

# A more comprehensive ecological indicator set

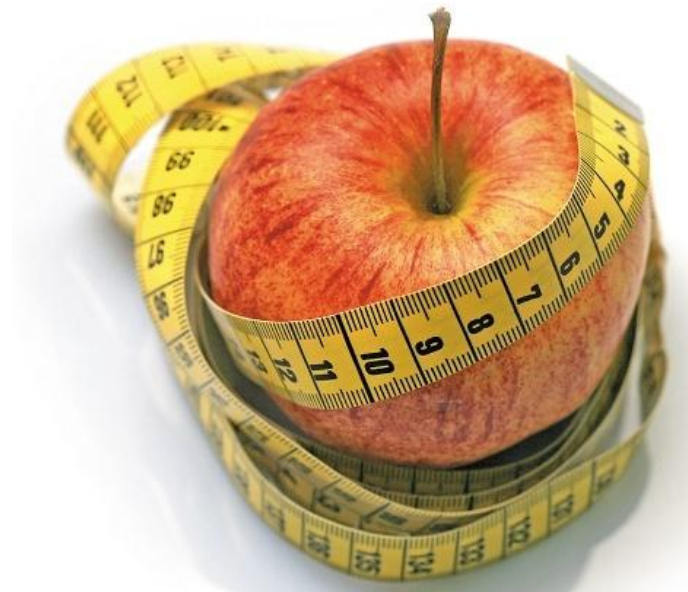


Friedrich  
Hinterberger



BECAUSE IT MATTERS!

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# Outline

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- ① Who we are – background and objectives
- ② Ecological indicators applied
- ③ Next steps

# SUSTAINABILITY working group

**ECR***Austria*  
Efficient Consumer Response



lebensministerium.at



HIER BIN ICH MENSCH  
HIER KAUF ICH EIN



# ECR Austria – background (I)

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The company representatives within ECR Austria believe that:

*“aware costumers – on condition that well-grounded information on the sustainability performance of the product is given – prefer ‘sustainable’ products and so contribute to reaching the global objectives.”*

# ECR Austria – background (II)

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🌀 **ECR (Austria)<sup>1</sup>, an Austrian initiative of retailers and producers**, founded a working group on sustainability in 2007.

- Focus: Environmental Sustainability
- 1 common standard of measuring sustainability
- set that covers the main environmental problems

<sup>1</sup>: Efficient Consumer Response [www.ecr-austria.at](http://www.ecr-austria.at)


# ECR Austria - objectives

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## Overall objectives of ECR WG Sustainability:

- Development of a feasible, consistent and comprehensive **methodological standard** for measuring natural resource use / environmental sustainability of product's.
- the **vision of voluntary product labelling**

