

PRODUCT ENVIRONMENTAL FOOTPRINT



NORDIC ENVIRONMENTAL FOOTPRINT

NORWEGIAN ENVIRONMENT AGENCY
GRENSESvingEN 7, 0661 OSLO

WORKSHOP PROGRAM

WEDNESDAY 28. SEPTEMBER, 2016 10AM - 5PM

9 am-10 am	Registration and welcome coffee	
10:00-10:10	Welcome address	<i>Ingvild Swensen</i> , Deputy director general, Ministry of Climate and Environment, Norway
10:10-10:20	Workshop objectives	<i>Cecilia Mattsson</i> , Swedish EPA, Chairman of NEF
10:20-11:20	1 ST SESSION: THE VISION	Chair: <i>Cecilia Mattsson</i>
	Green competitiveness in global markets	<i>Per R. Sandberg</i> , The Norwegian Government's Commission on Green Competitiveness, former Director WBCSD
11:20-11:30	COFFEE BREAK	
11:30-12:30	2 ND SESSION: THE PEFCR PILOT PROJECTS	Chair: <i>Gert S. Hansen</i> , Danish EPA, Member of NEF
	Close to the end of pilot PEFCR projects: What did we learn and what's next?	<i>Michele Galatola</i> , Product Team Leader, DG Environment, EU Commission
12:30-13:15	LUNCH	
13:15-14:15	Examples of draft PEFCR's and product PEFs. Specific focus on PEFCR supporting studies, development of benchmarks and product specific communication testing	Thermal insulation: <i>Georg Schöner</i> , Sustainability Expert, ROCKWOOL International, Denmark Meat: <i>Peter Rejnholdt Petersen</i> , EU consultant, Danish Bacon & Meat Council Marine Fish: <i>Erik Skontorp Hognes</i> , Researcher, SINTEF, Norway
14:15-14:30	BREAK	

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14:30-16:00

3RD SESSION: THE FUTURE PRODUCT BENCHMARKING AND COMMUNICATION

Chair: *Ari Nissinen*, Finnish Environment Institute (SYKE), member of NEF

BENCHMARKING

How may benchmarks be estimated in future and what is the role of stakeholders – perspectives based on the learnings from the pilots

Charlotte Leire and Åke Thidell, Ass. Professors, IIIIEE University of Lund, Sweden

COMMUNICATION

Future free communication of products environmental footprint in the market b2b and b2c – How to achieve credibility? The role of the flower and Swan? – and the authorities?

Torben Clausen, Executive Director for Insight & Data, Operate A/S, Denmark

Panel discussion

Marianne Burum Eskeland, Ecolabelling Norway

Sven-Olof Ryding, Swedish Environmental Research Institute

Francisco Lupiáñez-Villanueva, Ass. Professor, Universitat Oberta de Catalunya, Spain

16:00-17:00

4TH SESSION: STAKEHOLDERS EXPECTATIONS

Monika Lahti, Norwegian Environment Agency, member of NEF

Panel discussion

Anders Welin, Author, former authorized public accountant and auditor of sustainability reports

Carsten Wachholz, Senior Policy Officer, European Environmental Bureau

Anne Lill Gade, Group Sustainability Manager, Jotun

EOM

Conclusions and wrap-up

Monika Lahti