

# The «Made Green in Italy» initiative




Prof. Fabio Iraldo

Sant'Anna School of Advanced Studies and Bocconi University

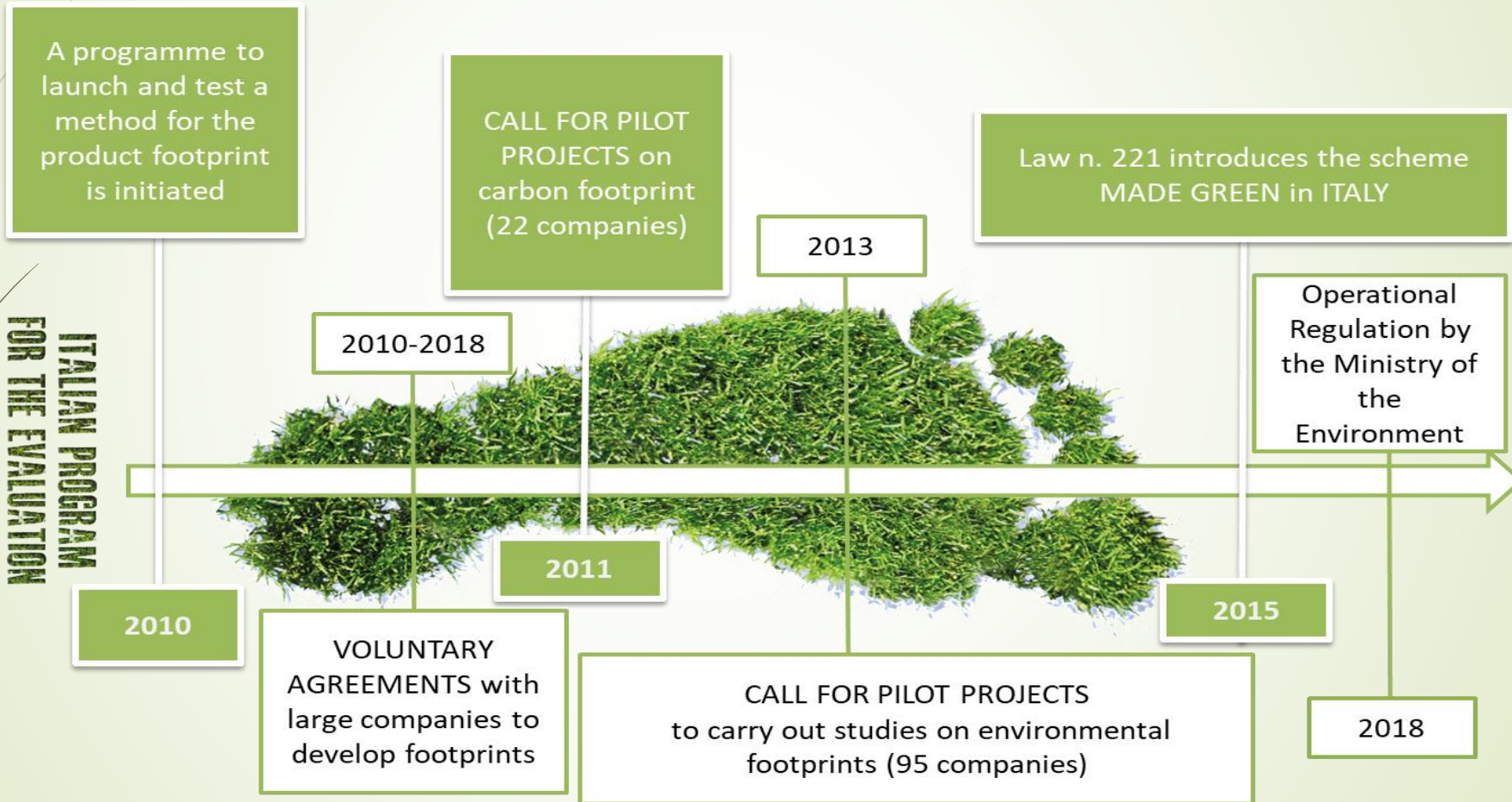


# Drivers:

- Corporate competitive and marketing strategies relying on « green products »;
  - SMEs interested in LCA-like approaches (costs are increasingly affordable);
  - Quest for clarity, transparency, information, robustness... in the battle against greenwashing
  - Need to support the decision-making process;
  - Strong institutional commitment.
- 

# The history of «Made Green in Italy»

ITALIAN PROGRAM  
FOR THE EVALUATION  
OF THE ENVIRONMENTAL FOOTPRINT



# «Made Green in Italy»

- **Voluntary scheme**, introduced by National Law n. 221/2015;
- It is a **combination of type 1 and type 3 ISO labels**
- It is **fully based on the Environmental Footprint method and it adopts Rec. 2013/179/CE and following guidelines;**
- An **operational Regulation** has been published by the Ministry of the Environment to enact and apply the Law.



