

Agri-food stakeholders perspective on PEF

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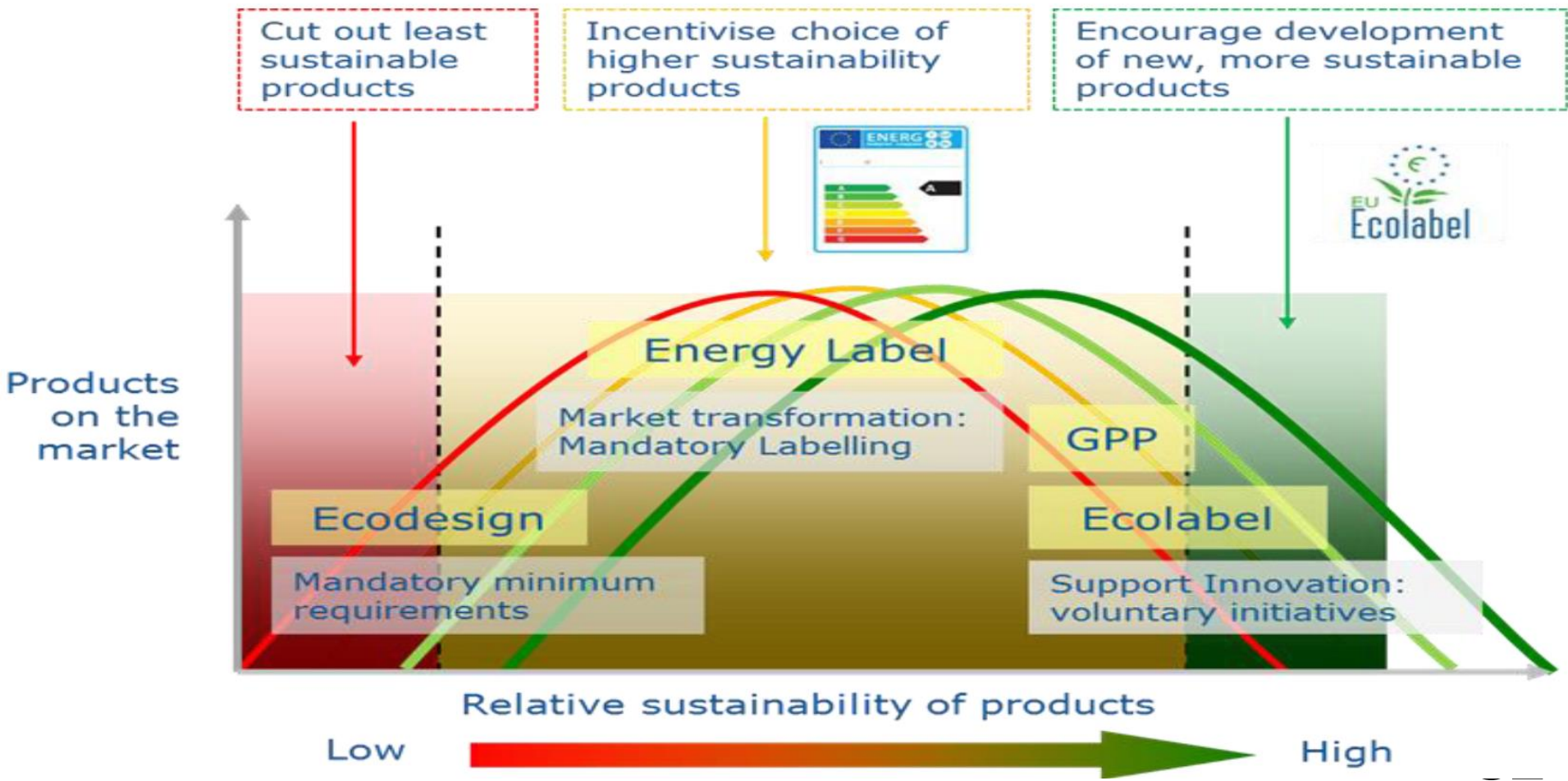
Product Environmental Footprint Category Rules Guidance

Version 6.3 – December 2017

Preface

This document (henceforward, the PEFCR Guidance) provides instructions on how to develop a Product Environmental Footprint Category Rules (PEFCR). The content of this PEFCR Guidance will be periodically revised by European Commission services. The PEFCRs developed during the Environmental Footprint pilot phase (2013-2018) shall be fully in line with this version of the guidance. Any derogation from this general rule is only possible with the agreement of the Commission.





