

Environmental Labelling

An update from France

Pioneer in quantification tools and support for decision-making

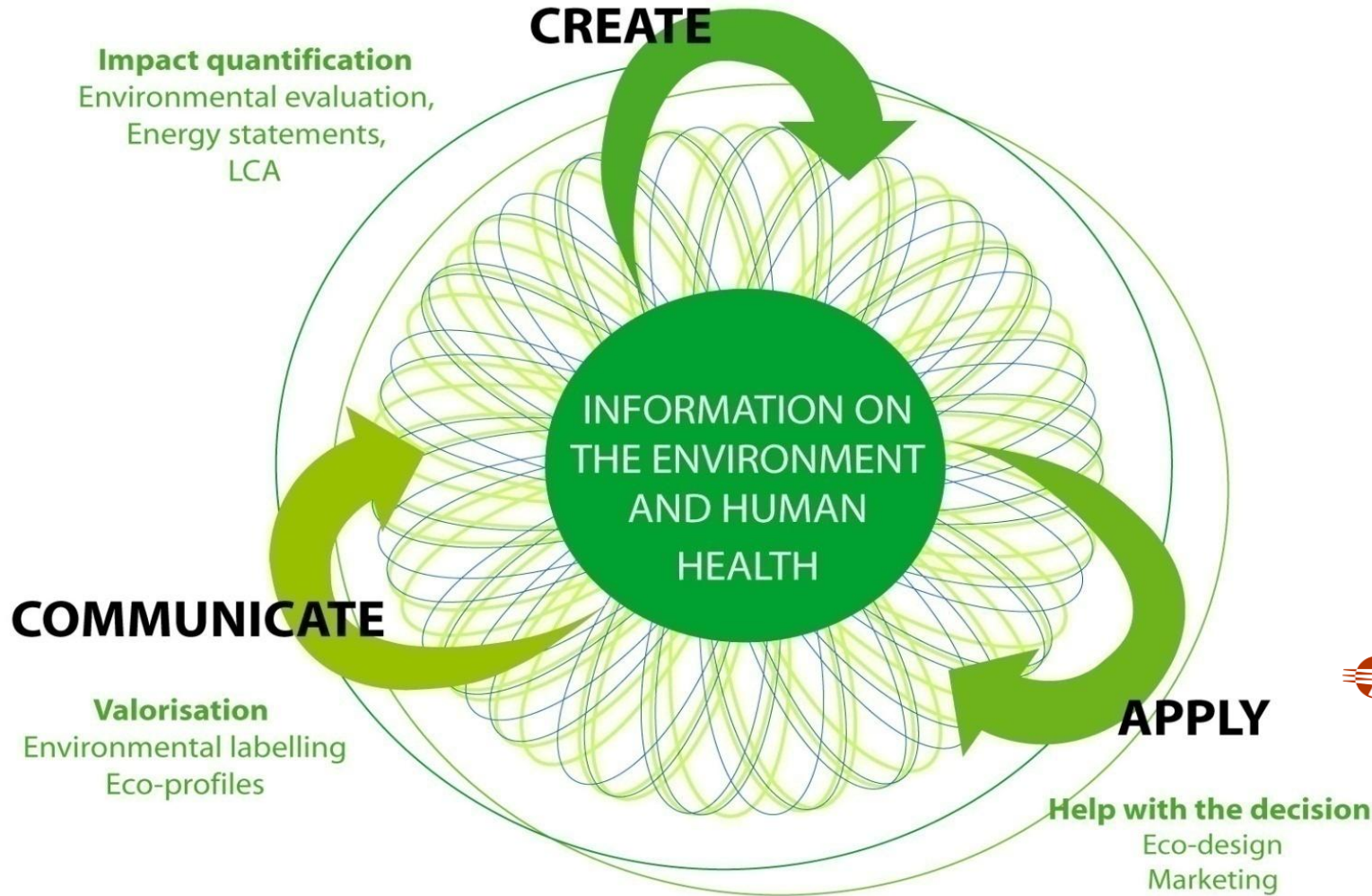
- Since 1989, specialists in the measurement environmental and health quality of products and services in France and Europe
- At the interface of the environment and products, a large range of services for public and private decisions makers

- Life cycle assessment
- Environmental labelling of products
- Eco-design of products
- Greening the supply chain
- Assessment of public policies



For a wide variety of sectors:

- Food
- Construction
- Retail
- Energy
- Industry
- Transport
- Waste
- Services



Since 1989, our references include:



▶ Voluntary initiatives from various stakeholders...



