

Nordic Environmental Footprint Conference - From theory to market conditions

DATE: 18 September 2018, 10.15 am – 17.00 pm

PLACE: Finlandia Hall, Mannerheimintie 13e, Helsinki, Finland

Conference Program

Registration and Coffee 9 – 10.15

Welcome Address 10.15

Anne-Mari Virolainen, Minister for Foreign Trade and Development, Finland

The role of the market and product environmental information in sustainable development.

Session 1: The methodology and the intended uses in the market 10.30

Chair: Taina Nikula, Ministerial Adviser, Ministry of the Environment/ Environmental Protection Department

The session will address the common rules of the Product Environmental Footprint (PEF) and the Organisation Footprint (OEF) and how the specific category rules (PEFCRs) and sector rules (OEFSR) will deliver a more transparent and credible communication of environmental information in supply chains and in the communication to consumers. Also the next steps in the future development and political measures will be addressed.

Michele Galatola, Environment Footprint Team Leader, the EU Commission:

The PEF and OEF framework, the achievements and the next steps

Michele Galatola has been in charge of the development of both the fundamental methods of PEF and OEF and of the simplified rules for sectors and organisations. He is now together with his staff considering the next steps on the way toward an integration of the methods as a fundament for the market communication of environmental aspects of products and organisations. (45min)

Andreas Wade, Global Sustainability Director, First Solar, Germany:

Preliminary results of joint study with DG GROW, DG ENER and DG ENV to use the PEF screening results and PEFCR to develop the criteria for Energy labeling, Ecodesign, EU Ecolabel and GPP.

Andreas Wade was a leading member of the Photovoltaic Module PEFCR pilot project (20min)

Discussion

Lunch 12.00 – 12.45

Session 2: Supply chain management and PEF, 12.45

Chair: Ari Nissinen, Development manager, Finnish Environment Institute (SYKE)

The session will give examples on how companies may use the new methodologies in their supply chain management and also how the PEFCR and OEFSR may influence the future communication to the customers.

Veerle Poppe, Sustainability Strategist, Colruyt Group, Belgium.

PEF: Use in practice from farm to fork

PEF offers real opportunities for all actors in the supply chain to calculate reduce and communicate the footprint of products. Within the EIT food frame, tools are being developed to help producers, companies and retailers put the footprint into practice and use it in their supply chain and in their communication to consumers (20min)

Mr Laurent Gilbert, Sustainable Innovation Director, L’Oreal, France.

PEF in supply chain management

L’Oreal introduces the uses of the principles of PEF and relevant PEFCR in their supply chain management as a way to improve product sustainability (15min)

Ilkka V. Kojo, Director Environment & Sustainability, Outotec, Finland:

Experiences from the development and preliminary uses of OEFSR in the metallurgy sector.

Outotec is a Finnish provider of technologies and processes for metallurgy and mineral processing.

Outotec has been partner in the development of OEFSR for copper (15min)

Discussion

Coffee 14 – 14.30

Session 3: Market Communication and PEF, 14.30

Chair: Gert Sønderskov Hansen, Danish Environmental Protection Agency

The session will discuss how the market may experience a new environmental communication in future. What is the communication framework to be considered? How may the type 1 ecolabels like the EU-Flower and the Nordic Swan be influenced by the new methodology? And how may PEF influence other product policy instruments nationally and at the EU-level

Torben Clausen, Executive Director for Insight & Activation, Operate, Denmark:

Future environmental footprint communication

What are ways forward if we want PEF to result in changed consumer behaviour and more green consumption? Presentation of a discussion paper from the Nordic NEF group from April 2018 (15min)

Ari Nissinen, Development manager, Finnish Environment Institute (SYKE), Finland:

How may the PEF methodology influence the development of the criteria of eco-labels Flower and Swan? Results of the SCEPEF project of Nordic Council of Ministers.

Ari Nissinen is a member of the Nordic Environmental Footprint Group (15min)

Nicoletta Fascetti Leon, Ministry for the Environment, Land and Sea - Sogesid, Italy:

Made Green in Italy - Presentation of a new national voluntary scheme for environmental qualification of products.

The scheme is based on the PEF/PEFCR and will establish mandatory classes of performance for each product group. It will provide a logo to be placed on products (15min)

Discussion

Session 4: The Political dimension – a panel discussion, 15.45

Chair: Cecilia Mattsson, Swedish Environmental Protection Agency

How may the new harmonized methodology be influencing the European market. How to support the uses – need for both legislative and voluntary measures? What are the challenges for the market to become an active driver for circular economy?

The session will be introduced by **KEY NOTES** from

- **Sirpa Pietikäinen, Member of the European Parliament, Finland**
- **Nicolaj Christoffersen, Director of the Danish meat sector, Danish Agriculture and Food Council**

Other panelists are

- **Eva Eiderström, The Swedish Society for Nature Conservation**
- **Michele Galatola, Environment Footprint Team Leader, the EU Commission**

Closing the conference, 17.00:

Cecilia Mattsson, Swedish EPA, Chairperson of the NEF group