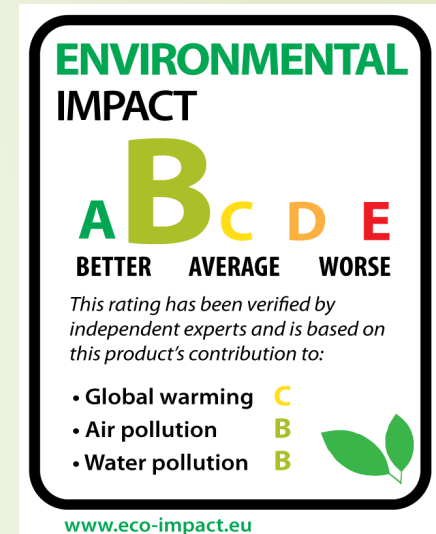
# Relationship with the EU PEF method and related initiatives

- If PEFCRs exist at the EU level, these must be applied;
- If not, CRs can be developed at the MS level, but according to the subsidiarity principle.
- To propose national CRs: must represent more than 50% of the relevant sector.
- If CRs are developed at a national level, they should undergo a public consultation process, managed by the Ministry of the Environment, in order to be finally approved.



# The benchmark must:

- ▶ always be defined by the proponent of a PEFCR if it is not available at European level;
- ▶ be accompanied by 3 classes (A - B - C) even if at European level the classes have not been defined or a different number have been defined.
- ▶ If benchmarks have already been calculated and made public at European level, the proposer transposes these values in the RCPs of the "Made Green in Italy" scheme, aggregating the three most relevant impact indicators, weighted by adopting the proposed method from the PEF guidelines.



# Current state of the art of the approved PCRs:

- Shoppers in PE
- Cheese
- Wool woven
- Wooden packaging
- Industrial laundry services
- Vinegar
- Pasta



- Geotextiles
- Steel casting
- Tobacco
- Pig meat
- Bovine meat

In addition to these national pilots, funded by the Italian Government, two additional LIFE EU funded projects are undergoing (Life EFFIGE and Life MAGIS), that will bring about new Category Rules, some of which based on existing PEFCRs



# How does it work?

An applicant company can participate in the scheme if:

- **Carries out a PEF study** according to all the applicable EU and national rules (Rec. 179, EC guidelines, National operational Regulation, Category rules,... including applicable environmental laws),
- Performs well **against the benchmark** (if any),
- Pursues and achieves a **continuous improvement** of the product footprint (main impact categories), if not in the «best class»,
- Complies **with additional criteria** (focused on the specific product group, e.g. for food: organic farming, etc.)
- **Communicates the PEF** results to consumers and stakeholders,
- Updates the PEF study.



# What can and should be communicated

- A logo is assigned and **must be placed on the product**;
- A bidimensional bar code must be used to lead the consumer to a **landing page with and EPD-like detailed declaration**;
- **Indicators on the three main impact categories** are communicated;
- **Positioning against the benchmark** can be communicated;
- **Achieved continuous improvement results** (if documented) can be communicated;
- **Compliance with National GPP mandatory criteria** (if checked and validated) can be communicated.



# The verification procedure includes both a “desk” documentary analysis and an audit “in field” of the applicant and its supply chain.

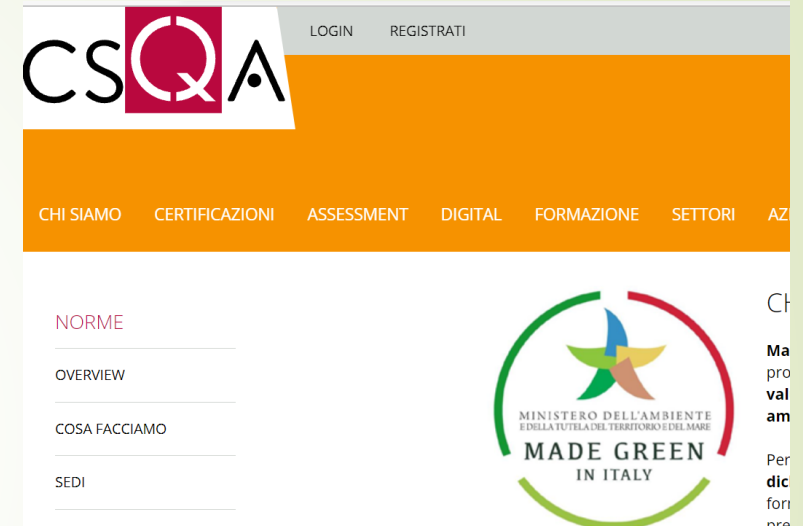
The objectives of the audit are to ensure that:

- The methods used to conduct the environmental footprint assessment study and the related results are consistent with the 2013/179 / EU recommendation, the PEF guidelines and the corresponding RCP
- The data are appropriate, reasonable and meet the quality requirements
- The interpretation of the results reflects the identified limitations
- The study is transparent, accurate and consistent
- The identification of the performance class is correct
- The DIAP complies with the requirements of the RCP and the "Made Green in Italy" regulation
- The quality control of the quantitative information reported in the DIAP is guaranteed
- The accuracy of the qualitative information reported in the DIAP is guaranteed



# Verifiers and products:

- First verifier has been accredited in July 2021
- First product has been awarded the Made Green in Italy certification in July 2021





# Thank you

[fabio.iraldo@santannapisa.it](mailto:fabio.iraldo@santannapisa.it)

Let's connect on LinkedIn