

WORKSHOP

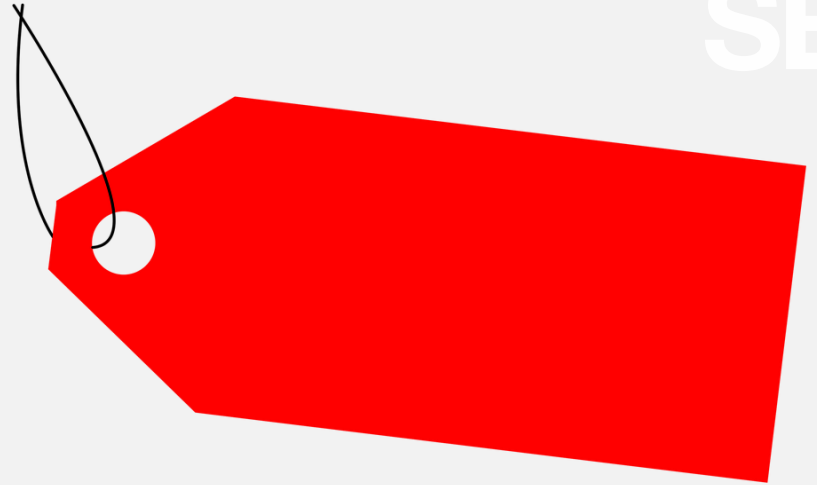
Labelling



RI
SE

Do we need a
PEF label?

1. Yes
- X No
2. I do not know



If a label is not enough, what would be needed to complement it/what would be needed instead?

Who would be responsible for taking action?

Interview respondents have identified a risk that consumer chooses the best in class from the wrong product category when making a choice between two products with similar function.

Do you agree?

- 1. Yes
- X. No
- 2. I do not know

Do retailers have a special role in the transition to sustainable consumption, as they can influence the consumer to buy the product with lowest env impact?

- 1. Yes
- X. No
- 2. I do not know

- Does the PEF need to be mandatory (within a certain sector) from the start?
- If not, who will take the lead and implement first?
- Is there an advantage to take the lead and establish the label?

If a label is not enough, what would be needed to complement it/what would be needed instead?

Who would be responsible for taking action?

The future of PEF communication

Sectorial
agreements on
how to use PEF

Digital tools
and services

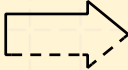
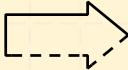
Producers/wholesalers
/retailers get more
paid for products with
higher PEF score

Policies

Used in public
procurement

Label

The Future



Thank You for contributing!

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