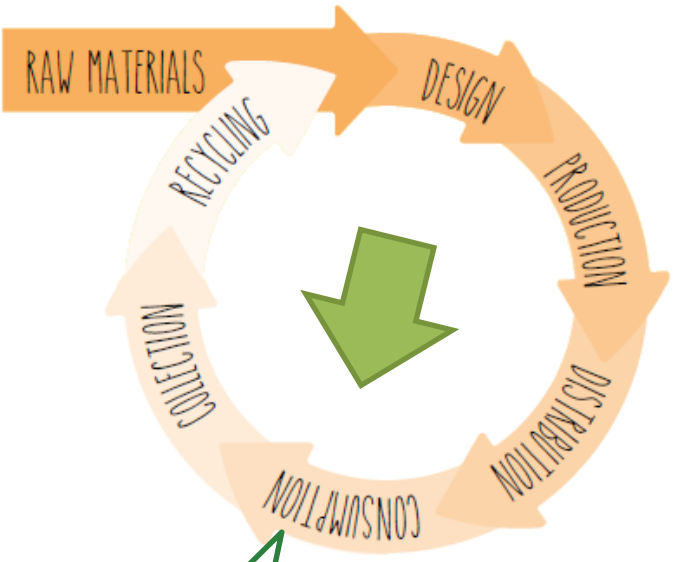




# Session: A fair Circular Economy for consumers: how to inform, empower, and protect citizens

6 March 2019



How to promote Sustainable Consumption Patterns and green lifestyle



#PlasticFree



Nicoletta Fascetti Leon

Italian Ministry for the Environment Land and Sea - Sogesid



# "Made Green in Italy" scheme

The national **voluntary scheme** for environmental qualification of products has been established by the National Law 221/2015 containing measures to promote *green economy* and to reduce the use of natural resources (Art 21)

This scheme adopts the **PEF methodology** to evaluate the environmental footprint of products, as defined by the Recommendation 2013/179/EC and following guidance.

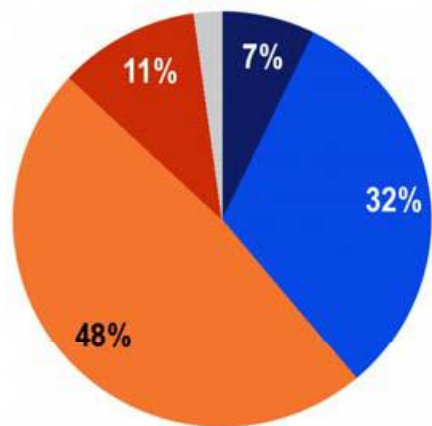
The Ministry for Environment is the **program operator** of the scheme





# Consumers confidence on environmental claims

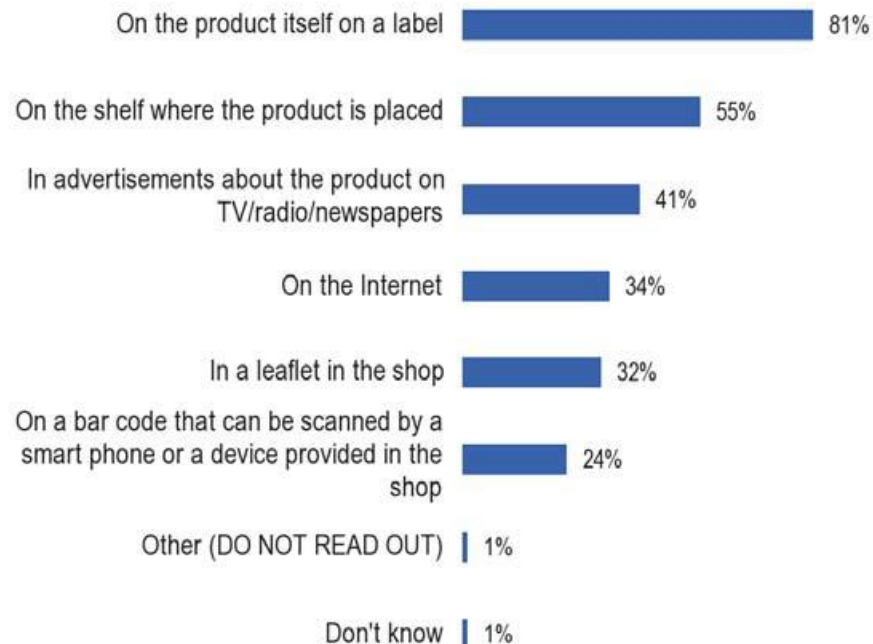
Q10. Do you think that current products labels provide enough information about their environmental impact in (OUR COUNTRY)?



- Yes, and the information is clear for all products
- Yes, but the information is unclear for some products
- No, the current labels are not clear
- No, you did not know about the existence of such labels
- Don't know

 EU27

Q11. Where would you like to find environmental information about a product?



 EU27



# MGI: the potential communication effect



An easy to recognise logo is assigned and must be placed on products

A barcode or qrcode will lead to a detailed declaration that provide better and transparent information to consumers

Enhance market surveillance: stakeholders can check compliance and find information on:

- 3 main impacts categories
- Position against the benchmark
- Pursued and achieved continuous improvement
- Compliance with National GPP mandatory criteria (if applicable)

Foster a sound competition on more sustainable solutions for a specific need through direct access to product related information

**RELIABILITY RELEVANCE CLARITY TRASPARENCY ACCESSIBILITY COMPARABILITY**