



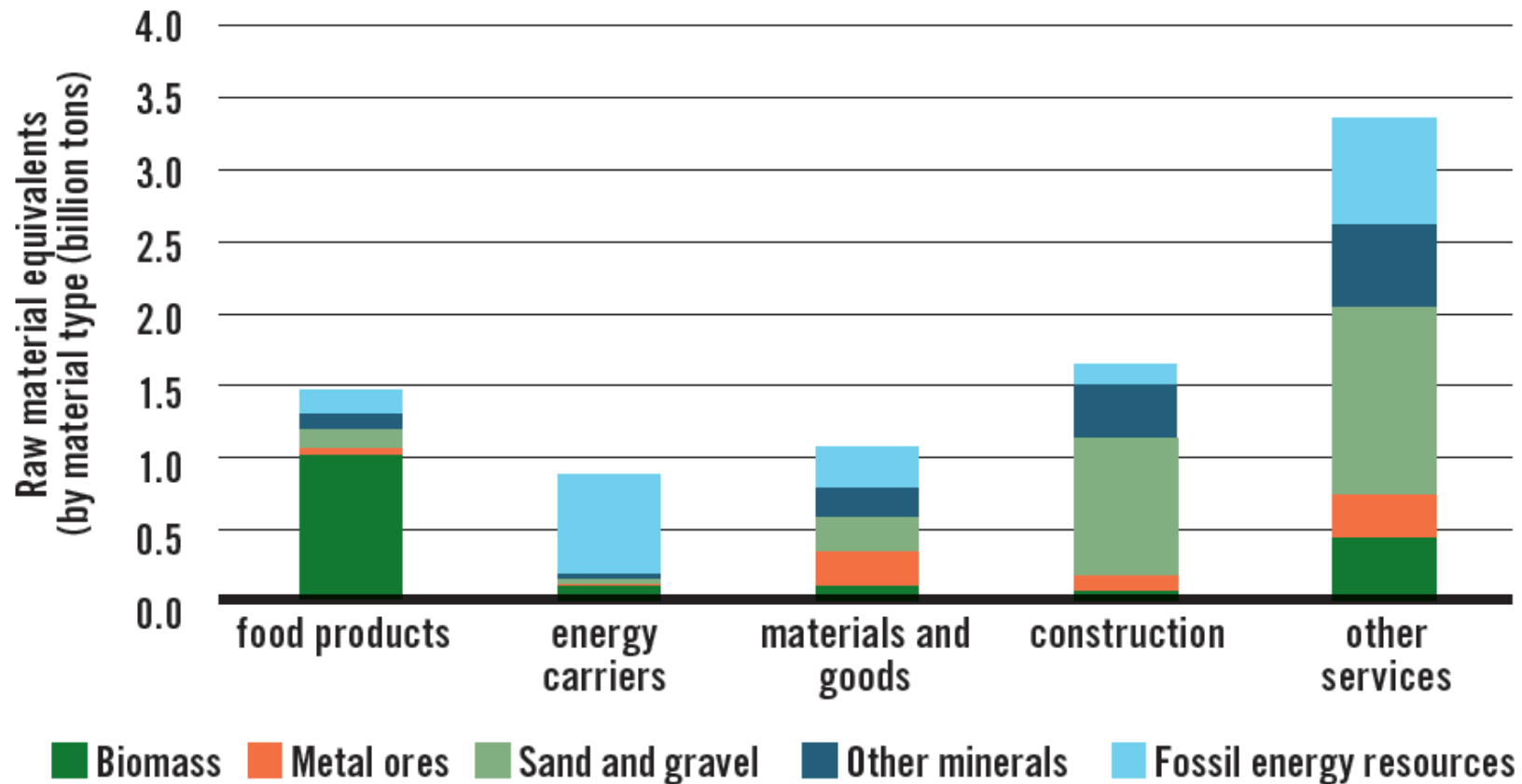
How can PEF be utilized to achieve a transparent European market for greener products?

