



EU ENVIRONMENTAL FOOTPRINT FINAL CONFERENCE FROM VISION TO ACTION

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23-25 April 2018
CROWNE PLAZA HOTEL
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#EnvFootprint18
#CircularEconomy

Environment



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The « Made Green in Italy » initiative

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Drivers:

- Corporate strategies relying on « green products »;
- SMEs interested in LCA-like approaches;
- Quest for clarity, transparency, information, robustness;
- Need to support the decision-making process;
- Strong institutional committment.

The «Made Green in Italy» scheme

- Introduced by National Law n. 221/2015;
- It is fully based on the Environmental Footprint method and it adopts Rec. 2013/179/CE and following guidelines;
- An operational Regulation is being promulgated by the Ministry of the Environment to enact and apply the Law.



How it works

An applicant company can participate in the scheme if:

- Carries out a PEF study according to all the applicable rules (Rec. 179, EC guidelines, National operational Regulation, Category rules,... including applicable environmental laws),
- Performs well against the benchmark (if any),
- Pursues and achieves a continuous improvement of the product footprint (main impact categories), if not in the «best class»,
- Communicates the PEF results to the stakeholders,
- Updates the PEF study.

PEFCRs

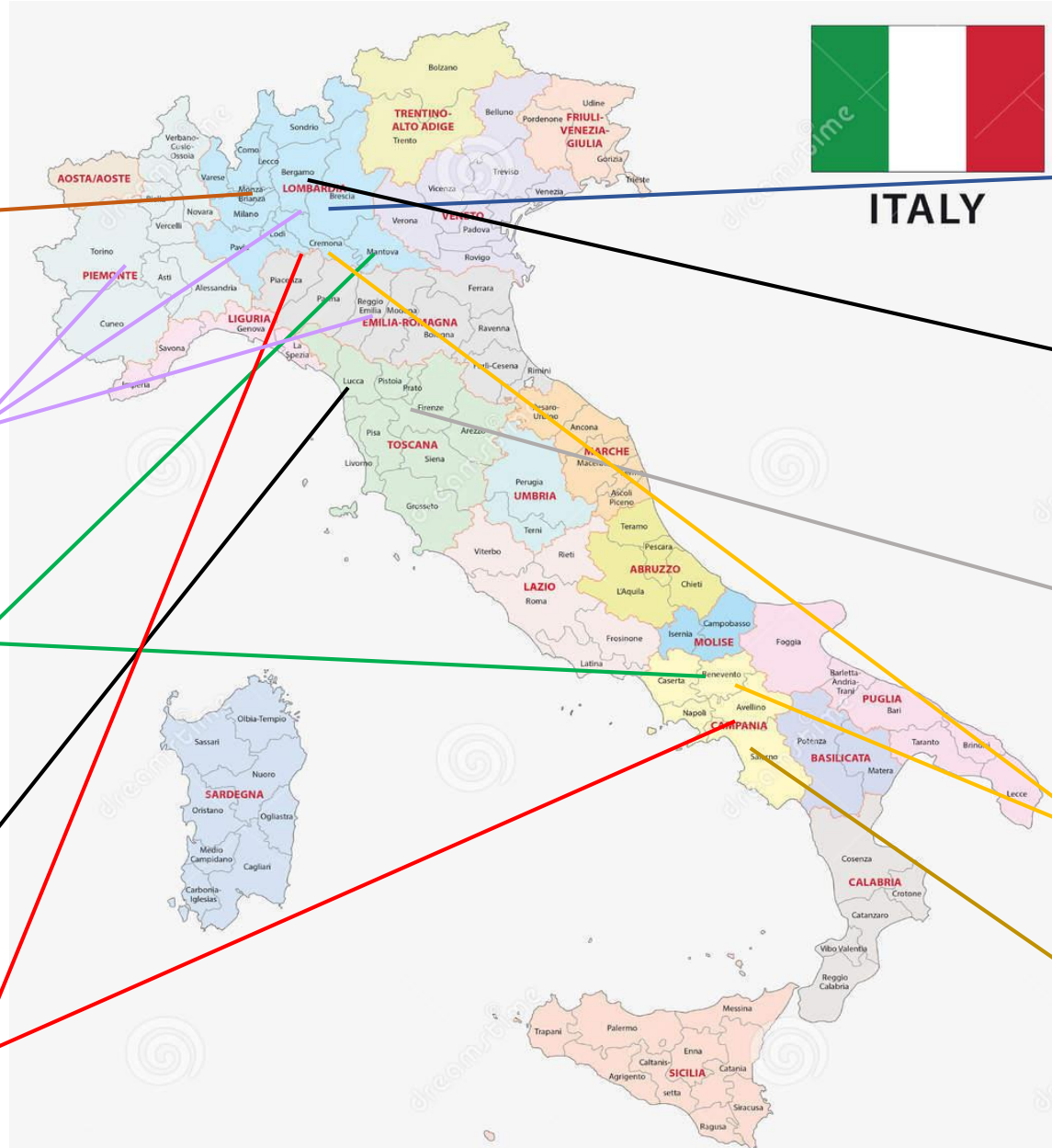
- If they exist at the EU level, these must be applied;
- If not, CRs can be developed at the MS level, but according to the subsidiarity principle.
- To propose national CRs: must represent more than 50% of the relevant sector.

What can and should be communicated

- A logo is assigned and must be placed on the product;
- A bidimensional bar code must be used to lead the consumer to a landing with and EPD-like detailed declaration;
- Indicators on the three main impact categories can be communicated;
- Positioning against the benchmark can be communicated;
- Achieved continuous improvement results (if documented) can be communicated;
- Compliance with National GPP mandatory criteria (if checked and validated) can be communicated.



On-going projects involving groups and clusters of SMEs that are currently developing PEF studies, in sight of the «Made Green in Italy» scheme to become fully operational.



ITALY





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Thank you

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