

Intermediate Paper

Product Environmental Footprint Pilot



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What's the
intermediate
paper product?



What's the PEF pilot?

CATEGORY RULES

Establish rules with requirements for environmental footprint of a product for a specific product category

- **Product Environmental Footprint Category Rules (PEFCR)**

SCREENING STUDY

A study based on PEF Guide and draft PEFCR for the environmental performance of a product, with the aim to evaluate the requirements of the PEFCR

- **Screening Study Report**



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What's the PEF pilot?

SUPPORTING STUDY

Further test of draft PEFCR for the final establishment – three separate studies/companies

COMMUNICATION

Vehicles for communication to be chosen, based on the Supporting studies



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Why did the Confederation of European Paper Industries (CEPI) join the pilot?

HISTORY

A pre-pilot in 2011 on category rules and footprint gave useful industry experiences

PROs and CONs for this pilot

Will participation help member companies?

Business case: to have one agreed and tested method with uniform product criteria

Political momentum of life cycle thinking and public policy

Main constrain: resources needed



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Project management of the Intermediate Paper Pilot

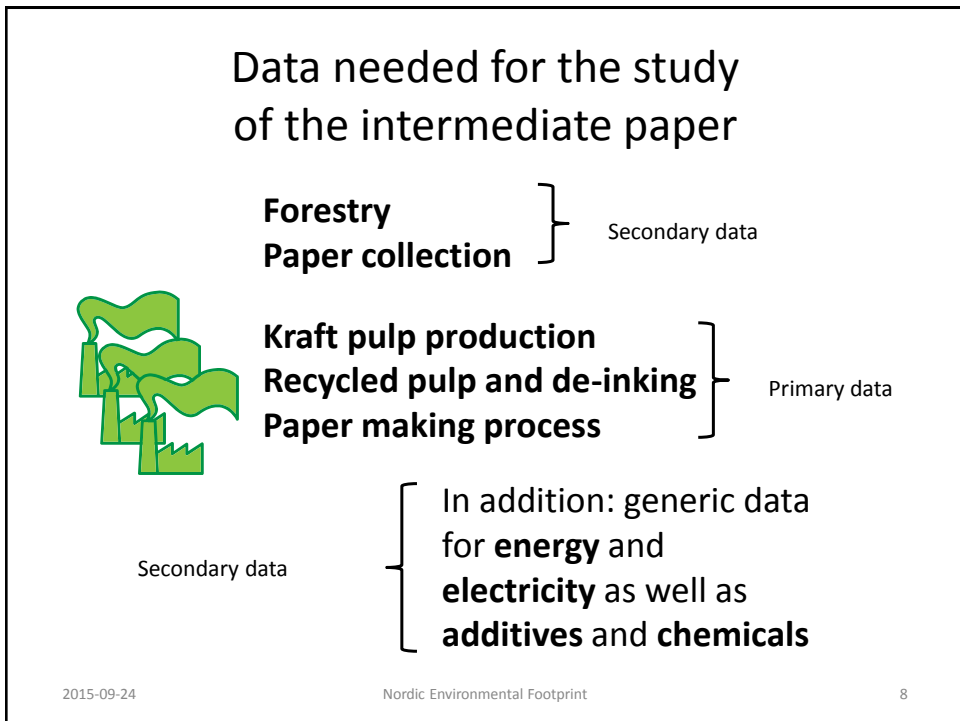
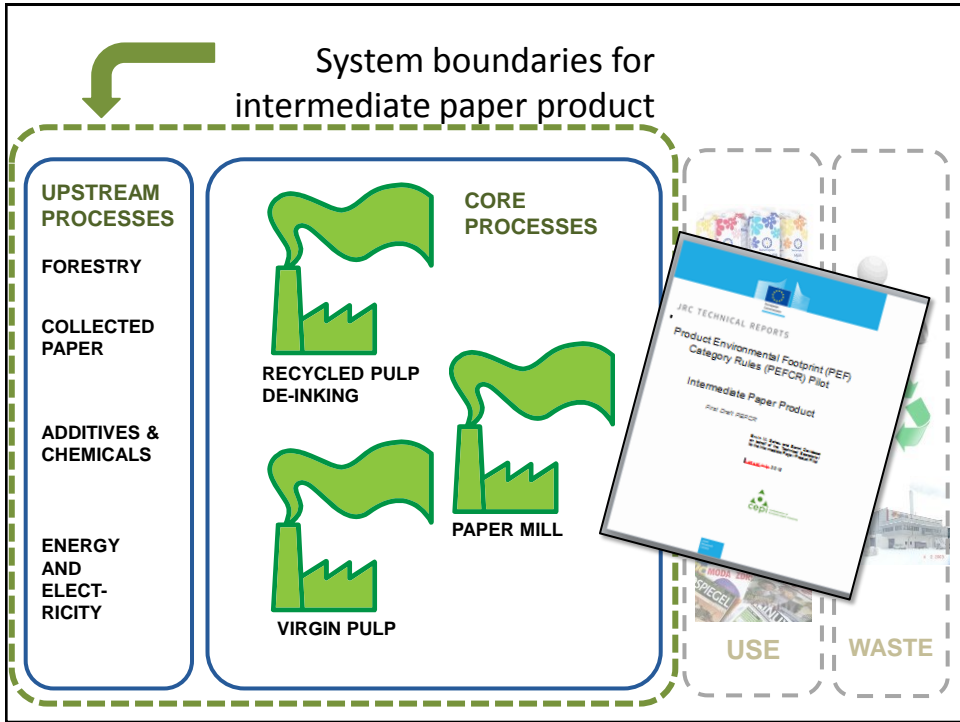
- Technical secretariat (TS) consists of **40 MEMBERS**, industry, NGOs, universities, Joint Research Center-IES
- **DRAFTING GROUP** 12 members
- More than **100 STAKEHOLDERS** for this pilot, global participation
- The TS is chaired by the Commission, and co-chaired by WWF and CEPI



