MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE

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Circular economy stakeholder conference

Session on green claims – experience and views from France

3 November 2020

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Policy objectives

➢ The integration of environmental protection considerations in product design and information is both a moral imperative and a business opportunity

➢ Equity, transparency, credibility

➢ Sustainable consumption and production : acting on both demand and supply

➢ Greening consumption while fostering ecodesign

➢ Protecting the consumer against greenwashing

Several initiatives – building a strong technical basis – piloting

➢ A strong technical basis: methods (2 + 30), database, common logo

➢ Pilot 2017-2019 in 5 sectors (electronics, food, furniture, hotels, textile)

➢ Law against waste and for the circular economy (2020): strengthening environmental information
  ➢ Article 13: general information on products (including circular economy)
  ➢ Article 15: official environmental information voluntary scheme, starting with a 18 months pilot-phase which could feed new regulation in the future

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Common logo and pictogramme developed with the stakeholders

Pilot-phase in the textile sector

➢ Led by ADEME and Environment Ministry

➢ Voluntary companies participate (data collection, environmental assessment, verification, communication) using ADEME's technical tools

➢ 3 WGs: PCR, communication format, and consultancy services

➢ PCR WG = « mirror » French group for PEF apparel PEFCR project

➢ Verification of environmental footprint results and of new PCRs done by consultancies accredited by public authorities

Pilot-phase in the food sector

➤ Led by ADEME + Ministries of Agriculture, Economy and Environment

➤ a) Methods b) Communication formats c) Implementation and behavior change

➤ 3 levels: product, menu, diet
➤ Build upon learnings from Nutriscore

➤ Combine LCA (ex : EF) and non-LCA indicators (biodiversity etc.)

➤ Combine average default values (ex: Agribalyse database) and specific data

➤ Key stakeholders : retailers, food compagnies, digital players (smartphone apps)

➤ Opportunity to use PEF for product category where there is a PEFCR (eg dairy)

Consumers

➢ Some findings in France from pilots and studies:

➢ 91% very interested in product environmental information
➢ 20% think that current product environmental information is sufficient
➢ 62% reckon that sustainable products are not easy to identify

➢ 77% in favour of a general consumer product env. information

➢ Willingness to pay more for the environment: 50% ready to pay 20% more for higher grade product (eg B to A)

➢ Communication: prefer relative scale, single score, on pack, verification and / or some governmental or NGO approval

Views on the Commission's initiative

➢ General support on objective of setting up an EU-wide official framework for a better control of green claims (environmental protection / consumer protection / internal market)

➢ 400 labels (or logos, methods etc.) in the EU: need some harmonisation (better for consumers and for industry)

➢ Start with « voluntary – regulatory » (greening mass consumption will probably requires mandatory labelling as a second step)

Views on the Commission's initiative

➢ PEF: science-based, robust methods but aspects need to be improved

➢ Continue PEF development and improvement with operationality in mind for B to C communication and SME access

➢ Verification is key to reliability, credibility but right balance needed (cost)

➢ Need clear articulation with non-LCA env information

➢ FR: aims to align but our own initiatives can contribute