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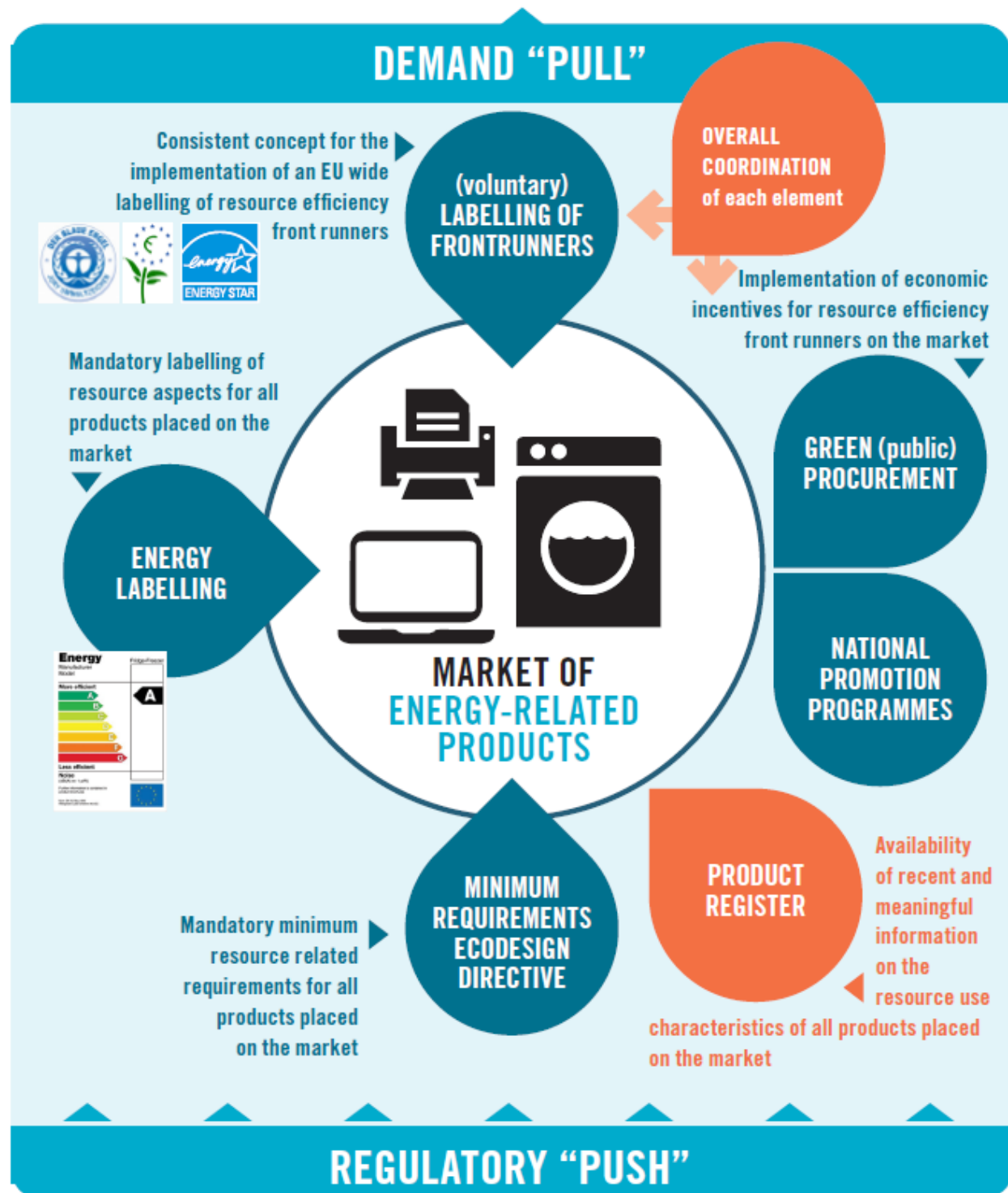
Products – A key part of resource efficiency strategies



