalized in 2012

2012 : « *Study on different options for communicating environmental information for products* » (BioIS)

- What, how, where ? ==> some recommendations
- Literature review & Tests of communicating options with 1500 persons in Italy, Sweden and Poland
- Recommendations for international trade rules compatibility



European level recent developments (1): Food SCP Round-Table & ENVIFOOD Protocol

- Collaboration with EC JRC, consistent with PEF
- Principles : life cycle and multi-criteria approach, B2B & B2C
- "the Commission has now stated its intention to develop product category rules under the PEF with the Food SCP Round Table in 2014"
- March 27th - Sept : On-Going pilot phase of ENVIFOOD Protocol :
 - 20 participating companies, among them : Nestlé & Quantis, Barilla, FERRERO, Carlsberg Italia, TETRA PAK International, Triballat Noyal, European Bottled Water Federation, Union of European Soft Drinks Associations (UNESDA), Swedish Institute for Food and Biotechnology
 - 50% also test communication vehicles

French Ministry of Sustainable Development is an observer at Food SCP round-table



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ADEME IMPACTS® Database

- Structure: an LCIA database, based on ILCD
- 3 modes to feed the database in terms of generic LCI datasets
 - Mode 1: framework contracts with PE, Ecoinvent, Cycleco, Quantis
 - Mode 2: programs of production of datasets for specific sectors
 - Mode 3: contribution (to be defined)
- Comitology :
 - Technical Committees + Governance Committee (chairman: ADEME) / Parallel to the comitology of ADEME-AFNOR platform)
- Database to be opened in 2013 : terms and conditions yet to be defined



National experiment evaluation: what *companies* say

- Success, Feasibility: 90% of participants went to the end of the experiment, 75% want to continue
 - Source of competitiveness, innovation, dialogue
 - Capacity building and boosting expertise
 - opportunity to learn more about LCA, products and supply chains (many want to continue)
- Costs: economies of scale and reduction of entry cost expected in the framework of generalization
- Generalization under conditions:
 - Technical support : harmonized methodologies, free database, calculation tools
 - Harmonization of formats
 - Controls and certification scheme
 - Training, education and information on the scheme

Call for european and international convergences



Verifying is also a key point : On-going study on verification schemes

"Investigating options for different compliance systems for PEF and OEF declarations"

- Contractors: BioIS, IEEP, Ecologic
- Delivery: early 2014
- Objective: to identify and describe the most appropriate compliance system / mechanism for PEF/OEF declaration
- Particular emphasis: systems/mechanisms which address embedded/indirect characteristics (e.g. land-use, eco-toxicity, etc)