Interviews



Purpose:

Deliver on project goals

Learn about knowledge of PEF and perceptions towards PEF

Methodology:

1.5 hour phone/webb interviews with key persons

Basic set of questions, but interviews were conducted in free form

⁶ Basic information of PEF sent out on beforehand

Interview questions (groups)

- What kind of sustainability information does the company already provide?
- Involvement or previous knowledge of PEF
- The relevance of PEF, benefits, pros/cons, barriers, costs
- Is there a need for more information about PEF?
- Opinions about communication, e.g. labels and digital information (presented later)



Interview respondents



Lantmännen



LANTBRUKARNAS
RIKSFÖRBUND



SjømatNorge

ORGANIC DENMARK.



#SvensktKött

Interview results

- Knowledge about PEF differs a lot
- About half of the respondents have heard about PEF
- Many lack understanding of the overall concepts, e.g. PEFCR
- A few has deep insight in PEF, sometimes person dependent
- Swedish participation in the development has so far been low



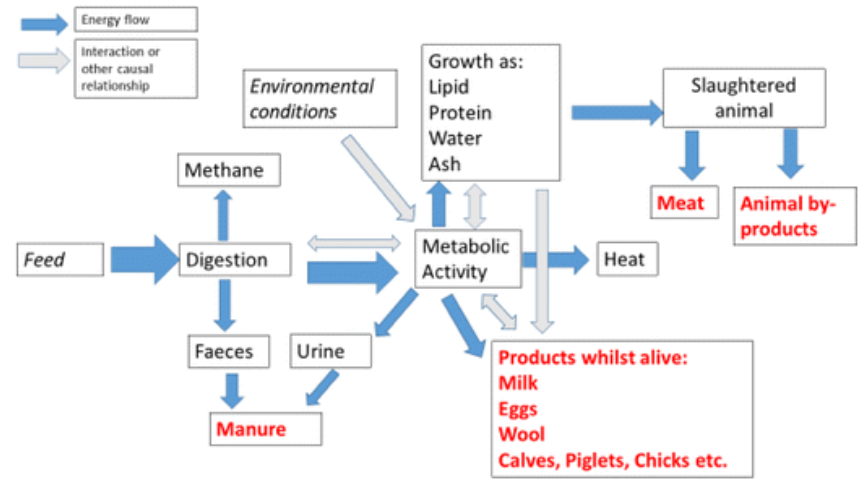
Opinions about PEF



- The overall concept is good and there is a need for it
- PEF will be usable depending on how it will be implemented
- Has to be easy to understand, to implement and for the consumer to understand
- It should not be too costly to implement...
- ...or there should be balance between investment and the return
- ...or equal cost for all, e.g. mandatory

Opinions about PEF

- Three interviewees are sceptic about current methodology, i.e. allocation principles, choice of impact categories, functional unit



Mackenzie et al., 2017

Pros with PEF #1

- Includes several environmental impacts
- Benchmarks with competitors' products
- 3rd party verification
- Good if it could be used for product portfolio environmental evaluation
- Easier for SMEs to tag along, rather than inventing something new



Pros with PEF #2

- Same playing field for all
- Could be used as a system for improvements
- Could be used as a means for a dialouge in B2B relations
- Easier for consumers

Cons with PEF #1

- Risk of too much focus on best in class, rather than "best" product category
- At the same time it is not "correct" to compare product categories since the function is different
- Increased costs. It almost impossible to get more paid for sustainable food products
- Complexity could be higher for companies with diverse product portfolios
- Uncertainties whether it could trump e.g labels like "From Sweden" or "Danish Organic Label/Ö-label" regarding meat

Cons with PEF #2

- A lot of data is needed, especially from primary production
- LCA competence is needed, both costly and a barrier to use a consultant (if needed)
- Barriers: Some actors will lose on PEF
- Barrier: Who will start it?