- **CASINO** (FR)



- **Orange/WWF** (FR)



- **Leclerc** (FR)



- **Carbon Trust** (UK)



- **Wal-Mart** (US)



- **Ökozentrum Langenbruck Myclimate**



- **The Climate CO₂nservancy** (US)



- **METI** (JP)



- **Korea Eco-Products Institute**



- **Thailand GhG Management Org.**

- **WRI/WBSCD**

- **ISO TC207**

- ...

- ▶ ... with multiple objectives and rationales:
 - Consumer sensitization and support in the choice of environmentally friendly products
 - Assessment of the feasibility of environmental labelling and carbon footprint
 - Help suppliers over the whole supply chain to act on environmental issues
 - Demonstrate green commitments of retailers and industrials

▶ Grenelle I

- *« La mention des impacts environnementaux des produits et des offres de prestation de services à coté de l'affichage de leur prix sera progressivement développée, y compris au niveau communautaire, ... » (article 47)*
- Adopted in July 2009

▶ Grenelle II

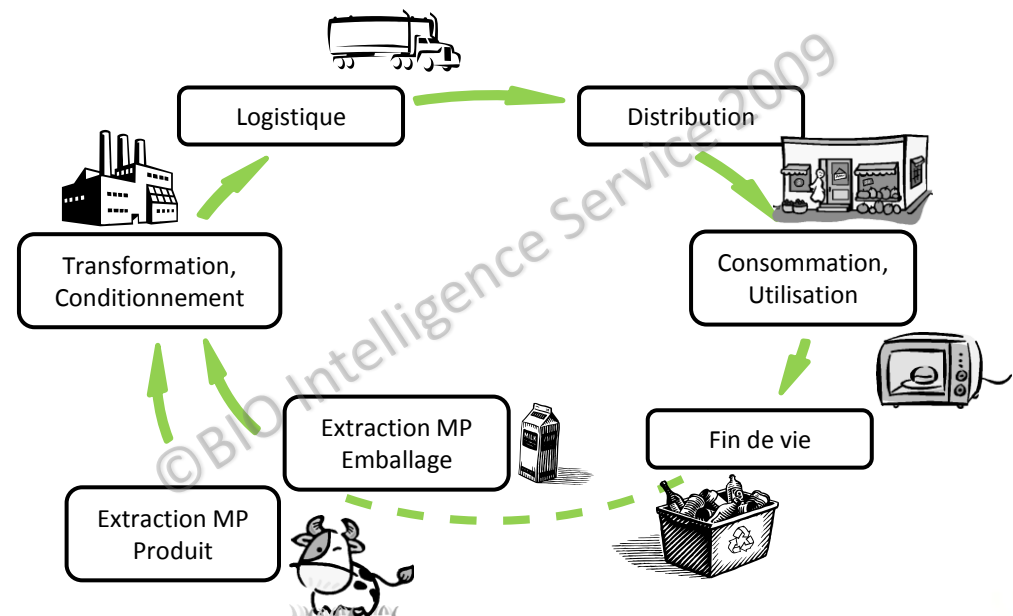
- *« À partir du 1^{er} janvier 2011, le consommateur doit être informé, par voie de marquage, d'étiquetage, d'affichage ou par tout autre procédé approprié, du contenu en équivalent carbone des produits et de leur emballage ... » (article 85-I)*
- Adopted by the Senate in October 2009. Will go under review at the Assembly in the coming months.