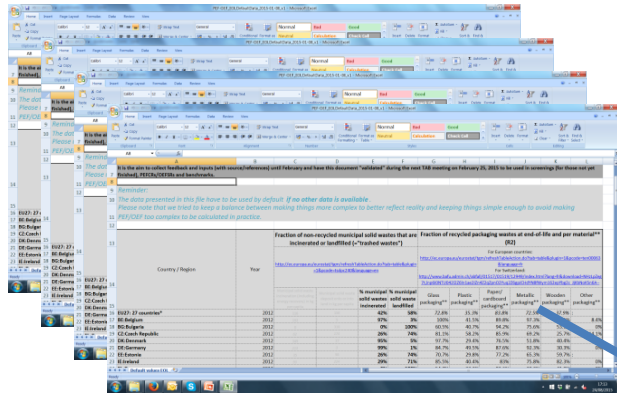
Schoer, Weinzettel, Kovanda,
Giegrich, Lauwigi (2012) for EU27



The EU framework for product policy



PEF – a toolbox to do exactly what?



To stop proliferation of green marketing claims?

To provide a new analytical method to substantiate policy measures?



To inform consumers and to influence their purchasing choice?



PEF – a measurement standard for verification of marketing claims

How can we ensure that it contributes effectively to the fight against green-washing?

- PEFCRs need to provide a clear point of reference against which relevant environmental impacts can be measured.
- Robustness of claims by producers should be verified through PEFCRs by making best use of existing measurement standards.
- PEFCRs must aim to continuously improve its methods and incorporate new or urgent environmental challenges or emerging societal needs.



PEF – a contribution to the analytical framework for EU product policies



What is needed to generate added value compared to existing tools and to ensure consistent application across different policies?

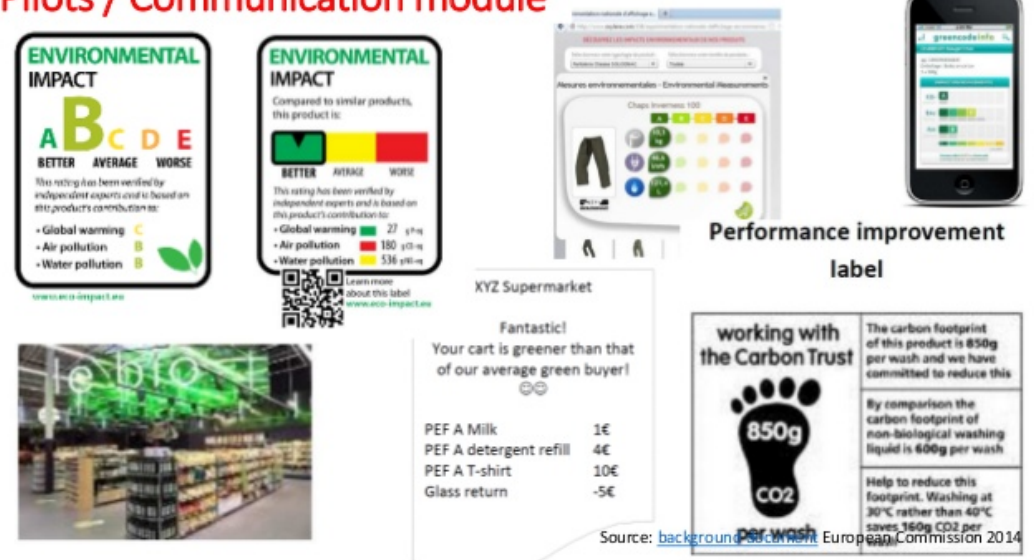
- PEF can help identifying and quantifying relevant environmental impacts. It can improve comparability for some but not all relevant aspects.
- PEF needs to be complemented by other tools because LCA methods alone do not deliver robust, verifiable and enforceable thresholds.
- PEF as the one and only method fit for all purposes will not work!



PEF – a basis for orientation of consumer information & ecolabelling

How can PEF help providing environmental information on mass-market products? Which lessons can be learned from existing instruments for delivering relevant information to consumers?

