The Single Market for Green Products Initiative

*Communication from the Commission to the European Parliament and the Council COM(2013) 196 published on 9 April 2013*

- Measure environmental performance throughout the life cycle
  - Product Environmental Footprint (PEF)
  - Organisation Environmental Footprint (OEF)

International effort to develop one methodology

Principles to communicate environmental performance

Multi-stakeholder process

3 year testing period to develop specific rules (PEFCRs and OEFSRs)
Purpose of PEFCRs
Product Environmental Footprint Category Rules

**Definition:**
“It is a life cycle based assessment on a specific product category complementing general methodological guidance for PEF studies by providing further specification at the level of a specific product category.”

**Purpose:**
- Specific guidance for calculating and reporting products’ life cycle environmental impacts
- Uses the most important parameters to determine the environmental performance of a given product
- Allow comparisons between PEF calculations within the same product category
- Identifies areas of possible improvements
Global Climate Change mitigation
EU goals through the UN framework convention on climate change (UNFCCC)
EU Climate Policy
PEF standards
Building the single market for Green Products

volunteering companies and organisations. The aim is to understand the real potential of the methods before proposing new policies.
Meat PEF pilot involvement

1. Animal feed (FEFAC) had applied in the first round
2. Dairy, leather and pet-food applied in the second
3. Third party development leaves the measuring of sustainability of livestock-meat at a disadvantage
4. Many relevant developments and debates for years eg LEAP, Meat Sector Taskforce on Sustainability (MSTS)
5. Holistic international approach (Incl MSTS reps)
6. Produce detailed LCA -Life Cycle Assessment and Gap Analysis
Phases of a PEF study

- Define goals of the PEF study
- Define scope of PEF study
- Create Resource use and emissions profile
- Conduct the EF impact assessment
- EF interpretation & reporting
Phases of a PEF study

- Define goals of the PEF study
- Define scope of PEF study
- Create Resource use and emissions profile
- Conduct the EF impact assessment
- EF interpretation & reporting
- Define PEF product category
- Define product “model” based on representative product
- PEF screening
- Draft PEFCR
Programme of Activities

1. Scope and representative product document, including the screening of existing PCRs
2. Screening PEF
3. Draft PEFCR
4. 3 reports of supporting studies
5. 4 reports analysing comments on physical and virtual consultations
6. Report addressing reviewers comments
7. Support finalising PEFCR
Actual activities

1. **The so-called Cow Model Working Group**
2. Scope and representative product document, including the screening of existing PCRs
3. Screening PEF
4. Draft PEFCR & assessment of communication vehicles
5. 3 reports of supporting studies
6. 4 reports analysing comments on physical and virtual consultations
7. Report addressing reviewers comments
8. Support finalising PEFCR
Allocation Issues

Cow Model Working Group

- Meat
- Petfood
- Cereals – FEFAC
- Dairy
- Leather
- Rendering

- Physical
- Economic
- Biophysical
Allocation factors of 8 main tissues

- Biophysical allocation
- Mass allocation
- DM allocation
- Protein allocation

Legend:
- Hide
- Tallow
- Liver
- Stomach
- Intestine
- Meat
- Fat
- Bones
Partitions of co-products by different destination

According to the report of Cattle Model Working Group 2015
Impact categories

1. Climate change
2. Ozone depletion
3. Human toxicity, cancer effects
4. Human toxicity, non-cancer effects
5. Particulate matter
6. Ionizing radiation HH (human health)
7. Ionizing radiation E (ecosystems) (interim)
8. Photochemical ozone formation
9. Acidification
10. Terrestrial eutrophication
11. Freshwater eutrophication
12. Marine eutrophication
13. Freshwater ecotoxicity
14. Land use
15. Water resource depletion
16. Mineral, fossil & renewable resource depletion
## Main Impact categories

<table>
<thead>
<tr>
<th></th>
<th>Main contributing elementary flows</th>
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</thead>
<tbody>
<tr>
<td><strong>Climate Change</strong></td>
<td>CH4, CO2 from LUC, N2, fossil carbon</td>
</tr>
<tr>
<td><strong>Terrestrial</strong></td>
<td>Ammonia at farm and cultivation &gt; 90% rest is energy related</td>
</tr>
<tr>
<td><strong>eutrophication</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Marine eutrophication</strong></td>
<td>Nitrate at cultivation of arable crops or during grazing</td>
</tr>
<tr>
<td><strong>Acidification</strong></td>
<td>Ammonia at animal farm and cultivation &gt;80 %, rest is energy use related NOx, SOx</td>
</tr>
<tr>
<td><strong>particulate matter</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Land use</strong></td>
<td>Transformation of land and land occupation</td>
</tr>
</tbody>
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**Biodiversity and sequestration**
Summary

• Looking after the interests of the meat industry
• Not giving up when data or research is missing
• Derive practical environmental performance measures
• Can be applied to producers, processors, retailers and consumers
• Develop a way to simply communicate with a relevancy to specific products
• Identify scientifically who should be receiving the communications