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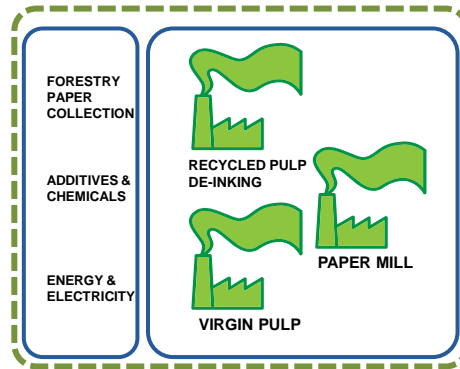
Result handling

WHAT?

The results from the study are the object of a **HOT SPOT** analysis

WHY?

To find the **RELEVANT LIFE CYCLE STAGES** with their **PROCESSES**, **IMPACT CATEGORIES** and contributing **EMISSIONS** and use of **RESOURCES**



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Hot spot analysis



EXTERNAL COMMUNICATION:

impact category and life cycle stage



INTERNAL DECISION MAKING

at company level - product or process development: life cycle stages, processes and emissions



DATA REQUIREMENTS:

processes and emissions

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What have we done in the pilot the last year?



MEETINGS 8 TS meetings, 24 drafting group meetings – almost all meetings as web meetings!

ENVIRONMENTAL FOOTPRINT

Data collection, modelling, calculations and re-calculations with two reviews

DELIVERIES Screening study report and draft PEFCR

COMMENTS Open consultation, in total 200 comments on Screening Study and PEFCR

RESPONSES



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the Swedish Life Cycle Center

The Swedish Life Cycle Center is a center of excellence for the advance of applied life cycle thinking in industry and other parts of society

A SWEDISH DIALOGUE BETWEEN BUSINESS AND GOVERNMENT
on Environmental Footprint
to support development and implementation







the Swedish Life Cycle Center


Interested parties for national dialogue on PEF pilot – not only members

Partners
the Swedish Life Cycle Center is hosted by Chalmers University of Technology



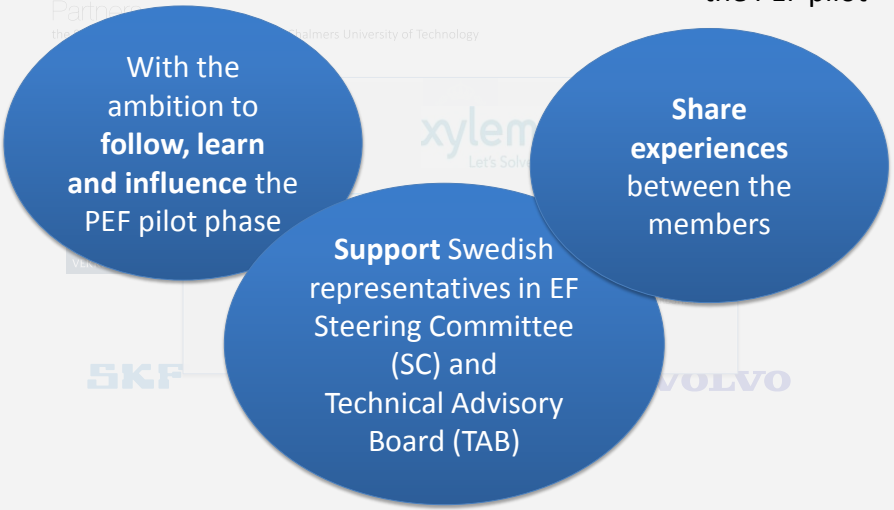
Additional partners





the Swedish Life Cycle Center

– became a host for a national expert group for the PEF pilot



With the ambition to follow, learn and influence the PEF pilot phase

Support Swedish representatives in EF Steering Committee (SC) and Technical Advisory Board (TAB)

Share experiences between the members

The PEF pilot
expert group's
working model –



the Swedish Life Cycle Center

- Opportunities to influence the development process
- Understanding of important topics and aspects across pilots and product sectors
- To agree on issues raised by the SC and TAB gives broad acceptance in Sweden
- Open climate for discussions – unique for Sweden?

Main messages on participation



- **Technically challenging**
 - In-depth knowledge required
 - Despite PEF Guide, development on-going in parallel to the projects
 - Data availability
 - Secondary data with adequate quality
- **Organizationally challenging**
 - Not only engage those concerned
 - Representativeness, EU/global
- **Sell-in challenge**
 - Pilot marketing, sell-in messages needed

Main questions for the future



Will PEF become a policy tool (as LCA will remain a technical tool)?

- Legislation for all products on the market?
- Can it serve as a “one-size fits all” tool?
- Stay as a recommendation to member states?
- Use best parts, e.g. in eco labelling, eco design, state aid, public procurement, etc.
- Uncertainties – weighting, parameters to be included like recycling and renewability, etc.
- Benchmarking of products set on the market
 - Not feasible for intermediate product
- **The business case of PEF, i.e. what it drives, must be further developed**