Is more (instant) information needed?

- Some think that more general information is needed
- The sceptic ones do not think more information is needed
- Most want more details on what it means for their business and are monitoring how this plays out, i.e. detailed information to sustainability departments

Who should communicate PEF to farmers and consumers?

- Food industry or business associations?
- Retailers?
- Other?

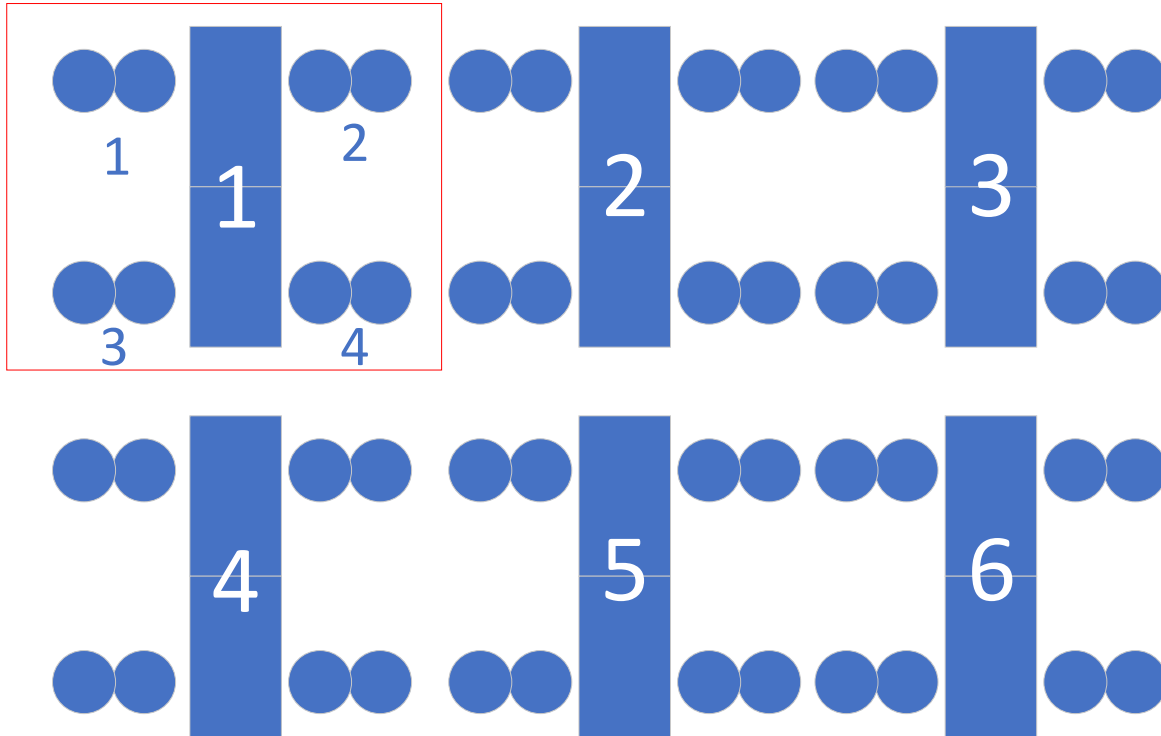
Thank You!



Time for workshop!



Workshop session 1: Carousels



- 6 carousels
- 4 stations per carousel
- 4 questions to be discussed
- 1 question for each station
- 2 persons per station
- 2 minutes per station

Workshop-questions to work with

1. Implementation of PEF: How should stakeholders act (e.g. customers, suppliers, policy makers etc.) so that my organization can use PEF and help fulfill the purpose of PEF, i.e. single market for green products, reduce proliferation of labels and contribute to a sustainable consumption and production?
2. Implementation of PEF: How should my own organization act so that my organization can use PEF and help fulfill the purpose of PEF? What are the barriers for my organization?
3. Information about PEF: Does your supply chain/members/customers need more information about PEF and who should provide it to them? Does your own organization need more information about PEF? If yes what type of information and how would you use it? If no, why not?
4. PEF methodology and development process: What is your opinion of the PEF methodology and the development process?