General principles of the mandatory environmental labelling

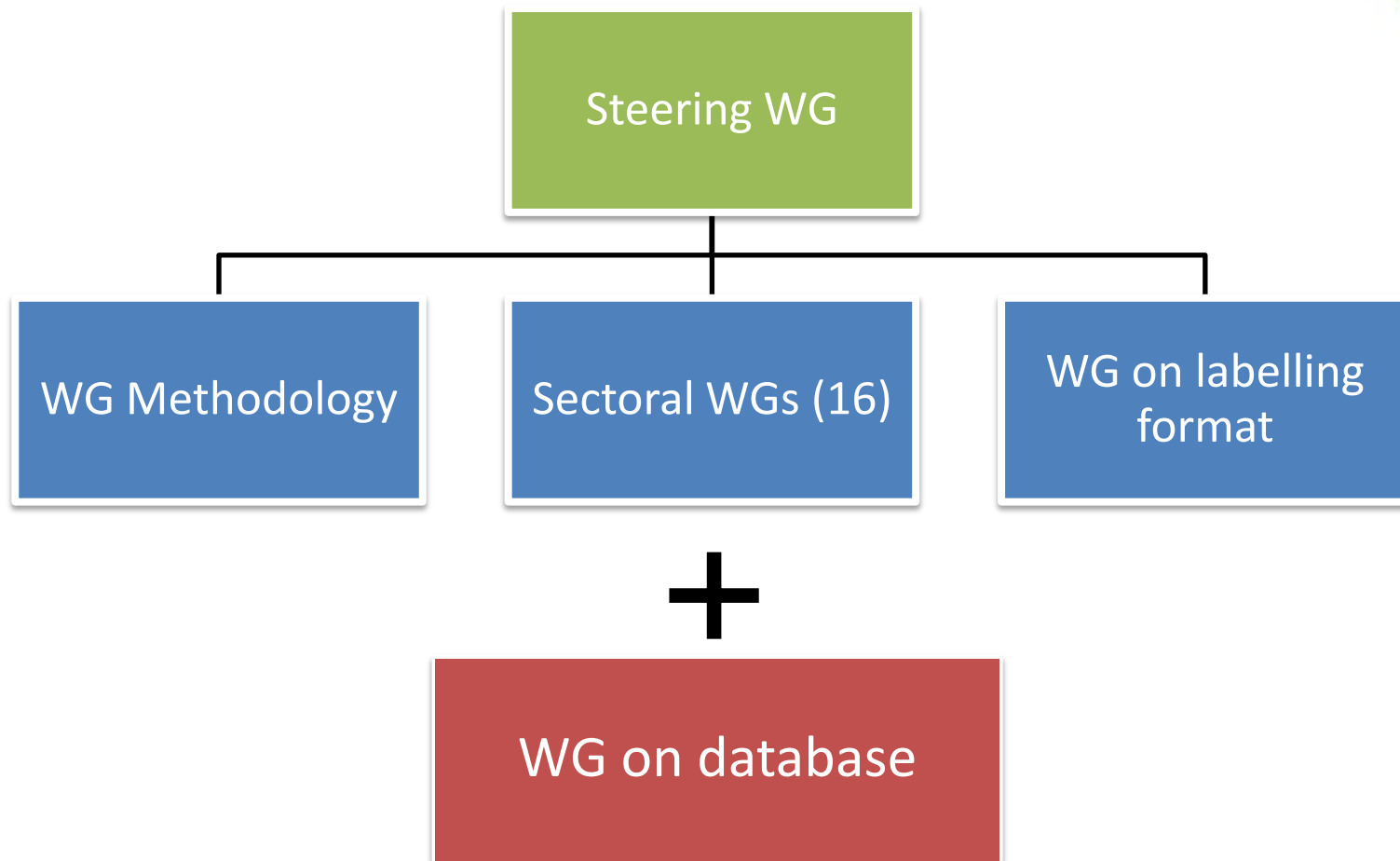
- ▶ Provide consumers with environmental information that can be used as criteria in a purchasing situation
 - Comparison/Benchmarking of products/references within a category of product
 - Comparison of the environmental impacts of categories of products

- ▶ Three main principles

1. Product+Packaging
2. Life Cycle approach
3. Multi-criteria



A need for harmonization of methodologies « ADEME/AFNOR Working groups »



- ▶ Objectives for the FCD/ANIA/ADEME pilot project:
 - Define a **relevant methodology** to measure the environmental impacts of products (assessment of the feasibility)
 - Determine **which environmental impacts** should be displayed to customers (multi-criteria approach: CO2 + ?)
 - Identify **databases** that shall be used
 - List all **specific parameters** that should be provided by retailers and suppliers
- Results from the pilot project will be submitted to the relevant ADEME/AFNOR working groups

Q&A