

Nordic Virtual and round table Conference, 30 September 2021

## Moving the European market toward a circular economy.

*PEF - a life cycle based harmonized toolbox- is intended to form the motor in new regulatory measures for driving products in a green direction*

The program will include the following headlines:

- ✓ How do we move the market in a green direction? Introduction speeches by the Danish Ministry for Environment and the EU Commission
- ✓ The Green Claims Initiative and the Sustainable Product Initiative. Presentation by the Commission of measures for promoting documented and verified environmental information of products; Measures for promoting green innovation of product by the use of the principles of the present Ecodesign Directive – and how to transfer reliable product information down the product chain by the use of a “electronic product Passport”
- ✓ The fundamental PEF and PEFCR toolbox
- ✓ Initiatives in The Netherlands, Italy and France to move the market in a green direction

### Background

End of 2021 the European Commission intends to publish legislative proposals related to two major initiatives on how to green the EU market: *The Green Claims initiative* to substantiate documented and verified green information of products as a precondition of creating trust in the market – and *the Sustainable Product Initiative* to promote green product innovation and to promote the market sharing of product specific information (the electronic Product Passport). The fundament and the precondition for both initiatives is the Product Environmental Footprint toolbox (PEF), which have been in preparation since 2005. The EU Commission published the PEF methodology in Official Journal in 2013 . Since then the PEF method has been applied as basis for development and testing of product category specific methods – the PEFCRs (Product Environmental Category Rules).

Registration at this [link](#) and latest at 23 September. Zoom link will be mailed to all registered participants

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