

Product Environmental Footprint (PEF) of agricultural products

Workshop, Helsinki, Finland

19th September 2018



Organizers

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Nordic Council of Ministers



MINISTRY OF AGRICULTURE AND FORESTRY

Introduction to Product Environmental Footprint - PEF for the agricultural and food sectors

Hannele Pulkkinen, Research Scientist

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"We want that we have reliable methods, which enable products' environmental impact assessment for future decision making and policy"

KESTUTIS SADAUSKAS

DIRECTOR "GREEN ECONOMY"
EUROPEAN COMMISSION, DIRECTORATE
GENERAL FOR THE ENVIRONMENT

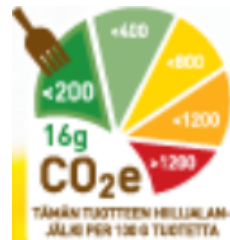


Views on Environmental Footprint / EU Environment:

www.youtube.com/watch?v=mTK59eseDBQ

Challenges of the European Commission

- Increase the coherence of the EU policy framework
- Enhance competitiveness, green growth, and innovation
- Make consumption more environmentally sustainable
- Proliferation of labels/schemes
- Misleading claims



Product Environmental Footprint

- Companies: help at design better products
- Consumption markets: complementing the current approach of rewarding "best in class" products
- Consumers: more informed choices
- Member States: linking incentives/disincentives to the environmental performance of a product along its supply chain
- Policy makers: clearer picture of the potential environmental impacts & setting targets based on such information



What has been done?

- General guidelines 2013
- Development of more specific Product Category Rules (PEFPCRs) in pilot phase 2013-2017
 - 27 product categories/sectors started, 13 published
 - Specifications to general guidelines as Guidance for development of PEFCRs
- Transition phase 2018-2020
 - Voluntary implementation
 - Development of new PEFCRs/methods/guidances
- Policy proposal 2020->

Product category rules at agrifood sector

1. Published product guidelines for:
 - Dairy, pasta, beer, wine, packed water, feed for food producing animals
2. Published sector guidelines for:
 - Retail
3. Coming in autumn:
 - Olive oil

How new guidelines are better than previous ones?

- **General guidances harmonize environmental impact assessment of different product groups and sectors**
 - Common rules to common processes
 - Common impact assessment methods
 - Common principles for data quality rules
- **More specific guidances for product categories/sectors**
 - Specific definition for goal of assessments (functional unit, system boundaries etc.)
 - Pre-defined most important processes, which have higher data quality requirements
 - Pre-defined most important environmental impacts, which shall be used for communication
- **Always when results are communicated, assessment shall be verified**

Summary

- Few food categories already have new guidelines available
- European Commission's initiative has activated European, and also importing, companies
- Experiences on implementing and further development of guidelines are needed
- From now on EC is discussing policy measures

Targets of today

- Collecting your feedback, hopes and worries regarding PEF
- Giving more insights regarding specific issues regarding agri-food sectors
- Inspiring and motivating to work towards more sustainable food production and consumption



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9.00-
10.30

Plenary session

Introduction to PEF for the agricultural and food sectors, *Hannele Pulkkinen*,
Research Scientist, Luke

From PEF pilot phase to concrete implementation: the EU Feed industry perspective, *Nicolas Martin*, Policy Advisor, FEFAC – European Feed Manufacturers' Federation

Thoughts from the industry – Opportunities and challenges with PEF, *Martin Laurentz*, Sustainability Project Manager, Lantmännen

Data challenges in agricultural sector – data collection and representativeness, *Troels Kristensen*, senior researcher, Aarhus University

LCA modelling challenges in agricultural sector – soil carbon, *Marie Trydeman Knudsen*, Research Scientist, Aarhus University

Overview of data collection initiatives regarding environmental impact assessment in agricultural sector, *Ulf Sonesson*, Associate Professor, RISE

10.30-
12.30

Workshop

Collecting and discussing stakeholders' comments and feedback to PEF regarding the agricultural sector

12.30-
13.00

Wrap up