Pilots / Communication module



- Should fill the gap between type 1 Ecolabels for identifying the best performing products and minimum requirements for banning the worst products
- Results from PEF analysis needs to be translated into meaningful and conclusive information to influence purchasing choices



Our vision as environmental NGOs (1)

- We need to stop the worst environmental damaging products from being sold on the European single market.
- Through the EU Ecodesign Framework we could address other environmental dimensions than energy use. PEF would help with prioritizing issues but not with defining the appropriate type of necessary minimum requirements on product design.
- Information about crucial environmental characteristics of products and related monitoring data about their penetration in the European market should be publicly accessible through an EU product registry database.



Our vision as environmental NGOs (2)

- We gradually integrate clear & simple comparative information on environmental impacts into the EU Energy label scheme, either as separated categories or by aggregated ratings.
- PEF information needs to be translated or complemented by performance-based indicators and other innovative methods to identify real environmental frontrunners and enable plain comparisons which are meaningful to consumers.
- The best performing products can then be awarded by type 1 multi-criteria ecolabels for their environmental excellence.

Conclusion: Overall we think that PEF could help us create some analytical consistency between different policy instruments but will not replace existing tools completely.



Thank you for your attention!

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How Ecodesign can drive a circular economy in Europe



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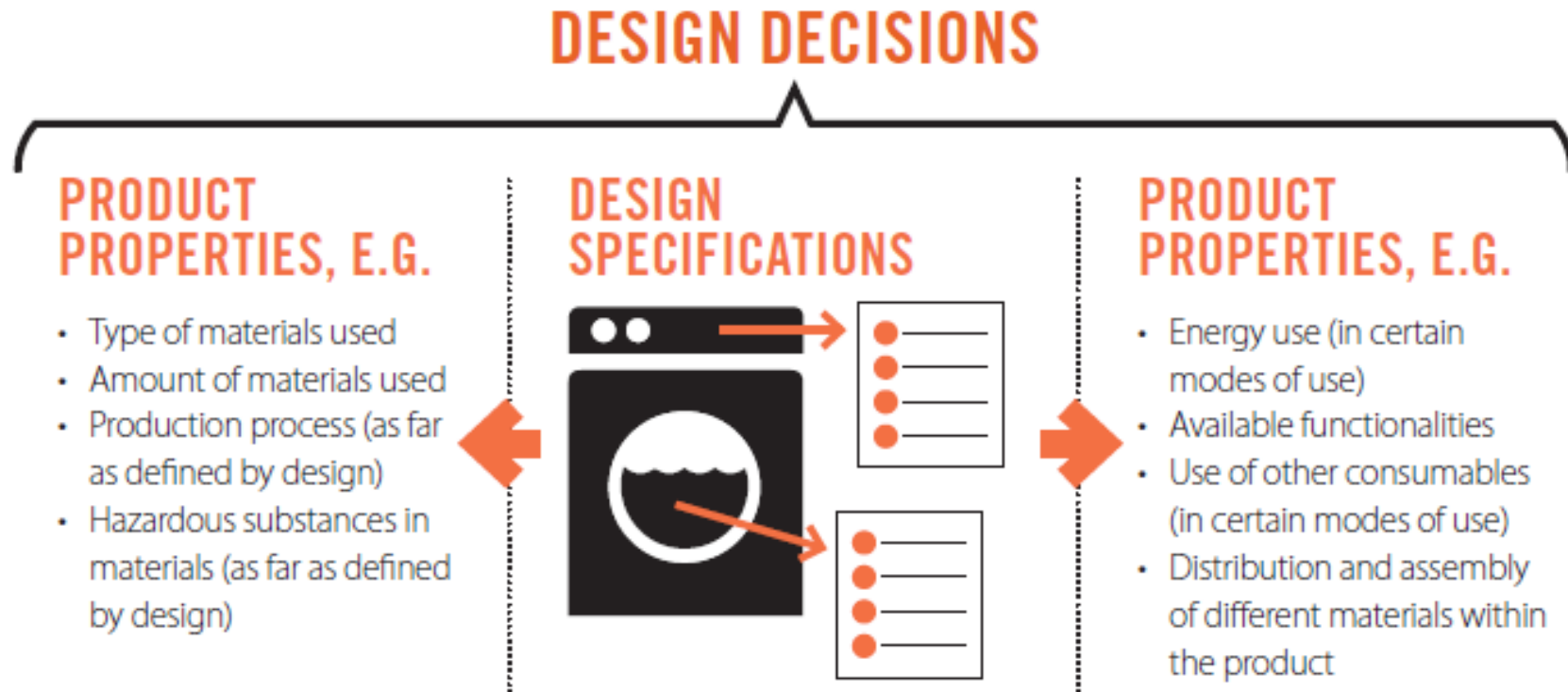
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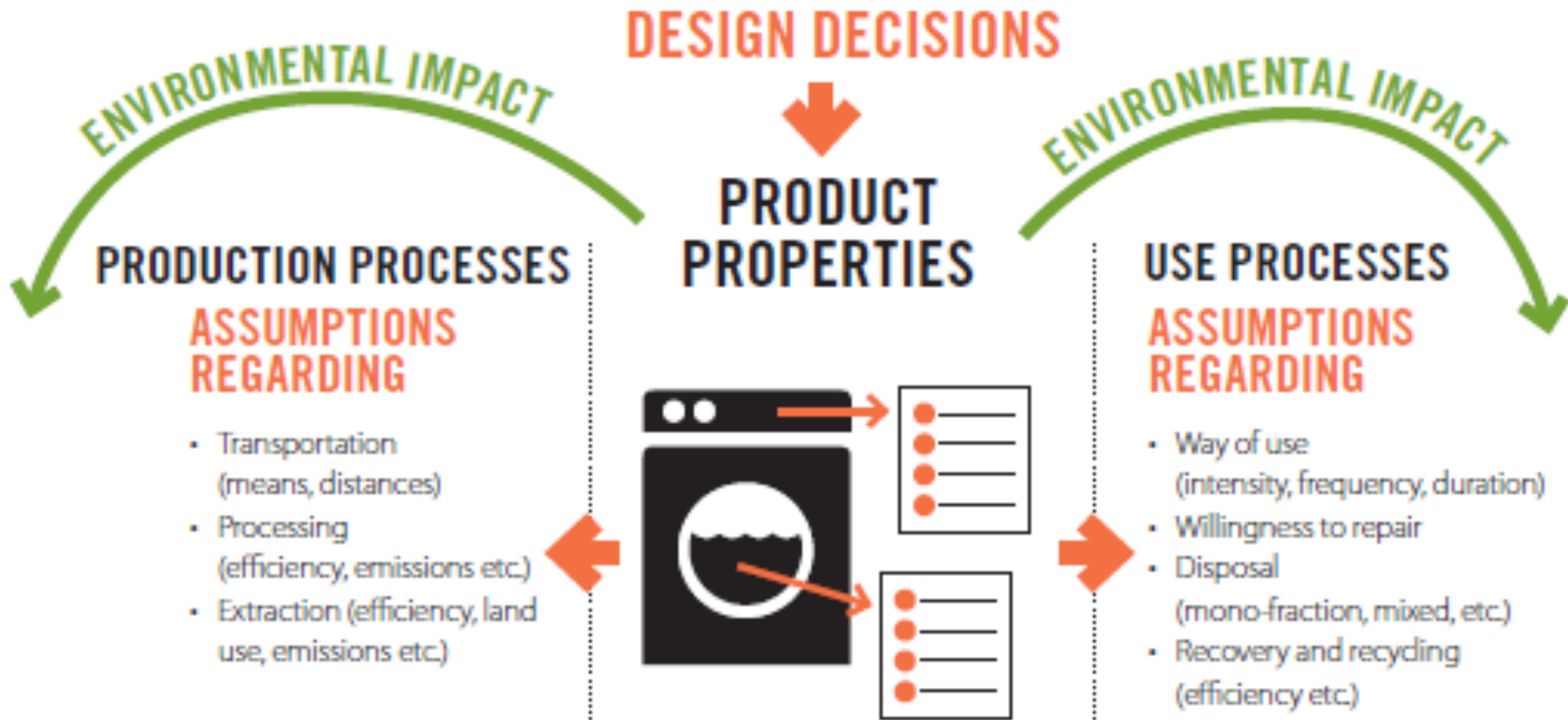
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