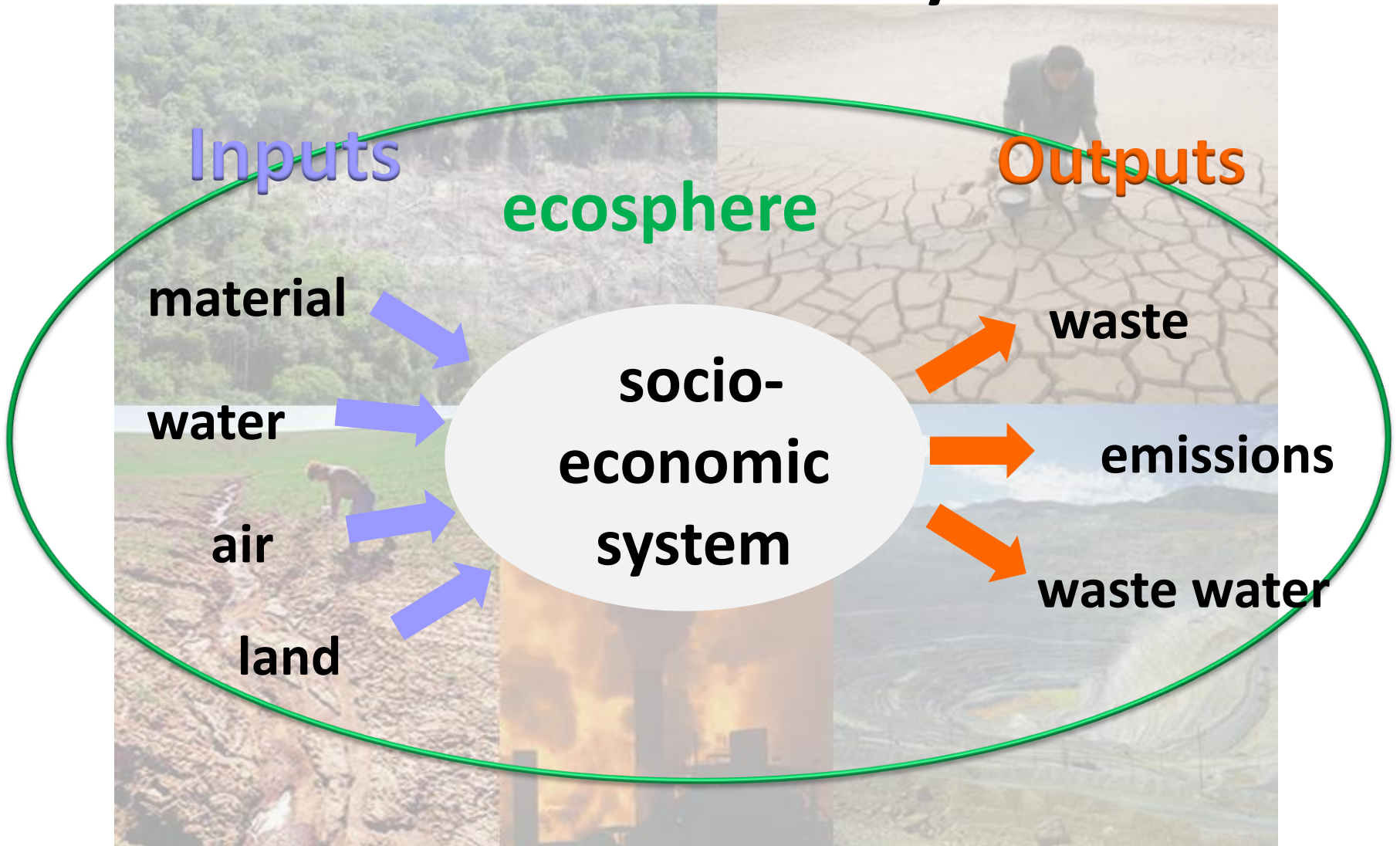
# Overall Objective

A close-up photograph of a small, vibrant green plant with several thin blades growing out of a deep crack in dry, brown, cracked soil. The background is a blurred expanse of similar cracked earth, emphasizing the plant's struggle to grow in an arid environment.

Reduce the overall  
resource use  
caused by products

Carbon is not enough!

# The socio-economic system embedded in the environmental system



# Global environmental issues



**...caused by extensive resource use related to production and use of products!**

**Mitigate environmental problems by reducing resource use in absolute terms.**



# “You can’t manage what you can’t measure”

- ② **Robust data and indicators** are requirements for target setting and monitoring of sustainability strategies
- ② **Quantitative targets** for reducing resource use and greenhouse gas emissions on company and product level.
- ② Better **information** for consumers is required.



# Life cycle measurement



## Main Environmental Categories

GHG emissions

Water

Land use

Non-renewable resources

Renewable resources

## Our Indicator Set

Carbon Footprint

Water Rucksack/ Footprint

Actual Land Use

Abiotic Material Input

Biotic Material Input

# Why this indicator-set

- + Relevant for the **whole life cycle** of the product
- + Gets down to the **root of the environmental issues**
- + Considers the **main environmental categories**
- + Considers the **scarcity of all** natural resources
- + Applicable **for all products and services**

## Environmental Categories

GHG emissions

Water

Land use

Abiotic materials

Biotic materials

## Our Indicator Set

Carbon Footprint

Water Footprint

Actual Land Use

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# Pilot Study 2008



# Next steps ECR process

ECR process 2009-2010:

- Stakeholder dialogue and experts groups  
(communication, method, data, stakeholder-process)
- Pilot run with different product categories
- Test labelling of products at the POS
- Consumer research
- **International networking**





**Please follow us!**

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